



Clare Sychrava

Senior copywriter, interviewer
and storyteller for charities

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Benefit from the expertise of an award-winning senior writer and storyteller with none of the agency overheads. From innovating creative concepts and responsive, sensitive interviewing to persuasive and engaging copy, emotive storytelling and meticulous editing, I can deliver heartfelt and effective work to meet your brief and deadline, reflect your brand and get you the results you want.

SKILLS INCLUDE:

- Copywriting
- Interviewing, storytelling and research
- Concept development and presentation
- Branding, messaging and tone of voice
- Copy-editing and proof-reading
- AI for Copywriting



“Clare writes beautiful copy from the heart that gets great results! It was a privilege to work with her.”

Steve Andrews, formerly CEO at Whitewater Creative Services

“Clare has developed some great work for us - compelling messaging, engaging copy, creative ideas. She’s been a pleasure to work with - thoroughly recommend.”

Esther Jackson, Marketing and FR Director, Age UK

“Clare has generated consistently good results for us. She is able to focus and interpret the message in a brief effectively and express it through powerful and persuasive copy. I wouldn’t hesitate to recommend her as an exceptional writer.”

Allan Hulse, International Direct Response Manager, PETA

I have extensive experience in copywriting and storytelling for a wide range of charities, charity-specialist agencies and not-for-profit organisations. My work has consistently generated good results and feedback.

From fundraising appeals, legacy communications and supporter magazines, to TV and radio scripts, website copy and social media posts, I can deliver the copy and creative thinking you need to get you’re the results you want.

Charity clients have included:

Ageing/Later life: Age UK, Royal Hospital Chelsea

Arts, culture, education and horticulture: Dartington Hall Trust, National Trust, Open University, Royal Academy of Music, Royal Horticultural Society, Teacher Support Network

Children: The Children’s Society, NSPCC, Save the Children, The Children’s Trust

Environment, wildlife and animals: Brooke, Friends of the Earth, Gorillas Organisation, Greenpeace, PDSA, PETA, RSPCA, World Animal Protection (WSPA), WWF

Health, mental health and disability: Cancer Research UK, Breast Cancer Care, Pancreatic Cancer UK, Prostate Cancer UK, The Alzheimer’s Research Trust, The Alzheimer’s Society, Arthritis Research UK, Asthma UK, Blind Veterans UK, Bloodwise, British Heart Foundation, Dementia UK, Mind, MND Association, Prostate Cancer UK, RNIB, Scope, Sense, Stroke Association

Hospitals, hospices and ambulances: Princess Alice Hospice, Royal Marsden Cancer Charity, St Raphael’s Hospice, Sue Ryder Care, Christie Hospital, Evelina Children’s Hospital, Great Ormond Street Hospital, Guy’s and St Thomas’s Hospital, Kings College Hospital, North West Air Ambulance, Scottish Air Ambulance, St John’s Ambulance

Housing, homelessness and community: The Advocacy Project, Amber Foundation, Centrepont, Crisis, Habinteg, The Passage, Pioneer Housing, Prince’s Trust, Refugee Action, Refugee Council, Royal Voluntary Service, Trussell Trust

Overseas development and social enterprise: ActionAid, British Red Cross, Concern, Plan International, Practical Action, Leapfrog Investment

Veterans: Blind Veterans UK, Help for Heroes, Royal Hospital Chelsea, SSAFA

Other: NABS (National Advertising Benevolent Society, New Philanthropy Capital (NPC)



This one-piece cold acquisition insert was the client's largest test to date across these channels.

FRIENDS OF THE EARTH: APPEALS

This high-performing warm mailing raised £60.5K (the target was £34.2K) and both the average gift and the response rate were higher than usual.



Do you remember...?



RSPCA: CHRISTMAS APPEAL



The aims of the RSPCA are to prevent cruelty and promote kindness to animals. The RSPCA helps animals in England and Wales. Registered charity no. 209095. All images RSPCA.

Return Address
RSPCA
Lansdowne House
Bumpers Way
Ch11ppham
SN14 6NG

whistl

Delivered by
 whistl
CD 10002

This Christmas, animals like Skye have never needed you more

READ SKYE'S INCREDIBLE STORY INSIDE

Join the CHRISTMAS RESCUE

Royal Society for the Prevention of Cruelty to Animals

Join the CHRISTMAS RESCUE

Abandoned, frightened, hungry – nobody heard Skye's howls for help

This Christmas, animals need us more than ever. Will you be there for them?

Last winter*, we received 1,713 calls about abandoned and neglected animals in London.

Christmas 2022

Dear Friend,

Animals are becoming the hidden victims of our cost of living crisis. You won't hear these tragic stories in the news, but we're seeing more and more distraught owners who can't afford to keep their much-loved pets. Many other pets have an even more harrowing fate. As Head of the Animal Rescue Teams here at the RSPCA, I know there's been a shocking 24% increase in animals being dumped. My fear is that, whether intentional or otherwise, we'll see increasing cases of animals like Skye, neglected and abandoned this Christmas.

It's so distressing to hear how much Skye endured, but I hope you'll understand why I'm sharing her story. You see, there's a simple way you can help our dedicated rescue teams to bring vulnerable animals to safety – but it's important you act quickly.

Please will you give £15 today? Your Christmas gift will help us bring more desperate animals to safety.

Your kindness could save the life of a dog like Skye. When we found her, she'd been locked alone in a kitchen for what seemed like many weeks. The room was thick with flies and filth and Skye was so hungry she'd tried to gnaw through tin cans. Nobody heard her howls for help. The scratch marks on the door showed her frantic attempts to escape.

Skye was a fraction of the healthy weight for a dog her size and so frail she struggled to stand. Her beautiful face was skin and bone and her ribs protruded from her sides. Heartbreakingly, despite all she'd been through at the hands of humans, Skye still greeted her rescuers with such friendliness.

All dogs deserve to be safe and cherished. You can help make sure they are with a Christmas gift today.

As costs continue to rise, the impact on animals will grow. Recent research shows that one in five owners worry

Continue overleaf...

*Statistics are from The Animal Kindness Index 2022, a UK-wide RSPCA survey. Figures correct at the time of printing.

Skye was so thin you could see every rib

She gnawed tin cans and ate rubbish in her desperation

The true cost of this crisis

Don't let animals be the hidden victims this winter

24% increase in abandoned animals last year

Animal ownership rose during the pandemic. Now those puppies and kittens have grown – and so has the cost of caring for them.

x2 predicted increase in energy bills this winter

Bills will rise dramatically this winter – so rescuing and looking after animals will cost our rescue teams and centres more than ever.

70% of owners worried how they'll meet the cost of feeding their animals*

Increasingly, animals are the hidden victims of the cost of living crisis.

Animals have never needed you more – please join the 2022 Christmas Rescue

Tiny Clive was left to suffer

Clive was one of three kittens rescued from a filthy bathroom. The kittens were covered with fleas and so emaciated and weak our inspector had to check they were alive. After emergency treatment and round-the-clock care from our vet team, Clive pulled through and is now thriving in his loving new home.

The difference your help could make

- £15** could help pay for the nourishing food animals need to stay healthy and happy.
- £25** could help towards warm, clean bedding for animals in our care.
- £50** could help cover the cost of life-saving veterinary care.

*Statistics are from The Animal Kindness Index 2022, a UK-wide RSPCA survey. Figures correct at the time of printing.

