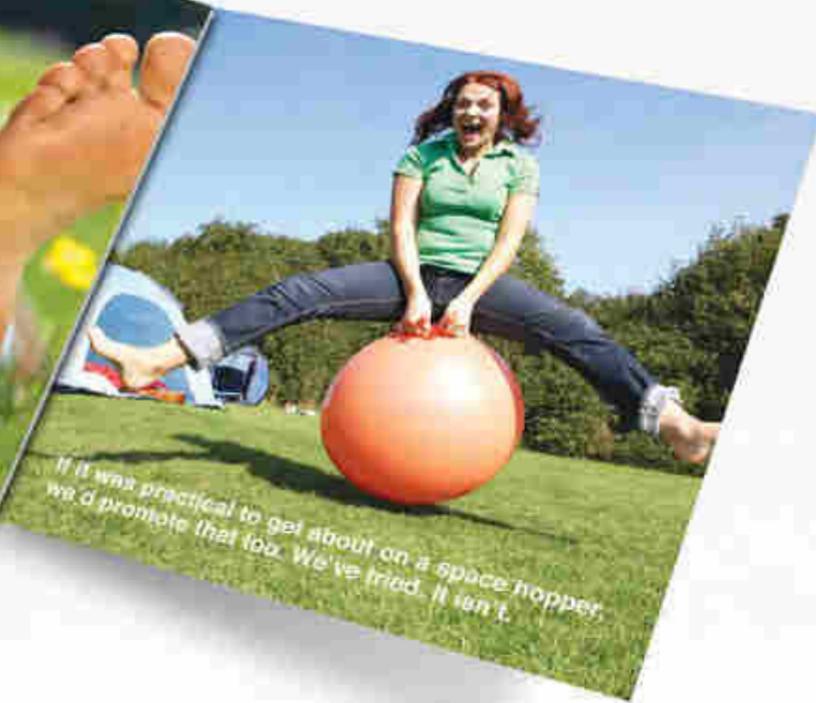
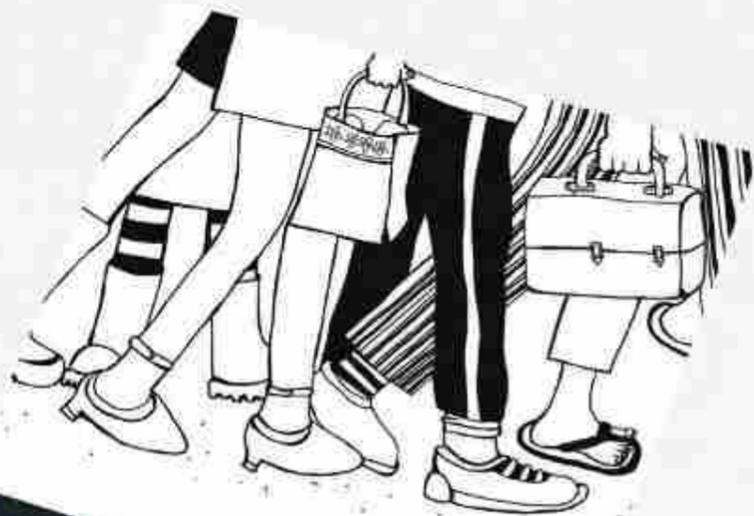




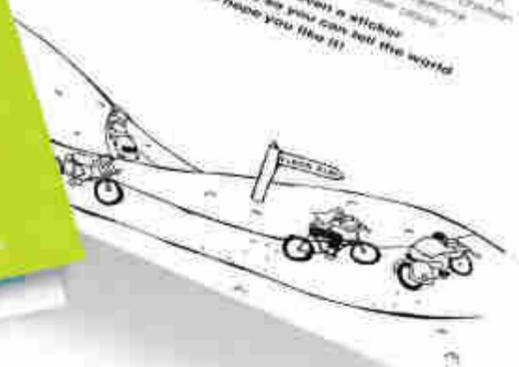
e c h o

With experience. With results. With a smile.



