

# Christian Aid Week 2024 Promotional Pack

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## **First things first:**

Thank you for promoting Christian Aid Week.

We hope the images and articles in this promotional pack will help you tell people about our work.

You'll see we use the phrase 'Seven days, so many ways' throughout our promotional materials this year. We hope this will help get people excited about all the different ways they could raise funds this Christian Aid Week.

There are plenty of Christian Aid logos, depending on what you're creating; a long article for use on websites or in magazines; a shorter version for newsletters or leaflets; examples of costings which you could use with either article; some information about our 70k in May fundraising challenge; and some photos.

If you're using social media, don't forget to tag us, so we can share your posts too!

- Facebook: @ChristianAidIreland
- Instagram: @christianaidukirl

We have more resources available at [caweek.ie/resources](https://www.caweek.ie/resources) and if you need support, please get in touch at [belfast@christian-aid.org](mailto:belfast@christian-aid.org) or [dublin@christian-aid.org](mailto:dublin@christian-aid.org) visit our [website](https://www.caweek.ie).

Without your support and help, we wouldn't be able to do all that we do – so thank you very much.

## Long article:

### **Christian Aid Week 2024 – 12-18 May.**

**Sometimes the simplest things can make a world of difference: every year, people in Northern Ireland and the Republic of Ireland hold wonderful fundraising activities to support Christian Aid – from coffee mornings to talent shows and cycling tours to sponsored walks.**

**The appeal gives us seven days and so many ways to make a difference to people in the most vulnerable countries around the world.**

**Our global neighbours are also amazing, in so many ways, at transforming their lives.**

#### **This is Aline's story.**

Aline Nibogora is 35 and lives in Burundi. She was married young and when she was 14, she gave birth to the first of her six children. Her husband was violent and beat her regularly – one day it got so bad, she fled.

*“He would often jeer that he would kill me and bury me without anyone knowing,” Aline said.*

Forced to leave her children behind, Aline wandered the streets trying to stay close by, asking anyone for a place to sleep.

*“Those who showed me kindness would let me stay for two or three days, but it was difficult,” she explained. “People would insult me and treat me with contempt. They forgot I was a human being. It filled me with sorrow.”*

**Every prayer, every gift, every action helps transform lives; sometimes the simplest things can make a world of difference.**

In a patriarchal society where men dominate in almost every aspect, life is particularly challenging for women. They've been conditioned to be dependent on and dominated by men.

But Aline found the strength and determination to push back against the injustices she was facing.

She went to a three-day community workshop where Christian Aid-funded trainers taught people about village savings and loans associations.

*“I came out of it with amazing knowledge and skills. During the training, I stayed focused and was determined to not miss out on anything at all. I really liked the*

*teachers' methodology; they restored in me a sense of hope and energy to take on initiatives. From then on, I started working hard, so I would not be dependent on anyone."*

With a small start-up loan, Aline began trading avocados and peanuts locally; then used her profits to buy a bicycle to transport greater quantities of goods to markets further afield.

Aline is now a grocery wholesaler; she's been reunited with three of her sons and lives on her own plot of land in a village in Kayogoro, in Makamba Province. She is planning to expand the business and is building a home for her family – in the hope she'll one day have all her children with her.

*"I bought some solar panels," Aline added. "We now have electricity and the children are able to see to do their homework in the evenings. It's true there's a shortage of food at the moment, so there's no lack of problems, but I'm doing what I can to get by, before we are able to harvest."*

*"I enjoy spending time with my children, who are my favourite people in the world. We makes plans for the future and we pray together. This is important; we are still alive thanks to God's grace. God comforts you through troubled times and gives you hope for a better future."*

Aline is also now the chairperson of her own village savings and loan association and has helped 25 other families.

