



SAFER JOURNEYS, BRIGHTER FUTURES



137 Euston Road,
London, NW1 2AA
Registered Charity no.:
1072105
Patron:
HRH The Princess Royal
Contact:
kohei@transaid.org
Transaid.org

As we gather with loved ones this Christmas and travel safely to be together, it's easy to take road safety and access to healthcare services for granted. But for many communities across Africa, a simple journey for work or to the nearest health facility can be dangerous or challenging. This Christmas, you can help change that. By supporting our appeal, you can help transform lives through safe, available, and sustainable transport.

Transaid partners with institutions in Ghana, Kenya, Uganda, Tanzania and Zambia to deliver professional driver training programmes and develop new driving standards. We use a partner-led approach to develop innovative and sustainable community-led transport solutions to improve rural access to vital healthcare services.

3

GOOD HEALTH AND WELL-BEING




"We want to thank Transaid for the project for giving our community a bicycle ambulance, which really helps us as we live very far from the health facility. Who knows, we could have lost our child if we didn't reach the health facility in good time."

Nelima Muyobo, a mother of three children in Zambia

8

DECENT WORK AND ECONOMIC GROWTH



"People think that it's not an industry that they could make money in, even though there are so many avenues and opportunities. We have to educate people about advantages of truck driving."

Daniel Fiase, a driver trainer who completed the Professional Driver Training programme in Ghana

HOW TO SUPPORT THE APPEAL

You can select one of the three levels of donations packages below, each offering unique benefits.

	GOLD	SILVER	BRONZE
Donations	£850 (+VAT)	£600 (+VAT)	£400 (+VAT)
Brand Exposure			
1) Company logo placement in the Transaid festive advert on a maximum of 17 industry magazines* (BIFALink, CILT Focus, Coach & Bus Week, Cold Chain News, Commercial Motor, Export and Freight, Freight Business Journal, Motor Transport, Passenger Transport, RHA Roadway, Route One, Transport & Logistics Magazine, Transport News, Truck & Driver, Tyre Trade News, UKWA Warehouse, Warehouse & Logistics News)	✓	✓	
2) Personalised social media coverage with company logo	✓	✓	
3) Company logo placement on Transaid's social posts	✓	✓	✓
4) Company logo placement on Transaid website	✓	✓	✓
5) Transaid seasonal e-cards personalised with company logo	✓		✓
6) A personalised 'Thank You' video message from the Transaid team	✓		
7) Transaid Christmas Appeal Communications pack	✓	✓	✓

SAFETY IN NUMBERS

DRIVERS TRAINED OVER 12 MONTHS
LOGO PLACEMENT ON 16 MAGAZINES

- ✓ GOLD
- ✓ SILVER
- ✗ BRONZE

CHRISTMAS APPEAL 2025

As we gather with loved ones this Christmas and travel safely to be together, it's easy to take road safety and free health services for granted. But for many communities across Africa, a simple journey at work or to the nearest health facility can be dangerous or challenging. This Christmas, you can help change that. By supporting our appeal, you can help transform their lives through safe, available, and sustainable transport.

Logos of supporters: BIFAlink, CILT Focus, Cold Chain News, Export and Freight, Freight Business, Journal, RHA Roadway, Tyre Trade News, Coach & Bus Week, Commercial Motor, Motor Transport, Passenger Transport, Route One, Transport News, Truck & Driver, Warehouse & Logistics News.

- LOGO PLACEMENT ON WEBSITE**
- ✓ GOLD
 - ✓ SILVER
 - ✓ BRONZE

PERSONALISED SOCIAL THANK-YOU POST

THANK YOU GOODYEAR
FOR SUPPORTING TRANSAID'S 2024 CHRISTMAS APPEAL

2024 example

- ✓ GOLD
- ✓ SILVER
- ✗ BRONZE

PERSONALISED SEASONAL E-CARDS

Happy Holidays

YOUR LOGO

- ✓ GOLD
- ✗ SILVER
- ✓ BRONZE

Proud Supporters

CHRISTMAS APPEAL 2025

- LOGO PLACEMENT ON SOCIAL POSTS**
- ✓ GOLD
 - ✓ SILVER
 - ✓ BRONZE

PERSONALISED THANK-YOU VIDEO

- ✓ GOLD
- ✗ SILVER
- ✗ BRONZE

COMMS PACK

We proudly support
transaid
CHRISTMAS APPEAL 2025

- ✓ GOLD
- ✓ SILVER
- ✓ BRONZE

A selection of graphics and texts which you can copy and paste to promote your support on your channels.

To support, please complete and submit this form to kohei@transaid.org together with your logo file.

Tick the donation package you would like to take.

GOLD (£850 +VAT)

SILVER (£600 +VAT)

BRONZE (£400 +VAT)

GOLD & SILVER PACKAGE: The range of magazines in which your logo will be placed changes depending on the timing of your application

Apply by	Transport & Logistics Magazine, UKWA Warehouse (2 magazines)	BIFAlink, CILT Focus, Cold Chain News, Export and Freight, Freight Business, Journal, RHA Roadway, Tyre Trade News (7 magazines)	Coach & Bus Week, Commercial Motor, Motor Transport, Passenger Transport, Route One, Transport News, Truck & Driver, Warehouse & Logistics News (8 magazines)
19 Sep	✓	✓	✓
24 Oct		✓	✓
21 Nov			✓

Company			Name	
Address				
Email		Phone		
Date		Signature		