**Some very important stuff – well we think so**

...we include a range of information, a poster and even a sticker  
...we welcome you to choose to display it (if you can tell the world  
...offer a sustainable traveller... we hope you like it!





### Once upon a time over 30 years ago...

The year punk broke, some people in Bristol had a realisation. It was time to start thinking about the future of the city's streets. The streets were full of cars, and it was time to think about the future of the city's streets. The streets were full of cars, and it was time to think about the future of the city's streets.

**1980:** A group of people in Bristol had a realisation. It was time to start thinking about the future of the city's streets. The streets were full of cars, and it was time to think about the future of the city's streets.

**1990:** A group of people in Bristol had a realisation. It was time to start thinking about the future of the city's streets. The streets were full of cars, and it was time to think about the future of the city's streets.

**2000:** A group of people in Bristol had a realisation. It was time to start thinking about the future of the city's streets. The streets were full of cars, and it was time to think about the future of the city's streets.

**2010:** A group of people in Bristol had a realisation. It was time to start thinking about the future of the city's streets. The streets were full of cars, and it was time to think about the future of the city's streets.

**2020:** A group of people in Bristol had a realisation. It was time to start thinking about the future of the city's streets. The streets were full of cars, and it was time to think about the future of the city's streets.

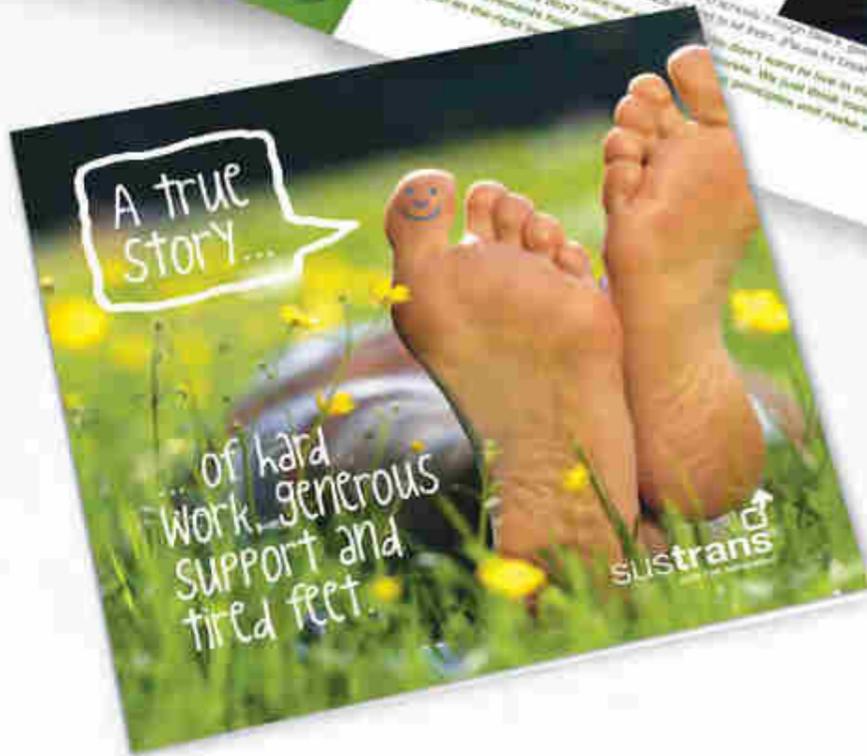


## Free range children

We've been working in schools since 1980. In that time it's fair to say that we've learned a lot of lessons. For parents, we discovered that many of the children who don't like school are not actually disliking school. They are just not getting the most out of it. Our job is to help them get the most out of it. We do this by working with schools to create a more positive learning environment. We do this by working with schools to create a more positive learning environment.