Your gift is needed more than ever. Please give £15 and Join the Christmas Rescue today. Thank you.

By post: Complete and return the enclosed donation form in the envelope provided

By phone: Call 0800 141 2492

Online: rspca.org.uk/rescue

QR Scan the QR code

A review on LinkedIn from The Letterbox Consultancy said:

"This charity Christmas DoorDrop from RSPCA is a masterclass in the art of the persuasive letter...

Although this is RSPCA's Christmas campaign, it has almost no "Christmasification" treatment. No Christmas trees, stars, presents, etc., and just the odd dusting of snow. This works well with messaging around the plight of animals during the cost of living crisis.

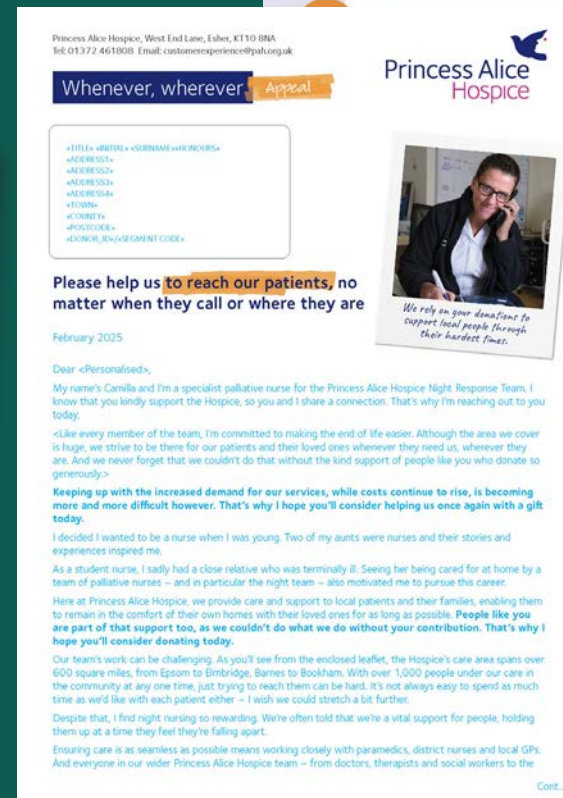
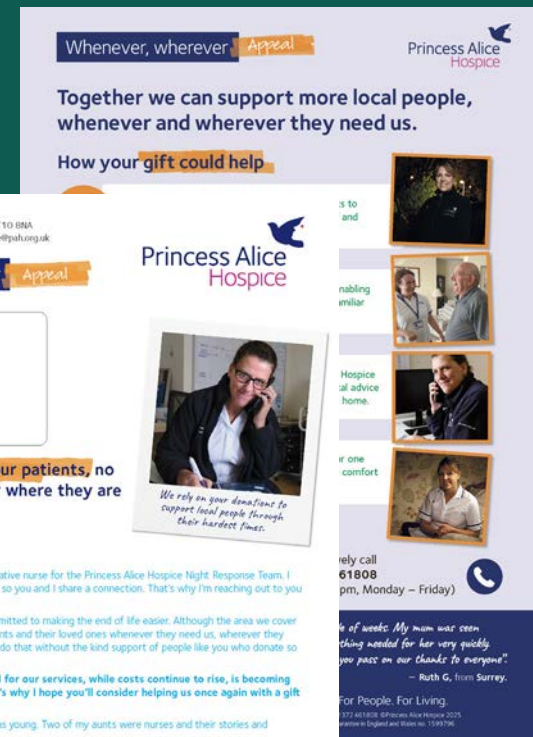
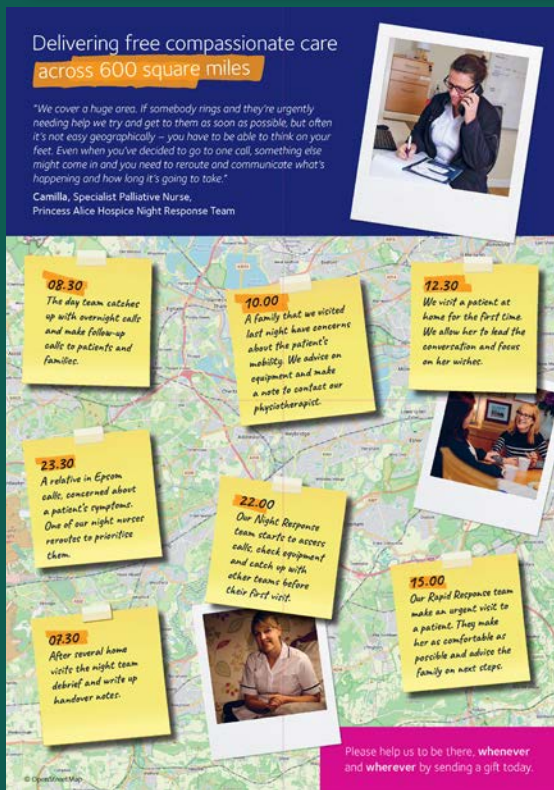
This is an excellent use of Door Drop; a very well-written and highly emotive letter written in the first person and addressing the recipient directly; "You see, there's a simple way you can help our dedicated teams...but it's important you act quickly." The call to action is clear and repeated throughout the letter; "give £15 and join the Christmas Rescue today". The £15 cash ask and the phrase "join the Christmas Rescue" is used in the letter, the shopping list, and the donation form.

The letter is a tough read, particularly for an animal lover. However, there is hope – a picture of the dog in her new home looking happy and well – your £15 will help make this happen for other animals."



PRINCESS ALICE HOSPICE: SPRING APPEAL

This Spring appeal from regular client Princess Alice Hospice was one of their highest performing appeals, raising £73,000 exceeding the target by £5,000.

