

[Form letter asking for donations (EPH464:157, EPH464:158) to help work in disaster relief in China, Myanmar and Bangladesh from Sir Nicholas Young, the Chief Executive of the British Red Cross Society].

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**FROM THE
CHIEF EXECUTIVE**

Autumn 2008

If you want to make a real difference today, please give £5 to the Red Cross.

Dear Friend,

Over the past year, hardly a month has gone by without the Red Cross being called upon to help in the wake of a major crisis – devastating natural disasters like the cyclones which hit Bangladesh last November and Myanmar (Burma) in May, or the earthquake which shook China shortly after.

With your help, the Red Cross has been able to respond immediately to these and many other emergencies – helping countless numbers of vulnerable people caught up in crisis both here in the UK and all over the world. Inevitably, this is putting extra pressure on our limited resources.

It is for this reason that I am writing to you now. Could you give £5 to ensure we can respond when we are needed?

I would not ask for your support if the need were not so great and our work so extensive. In the last year, I have seen for myself the full impact of three years of British Red Cross work in the Aceh region of Indonesia – one of the areas worst hit by the 2004 earthquake and tsunami, where in some areas almost half the houses were badly damaged or destroyed. The land there is completely flat,

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Urgent Appeal Autumn 2008

**PLEASE PRINT CLEARLY IN
BLOCK CAPITAL LETTERS**Reference number (office use only) Title (please tick): Mr Mrs Miss Ms Other I would like to make a donation of: **£5** **Your choice** £ Name Surname I enclose a cheque, made payable to **'British Red Cross Society'** **OR** Please debit my Visa/MasterCard/Maestro/Switch Card/CAF Charity Card with the amount specified.Address Card Number Postcode Expiry date / (Maestro Switch only) Start date / (Maestro Switch only) Issue No. Telephone Signature **X** Date **I would like to make every £1 worth £1.28.**I am a UK taxpayer and I would like the British Red Cross to treat all donations that I have made as well as any future donations as Gift Aid until I notify them otherwise. (Please tick)

I understand that I must have paid an amount of income tax/capital gains tax at least equal to the amount that the charity will reclaim in the tax year that the gift was received.

Please enter your name and address in case we need to contact you or if we have any query on your donation.

Occasionally we agree with carefully selected charities to contact each other's supporters for our mutual benefit. If you do not wish the British Red Cross to use your details in this way, please tick the box.

We like to keep supporters in touch with our work. If you do not wish to receive further communications from the British Red Cross, please write to: Supporter Care, 44 Moorfields, London EC2Y 9AL.

The British Red Cross Society, incorporated by Royal Charter 1908, is a charity registered in England and Wales (220949) and Scotland (SC037738).

When returning your donation form, please place it in the FREEPOST envelope provided.

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and you can all too easily imagine the ocean simply rolling in unobstructed, leaving many with no hope and no means of escape.

Today, there are new houses everywhere – pastel-coloured, sturdy and beautiful. I visited a small estate of about 200 houses we built for the most vulnerable – those whose land was destroyed, or those who owned no land at all, or those children orphaned by the tsunami. I met young Nazir who, now aged 15, lost both his parents and his brother and sister on that dreadful day. He now lives with his remaining sister, and they were to receive the keys to the 100,000th house built in Aceh province – one of the 2,200 built by our very own British Red Cross team.

It was wonderful to witness first-hand the work of the Red Cross not only in Indonesia, but also in Sri Lanka and the Maldives. We have achieved something very special, with infinite care and incredible passion, rebuilding homes and livelihoods for people whose lives were torn apart and who were left with nothing.

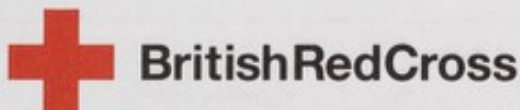
I am confident that if you too could see the difference the Red Cross has made for survivors of the tsunami and other terrible disasters around the world, you would not hesitate to show your compassion by making a donation to contribute to our work today.

We have also made an enormous difference in Bangladesh, one of the most disaster-prone and densely populated countries in the world. The combination of these two factors means that when natural disasters do occur, they have the most devastating effect – and when they do, we are quick to respond. But even more importantly, the British Red Cross has been working hard for over ten years to lessen the impact of disaster and reduce the vulnerability of communities.

This has meant building ten cyclone shelters in the areas most likely to be affected, as well as working in particular with women and children to make sure that when the next disaster hits – which it will – even the most vulnerable members of the community can get themselves and their families to safety.

Our volunteers have already seen the results of this programme with their own eyes: Cyclone Sidr, which hit Bangladesh last November, claimed over 3,300 lives, while a cyclone in 1991 of the

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Please place this completed donation form in the envelope provided with our FREEPOST address showing clearly through the window.

FREEPOST NAT21787
Sir Nicholas Young
British Red Cross
Room AI35049
PAISLEY
PA1 1BR

To keep our costs to a minimum please:

- > ensure your completed donation form is enclosed
- > ensure your cheque is signed and dated
- > do not fold, staple or pin your cheque to the donation form
- > ensure all credit card boxes are complete, if you have chosen this payment method.

If your address differs from overleaf please amend accordingly.