*"I have been fortunate and it's important for me to be able to give back and train others who didn't have that opportunity for the further development of the community as well as our country."*

**Aline says the support of Christian Aid has made the whole community feel comforted and empowered.**

*"We feel we are not alone in our initiatives. Without your support we could not go further, you empowered us by changing our living conditions. Before, we couldn't see opportunities around us. Now we can see positive and significant changes in our lives. We can be independent and live on our own thanks to your help through the training. I really thank you for that from the very bottom of my heart."*

Christian Aid supporters helped make this transformation for Aline and her neighbours – as well as millions of other people in the most vulnerable communities around the world. Last year, the organisation reached 3.3 million people through 275 programmes, from savings and loans associations to farming co-operatives, and climate disaster risk training to healthcare schemes.

**This Christian Aid Week – from May 12-18 – supporters are once more stepping up, knowing every prayer, every gift, every action helps transform lives.**

Many of the projects Christian Aid funds are long-term and designed to combat poverty and help communities tackle issues like the climate crisis. Burundi, like many similar countries, is heavily reliant on agriculture - and is one of the least prepared to tackle climate emergencies, including droughts, floods and landslides.

The global cost of living crisis has intensified the challenges families face, and now more than 70 per cent of the population live in poverty, while more than half of children are chronically malnourished.

Philip Galgalo, Country Director of Christian Aid Burundi, said: "In the areas where we work, people without their own small business or income will typically head out on an empty stomach each morning to look for casual work to buy food for the evening. Most only eat once a day. It's not uncommon to live in a one-bedroom house built of unbaked mud brick walls with an iron sheet roof. Unstable buildings like this are exceptionally vulnerable to collapse during the landslides and fierce storms which the climate crisis is making more frequent.

"Most families don't have a water supply, so they'll collect water from rivers or communal water points; the threat of water-borne cholera is ever present. In most instances, neighbouring families share toilets, but it's not uncommon for there to be no communal toilet, forcing people to nearby bushes. Similarly, there are no bathrooms or showers. It's a fragile existence that pushes many to the brink of survival.

"Together, we can support families to secure a better future for themselves and future generations. With your help, we can work towards a world where families can escape the trap of poverty and fulfil their ambitions. Join us this Christian Aid Week. Please give to help more people push back against the inhumanity of poverty."

There are **seven days and so many ways** to make a difference – whether that's church services, special collections, or even a Bible readathon. For those who like a physical challenge there's a new option for 2024 with the chance to take part in 70k in May. You can cover the distance in any way you like, take part by yourself or with a group. Find out all the ways you can support Christian Aid Week by visiting the Christian Aid Ireland [website](#).

**Shorter article:**

## **Christian Aid Week 2024 – 12-18 May**

### **Seven days, so many ways to make a difference.**

Every Christian Aid Week, people across Britain and Ireland raise funds, act and pray for their global neighbours in a celebration of hope for a fairer world.

This year's appeal runs from 12–18 May and is focusing on the organisation's work in Burundi, one of the most densely populated and poorest countries in Africa. Heavily reliant on agriculture, it's also one of the least prepared to combat the effects of climate change, including droughts, floods and landslides. The global cost of living crisis has intensified the challenges: more than 70 per cent of the population live in poverty and more than half of children are chronically malnourished.

Christian Aid has been working in Burundi since 1995 when it first offered humanitarian assistance to people surviving the civil conflict. Now, alongside local partners, the organisation helps establish Village Savings and Loans Associations (VSLAs). These community-led groups mean people can save and borrow money, making small businesses possible, offering reliable and diverse incomes so families can eat regularly, get medicine when they need it, and build safer homes.

Thirty-five-year-old Aline Nibogora is the chairperson of a VSLA which supports some 25 families in a remote village, in Makamba Province. Aline escaped an abusive marriage only to find herself on the streets begging for a place to stay.

Her life changed when she went to a three-day, Christian Aid-funded community workshop. With a small start-up loan, Aline began trading avocados and peanuts locally. She's now a grocery wholesaler and living on her own plot of land where she's building a home for her family. In the next five years she hopes to expand, so one day she can buy a mill. This will provide a source of income without the need to transport heavy goods over long distances.