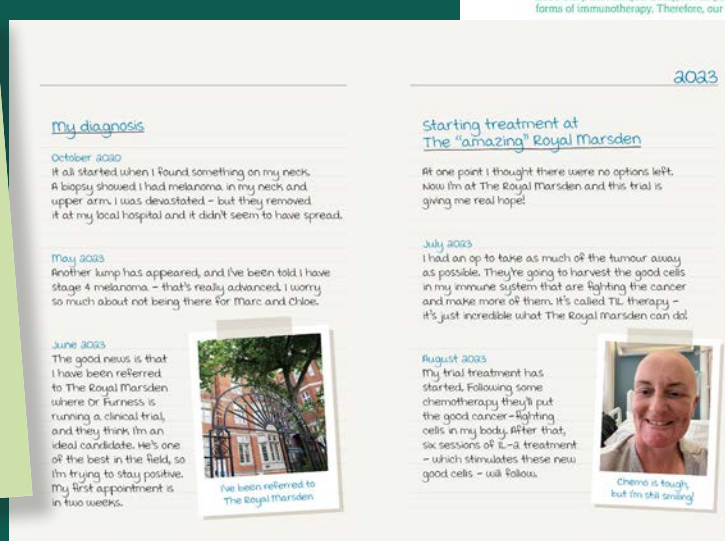
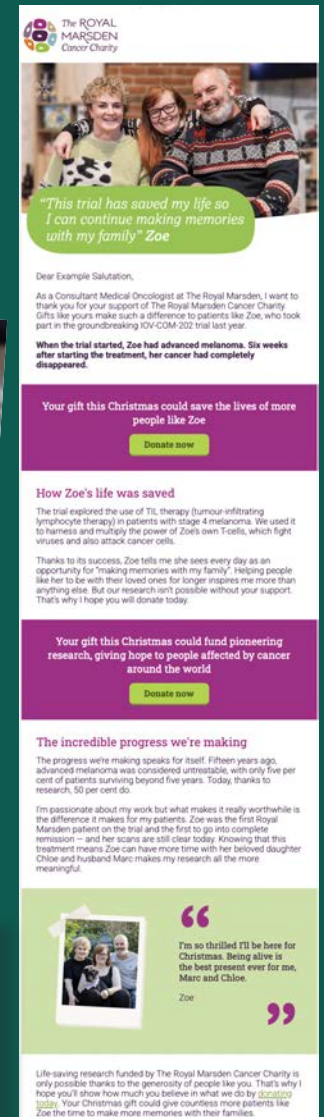
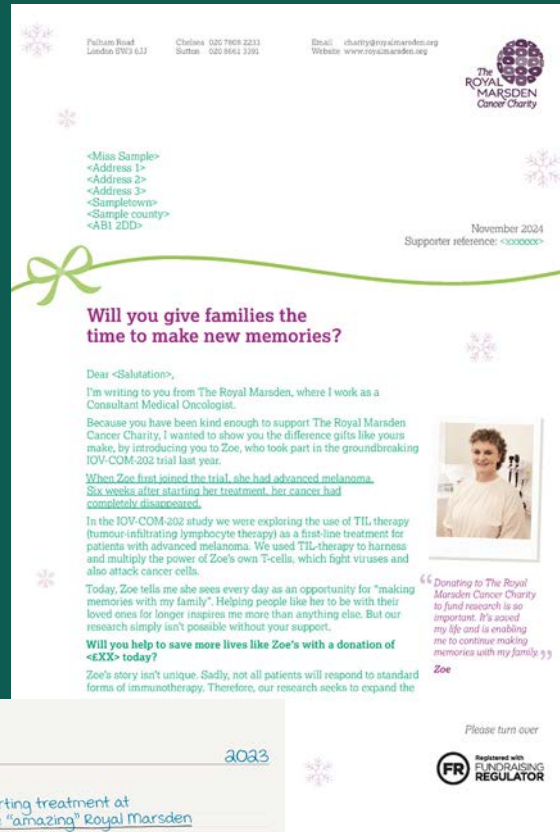


"I've worked with Clare on a number of different fundraising appeals and she has always been great to work with - very flexible and accommodating, prompt, thorough and responsive. I have no hesitation in recommending her for charity fundraising copywriting and case studies."

Fran Bettersworth, Associate Director and Marketing and Engagement, Princess Alice Hospice

ROYAL MARSDEN: CHRISTMAS APPEAL

This 2024 Christmas appeal, which included a reminder pack and email, raised £119,500.





ROYAL ACADEMY OF MUSIC: SUMMER APPEAL

This appeal achieved an ROI of 6.4% and raised over £80,000 with matched funding.

THE ROYAL ACADEMY OF MUSIC'S FUTURE

<Envelope Salutation>
<Address 1>
<Address 2>
<Address 3>
<Town>
<County>
<Postcode>
<URN> <Segment Code>

May 2024

TOGETHER WE HAVE THE POWER TO HELP TALENTED STUDENTS REALISE THEIR POTENTIAL

Dear <Personalised>

As you have been kind enough to support the Royal Academy of Music in the past, I know that you have a passion for music and for this unique and precious place. I'm fortunate enough to be Principal at a time when we have gathered so many friends and supporters to help us realise the dreams of our young musicians.

Our mission is simple: to identify deserving and talented students from all walks of life, helping them to fulfil their potential and, in doing so, shaping the future of music.

I'm turning to you today because we've never needed people like you more. It's only by joining together that we can evolve the Academy as we move confidently into our third century.

YOUR GIFT DOUBLED

I'm asking you if you would send a gift, so we can build on our achievements of the last 200 years.

I'm especially excited this year as we have a supporter who has generously agreed to double every donation up to £35,000* received until 31 July 2024. This gives us a very special opportunity to make your gift go further.

Give talent a chance

UK undergraduate tuition costs are set by the government at over £9,250 a year. If you factor in the cost of living in London, the total annual budget for one of our students adds up to more than £24,000.

As you can imagine, only a tiny proportion of our outstanding students could afford to be here if it weren't for the scholarships and bursaries that supporters like you help to fund. Last year, these went to 83% of our students, a rising figure from previous years owing to the serious financial pressures musicians face.

MARYLEBONE ROAD, LONDON NW1 5HT, UK | +44 (0)20 7873 7477 | RAM.AC.UK
REGISTERED CHARITY NO 310007

UNIVERSITY OF LONDON



THE ROYAL ACADEMY OF MUSIC'S FUTURE

'Music is one of the most important things in my life: a great performance can move or inspire me like nothing else. I want to support young musicians at the Academy as they prepare to share their talent with the world'

Royal Academy of Music donor

We'd love to know what supporting music means to you. Let us know here and return it with your gift. We'll share some of your thoughts on our website and social media.

☐ I'm happy for my name to appear alongside my quote.

Give before 31 July and your gift will be doubled.

Please visit ram.ac.uk/power-of-music Call +44 (0)20 7873 7477. Return the form in the Freepost envelope provided.

THE POWER OF GIVING

Don't miss the opportunity to make even more of an impact. Make a gift before 31 July and your donation will be doubled*

☐ £50 ☐ £200 ☐ £400 ☐ My own amount £

<Title><Initials> <Forename> <Last name>
<Address 1> <Address 2> <Address 3> <Town> <County> <Postcode>

Use this QR code, visit ram.ac.uk/power-of-music, call +44 (0)20 7873 7477 or return this form using the freepost envelope provided to: Philanthropy, Royal Academy of Music, Marylebone Road, London NW1 5HT

Make a gift by filling in your details in one of the boxes below.

HOW YOUR GIFT POWERS THE MUSIC

'I have incredibly happy memories of my time at the Academy, not only through the people I met but also thanks to the remarkable training I received. I want to ensure that others are given the opportunity to excel, whatever their circumstances.' Royal Academy of Music donor and alum

£50 could pay for a piano accompanist for a young musician's end-of-year recital, taking away any anxiety about cost and allowing them to perform as well as they possibly can.

£200 could pay for a monthly 18+ student travelcard, ensuring a student's financial position doesn't compromise their ability to travel to the Academy and performances.

£400 could pay for 12 hours of counselling, to ensure a musician can continue to focus on their studies.

YOUR GIFT DOUBLED

Whatever you can give today will be doubled*, making a bigger impact than ever on our music-makers

Scan the QR code
Visit ram.ac.uk/power-of-music
Call +44 (0)20 7873 7477
or return this form using the freepost envelope provided to: Philanthropy, Royal Academy of Music, Marylebone Road, London NW1 5HT

*Applies to all new or increased gifts up to £35,000

Your Privacy: We process your personal data in accordance with the provisions of the Data Protection Act 2018 and UK General Data Protection Regulation (GDPR). We will use the details you've supplied to invite you to events, share Academy news and tell you about ways you can help to support the Academy. To do our part to preserve the environment, we send most of our news and event invitations by email. However, important notices and invitations might be sent by post. Data is not disclosed to external organisations other than those acting as agents for the Academy or alumni associations with whom the Academy has data-sharing agreements. You have the right to object to the use of your details for any activities at any time by emailing philanthropy@ram.ac.uk or writing to us at Philanthropy, Royal Academy of Music, Marylebone Road, NW1 5HT. If you'd like to find out more about how we process your details, we have a section on our website. Visit ram.ac.uk/privacy to learn more or to review our full data retention policy.