**Would you like to get your school involved?**

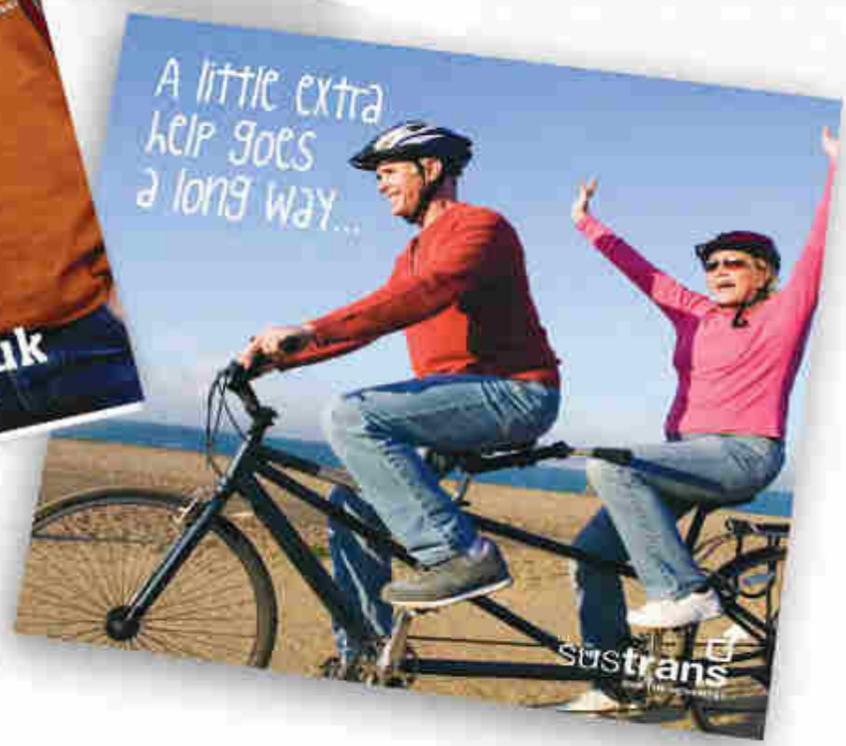
For more information, visit [www.sustrans.org.uk](http://www.sustrans.org.uk) or call 01273 812345.



You've read the book, now buy the T-shirt, maps, bell...

There's more than one way to support Sustrans. And for the information seekers, teachers, cyclists and just plain shopaholics amongst you, there's the Sustrans shop. From books to bells, t-shirts to stickers, we've got everything you need to make your sustainable journey even better. All profits (don't worry, items are very reasonably priced) go directly back to funding our work.

[www.sustransshop.co.uk](http://www.sustransshop.co.uk)



A little extra help goes a long way...





**We've got two simple solutions that will not only get more people cycling and walking, but will save lives too.**

Dear Mr Sample

*If you know what it's like to hear the roar of a lorry bearing down on you before it overtakes your bike a little too close, or had a car race the lights, narrowly missing you and your kids as you step out to cross the road, you'll know just how vulnerable you can feel on our roads.*

We're not suggesting that every time you step out of the door you're risking your life, but the fact is that 161 cyclists and walkers are killed or seriously injured every week in Great Britain. More than half of all road deaths and serious injuries happen on roads with 30mph limits - the type of streets where our homes, shops, schools and parks are situated.

Safety fear is the number one reason people give for not cycling and walking more and why many parents don't let their kids travel to school or play out on their own. It's a terribly sad situation, but what's worse is that it's easily preventable.



**CASE STUDY:**



**The number one reason people give for not cycling and walking more, is fear over safety.**

Whilst millions of journeys are made safely every day, there is a problem. 161 cyclists and pedestrians are still killed or seriously injured on our roads every week. That's appalling, but not inevitable. We have two practical solutions that will make our communities safer to travel around. Read on to find out more and how you can help.

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Safety fear is the number one reason people give for not cycling and walking more and why many parents don't let their kids travel to school or play out on their own. It's a terribly sad situation, but what's worse is that it's easily preventable.

**Two simple solutions**

**We're pushing for 20mph speed limits and more traffic-free routes including the extension of the National Cycle Network.** These two simple measures will not only reduce accidents, but will enable people of all ages to reclaim the streets where they live. The safe routes we have already built and the streets we have helped residents to redesign have changed people's lives for the better. But if these measures were written into law we could transform our towns and cities so cycling and walking becomes the norm for more people.

We must put pressure on local authorities and national decision makers to show them that people in <the South West> want the streets they live, work and play in to be less dangerous - and prove that reducing speed limits and building more traffic-free routes is the way to make that happen.

