

FUNDRAISING MATTERS



**SOS CHILDREN'S
VILLAGES**

A loving home for every child

Winter 2010

Riding high in South America

Universities lend a hand

Partnering with the Scout Association

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WELCOME

from Meryl Davies, Director of Fundraising, SOS Children UK



Fundraising Matters showcases the amazing work of some of our many supporters. The people featured here have raised donations and raised awareness of SOS Children's vital work with orphaned and abandoned children around the world.

In the following pages we give you a snapshot of recent achievements. I hope you enjoy reading about these stories: you might be inspired to try something similar - or to make your own unique contribution.

Everyone at SOS Children joins me in saying a huge thank you to the many people who support us. Your efforts help transform the lives of some of the most vulnerable children around the world. Without you, our work would not be possible.

On the front cover we feature Nicola Ogilvy. Racing the Planet might be one of the world's toughest endurance challenges but that

didn't stop Nicola battling against searing temperatures to complete the ultra marathon in the hottest part of Australia in 2010.

This was the second time Nicola had taken part in the challenge. In 2009 she ran the ultra marathon in the Namibian desert. She has raised over £6,500 to support SOS Children's Village Chipata, Zambia and the Haiti emergency relief appeal.

Speaking about her most recent achievement, she said: *"I am glad to say that I completed the race in one piece, after seven days of searing temperatures, blazing sun, sore feet, bad food, snoring tent mates, snakes, crocs and ticks!"*

If you would like to get more involved in any aspect of our work, or would simply like to make a donation, please visit our website at www.soschildren.org or call a member of our team on 01223 365 589.

PEAK PERFORMANCE

In August 2010 Belinda Lowe and her husband Daniel went to Tanzania to climb Kilimanjaro, the highest mountain in Africa, in sub-zero temperatures and howling winds. They completed the challenge in eight days. After the trek, the intrepid couple visited the SOS Children's Village Zanzibar. "So far we have raised £1,213 for this village," said Belinda. "It was great to see it and to be able to help."

Funds raised were matched by AMEC Plc who have been working in partnership with SOS Children for over three years.

CALLING ALL SUPPORTERS

Dizzy heights and encounters with crocs may not appeal to all our supporters, but there are other less extreme fundraising activities in which you can take part. How about the British 10k, taking place in London on 10 July, 2011? Interested? Find out more about challenge events at www.soschildren.org

RIDING HIGH IN SOUTH AMERICA

A visit to SOS Children's Village Potosi, Bolivia, was the highpoint of Tamsin and James Brown's 4,500-mile cycle ride through South America. They raised £5,357 in sponsorship which contributed to a much needed gas installation for the village so it was a particularly exciting and moving stop-off on their trip. Here's what they said:

"On arrival we could immediately see the fruits of the money we had raised. The principal of the village was excited to show us the hole in the ground where the gas pipes will be installed. Over two days we met some of the SOS Mothers and many of the lovely children. We were overwhelmed by the uninhibited and affectionate reaction to the two strange gringos in their homes."



Tamsin and James Brown in the Andes

CORPORATE SUPPORT FOR OUR VILLAGES

SOS Children's Village Kitwe, Zambia

RECRUITING FOR CHIPATA



Over
£86,000
has so far

been raised by international recruitment company, Sthree, to help build SOS Children's Village Chipata, Zambia.

Over the last two years, the company has found many imaginative ways to support Chipata – including holding dress down days, footie tournaments, Christmas raffles, and charging for lost door fobs. Individual staff members have also undertaken fundraising activities. This valued corporate partner has matched the money raised by these activities and boosted funds further, so a big 'thank you' to all.

TALENT AND TARDINESS PAY DIVIDENDS

Talent contests and tardiness fines are just two of the ways real estate investment company MGPA helps generate funds for the four SOS Children projects it chooses to support each year.

Recently one employee drove overland on a motorbike from Russia to Mongolia via Kazakhstan. Funds raised by staff are matched by the company.

