

**Why support the appeal?**

Worldwide, road traffic crashes are the largest killer of children and young people aged 5-29 years. The problem is worst in low and middle-income countries, where 93% of road traffic fatalities occur despite only accounting for approximately 60% of the world’s vehicles (source: World Health Organisation).

Transaid works to create safer roads in sub-Saharan Africa. We are currently implementing professional driver training programmes in Tanzania, Uganda and Zambia, as well as recently embarking on a new road safety project involving motorcycles and three-wheelers in the Democratic Republic of Congo (DRC).

* Over the past 12 months, we have trained over 9,600 students in our professional driver training programmes.
* For over 10 years we have partnered with the Industrial Training Centre (ITC) in Lusaka, Zambia, to deliver driver training to internationally-recognised standards.
* Last year, trainers from the ITC travelled to Sierra Leone, where they delivered essential motorcycle training to 190 field officers working on a national education scheme.

**With your help we can continue to make roads safer in Africa so that every driver can leave for a day’s work without the fear that they may not come home due to dangerous roads. Find out how below.**



**How to support our appeal:**

Please decide how much you would like to donate and which thank-you package you wish to receive.

Packages include logo placement in our nine festive ads and/or an industry themed e-card design, personalised with your logo - saving on paper and the cost of posting traditional cards!

Fill out the form and email to [jade@transaid.org o](mailto:jade@transaid.org)r post to:

**Transaid**

**Attn: Jade Ashby- Rozier**

**137 Euston Road**

**London, NW1 2AA**

*Last year’s Christmas Appeal advert in Commercial Motor Magazine, featuring logos from participating companies.*

**IMPORTANT!**

\* To guarantee entry, logos must be received by the following deadlines: **8th November** for SHD Logistics, **11th November** for Handling & Storage Solutions, **12th November** for CILT Focus and UKWA Warehouse, **13th November** for RHA Roadway, **19th November** for FTA Logistics, **26th November** for Forwarder and Coach & Bus Week, **2nd December** for Motor Transport and Commercial Motor.

\* All packages are subject to 20% VAT. Invoice and VAT receipt available on request



**YOUR LOGO HERE**

**YOUR LOGO HERE**

**Choose one of the following e-card designs:**

**YOUR LOGO HERE**

**YOUR LOGO HERE**

**TRANSAID THANK-YOU PACKAGES:**

**GOLD PACKAGE** – A donation of £800 (plus VAT) or more includes:



• Company logo placement in the Transaid festive advert in **Motor Transport, SHD Logistics, Commercial Motor, Forwarder, Coach & Bus Week, CILT Focus, UKWA Warehouse and RHA Roadway**\* magazines

• A Transaid **e-card personalised with company logo**

• **Company logo placement on the Transaid website**

• **Social media coverage**

**SILVER PACKAGE** – A donation of £550 (plus VAT) or more includes:



• Company logo placement in the Transaid festive advert in **Motor Transport, SHD Logistics, Commercial Motor, Forwarder, Coach & Bus Week, CILT Focus, UKWA Warehouse and RHA Roadway**\* magazines

• **Company logo placement on the Transaid website**

• **Social media coverage**



**BRONZE PACKAGE** – A donation of £350 (plus VAT) or more includes:

• A Transaid **e-card personalised with company logo**

• **Company logo placement on the Transaid website**

**YOUR DETAILS:**

|  |  |
| --- | --- |
| **Your name, Company & Title** |  |
| **Address** |  |
| **Phone number** |  |
| **Email** |  |
| **Package**  (Please tick preferred option) | □ Gold □ Silver □ Bronze |
| **Preferred e-card design**  (For Gold and Bronze packages only) | □ Bicycle Ambulance □ Truck □ Forklift Truck □ Bus |
| **Payment**  (Please tick preferred option) | □ I’m enclosing a cheque payable to Transaid  □ Please invoice me for the above amount  □ I’d like to pay by BACS, please send me the details |

**Please ensure that you send a high-quality version of your organisation’s logo with your response, via email to** [**jade@transaid.org**](mailto:jade@transaid.org)**. If you have any questions please contact Jade Ashby-Rozier at** [**jade@transaid.org or**](mailto:jade@transaid.org) **020 7387 8136.**