**Two ways you can help**

There are two ways you can help. Please give a donation of £25, or whatever you can afford today, to support our campaign. We'd also like you to complete the attached pledge card and add your voice to the growing number of people calling for action.

We know that times are tight. But with less government funding available we must loudly and clearly tell politicians to spend reduced budgets cost-effectively to enable more people to safely walk and cycle around their communities. We already have the support from over 100 MPs for our proposals, support that is increasing by the day - and recent Government announcements, brought about in part by our pressure, have made it easier than ever before for councils to introduce 20mph schemes. Now we need donations to step up the pressure.

**Safer streets and healthier people**

**More traffic-free routes and 20mph limits** will make cycling and walking safer, easier and more attractive for local journeys. More cycling and walking means healthier people, less congestion, rat runs and pollution - a better way of life for everybody to enjoy.

We must act now. On average 67 people are killed or seriously injured on our roads every day. These measures will dramatically reduce that number. **Please make a donation of £25 today. With your support we can save lives.**

Yours sincerely

Malcolm Shepherd  
Chief Executive

*PS: Please show your support for 20mph limits and more traffic-free routes. Send a donation along with your completed pledge form today.*

Head Office: Sustrans, 2 Cathedral Square, College Green, Bristol BS1 5DD. T: 0845 113 0065 www.sustrans.org.uk  
Registered Charity no. 326550 (England and Wales) SC039263 (Scotland). Company Limited by Guarantee no. 1797726. Printed on recycled paper.



**CASE STUDY:**

**Portsmouth 20mph scheme**

In 2008 Portsmouth became the first UK city to introduce a 20mph limit. This has achieved:

- a 22% reduction in recorded road casualties
- a reduction in traffic speeds across the city
- a safer environment for walking and cycling according to the residents.



**How we could use your donation**

**£25** could pay for us to brief <an MP > to **get them on board with our campaign** to introduce wider 20mph zones

**£50** could help us create **more traffic-free sections of the National Cycle Network** for people of all ages to enjoy walking and cycling

**£100** could pay to design a compelling report to spur local decision-makers to **back our call for 20mph limits**

**£500** could pay for us to submit a planning application, a **vital step in the process of creating a safe route to school** which generations of children will benefit from.

**Pledge your support today**

Sustrans wants to put pressure on decision makers to implement our practical solutions.

**Please add your voice.**  
(Don't worry, your payment details won't be passed outside Sustrans)

I believe people should be able to travel around their communities safely and I call for action from government at all levels to prioritise:

The introduction of 20mph speed limits in residential and built-up areas

Investment in safe routes to make walking and cycling the norm for local journeys.

Signature \_\_\_\_\_

**Make a donation today and help more people walk and ride tall.**

£25  £50  £100   
or my chosen amount £

I enclose a cheque/postal order/charity voucher made payable to Sustrans  
**OR**  
 Please debit my Visa/MasterCard/Maestro/DeltaCard/CAF card

Card number (Maestro only)

Issue No.  OR Start Date  /  /  Expiry Date  /  /

Cardholder's Signature \_\_\_\_\_  
Date \_\_\_\_\_

<12345678901234567890>

Mrs A B Sample  
99 Sample Street  
Sample Town  
Sampleshire  
AB12 3CD

**Gift Aid - make your support go even further for free!** *giftaid it*

Use Gift Aid and you can make your donation worth even more. For every pound you give to us, we get an extra 25 pence from HMRC. So just tick here, it's that simple.

I am a UK taxpayer and I want all donations I've made to Sustrans in the last four years and all donations in future to be treated as Gift Aid donations until I notify you otherwise.

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# a story

of pedal power,  
tired feet and free range kids



## Once upon a time...

A group of like-minded individuals in Bristol decided to get together to make things better for walkers and cyclists in the city. Sustrans was born, with the aim of making it easier for people to travel in ways that are good for their health and the environment. That was over 30 years ago, and we've never looked back!