Registered Charity No 310007



<Envelope Salutation>
<Address 1>
<Address>
<Address>
<Town>
<County>
<County>
<Postcode>

<URN> <Segm>

<Envelope Salutation>
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<Address 2>
<Address 3>
<Town>
<County>
<Postcode>
<URN> <Segment Code>



Friends make life worth living And we've never needed friends like you more

June 2023

Dear <Letter Salutation>,

As the Royal Hospital's Regimental Sergeant Major, one of my tasks is overseeing the welfare of the Chelsea Pensioners. I can confidently say that loneliness is the biggest factor that brings them here. In the Army, camaraderie is fundamental to their daily lives. Then, as they get older, partners and friends increasingly fragmented, all many older veterans have to look forward to is empty days stretching ahead. And pride prevents these former soldiers from reaching out for help when they feel alone.

It was no surprise to me when recent research showed that Chelsea Pensioners live five years longer on average than their peers outside. Loneliness impacts not just on the quality of life, but on its duration.

That's why we are so determined to continue to transform the lives of former soldiers. However, spiralling costs are making it increasingly challenging.

Please <Personalised> will you help us to maintain a way of life that has rescued countless old soldiers from spending their final years alone and invisible? Any donation you can send today will play a part in ensuring the community model we've pioneered here continues.

The World War II generation of Chelsea Pensioners is probably the finest we've ever seen. Despite growing up in difficult times, their humility, selflessness, courage, and loyalty are outstanding. I believe they – and every former soldier – deserve a rewarding retirement surrounded by friends.

Time and again I hear stories of how bleak their lives were before they came here. Take Mike, whose story you can read in the leaflet enclosed. He remembers looking out of the window one winter's day was nowhere to go and nothing to do.

Then one day Mike fell over and couldn't get up. He lay on the floor alone and frightened, for a day and a half before anyone found him. Soon afterwards, he applied to become a Chelsea Pensioner and he's never looked back.

A gift to the Royal Hospital today could transform another lonely life like Mike's. Today Mike is a changed man. If he's not in the coffee shop with friends, he's out in his Scarlet. He's an active member of the bowls club, in training to be a Royal Hospital tour guide and a regular member of our choir. He gives back in every way he can – from taking fellow Pensioners to hospital, to looking out for their welfare as a ward rep.

Please turn over...



Royal Hospital Chelsea, Royal Hospital Road, London SW3 4SR
T 020 7881 5200 W chelsea-pensioners.co.uk

Royal Hospital Chelsea Appeal Ltd. Registration no. 03701005. Charity Registration no. 1076414. Chelsea Pensioner (RHL) Ltd. Registration no. 03853787. Both entities are registered in England and Wales. Registered office as above.

wellbeing from loneliness.

£400 could pay for specially trained nurses to visit eight Pensioners living with dementia to group activities and outings with their peers, providing valuable opportunities to interact and meet with friends.

The amount of your choice will help maintain the community way of life that gives Army veterans the companionable and active retirement they deserve.



Complete and return the form overleaf, call 020 7881 5516, or visit <https://donate.chelsea-pensioners.co.uk/donate>

ROYAL CHELSEA HOSPITAL: THE COST OF LONELINESS APPEAL

Work for this regular client has included identifying and interviewing beneficiaries, supporters and staff with compelling lived experience and crafting emotive stories, persuasive appeals, supporter magazine articles, website copy, social media posts and more. Warm mailings have consistently generated high response rates of up to 30%.



"The Royal Hospital is a magic place and long may it continue"

After 23 years in the Army, followed by a varied career Mike's life gradually narrowed. When his wife became ill, he gave up work to care for her.

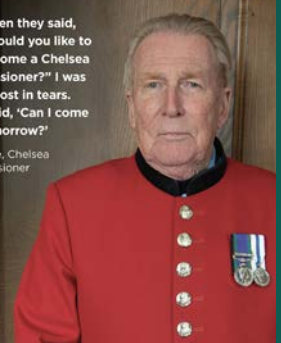
After the death of first his wife and then his dogs, Mike was all alone. When he fell over in his bungalow, nobody found him for a day and a half. Mike came for a trial stay at the Royal Hospital, where a Chelsea Pensioner showed him the ropes and answered all his questions. When he heard he'd been accepted, he was overjoyed.

"My first year was magic. I did more than I'd done in 10 years as a civvy. I take part in all sorts of activities, see my friends every day, walk in the beautiful gardens and do my best to help the other Pensioners. I like going out and about and meeting people. I feel six inches taller when I put on my Scarlet and I want for nothing. The best thing about this place is the companionship. After being a civilian for so long, you come here and think, 'this is home.'"



"When they said, 'Would you like to become a Chelsea Pensioner?' I was almost in tears. I said, 'Can I come tomorrow?'"

Mike, Chelsea Pensioner



"THE ROYAL HOSPITAL IS PROBABLY THE BEST RETIREMENT HOME IN THE WORLD"



"There's always someone to talk to and have a laugh with on the ward." Mike



"I can't sit still. I go swimming twice a week, I play bowls, go walking every Sunday." Don

"Pottery is good for wellbeing and brought me back when I was very depressed. It made me socialise - there's a happy, supportive environment." John

"If I was on my own, I'd be miserable and grumpy. I love human contact. I like going into the canteen and people knowing my name and what I've done and saying 'Hi Bill!'" Bill



"I enjoy my job at the Chapel and meet lots of people." Marjorie



"Gardening is good because you're out there. There's like a little community down at the allotments. It cheers people up. It keeps me fit, I get fresh air, I'm still meeting people." Jim



You are invited to attend the Chelsea Pensioners' Service at the Chelsea Palace



"That first night I went with him to the Pensioners' club and as soon as I walked in the door I thought, 'This is the place for me'. It took me back 30 years to the sergeant's mess." Billy

"One of the reasons I'm here is to put something back into the community of veterans. We all sometimes feel a bit isolated, so connecting is a great idea. It was nice sharing what it's like being at the Royal Hospital too." Dave

Help us to make life worth living for lonely veterans To donate call 020 7881 5516 email appeal@chelsea-pensioners.org.uk or visit <https://donate.chelsea-pensioners.co.uk/donate>



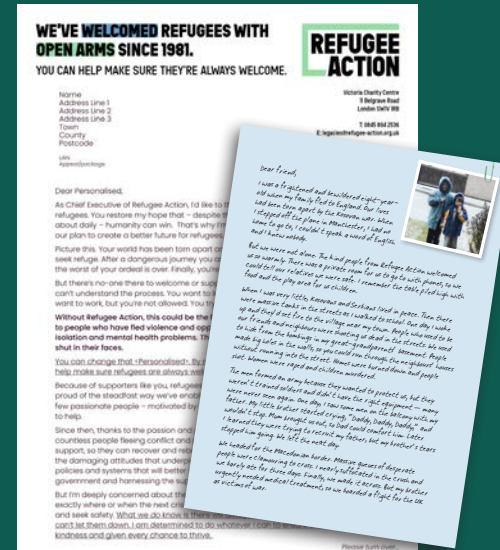
This legacy mailing exceeded the target for pledgers by 40% and the target for intenders by 10%. Free will registrations were over target by 75%.



