

Make double the difference this Christmas.
Give a Gift for Life.

every £ you donate

doubled through the Big Give



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November 2023

In the far south of Tanzania, on the border of Mozambique, is one of the poorest regions of the country, called Mtwara. Historically overlooked by Tanzania's governments, and geographically isolated from the bustling north, today it remains mostly a farming community, facing life's challenges together day by day. Families who don't have a secure livelihood are often forced to live in make-shift shelters which are unable to withstand storms, and they can seriously struggle to make ends meet.

This year, Mothers' Union Tanzania celebrates 105 years since it was first established, and this Christmas, we aim to double the difference we can make to support families and communities in areas like Mtwara.



Lucia is a mother in the Masasi district of Mtwara. Five years ago, she joined the Mothers' Union savings group to help improve her family's living standards. "Before I joined, I didn't have money for medicines when my children fell sick," says Lucia. "It was difficult for me to send my children to school. I couldn't afford the school fees or school materials."

The Mothers' Union savings groups that Lucia joined has been thriving in Tanzania since the 2000s, enabling communities like Lucia's to combat poverty by putting aside savings collectively, using loans to invest in their own improvements and businesses and – most importantly – sharing skills and supporting one another for the long term.



Water for life

Devota has two children and lives in an area of Mtwi, Tanzania, where water is scarce and precious. "I bought land near water holes with my loan from the Mothers' Union Group. On the land I grow cabbage, onions and tomatoes. With the profits I am able to send my children to school. Before joining the group I had no experience of money management, but now I am constructing a house and I can provide for the needs of my family. I hope my group continues to grow, and we increase our solidarity."

Mothers' Union is taking part in the Big Give this Christmas. This is a chance for you to help more mothers free their families from poverty for life. If you can give online at mothersunion.org/christmas23 between 28th November and 5th December, your gift will be doubled.

Please turn over

My Christmas Gift for Life Double **the impact**



Between 12 noon 28th November – 12 noon 5th December, the Big Give will double all donations made online at mothersunion.org/christmas23 up to £38,148 !!

£28

can help train facilitators to support setting up new savings groups;

£43

can help group members learn basic business and marketing skills;

£86

can enable more communities to build their own strength and resilience, and start their journey to a stronger, better future.

Follow these simple steps to donate online and double your donation.

1. **Put a reminder in your calendar/diary for 12 noon on 28th November.** If it is easier, you can place this form as a reminder on your fridge with a magnet!
2. **Donate:** Visit mothersunion.org/christmas23 (remember you will need your email address to donate)
3. **Spread the word:** encourage your family and friends to do the same!

If you would like your donation to be doubled this Christmas but do not know how to donate online, why not get a family member, close friend or another member you trust to help you.

If you are unable to give online, you can donate by sending back this donation form. Every gift counts our fight against poverty.

Thank you!



A gift from you this Christmas could help even more women, like Lucia, to transform their lives, and the lives of their families; making your donation a gift for life - that **WILL LAST**.

Joining the savings group turned life around for Lucia. She was able to apply for a loan, and buy a goat. When the goat produced young, she was able to sell the kids and make a profit. That meant she could repay her group loan, put away savings and access further funds for more investment, including building a house and installing electricity in it.



Can you donate £43 at mothersunion.org/christmas23 between 28 November and 5 December? If you can, you will see it doubled to £86, helping more mothers like Lucia, keep their children healthy, fed and going to school.



“My son Aidan wanted to start a stove-making business,” says Lucia, “so the funds meant I could support him to go to the capital city to be trained in stove-making skills. When he came back, he started making stoves and selling them in the community.” What’s more, as Aidan adds, “I’m now known in the community and further afield for my stove business. I’ve been able to attend business events and demonstrate my work there, and people are happy to see me creating employment – all as a result of the Mothers’ Union savings group.”

Aidan has now saved enough money himself to build a small home, next to mum’s, which he is doing himself with skills from others in the community. This Christmas she wants others to have the same opportunities. “I would like to see other people join savings groups and learn the business and marketing skills so they can work together to tackle the issues they face and see change in their community” she says.

Your support, through our Big Give Christmas appeal, will help more families, like Lucia and Aidan, be given the start they need. You’ll be helping them use their dignity and ingenuity to find local solutions to local challenges and break the cycle of poverty.

Helping communities transform themselves is especially vital in areas like Mtwara.

In the early 2010s, new gas exploration in the region raised expectations of greater employment, prosperity and development. But those hopes never materialised. Instead, food prices and unemployment rose and Mtwara suffered a very real catastrophe.

That’s why, this Christmas, your support for Mothers’ Union will bring lasting and meaningful change. Your gift of:

£28 can help train facilitators to support setting up new savings groups;

£43 can help group members learn basic business and marketing skills;

£86 can enable more communities to build their own strength and resilience, and start their journey to a stronger, better future.

I hope you can give your support today, and help us start new groups, so they too can receive training in entrepreneurship, support those most in-need in their communities, and break down barriers to health, education and a better future.

Thank you

Sheran Harper

Sheran Harper
Worldwide President, Mothers’ Union

*PS. Members in Tanzania want to send you a Christmas card with their thanks and love, which you can keep or share with a loved one. If you can support this Christmas, you’ll be making **double the difference** for new and in need communities like Lucia’s, and giving a Gift for Life.*



Mothers’ Union Mary Sumner House, 24 Tufton Street, London, SW1P 3RB

T 020 7222 5533

E fundraising@mothersunion.org

W www.mothersunion.org



Yes, I want to give a Gift for Life this Christmas.

Remember! If you can give online, your donation is doubled, turn over and follow the three simple steps. mothersunion.org/christmas23

Please accept my gift of: £

1. My details

2. My donation

Please enclose a cheque made payable to Mothers’ Union or complete the credit/debit card details below.

Visa MasterCard Switch CAF Charity Card

Card No

Valid from

Expiry date

Issue No.

Security code

Signed:

3. Please return this form to any cheque donations to:

Mothers’ Union, Mary Sumner House, 24 Tufton Street, London, SW1P 3RB

Donations made to this appeal will be used to support our savings and business skills programmes and associated costs in Tanzania. Should the appeal generate more income than the cost of this project then any surplus funds will be used to support communities through other programmes run by Mothers’ Union in countries around the world.

The Mothers’ Union, Incorporated by Royal Charter 1926, is a charity registered in England and Wales (Registration No: 240531)

Tick this box to make every £1 of your gift worth 25p more for FREE.

Yes, I want to Gift Aid any donations made to Mothers’ Union now, in the future and in the past four years until I notify you otherwise.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

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4. Staying in contact

Gaming - If you tick this you **WILL NOT** receive any raffles, lotteries or free prize draws.

Campaigns and Resources - Tick to **NOT** receive mail that contains membership resources, campaign materials, or appeals. *This includes Connected and the Prayer Diary.*

Non-essential - *Tick this box to opt out of all mail apart from essential (membership renewal). Ticking this box automatically opts you out of the other two options.*