We've enjoyed some major successes along the way. None of which would have been possible without people like you, who have supported us in the past. We have a lot to thank you for. Together we've been able to make a real difference to the everyday lives of millions of people across the UK.

### We've created the National Cycle Network

The Network now stretches 13,600 miles and is within 1 mile of over 50% of households in the UK. Much of it is traffic-free and it continues to help people of all ages discover (and rediscover) the joys and health benefits of walking and cycling.



We've helped 200,000 households to walk, cycle and use public transport more often

Right now we're aiming to reach at least 100,000 more by 2014. We've cut car trips by 10-15% with this approach before and hope to do the same in the communities we're working in now.

Kathlyn Evans' family has changed the way they travel for short trips and her daughters were particularly enthused about cycling after a visit from Sustrans.

Kathlyn says, "They feel a lot healthier and are pleased to be doing something for the environment."

## We've helped reduce carbon emissions

Fewer cars on the roads mean less carbon emissions. In 2011 alone the potential carbon saving of all journeys made on the National Cycle Network was nearly 760,363 tonnes of CO<sub>2</sub> which is the equivalent of taking nearly 276,000 cars off the road.



## Together we've done so much, but the story can't end here...



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## We've helped hundreds of children get to school under their own steam

By providing training, safe routes and bags of encouragement, we've helped to give children the skills and confidence to walk, scoot and cycle to school.

### The next chapter is just beginning. And we'd like you to be a part of it

We've come so far with the support you've given us in the past. Support us again now and in the future and we can go even further. We've got the ideas, and we can prove that they work. Now we need to implement them. Together we can bring about real change and make a huge difference to the quality of everyday life for millions of people.

## We want to...

### Extend the National Cycle Network

Our plan is to build another 500 miles of walking and cycling routes by 2015, connecting people, not just places. Our ultimate aim is to bring it within a mile of every household in the UK, so that the Network will be on everyone's doorstep.



## Help our children go free range

Childhood obesity is a growing problem. It's estimated that by 2050, 70% of girls and 55% of boys will be chronically overweight. With your support we can continue to tackle this, instilling children with cycling and walking habits that will last a lifetime.



Fewer than 2% of children travel to school by bike. But nearly 50% of those we surveyed said they'd like to. We want to reach at least 176 more schools, colleges and universities over the next three years with support and training so students get the skills and confidence to ride safely and travel economically.

### Continue to influence decision makers at all levels

Through our campaigning work we are working tirelessly to influence local authorities and national decision makers, applying pressure so they put people at the heart of their transport policies.

Yes our plans are ambitious, but they're not impossible. Just imagine what the world will be like if we can achieve all this? Cleaner, less polluted streets and safer spaces for people of all ages to move through and live in. **It might sound like a fairytale, but with your help we can make it happen!**



## With your regular support, more of our plans will have a happy ending





**We've got a bit of a problem.**

**We've achieved so much together, but now everything we've worked for could be under threat.**

Dear Mr Sample

*You've helped more kids to ride to school safely. You've enabled people to make more everyday local journeys by bike and on foot. You've brought traffic-free routes within a mile of over 50% of the UK population. You've helped campaign for transport policy to focus on people as well as cars.*

**Supporters like you have done so much over the past 15 years to make it easier for people to travel in ways that are not only good for their health, but good for the planet too.** Together we've had some amazing successes. We've brought the joy and convenience of cycling and walking to people of all ages, fostering community spirit and promoting healthier bodies and minds. We've proved that investment in low carbon travel alternatives is great value



**Cuts could slow us down.**



**WHAT'S AT RISK?**

**We've achieved so much together, but now everything we've worked for could be under threat.**



**WHAT'S AT RISK?**



**AT RISK!**

*Outstanding sections of the National Cycle Network could be delayed or shelved as we have to work so much harder to secure council funding.*



**AT RISK!**

*Both our work to encourage children to cycle to school, and the new crossings and links for them to do so safely.*



**AT RISK!**

*The work our teams do on the ground to make it easier for whole communities to change their travel habits for the better.*

Dear Mr Sample

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**Tough times ahead**

The abolition of Cycling England and local government cuts across the UK mean that much of the matched funding our projects depend on is under threat, or has already been withdrawn, which is why I'm writing to you today.