*"I don't want my children to have a painful life like mine, remembering it makes me weep. I could never have dreamed I would one day have a brick house and be a successful businesswoman, able to feed and clothe my children. This is a plan and I will do it; I am a woman who is an achiever."*

**This Christian Aid Week – from 12-18 May – supporters are once more stepping up, knowing that every prayer, every gift, every action helps transform lives.**

There are **seven days and so many ways** to make a difference – whether that's church services, special collections, or even a Bible readathon. For those who like a physical challenge there's a new option for 2024 with the chance to take part in 70k in May. You can cover the distance in any way you like, take part by yourself or with a group. Find out all the ways you can support Christian Aid Week by visiting the Christian Aid Ireland [website](#).

## Costings:

### What could your donations buy?

**£5/€6** could buy a savings book for a member of a VSLA, setting them up to start their own small business and become financially independent.

**£30/€35** would help a family buy two jerrycans to collect water from the river to carry back to their farm. Jerrycans provide irrigation to crops, especially during the dry season, maintaining food production for the family.

**£50/€59** would mean a vulnerable family can purchase a water storage tank. Water can then be stored for a few days rather than travelling to the communal water point, allowing instant access to water for washing, cleaning and cooking.

**£100/€117** could help a woman set up her own small business with a starter kit; including money to purchase her first few items to sell. This means she could supply local grocery shops or restaurants with vegetables, set up a roadside shop, or buy maize to sell in bigger markets like Bujumbura.

**£100/€117** could also help buy a family a bicycle meaning easier transport to school, quicker access to medical treatment in emergencies or support carrying produce from farm to market.

Information on 70k in May:

### **Seven days, so many ways: 70k in May**

This year's Christian Aid Week is focusing on stories from Burundi, where families are working hard to transform their lives.

For many, each day is a struggle for survival – many people head out on an empty stomach each morning to look for casual work to buy food for the evening. Most families don't have a water supply, so they'll walk to collect water from rivers or communal water points.

And when people start up their small businesses, they often have to walk or cycle long distances to sell their produce.

For 2024, Christian Aid supporters are showing their solidarity with their global neighbours by signing up for the new 70k in May fundraising challenge.

You can cover the distance any way you like, take part by yourself or with a group, and share your progress on a dedicated Facebook page.

Why not get together with your church, friends, and family to take on the challenge?

You could find different ways to do the 70 kilometres, share your story on Facebook and inspire others – you can even bag yourself a welcome pack with a T-shirt when you raise the first £10!

Find out more about the challenge and how you can take part at [caweek.ie/70kinmay](https://caweek.ie/70kinmay)

## Christian Aid logos:

	
Please use at the <b>top left</b> of your <b>print</b> publication (CMYK)	Please use at the <b>bottom left</b> of your <b>print</b> publication (CMYK)

	
Please use at the <b>top left</b> of your <b>web</b> publication (RGB)	Please use at the <b>bottom left</b> of your <b>web</b> publication (RGB)

## Images:



Caption: Aline Nibogora.  
Credit: Christian Aid/Armstrong Too.





Caption: Aline Nibogora outside her house, with the bike she bought to help her grocery business.

Credit: Christian Aid/Armstrong Too.

Caption: Aline Nibogora with her three sons (from left to right) Vyukesenge Aubi, Fisto Niyoyandemye and Irumva Devis.



Credit: Christian Aid/Armstrong Too.



Aline Nibogora transporting baked bricks from the brick kiln for her new house.  
Credit: Christian Aid/Armstrong Too.



Aline Nibogora showing Christian Aid and its partners the VSLA account book.  
Credit: Christian Aid/Armstrong Too.

## Template press release general fundraising:



### **NEWS RELEASE**

#### **Seven days, so many ways to make a difference**

**[INSERT CHURCH/GROUP]** fundraisers are gearing up for a major charity appeal to support vulnerable communities around the world.

**[INSERT NAME OF CHURCH/GROUP]** has organised **[INSERT ACTIVITY eg a sponsored cycle, a coffee morning]** as part of [Christian Aid Week 2024](#).

