

TWINNAGE COMMITTEE

NEWSLETTER No 125

September 2009



Running a Christmas SBF appeal:

Last Christmas Mike Jarvis inspired members and benefactors to contribute some £70,000 in support of the Sudan Baby Feeding programme. This has made a real difference to peoples' lives as, because of this extra income, we have been able to finance the re-opening of two of the feeding centres which had been closed due to lack of funding.

David Wiles handed out a methodology at the Reps' meeting in March (copy attached). In hope and anticipation of inspiring others I have also asked Mike to give some pointers as to how he organised his appeal, Mike has written the following guidelines:

“The underlying rationale is that many people, especially of the older generation, have all they need and Christmas presents just represent clutter to them. Oxfam etc have for some years run appeals which depend on the giving of goats etc to people in the developing world. I think a Sudan baby trumps a goat any day, especially if you can back up your appeal with a picture of children at our Feeding Centres. Here is how you might set about it:

1. Write to every Conference president and explain the appeal. (Help needed for addressing envelopes etc). Do this in early September
2. Suggest that they get their PP onside and then advertise the possibility of sponsoring the feeding of a Sudan baby for a year for £35 in the parish newsletter, preferably running it for 3 weeks in October/ November. I have a format if needed. Some keen conferences make a pulpit appeal. Newsletter appeals alone will do the trick pretty well. Make it clear that certificates can be personalised.
3. Conference members would have to be on duty outside Mass at least two Sundays to distribute and collect forms. Conference help is essential for distribution of certificates. Set a deadline for all applications—make it early December. Nobody takes much notice because people start panicking late about Christmas presents.
4. David Wiles has an excellent format for the Presentation Certificate. It looks very professional and you can alter the personal bits to meet individual requests for dedications etc.
5. Have a good supply of forms ready and make sure benefactors realise how helpful it is if they Gift Aid.
6. Be ready to be overwhelmed, especially if nothing like this has happened on your patch before. Try to use email to send the certificates out—somebody at conference level should be able to print them off. Avoid the situation where you are sending stuff back by post, other than in large batches to conferences.”

Mike Jarvis

To help with the administration I would ask that each CC issues their own certificates using the template that David Wiles can supply. For the few that do not have computer access I am sure David would take the task on. Please refer any queries to David.

We have previously asked people to issue numbers to each benefactor. To save on administration we do not really need unique numbers for people who have not signed Gift Aid declarations so you can record them all with 000 numbers (eg SB000 for Shrewsbury) and use this on the yellow sheet. Where we do have signed Gift Aid declarations please continue to issue numbers starting from 401, please then list these (ideally on an Excel Spreadsheet) with Number, Surname, Forename in separate columns. This will make the gift aid claim administration possible.

This process can be used for all benefactors not just the Christmas ones but I must emphasise that we need a record of the number with or before the yellow sheets as the computer gets very upset if we try to input a number from a yellow sheet that it does not know.

Situation regarding the feeding centres: To update everyone, there were 16 feeding centres open late in 2008 but due to the ending of some funding from the French Government and cost increases due to the rate of inflation 9 of these had to be closed early in 2009. Due to additional funding pledges by ourselves and additional support raised by Kamal in Austria 4 of these have now been re-opened and there is a possibility of some short term funding from the French which may enable one or two more to re-open. The sad fact is that there are still children turning up at the closed centres in the hope that they may be opened.

Disaster Fund: Two donations have recently been made from the Disaster Fund. The first of £10,000 to Sri Lanka is to assist with the rebuilding of homes and communities in the areas recently devastated by the civil war.

The second donation, also of £10,000, has been sent to India to assist with the rebuilding of the lives of the Christians living in the Khandhamal area of Orissa which has recently seen much anti-Christian damage to homes and Church buildings. The money will provide pairs of bullocks for 40 families and seeds for 50 families so that they can cultivate their land once more and will also be used to repair an ambulance which was damaged.

URGENT Indian Student Sponsorship – Sponsors desperately needed: Even after these donations the Disaster Fund stands at a healthy level but we are still very short of sponsors for the Indian student scholarships. Funding for a school student through Vidya Jyothi is £15 per year, for a Vocational Training student £30 per year and for a Technical or Higher Training student £60 per year.

Christmas Catalogue: Indian Student Sponsorship will feature together with Sudan Baby Feeding and many other aspects of SVP work in our alternative Christmas Gift catalogue which will be distributed shortly. This will also give you the opportunity to buy SVP Christmas cards from the wide range available.

Web site: All of you who regularly check our web site www.twinnage.org.uk will have noticed a lot of improvements recently. If you haven't looked for a while please log on and let us have your thoughts and comments about things you feel should be added or improved. Ian Mawdsley is our web site editor and would welcome your thoughts and comments.

Funding from Trusts and other Agencies: Following a very constructive meeting that Ian and I had with Elizabeth Palmer and Allison Pollock we have taken up their offer that National Office make bids on behalf of IRC to seek support from outside funding organisations. If anyone is aware of agencies which may support our work in Sudan, India and elsewhere please let one of us know.