"I first worked with Clare creating legacy materials. She manages to strike that rare balance of being clear, persuasive, non-intrusive and engaging. Clare just gets it and she's a dream to work with: reliable, collaborative and never dramatic about feedback and deadlines. If you need a copywriter who can handle sensitive topics with skill and a bit of magic, she's a very safe pair of hands." Sanita Guddu, Charity Training and Legacy Consultancy Specialist



This fulfilment piece for legacy enquirers was shared with volunteers at events, via service teams and in a newsletter. The number of enquirers and pledgers rocketed as a result.



Refugee Action



MIND: CHRISTMAS APPEAL

Recruited new regular givers while exceeded the target on donations by over 32%.

Overall, online donations rose by 16%.



How Mind saved me from feeling desperate at Christmas

By Caitlin



g back at last Christmas believe how far I've come, to Mind – and people like Although re-reading it has painful, I decided to share story in the hope it will help to put their fear and mess behind them and forward to the festive season – as I am now.



20 December
Every time I turn on the TV and see another perfect family, eating another perfect festive dinner or opening perfect presents around a perfect tree, I feel crippled by anxiety. Everyone else seems safe, happy and whole – but I feel like a puppet with its strings cut.

21 December
Outside people are doing their last minute Christmas shopping. I can't even bring myself to leave my bed, let alone the house. I see the decorations, I hear the carols – but there's a glass wall cutting me off from it all. I don't deserve to be part of this.

22 December
Next door they're having a party. I can smell the mulled wine and hear the laughter. I've never felt so alone or desperate. There's no escape – even my dreams are full of sadness. What's the point in going on? I'm never going to be happy. I don't think I can face the next few days...

23 December
Some survival instinct made me call Mind's Infoline last night. I thought if I heard a human voice, it might help. It's the best thing I could have done. Claire was so kind. She listened, she cared and she didn't judge. I feel less alone now. I know where I can get help and I know there are things I can do that may make me feel better. Perhaps there's light at the end of the tunnel.

24 December
The day before yesterday, the lady on the information line suggested drawing might help me, so I thought I'd give it a go and make cards for my family. I felt so much calmer and more grounded. It gave me confidence that I could accomplish something – and now I have something to give my mum and sisters tomorrow.

25 December
I can't believe it – I actually enjoyed my day. I felt so reassured by the lovely lady at Mind. I focused on enjoying the moment and it worked. I felt safe and loved. My little sisters hugged me – they were happy I was feeling better! Now I know people are there to support me, maybe I'll be able to look forward to Christmas next year, instead of dreading it.

Please turn over to read how Mind helped me.

Tinsel was a GREAT idea...



My message of support this Christmas

.....

.....

.....

.....

.....

Christmas Appeal 2016

Ms E Storet
Consider Creative
The Italian Building
41 Dockhead
LONDON
SE1 2BS

Supporter No. Seed
NOVDON15 / C16XMT821

388/00175/01



We can't make Christmas perfect, but we can make it better. Your gift of £8 today could help us be there for someone who needs us this Christmas

Dear Ms Storet,

Like so many people, Caitlin called us in December. She told me she was lost and alone. Bombarded by images of the perfect Christmas, she felt shut out – overwhelmed by the depression and anxiety that had plagued her for the past six years, since she was 18. 'It's like I'm in the midst of an invisible storm' she said, 'No-one can see it, but I'm utterly drained. Even getting out of bed is impossible.'

My name's Claire and I work for Mind's Infoline. As Christmas approaches, we get many emotional calls like Caitlin's. The pressure to be happy, to be loved, for every detail to be absolutely right is difficult for us all. For anyone who experiences mental health problems, it can be one of the most challenging times of the year.

When Caitlin called me she felt suicidal. But, by the end of our conversation, she'd started to turn a corner.

Please will you make sure people like Caitlin have someone to turn to this Christmas? A gift of £8 could save them from despair.

Listening is the first step. Caitlin struggled to speak when she first called us. Other callers can't stop crying. I don't hurry them. I just tell them I'm there, and I give them space to open up and share their feelings. Every call is different, so it's important to respond to the person. I try to get some understanding of the root of the problem. Then I can help them find ways of moving forward – whether that's turning to a local service, or talking through treatment options. I try and tune into people's interests, so I can suggest therapies that will work for them. Drawing helped Caitlin to feel more calm and confident, while others might find comfort from a gardening group, or be uplifted by taking their dog to the park. The best part of my job is giving people hope. At the start of

Please turn over...

Mind, 15-19 Broadway, Stratford, London E15 4BQ
t: 020 8215 2243 w: mind.org.uk e: support@mind.org.uk
Mind (The National Association for Mental Health) Limited by Guarantee
Reg. Charity Number 219038 Registered in England Number 424348
17531 / 4559923

Caitlin Maggs is one of nearly 4,000 people who called Mind's Infoline for support last Christmas. She's soon to launch a new website focused on mental health – you can follow her progress on Twitter @caitlin_maggs



for better mental health



ROYAL HORTICULTURAL SOCIETY
Winner of a DMA Echo Award.



What your money will buy

- £20 plants 10 trees
- £50 plants 25 trees
- £100 plants 50 trees
- £250 plants 125 trees

£250 plants 125 trees and means your name will be recorded on a special board in the Wild Wood in acknowledgement of your generosity.

... and every tree will attract an array of wildlife to the garden.



Wild Wood Appeal



PIPISTRELLE BAT
Pipistrellus pipistrellus



BROWN HARE
Lepus capensis



PURPLE HAIRSTREAK
Queenslandia queenslandia



BLUEBELL
Hyacinthoides non-scripta



YELLOW ARCHANGEL
Lamium galeobdites



WOOD MOUSE
Apodemus sylvaticus



WOOD ANEMONE
Anemone nemorosa



RAGGED ROBIN
Lychnis vis-cavali



1 New woodland



2 Focal tree



3 Woodland garden



4 Meadow



5 South lake



RED FOX
Vulpes vulpes



WHITE ADMIRAL
Limnata arthemis arthemis



GOLDFINCH ON TEASEL
Carduus arvensis



WOOD MOUSE
Apodemus sylvaticus



WOOD ANEMONE
Anemone nemorosa



RAGGED ROBIN
Lychnis vis-cavali



BLUEBELL
Hyacinthoides non-scripta



YELLOW ARCHANGEL
Lamium galeobdites



WOOD MOUSE
Apodemus sylvaticus



WOOD ANEMONE
Anemone nemorosa



RAGGED ROBIN
Lychnis vis-cavali



1 New woodland



2 Focal tree



3 Woodland garden



4 Meadow



5 South lake



RED FOX
Vulpes vulpes



WHITE ADMIRAL
Limnata arthemis arthemis



GOLDFINCH ON TEASEL
Carduus arvensis



WOOD MOUSE
Apodemus sylvaticus



WOOD ANEMONE
Anemone nemorosa



RAGGED ROBIN
Lychnis vis-cavali



BLUEBELL
Hyacinthoides non-scripta



YELLOW ARCHANGEL
Lamium galeobdites



WOOD MOUSE
Apodemus sylvaticus



WOOD ANEMONE
Anemone nemorosa



RAGGED ROBIN
Lychnis vis-cavali



1 New woodland



2 Focal tree



3 Woodland garden



4 Meadow



5 South lake



RED FOX
Vulpes vulpes



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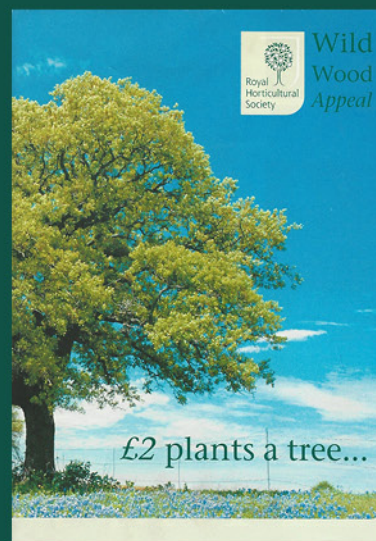
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Apodemus sylvaticus



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Anemone nemorosa



RAGGED ROBIN
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£2 encourages wildlife like this...