"We have chosen to focus on supporting SOS Children's Villages because the charity is global and allows us to contribute directly to the communities in which we conduct our business," said an MGPA spokesperson. *"Our donations therefore become sizeable enough to have a real impact on each project we select."*

ALL ABOARD FOR THE ROBOT SUB EXPERIENCE

There was a great treat in store for some of the children sponsored by engineering and construction company Subsea 7 when it took them aboard one of its Seven Seas vessels in the port of Lobito, Angola (pictured below).

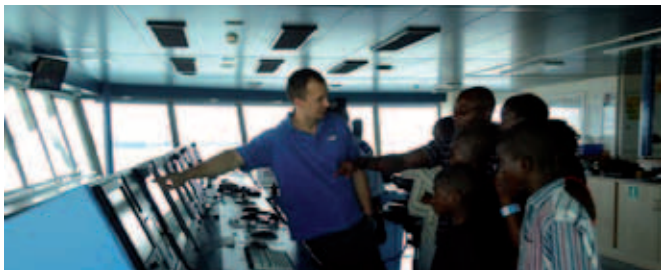
A safety briefing was followed by refreshments and a tour of the bridge, helideck, cabins and muster stations. After lunch it was off to join pilot Delcio Carvalho, who showed off the Remotely Operated Vehicle (ROV) control room.

Subsea 7 sponsors all ten children at House No10 at Children's Village Benguela, Angola, as well as covering the annual running

costs of the Family House. Staff generously devote their time to fundraising and we are incredibly grateful.

GREATLY APPRECIATED...

We hugely appreciate our corporate partners and their staff who get involved in such a variety of ways. If you would like to talk to us about corporate sponsorship, or matched funding (where a company matches funds raised by employees), then please get in touch with our Corporate Liaison Coordinator, Caroline Cadman, on 01223 222965.



SCHOOLS GO ALL OUT FOR SOS CHILDREN

MUSIC TO THEIR EARS

A brilliant £2,501 was the result of Dumfriesshire school Wallace Hall Academy's musical performances to raise money to support the work of SOS Children in Haiti, following the devastating earthquake.

Parents, teachers and pupils from the sixth form joined forces to showcase the Scottish school's stunning musical talent. Two consecutive concert dates were

sold out. The events had great local press coverage which helped to raise the charity's profile in Scotland.

SCHOOL DOUBLES ITS EFFORTS TO HELP THOSE IN NEED

Another school with an eye to the wider world is Aldenham Prep School in Hertfordshire, which signed up to emergency relief sponsorship after the Haiti earthquake.

The floods in Pakistan in August 2010 elicited a similarly generous response. The £850 the school raised provided 65 packs of supplies which would last a family for ten days.



*SOS Children's Village Baku,
Azerbaijan*

UNIVERSITIES SWELL SUPPORT

We are delighted to announce our new Supporters Group at the University of East Anglia. The group plans to give all the funds it raises to the SOS Children's Village St Petersburg, Russia.

Meanwhile, the London School of Economics Raising and Giving Appeal has chosen SOS Children as one of its beneficiaries. They have set a target of £10,000.

Cambridge University Supporters Group for SOS Children (CUSOS) celebrated the end of term with *Away in a Manger*, an evening of comedy and carols, which was held at a very special mystery location. After meeting in the city centre, guests were guided by a star to the Cellarers Chequer, a building which pre-dates Cambridge University itself. The space was beautifully decorated and opened especially for this event.



CUSOS comedy and carols

CALL FOR VOLUNTEER SPEAKERS

We are looking for self-motivated, confident people with public speaking experience to help represent SOS Children's Villages across the country.

These volunteer speakers will give talks and make presentations on our behalf to community groups and schools, as well as seeking out new opportunities to deliver talks to potential new supporters, such as faith groups, WI, Rotary Clubs and others. We will supply materials and training.

Could this be you? **If so, please call Lottie Riddle on 01223 222977.**

AT A GLANCE: COMMUNITIES IN ACTION

Levi, who swam for SOS Children in Mombasa



SWIMMING INSPIRATION

A TV programme about children in Africa was all it took to inspire six year-old Levi to show that everyone can make a difference to needy children. By undertaking a sponsored swim of 16 lengths, he raised an impressive £500 to sponsor a boy of a similar age to himself in our SOS Children's Village in Mombasa, Kenya.



