

Why Support the Appeal?

Access to Health

Malaria continues to pose a major threat to rural communities and particularly children under five, with **Africa being home to 96% of all malaria deaths.**

Africa is also home to 70% of global maternal deaths, of which 75% could be avoided through timely access to healthcare.

As part of the Sustainable Development Goals, the United Nations has set targets to end the epidemic of malaria and reduce the global maternal mortality ratio.

Transaid's MAMaZ and MAMaZ Against Malaria programmes utilise Emergency Transport Schemes (ETS) to provide a vital link between rural communities and health services. **MAMaZ Against Malaria has seen an 87% reduction in the number of children dying from severe malaria.**



"I am thankful to the rider as well as Transaid. Without them, maybe I was thinking that I would not be alive today."

Esther Chibuye, and her son Rogers.

[Read their story.](#)

Road Safety

An estimated **1.19 million people die each year as a result of road traffic crashes**, with African roads being some of the deadliest in the world. As part of the Sustainable Development Goals, the United Nations has set an ambitious target to halve the number of global deaths and injuries from road crashes by 2030.

Transaid aims to improve road safety through professional driver training programmes across sub-Saharan Africa. In the last year, **Transaid has trained almost 11,000 drivers and 60 trainers** at Transaid-supported training centres in **Zambia, Tanzania, Uganda, Ghana, and Kenya.**



"We must find a way to share the knowledge I have acquired through Transaid with everyone."

Emmanuel Danso, a professional driver trainer in Ghana.

This year Transaid launched a new project in Ghana, leading the nationwide roll out of a new Heavy Goods Vehicle (HGV) driver training standard, in total Transaid has **trained more than 2,000 drivers in accordance with the new standard.**

With your help we can continue to improve access to healthcare for rural communities and ensure that truck drivers can leave for a day's work without the fear that they may not come home. Find out how below.

How to support the appeal, and help more drivers like Emmanuel and mothers like Esther:

- Please decide which Thank-you Package you wish to receive (page 3).
- Packages include logo placement in our sixteen festive ads and/or an industry themed e-card design, personalised with your logo - saving on paper and the cost of posting traditional cards! The design can be attached to email or used as a company email footer during the festive period. Full package details can be found on page 3.
- To the right is an example of last year's Christmas Appeal advert in Motor Transport, featuring logos from participating companies.
- Please fill out the form and send it to kohei@transaid.org.



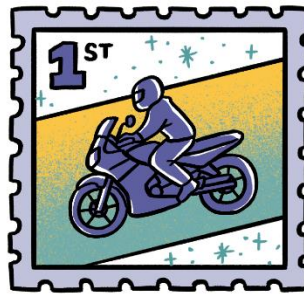
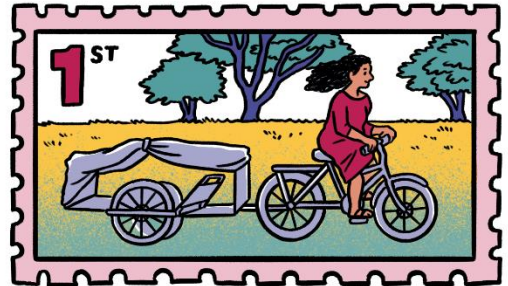
Transaid's 2024 Christmas Appeal

137 Euston Road,
London, NW1 2AA
United Kingdom
T: +44 (0)20 7387 8136
E: info@transaid.org
Transaid.org

The 2024 Christmas Appeal e-card design:



SEASON'S
GREETINGS



UK Registered Charity no. 1072105, Patron HRH The Princess Royal • Illustrated by Savannah Storm 2024 • transaid.org






Please ensure that you send a high-quality version of your company's logo with your response, via email to kohei@transaid.org. If you have any questions, please contact Kohei Ohno at the email address above or on 0207 387 8136.



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TRANSAID THANK-YOU PACKAGES:

	GOLD 	SILVER 	BRONZE 
Donation	£850 (plus VAT) or more	£600 (plus VAT) or more	£400 (plus VAT) or more
Company logo placement in the Transaid festive advert (BIFAlink, Coach & Bus Week, Cold Chain News, Commercial Motor, CLT Focus, Export & Freight, Forwarder Magazine, Logistics UK, Motor Transport, RHA Roadway, Route One, Transport & Logistics Magazine, Transport Engineer, Transport News, UKWA Warehouse, and Warehouse & Logistics News)	✓	✓	
A Transaid e-card personalised with company logo	✓		✓
Company logo placement on the Transaid website	✓	✓	✓
Social media coverage	✓	✓	
A personalised 'Thank you' video from the Transaid team and ambassadors	✓		

YOUR DETAILS:

Name	
Company	
Title	
Address	
Phone number	
Email	
Package (Please tick preferred option)	<input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze
Payment (Please tick preferred option)	<input type="checkbox"/> Please invoice me for the above amount <input type="checkbox"/> I'd like to pay by BACS, please send me the details

IMPORTANT!

*To guarantee entry, logos must be received by 4th October for UKWA Warehouse, Export and Freight, Transport News, and BIFAlink, 11th November for Forwarder Magazine, Transport Engineer, RHA Roadway, Warehouse & Logistics News, CLT Focus, Motor Transport, Logistics Magazine, Route One, Transport & Logistics Magazine, 2nd December for Coach & Bus Week, Commercial Motor, and Cold Chain News.

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