For just £2 a tree you can play a part in transforming our landscape forever.

When you help us plant trees in the Wild Wood you will also be planting the seeds of something far bigger. Intrinsically beautiful in their own right, trees like the magnificent English Oak, pictured here, will form part of an extensive woodland, teeming with wildlife.

A gift to the Wild Wood project will give you the opportunity to be involved in the RHS's groundbreaking new conservation strategy, right from the outset. With your support we will introduce conservation areas to all our gardens, enhancing their beauty and benefiting the wider environment.

BADGER
Meles meles

TAWNY OWL
Strix aluco

SILVER-WASHED FRITILLARY
Argynnis paphia

The Wild Wood will attract large mammals like badgers, foxes and brown hares. Smaller mammals who will make their homes in and around the Wild Wood include short-tailed and bank voles, field mice, pigmy and common shrews, weasels, brown rats and pipistrelle bats. Amphibians and reptiles like frogs and lizards will also move in.

As soon as planting is complete, birds that prefer open land will arrive. By day these will include skylarks, pheasants, red and grey-legged partridges and goldencrests, whilst little, tawny and barn owls will hunt at night. As the woodland matures, other birds like sparrows and spotted woodpeckers will arrive.

Insects inhabiting the Wild Wood will range from silver-washed fritillaries and hummingbirds hawkmoths to dragonflies and bees. Certain plants will attract particular insects - for example, alder buckthorns are the preferred food of the brimstone butterfly caterpillar. Arachnids and beetles will also populate the woodland.

Wild Wood Appeal
look inside

Registered Charity No. 222879

Wild Wood Appeal

Mr A B Sample
123 Sample Street
Sampletown
Sampleshire
AB1 1AB
9900071
Membership no: 99999

What price?

Just £2 buys a tree like this

What price would you pay to help plant 75 acres of woodland at Hyde Hall, encouraging a wealth of native wildlife to the garden?

Dear Mr Sample,

Do you remember a wood from your childhood?

Some of my most cherished memories are of the bluebell wood near my home. I can still recall the tender green of unfurling beech and oak leaves, filtering dappled sunlight onto the pure blue blanket of flowers beneath my feet.

On summer evenings, we children used to watch for badgers. Sometimes, as we crouched quietly beneath the trees, we would see a tawny owl swoop above our heads, a fox or hedgehog rustle through the undergrowth and, on one unforgettable occasion, we were lucky enough to spot a nightjar, its speckled plumage barely distinguishable from the bark of a fallen log. It was during those long days and balmy evenings that my lifelong passion for plants and wildlife was born.

But the woods we remember are few and far between today, and as they have vanished, so too have the flora and fauna they sheltered.

Will you send a gift to help me fulfil a cherished dream - to bring back the woodland we have lost?

At our Hyde Hall garden we are embarking on a really inspiring project - the pilot for plans to include conservation areas at every one of our gardens. Our aim is to plant no less than 75 acres of trees that will mature into a magnificent woodland, providing habitats for countless plants and creatures - but we need your help to make it happen.

Much of England was once covered in ancient woodland. But during and after the second world war almost all the trees were felled to increase farming productivity. Today, just a fraction of those native woods remain.

please turn over

National Trust

Winchester City Mill needs your help

Floods must not destroy our much-loved landmark

The future of Britain's oldest working watermill is under threat. For centuries, locals have trodden Winchester City Mill's old wooden floors and bought flour milled by the force of the river Itchen that roars below it. Some neighbouring bakeries still buy their flour from the Mill today.

But – as you may well have witnessed – the devastating floods that threatened so many homes in 2013 and 2014 have taken their toll on this iconic building. Water has eroded City Mill's mellow brickwork and exposed serious damage to its ancient beams.

If we're to preserve this precious part of our heritage for future generations we need your help now.

Donate now to save historic Winchester City Mill

Appearing in the Domesday Book of 1086, the City Mill has been one of our best-loved landmarks since Saxon times. Gifted to Winchester by Henry VIII's daughter Mary and painted by a young J.M.W. Turner in 1795, the Mill has continued to inspire visitors from near and far.

But without urgent repairs, the damage to its very fabric means the Mill's immediate future is uncertain.

We've carried out emergency work on the building, and, thanks to generous public support, we've already raised £80,000. However, we need to find another £45,000 to make lasting repairs, so that the Mill stays standing strong.

If you haven't yet supported our appeal, please will you help?

Donate now to protect a treasured local landmark

Together we can make sure Winchester's iconic City Mill retains a special place in all our hearts far into the future – come rain or shine.

Follow us on:

Facebook Twitter YouTube Instagram

FR registered with the Financial Regulator

© National Trust - Ipsley, Norfolk Drive, Norwich NR2 2JH

Email appeal

Email supporter newsletter

The latest news from the Royal Hospital Chelsea

Welcome to your new bi-monthly e-newsletter. As one of our valued friends, we're keen to keep you updated on the latest news from our community. We hope you enjoy this regular insight into the lives of the Chelsea Pensioners and the many and varied events, activities and projects happening here at the Royal Hospital Chelsea.

Celebrating our foundation with two landmark events

We were delighted to see so many of you at the Governor's Review and Founder's Day last week. Celebrating the 50th anniversary of D-Day, this year's events had a special resonance. At Founder's Day we were honoured that Her Royal Highness The Princess Royal reviewed the Chelsea Pensioners on parade. All of us echo her sentiments as she thanked the Chelsea Pensioners 'for continuing to represent our Nation so proudly'.

Enjoy a 50% discount on Treasure House Fair tickets

We're delighted to welcome the Treasure House Fair to our grounds once again this year. With antiques from around the world, the fair showcases art and antiques from ancient times to the 21st century. The fair will be held from 27 June to 2 July and supporters can enjoy this wonderful event for half price by clicking [here](#) and entering the discount code RHC.

A hands-on history of the Anglo-Zulu War

The latest in our popular Governor's Lecture series continues with a revelatory exploration of the Anglo-Zulu war, told through artefacts.

This famous conflict, inspiration for the films Zulu and Zulu Dawn, began in 1879 when British and Colonial troops invaded the most powerful African kingdom of the time, without the sanction of the government.

Speaker philanthropist Alex Hammond – whose fascination for this war began in childhood – brings this epic war to life through a collection of contemporary objects.

The lecture will be held in the Royal Hospital's State Apartments on Wednesday 3 July between 6pm and 8pm. Find out more and book your tickets [here](#).

A new lease of life for Sir John Soane's Stables

We're counting down the days until the Soane Stables opens a new lease of life as a cafe, shop and exhibition space, opening this October.