We must make sure our work in schools, our initiatives to help people travel smarter and the maintenance and extension of the National Cycle Network continues.

Without an injection of funds sustainable travel will slip off the agenda, we'll face more congestion, rat runs and pollution, making it dangerous for cycling and walking and detrimental to our health and wellbeing. Your support is needed now more than ever.

**Please make a donation of £20 or whatever you can afford today.**

*I understand that these are difficult times, but please believe me when I say I wouldn't ask unless it was absolutely necessary.*

**An uncertain future, for everybody**

Without your support we will not be able to implement our proven solutions for tackling rising carbon emissions and obesity. Can you imagine the impact this could have where you live if there was no longer a voice fighting for the safe routes your community needs?

I believe the world needs Sustrans, and as a supporter I trust you do too. Together we are tackling today's transport and social challenges head on. We have the ideas and the energy, but without your support we simply won't have the funds. Please use the form below and donate £20, or whatever you can afford and help us to continue pressing for change today.

**Any amount you can give will make a difference.**

With our vision and your support we can continue to deliver good value routes and projects that cut congestion and pollution and help people stay happy and healthy.

Yours sincerely

Malcolm Shepherd  
Chief Executive

*PS: Please make a donation of £20 or whatever you can afford today. You can complete the attached donation form and return it using the FREEPOST envelope or visit us at [www.sustrans.org.uk](http://www.sustrans.org.uk)*

Head Office Sustrans, 2 Cathedral Square, College Green, Bristol BS1 5DD T: 0845 113 0065 [www.sustrans.org.uk](http://www.sustrans.org.uk)  
Registered Charity no. 326550 (England and Wales) SC039263 (Scotland). Company Limited by Guarantee no. 1797726. Printed on recycled paper.

**Only with your support can we continue to fund the projects that are making a difference to the health of people and the environment.**



We'd like to keep you updated on Sustrans' activities and events by post, telephone and/or email. If you'd prefer not to receive details about our special appeals, please tick here  Your details will not be shared with anyone else.

**Yes, I'd like to help Sustrans carry on making a difference.**

£20  £40  £60  or my chosen amount £

I enclose a cheque/postal order/charity voucher made payable to Sustrans

**OR**

Please debit my Visa/MasterCard/Maestro/DeltaCard/CAF card

Card number  (Maestro only)

Issue No.  OR Start Date  Expiry Date

/  /  /  /  /

Cardholder's Signature   
Date

We always like to say thank you, but if you would prefer your gift not to be acknowledged please tick this box

**Gift Aid - make your support go even further for free!**

Use Gift Aid and you can make your donation worth even more. For every pound you give to us, we get an extra 25 pence from the Inland Revenue. **So just tick here. It's that simple.**

I am a UK taxpayer and I want all donations I've made to Sustrans since 1 April 2006 and all donations in future to be treated as Gift Aid donations until I notify you otherwise.

Note: You must pay an amount of Income Tax and/or Capital Gains Tax for each tax year (8 April one year to 5 April the next) that is at least equal to the amount of tax that the charity will reclaim on your gifts for that tax year.



## You've supported us in the past. Now we need your help more than ever.

Making sure that we have the funds to keep our vital projects going is an up-hill struggle at the best of times, but right now, with much of the funding we rely on at risk, the going is really tough.

**We need all the help we can get** and that means turning to people like you, who have supported Sustrans in the past. We haven't heard from you in a while, but I hope you will consider helping us now when we need you most.

### Help us with...

- **Outstanding sections of the National Cycle Network to help people make more local journeys by bike and on foot.**
- **Schools projects that encourage children to cycle to school and the new crossings and links for them to do so safely.**
- **Scores of bridges, crossings and other vital connections that are changing our communities' travel habits for the better.**

It's been a  
while since  
we've heard  
from you.

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Please renew your support for Sustrans today. With your help we can continue to make it easier for people to travel in ways that are not only good for their health, but good for the health of their communities too.