**Organiser/Church Rep. [DELETE AS APPROPRIATE AND INSERT NAME eg Jane Smith]** said: "Every year, during this appeal, people across Britain and Ireland have seven days and so many ways to raise funds to support their global neighbours, in a celebration of hope for a fairer world.

"We are taking part by **[INSERT WHAT, WHERE, DATE AND TIME]** because **[EXPLAIN WHY THIS IS IMPORTANT TO YOU.]"**

Money raised during Christian Aid Week will help the organisation's partners empower vulnerable communities to find practical and sustainable ways out of poverty.

This year's appeal – from 12-18 May - is focusing on work in Burundi, one of the most densely populated and poorest countries in Africa. Heavily reliant on agriculture, it's also one of the least prepared to combat the effects of climate change, including droughts, floods and landslides. The global cost of living crisis has intensified the challenges: more than 70 per cent of the population live in poverty and more than half of children are chronically malnourished.

Christian Aid has been working in Burundi since 1995 when it first offered humanitarian assistance to people surviving the civil conflict. Now, alongside local partners, the organisation helps establish Village Savings and Loans Associations (VSLAs). These community-led groups mean people can save and borrow money, making small businesses possible, offering reliable and diverse

incomes so families can eat regularly, get medicine when they need it, and build safer homes.

Thirty-five-year-old Aline Nibogora is the chairperson of a VSLA which supports some 25 families in a remote village, in Makamba Province. Aline escaped an abusive marriage only to find herself on the streets begging for a place to stay.

Her life changed when she went to a three-day, Christian Aid-funded community workshop. With a small start-up loan, Aline began trading avocados and peanuts locally. She's now a grocery wholesaler and living on her own plot of land where she's building a home for her family. In the next five years she hopes to expand, so one day she can buy a mill. This will provide a source of income without the need to transport heavy goods over long distances.

Christian Aid Week offers seven days and so many ways to make a difference – to find out more, visit <http://www.caweek.ie>

## **ENDS**

### **Notes to editors:**

To find out all about Christian Aid Week, the events and challenges taking place and the people whose stories we are sharing visit [the Christian Aid Week home page](#).

For more information contact Lisa Fagan, communications officer:  
[lfagan@christian-aid.org](mailto:lfagan@christian-aid.org).

Template press release 70k in May:



## **NEWS RELEASE**

### **70k in May!**

**[INSERT TOWN, ROLE AND NAME]** is going the extra mile for vulnerable communities around the world.

The **[INSERT AGE]**-year-old (**or just put first name**) is taking part in a 70k for May challenge, part of this year's [Christian Aid Week 2024](#).

The idea is to cover 70 kilometres in whatever way you like, in solidarity with millions of people who have to walk long distances for clean water or to sell their produce.

**[INSERT FIRST NAME]** said: "Every year, during Christian Aid Week, people across Britain and Ireland raise funds, act and pray for their global neighbours in a celebration of hope for a fairer world.

"I'm doing 70k in May **because [EXPLAIN WHY THIS IS IMPORTANT TO YOU]**. The plan is to **[EXPLAIN HOW YOU'LL BE COVERING THE 70K]."**

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[lfagan@christian-aid.org](mailto:lfagan@christian-aid.org).

## Guide to using your template press release:

Thank you for supporting Christian Aid and for sharing what you're doing in your local press! Our template press releases are designed to give you a basis for getting your message out to newspapers, radio, and, sometimes, television, in your community and perhaps further afield.

Here's the best way to use it:

- copy and paste the whole release into a new document so you have the original for a follow up story (about how much you raised, for example);
- fill in the parts in red (change the colour back to black and un-bold) – adding/deleting/changing quotes to your own words, as appropriate;
- have a photo which illustrates your story (one which has people in it preferably – with first and second names if there are fewer than five people);
- please ensure this image is high resolution without any blurring or low lighting;
- you can then send the release out yourself (news desk emails can be found on the relevant websites) OR you can email it back to (with the photo) at [lfagan@christian-aid.org](mailto:lfagan@christian-aid.org) and she will be happy to send it out for you to all relevant outlets, and organise any interviews we may get.