Work on this exciting project is making good progress. Recently, we stepped back in time to 1820 through a short film for the exhibition showcasing how the stables would have been used 200 years ago. Twenty-five cast and crew members, including three local schoolchildren, were joined by four horses for the shoot.

Could you be a volunteer at the Royal Hospital's new visitor centre?

We soon be including volunteers for our brand-new visitor centre, due to open this autumn. Sir John Soane's Stables and will be the location for an exciting permanent exhibition, cafe, shop, Post Office and outreach centre.

We will be advertising volunteering opportunities for the stables, including front-of-house and retail. If you have an interest in heritage and would like to be more closely involved with the Royal Hospital, keep an eye on our website and future newsletters for further updates.

WEB AND EMAIL

“Clare is an excellent copywriter and editor and I would thoroughly recommend her to other charities which are looking to strengthen their supporter engagement and revitalise their fundraising pages. My colleagues and I were really happy with the results.”

 Kellie Smith, Communications Manager, Womankind

The Co-operative Group

Location: Europe

Home > Case Studies > The Co-operative Group

The Co-operative Group (Co-op) recognized the need to act on climate change long before most businesses. The organization has set ambitious long term GHG reduction targets, and consistently met them.

We identified an opportunity for Co-op to bring together its actions to offset carbon emissions with support for its supply chain producers above and beyond the Fairtrade premium it pays. We designed a bespoke project to measurably improve lives, tackle climate change, and support a tea co-operative with its Fairtrade supply chain, delivering on the company's environmental and social objectives.

About the client

Co-op is one of the world's largest consumer co-operatives, owned by millions of members and employing nearly 70,000 people. It's the UK's fifth biggest food retailer, number one funeral services provider, a major general insurer, and a growing legal services business. The Co-operative is also recognized for its leading social goals and community-led programs.

Co-op worked with Climate Impact Partners to provide safe water and cut carbon emissions within Co-op's Fairtrade supply chain communities.

What we did

Climate Impact Partners was ideally placed to develop integrated supply chain projects for Co-op. Collaborating closely with the group's headquarters in Manchester, we worked with Fairtrade tea-producing co-operatives in Kenya to understand their community needs and find ways to solve them using [carbon finance](#).

After a series of community consultations, Climate Impact Partners then began work on a series of bespoke climate and development projects to provide safe water and cut carbon emissions within Co-op's Fairtrade supply chain communities.

Who We Are Business Solutions Services for Projects Case Studies News & Insights

Client log in Get in touch

Get in touch

Is there something we can help you with? We'd be delighted to hear from you.

Contact us

Our goal

Is to deliver 1 billion tonnes of emissions reductions

500+ clients

around the world

Our case studies

Learn more about our clients and projects.

Read more

Who We Are

Web page examples

Always up in Scotland's skies

When you love Scotland fiercely, it's only natural that you want to pass on that passion to the people who follow in your footsteps, safe in the knowledge that help will be there, if needed.

Home > Support Us > Legacy Giving

Ensuring the way of life you love lives on, with a gift in your Will

We live in one of the most beautiful countries on earth. Whether at home, work, or out exploring, we live life against Scotland's remarkable backdrop.

But such a beautiful, unique landscape brings challenges. When someone becomes critically ill or injured, help can sometimes feel out of reach.

A gift in your Will is one of the most powerful ways you can support us to keep on saving lives.

It means the people of Scotland can continue to rely on our service, wherever they live, work or wander. By remembering us in this way, you'll be up in the skies with us, protecting your community and what matters most to you.

"SCAA is crucial to farming communities like ours, because you can't always be prepared for accidents."

Debbie, Auchriachan

Debbie and Andy run a remote family farm, Auchriachan, in Tainish, "the highest village in the Highlands." Winters are long, weather can easily block access, and when the worst happens, SCAA's air ambulances become crucial, as Debbie discovered. "If it wasn't for the air ambulance, I doubt I would have survived."

When Debbie was severely injured by a distressed mother and calf, the air ambulance's swift response made the difference between life and death. A road journey that would have taken well over an hour lasted just 20 minutes by air. "SCAA's swift action means my dad has his daughter, my husband has his wife, my sons have their mum, and my grandchildren have their grandmas."

Debbie's wish is that SCAA will keep future generations of Scottish farmers safe. With a gift in your Will, you'll protect the lives and livelihoods of people like Debbie and help us reach communities across Scotland, wherever they are.



NEWSLETTERS AND SUPPORTER MAGAZINES

"I'D DO ANYTHING TO ESCAPE"

*Long Island Sound
1936-38
A.I. HUMPHRIES
1936*

John Humphries was born in 1922 in Chatham, but moved to Singapore before he was ten years old. His father was in the Army and John "knew nothing else but the clomp of boots". At the age of 13, John's father took him aside and said: "Boy, you'll be 14 next year – are you going into the Army, the Navy or the Air Force?"

JOHN CHOSE THE NAVY. It was only when he was checking through his examination paper that he realised his father had sent him to sit the exam for the Army technical school. His father had been decided for him. He passed the exam and was sworn into the Army as a boy soldier in 1936. A couple of weeks later, John was on a troopship bound for England.

At his military school near Chipping, John studied academic subjects in the evening and did Army training during the day. As a Royal Engineer – his father's choice – John had to have a trade, and he learned to be a fitter and turner. "In 1938 you just did what you were told," he remembers.

After three years, John joined a Royal Engineers training battalion. "I was still technically a boy and paid as a boy – 12 pence a day." Later after war broke out and John was promoted. "The training battalion was flooded with volunteers and there was a need for instructors. I was an ex-acting United States Engineer, teaching over and over to be my father the basic rudiments of military engineering. I got 10 pence a day, I might add. Then in January 1940, I became an adult. My pay went up to six shillings a day. I was in wonderland!"

John soon started to want something more. "I got fed up with being an instructor because soldiers were going to France and, being young, I was mad keen. I wanted to go as well. But Dunkirk occurred, and instead of France I went to Africa. The Italians were trying to capture Egypt and the Suez Canal. When the Italians were defeated, the Germans came in."

In 1942 John was in Tobruk. "I was tasked with preparing all the harbour installations for demolition, if the Germans broke in. Which of course they did," he explains what happened next. "I was busy blowing up cranes and water towers around the harbour, and a couple of tanks appeared – I thought they might be ours. I looked closely and could see that they were German. So I just dropped into a nearby trench and stayed in the bottom while the tanks went over the top. The following day I tried to escape. The Germans were all over the place they'd captured Tobruk. I tried to get out, but I got mixed up in a fire fight and hit in the head. The Germans put me in a vehicle and sent me to Benghazi – to the hospital. When I came out of hospital I was sent to Anzonia, in northern Italy, as a prisoner of war."

The camp was "blatantly awful," John remembers. The men slept on straw-filled cots in three-tier bunks, 12 in a space just over six-foot square. Their rations for a day were half a pint of watery vegetable soup and a small piece of bread or cheese. During his time there, John went from 11 stone to just seven. He decided to escape because he was "fed up", but after two abortive attempts he came up with a long-term plan. "I realised that the only way I could escape was if I could speak fluent Italian. So I acquired a Hugo's Italian Grammar from the Red Cross. I used to sit outside and memorise Italian until I had a large vocabulary. Then I realised I would have to practice. Where I used to sit

HOME FRONT

BROOKE NEWS

WINTER 2027

News from Rome

How changing behaviour changes lives

Innovation brings comfort to the ploughing donkeys of South Africa

Humane handling

Compassion is the key...