### By far the most effective way to support us is with a Direct Debit.

Regular gifts mean we can plan ahead which helps us keep our costs to a minimum. To set up a Direct Debit please complete the form on the back of the enclosed letter and return it in the prepaid envelope. You can also use the form to send a donation if you'd prefer to support us in that way.

As someone who has donated to Sustrans before, you know that our innovative and cost effective solutions to tackle congestion, pollution and childhood obesity are effective.

**Our projects make a real difference to people's lives.**

**Take a step in the right direction. Renew your support today.**

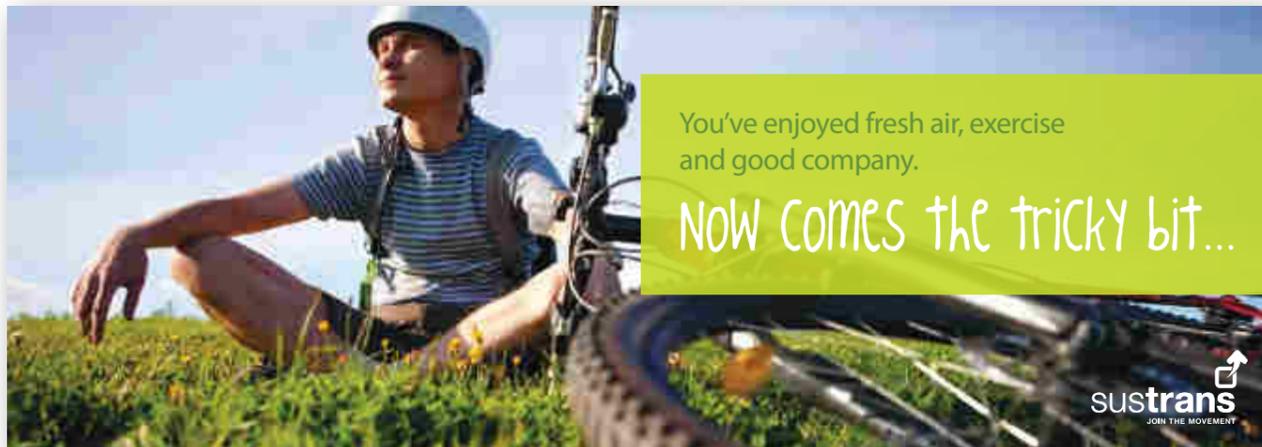


Renew your support with a monthly gift of £10 or more and you'll receive **A FREE BOOK** to help you on your journey to sustainable travel.

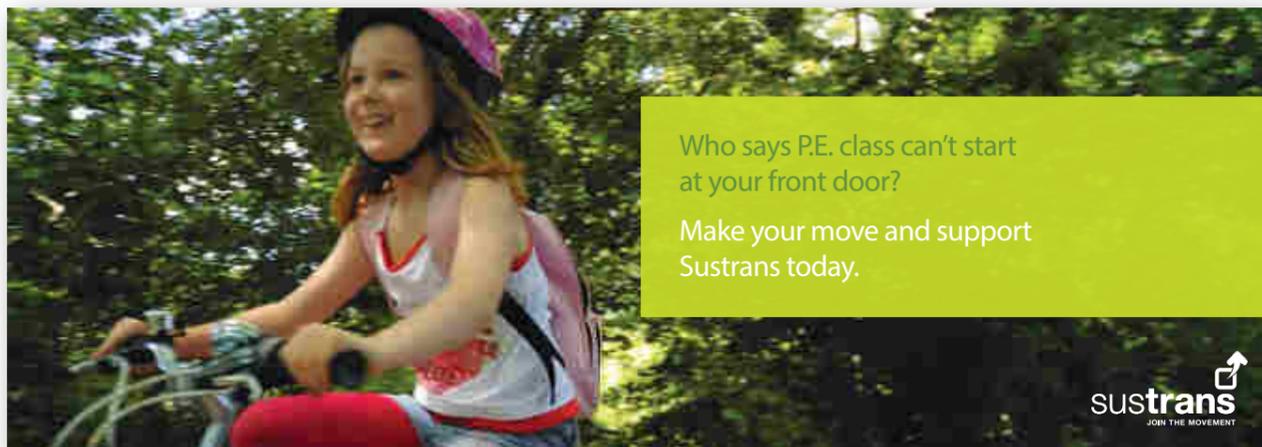
**Please help us keep going**

Complete the enclosed Direct Debit form or donate online at [www.sustrans.org.uk](http://www.sustrans.org.uk)