SOS Children's Village Mombasa, Kenya

DEDICATED EFFORTS

The youngsters of SOS Children's Village Santa Ana, Costa Rica have exciting new equipment in their playground thanks to the generosity of the people from Histon and Impington in Cambridgeshire. When new play equipment was installed in their own playground, they arranged a collection for SOS Children at a service of dedication and raised the great sum of £504.30.



New play equipment at SOS Children's Village Santa Ana, Costa Rica

LOVING MEMORIES BRING LIFE AND HOPE

Lydia Samuel and her family marked the 10th anniversary of her mother Helen's death with an auction of the kinds of things she loved - including art, craft, pottery, and plants. The auction raised £1,250 for SOS Children. Lydia decided to use this to pay for five years' sponsorship of SOS Children's Village Surkhet, Nepal.

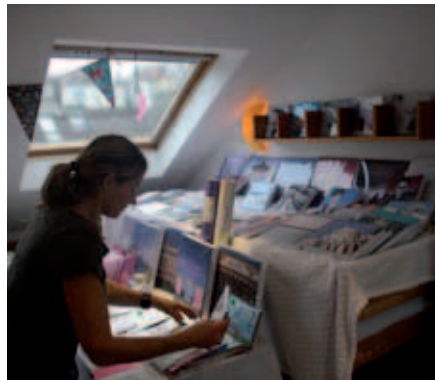


"I know my mum would have been incredibly touched and thrilled to know that children in some of these poor countries that we visited before her death in 1999 have been helped by an event organised in her memory," said Lydia.

Lydia has recently helped to set up the Sussex SOS Supporters Group.



Children on their way to nursery in SOS Children's Village Surkhet, Nepal





A violin made from a tree that grew in the childhood home of Sir Arthur Conan Doyle made a star appearance in a memorable concert held in Edinburgh in aid of the SOS Children Haiti Appeal. The Sherlock violin was offered for the event by the violin's maker, Steve Burnett.

At the concert, Haitian, Marie Douarin, spoke about how her family had been affected by the earthquake.

SUPPORTERS GROUPS

Over the last 15 years, members of the Cambridge Supporters Group have organised a regular programme of events. So far they have raised £75,000.

Self-sustaining local supporter groups like the one in Cambridge will begin to be set up around the country and can be geographically based, as in the Cambridge Supporters Group, or have in common an area for which they are fundraising, as with our Pakistan Supporters Group.

Next year a regional event will be held in the South West Midlands to gather local supporters to hear more about the work of the charity. The aim is to encourage as many people as possible to become engaged in community fundraising.

HOW YOU CAN HELP

Are you interested in fundraising for SOS Children? Setting up or joining a Supporters Group? Or would you be interested in giving donations in lieu of gifts at a special celebration? If so, please get in touch with our [Community Fundraising Coordinator Mary Pountain](#) on 01223 222961.

SCOUTING FOR BETTER UNDERSTANDING

There are scout groups based at many SOS Children's Villages around the world, so it is with great pleasure that we announce a new working partnership with the Scout Association.

The Association is keen to ensure that Scouts learn not only practical skills but also about important issues affecting children across the world. To support this valuable work, SOS Children has produced a number of programmes for Scout leaders (available on the Association's website).

The charity also puts in appearances at Scout sessions around the UK. Theresa Provost, parent of two scouts who attended a recent session in Cambridge said:

"In our increasingly globalised society, with its many tensions, the scouting community seems to be a natural home for developing humanitarian values and fostering an understanding among young people of how their peers live in very different communities



around the world, often facing very challenging situations."

CLUBBING TOGETHER FOR CHARITY

Part of the cub Global Challenge is to find out about an international charity, so when SOS Children's Villages appeared in Scouting Magazine, it seemed the perfect charity.

Touched by what they heard, 1st Mattishall Cubs raised funds by making posters, baking cakes and collecting unwanted teddies for a teddy tombola.

The result? An impressive £233.55 to be put towards the new SOS Children's Village in Chipata, Zambia.



GET INVOLVED:
www.soschildren.org



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A loving home for every child

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