GOOD

BAD

Humane handling – focusing on building a positive bond between human and animal, without using fear, force or punishment – is central to the wellbeing of every horse, donkey or mule.

Do building the knowledge, skills and confidence of the people who interact with them is vital. In this way, Brooke can reach out to more animals in need and ensure communities have the tools to improve their lives in the long term.

Workshop participants cited many examples of our positive influence, including:

- A straight bar bit is preferable to a traditional one and should be removed before offering water
- Tying animals in a welfare-friendly manner
- Building a bond
- Giving animals names to encourage a bond
- Use of voice commands instead of force when driving a cart
- Community engagement
- Passing on welfare-friendly practices to other people
- Using peer support to encourage good handling
- Setting a good example in community sessions
- Sharing knowledge
- Demonstrating good and bad handling in awareness sessions
- Including animal welfare in training curriculums
- Explaining the 'Two domains of animal welfare'

Working together to promote humane handling

Last October, animal handlers from vets and veterinary assistants, to drivers, grooms and a farmer, attended a workshop in Lahore, Pakistan. Through a range of thought-provoking exercises and discussions, they built on their knowledge and shared insights. The workshop's findings will inform an action plan for the future, as part of Brooke's global project on humane handling.

Under the expert guidance of vets Shaheeb Khan and Dr Anshad Ansari, a group of people who regularly handle equines focused their attention on how to handle animals safely and compassionately. The aim? To completely transform the lives and welfare of horses, donkeys and mules and to nurture a positive bond between animal and human.

The participants discussed what made handling humane or inhumane and shared good practice, as well as the problems they came across – from lack of understanding to harmful 'traditional' practices.

THE GOOD, THE BAD AND THE UGLY

The participants also looked at different scenarios as a springboard for sharing thoughts on when animals are most vulnerable to being treated inappropriately. Exploring case study examples helped them to identify concrete examples of good practices – like using a head collar – and unacceptable welfare practices – like hobbling and nose strings.

At the end of the session, the attendees left inspired by new knowledge and motivated to put it into action and pass it on to their communities.

To help Brooke spread compassion among owners, donate today by visiting www.brooke.org.uk/newsletter or calling 020 7960 7234

Saving lives in severe weather

When the government judges that the weather poses a danger to the life of those on the streets the Severe Weather Emergency Protocol (SWEPP) is activated. Every local authority reacts to ensure that nobody spends a night outside during these extreme conditions.

Particularly vulnerable rough sleepers are prioritised – the elderly, disabled and those with existing health conditions. They're accommodated everywhere from church buildings to self-contained units and dedicated beds in hostels.

As soon as SWEPP is activated, we provide the council with a list of those we know will be particularly at risk for referral. If the weather looks set to last longer, then tier two of SWEPP is activated and additional buildings are opened up as temporary emergency shelters – including our Victoria based Resource Centre.

At this stage we set up beds in our dining hall, providing emergency accommodation. This may only be a temporary provision, but it saves lives – and can spark a longer-term positive relationship with hard-to-reach rough sleepers.

Help stock up our clothing store. Due to increased demand for our services, our clothing store is running empty. If you have any coats, shoes or warm clothing to donate, please visit passage.org.uk/donate-clothes

Above: Emergency beds in The Passage dining hall this winter.

4 | passage.org.uk

Why I'm remembering The Passage in my will

I am privileged to be associated with this good cause and exhort any reader of this article to do as I have and include The Passage in their will.

Dr Denis McKelvey, NSG, OBE, LL.D.

"Everyone deserves a place to call home". These words on a leaflet from The Passage stopped me in my tracks. I considered how fortunate I was and how divorced from reality I was, who state home is "a lifestyle choice".

The Passage's value engraved at the entrance to the Resource Centre focused me further and reminded me of when Patrick O'Donoghue – Westminster Cathedral Administrator at the time and the late Cardinal – outlined what took place through the doors of The Passage back in 1989.

When I visited, I was immensely impressed by the committed, hard-working team. Waiting back he was challenged by the

Spring Newsletter 2024

Thanks to the generosity of our local community, we're bringing hope to people at an extremely challenging time.

The Passage Everyone deserves a place to call home

CONCERN : INSERT AND ADVERTISING

Winner of ICFM Best DM Campaign.



In the time it takes you to eat a sandwich, 50 children in the developing world will die from hunger.

If you find that hard to swallow, please give up £1.25 a week – the cost of a sandwich – and send it to Concern to help a starving child live.

We'll use your gift to support emergency feeding programmes in some of the world's poorest countries, which provide intensive care for the weakest children. Like Sudan, where Concern volunteers are providing over 3,000 malnourished children with eight high-protein meals a day.

For over 30 years, in over 20 countries, Concern has been working to help people escape hunger and access a regular food supply. But our expertise and their determination is useless without your support. Your regular gift won't just feed children, it will give them a future.

Every second counts in the fight to save lives – so please fill in the monthly standing order form and send your gift today by sealing your 'sandwich' and returning it to us at our FREEPOST address.

Your lunch could be their lifesaver

Every four seconds a child dies of hunger

Will you give up the price of one lunch a week to feed them?

- 24,000 people die of hunger every day
- That's one death every 3.6 seconds
- 75% of the people who die are children

£1.25 a week could help feed a severely malnourished child with high-energy meals

Concern reaches the parts of the world that other charities don't

St Patrick's Day is the perfect opportunity to enjoy a beer (or two) and celebrate our national day.

But did you know that for the price of just an extra half pint a week, you can support a national charity that has been working tirelessly for more than thirty years to save the lives of children?

In over twenty countries – including many forgotten by the politicians and

media – Concern workers and volunteers are nursing weak and hungry children back to health. When you give a gift of just £1.25 a week, we'll ensure it goes directly to feeding and caring for those vulnerable infants.

So, as you look forward to your St Patrick's Day celebrations, please put aside the price of an extra half pint a week to help save the lives of starving children all year round.

I'll support Concern's £1.25 a week campaign to save the lives of children

Here's my standing order for £5 a month (or my own amount below)

Name _____
Address _____
Telephone _____

My standing order to help save lives
Instruction to your Bank or Building Society to pay a standing order
To: The Manager (Full name of Bank/Building Society)
Bank address _____

Bank Sort Code
Please pay Concern, Bank of Ireland A/C No. 16322733 Code 90-00-17
the sum of (amount you wish to give in words)
 (amount in figures) each month from (date)
from Bank/Building Society A/C No. _____
For office use only: Please quote reference _____

You can pledge your monthly gift by calling
1850 410 510

CONCERN
work in our resources
Please return to Concern, Freeport, Dublin 2, Ireland

Three ways to feel better the morning after

1. Make a cup of tea 2. Take an aspirin 3. Fill in this coupon

If you're suffering from morning-after syndrome, just follow the three simple steps above.

The tea will quench your thirst. The aspirin will attack that headache. And a monthly gift to Concern will help you feel a whole lot better.

That's because when you give just £1.25 a week – that's the price of half a pint of beer – to Concern, you can help

save the lives of hungry children in the world's poorest countries.

You can rest assured that when you give £1.25 a week to Concern, we will ensure it goes directly to those who need it most.

So why not put the kettle on, pick up a pen – or reach for the phone – and pledge your monthly gift to Concern while you wait for that aspirin to take effect. It really will help.

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