

Transaid's 2026 Christmas Appeal

Christmas and the festive season is a time for coming together and looking ahead with hope. Alongside communities, governments and local partners, Transaid is helping to improve road safety and access to healthcare across sub-Saharan Africa, where unsafe or unavailable transport can create barriers to accessing healthcare and opportunity.

This Christmas, you can help create A Brighter Road Ahead. Your support will help support Transaid and our partners to improve professional driver training, strengthen community-led emergency transport systems, and make roads safer for everyone.

Together, we're helping more people reach opportunities, healthcare and loved ones through safe, available and sustainable transport.



"The training is fantastic, very good. The instructors are highly skilled. It's a government institution, and there are also partners like Transaid supporting the training. It means there are more chances for people like us to learn."

– Banda Helms, ITC trainee



"Had it not been for the bicycle ambulance, a lot of people could have been dying in this community due to the distance."

– Minivah Miselo, who delivered her son Trust safely at a health facility thanks to emergency transport

HOW TO SUPPORT THE APPEAL

DONATION PACKAGES

Select one of the three donation packages, each offering unique benefits. See the next page for details.



Once you've made your selection, click here or the button below to fill out the form.

[CLICK HERE](#)

CHRISTMAS JUMPER DAY

Turn your workplace festive this Giving Tuesday – 1 December. Get your colleagues together, wear your favourite festive jumpers, and fundraising for Transaid.



Download a poster from our website!

[CLICK HERE](#)

Don your favourite festive jumper this Giving Tuesday in support of Transaid's 2026 Christmas Appeal!

Every pound you raise helps create a brighter road ahead for communities across sub-Saharan Africa.

Giving Tuesday (1st of December)

Wherever you are!

Wear a festive jumper, donate to our Appeal, and share a pic on social media.

Donating £1 could fund a high-visibility vest for a driver in Ghana.

£10 could fund an eye test and glasses for a driver in Kenya.

Registered charity number: 1072105

Patron: HRH The Princess Royal

DONATION PACKAGES					GOLD	SILVER	BRONZE		
Donations (+VAT)					£850	£650	£400		
1) Company logo placement in the Transaid festive advert on a maximum of 18 industry magazines. (Magazine coverage varies by booking date)					✓	✓			
Apply by				18 Sep				30 Oct	20 Nov
Cold Chain News, Export and Freight, Freight Business Journal, Transport Operator, UKWA Warehouse (5 magazines)				✓					
BIFALink, Bus & Coach Buyer, CILT Focus, Motor Transport, RHA Roadway, Transport & Logistics, Tyre Trade News, Transport News, Warehouse & Logistics News (9 magazines)				✓				✓	
Coach & Bus Week, Commercial Motor, Passenger Transport, Route One (4 magazines)				✓				✓	✓
2) Company logo placement on Transaid's social posts					✓	✓	✓		
3) Company logo placement on Transaid website					✓	✓	✓		
4) Personalised social thank-you post with company logo					✓	✓			
5) Personalised Transaid seasonal e-cards and A5 (W148mm x H210mm) print artwork data with company logo					✓		✓		
6) Personalised thank-you video message from the Transaid team					✓				
7) Comms pack (ready-to-use graphics and text for your channels)					✓	✓	✓		

SAFER JOURNEYS. BRIGHTER FUTURES.

Every journey tells a story. From an idea to a plan, driver, vessel, road, safety and responsibility, to a child with unmet needs, reaching a health clinic, or a family in a remote area, a road is a lifeline. This year, your support has helped us improve road safety and expand access to healthcare for thousands across the African continent.

Thanks for being part of this journey, we're hugely grateful for your support. Wishing you a safe and happy festive season, and our best wishes for 2026.

WITH SPECIAL THANKS TO: **MotorTransport**

THANK YOU TO THE FOLLOWING COMPANIES FOR SUPPORTING OUR CHRISTMAS APPEAL:

700 TRUCKS & VEHICLES COMPLETED IN 2025
361 PERSONAL PROTECTIVE EQUIPMENT (PPE) SUPPLIES
33% INCREASE IN DRIVERS TRAINED AT THE ETC CANAL
1,735 FACTSHEETS AND CHECKERS ON HIV/AIDS AWARENESS AND ROAD SAFETY DISTRIBUTED

LOGO PLACEMENT ON 17 MAGAZINES

- ✓ GOLD
- ✓ SILVER
- ✗ BRONZE

Thank you FOR SUPPORTING TRANSID'S CHRISTMAS APPEAL

YOUR LOGO

PERSONALISED SOCIAL THANK-YOU POST

- ✓ GOLD
- ✓ SILVER
- ✗ BRONZE

A brighter road ahead SEASON'S GREETINGS

YOUR LOGO

PERSONALISED SEASONAL E-CARDS & PRINT ARTWORK

- ✓ GOLD
- ✗ SILVER
- ✓ BRONZE

Christmas Appeal Proud Supporters

2025 example

LOGO PLACEMENT ON SOCIAL POSTS

- ✓ GOLD
- ✓ SILVER
- ✓ BRONZE

CHRISTMAS APPEAL

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 single journey to 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.

WITH SPECIAL THANKS TO: **IVECO**

LOGO PLACEMENT ON WEBSITE

- ✓ GOLD
- ✓ SILVER
- ✓ BRONZE

Thank you for supporting Transaid's Christmas Appeal

PERSONALISED THANK-YOU VIDEO

- ✓ GOLD
- ✗ SILVER
- ✗ BRONZE

YOUR LOGO Proudly supporting Transaid's Christmas Appeal

COMMS PACK

- ✓ GOLD
- ✓ SILVER
- ✓ BRONZE