**sustrans**  
JOIN THE MOVEMENT



You've enjoyed fresh air, exercise and good company.  
**Now comes the tricky bit...**



Who says P.E. class can't start at your front door?  
**Make your move and support Sustrans today.**



You've saved time, enjoyed some exercise and helped the planet.  
**Now comes the tricky bit...**



**We think good quality walking and cycling paths are a really good idea. So we want to give more people the chance to enjoy them.**

**Back in the late 70s some bright sparks thought that a network of traffic-free paths, enabling people to travel in a healthier, safer and more sustainable way, would be, well...absolutely brilliant. And they were right!**

A little over 30 years and 12,600 miles later, the National Cycle Network is a huge success, carrying more than a million journeys a day. It's co-ordinated by Sustrans, a charity dedicated to making it easier for people to make more of their everyday journeys on foot and by bike.

**We'd love you to help us.**

With more supporters, we'll be able to open up this brilliant Network for even more people, so that children can walk or cycle to school, grownups can get to work or the shops and everyone can enjoy a great day out.

**Please make your move and support Sustrans today. Simply complete the form opposite or visit [www.sustrans.org.uk/support](http://www.sustrans.org.uk/support)**

To find out more about the National Cycle Network and all of our work visit [www.sustrans.org.uk](http://www.sustrans.org.uk), email [info@sustrans.org.uk](mailto:info@sustrans.org.uk) or phone 0845 113 00 65

**This is the tricky bit...** What we're trying to do is simple. Securing the money we need is a little harder (that's where you come in). We can turn every £1 we receive into £8 of funding, so whatever you can give will make a real difference.

**Yes, I'd like to help create more opportunities for people to walk and cycle.**

£10  £20  £50  or my chosen amount £

First name:  Surname:   
 Address:   
 Postcode:  Telephone:   
 Email:

I enclose a cheque/postal order/charity voucher made payable to Sustrans Ltd  
**OR**  
 Please debit my Visa/MasterCard/Maestro/Solo/CAF card (delete as appropriate)

Card number   
 Issue No.  OR Start date  /  /  Expiry date  /  /  (Maestro only)

Cardholder's signature  Date

**Gift Aid — make your support go even further for free!** *giftaid it*

Use Gift Aid and you can make your donation worth even more. For every pound you give to us, we get an extra 25 pence from HMRC. So just tick here, it's that simple.  I am a UK taxpayer and I want all donations I've made to Sustrans in the last four years and all donations in future to be treated as Gift Aid donations until I notify you otherwise. Note: You must pay an amount of UK income tax and/or capital gains tax for each tax year (1 April one year to 5 April the next) that is at least equal to the amount of tax that the charity will reclaim on your gifts for the tax year (currently 25 pence for every pound given). We'd like to keep you updated on Sustrans' activities and events by post, telephone and/or email. If you'd prefer not to receive details about our special appeals, please tick here  Your details will not be shared with anyone else.

**Please return this form to: Sustrans, Freepost BS 7739, Bristol. BS1 5FA** DONL47

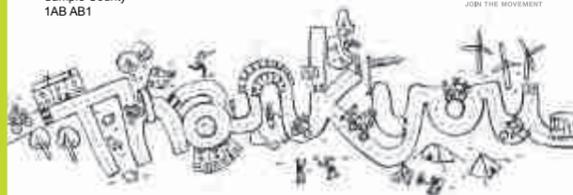




View web version | Add to your safe senders list

**Important:** Confirmation of the set-up of your Direct Debit Instruction, including future payment schedule.

Mr A B Sample  
1 Sample Road  
Sample Town  
Sample County  
1AB AB1



Dear <Mr Sample>

We'd like to say a great big thank you! By agreeing to support **Sustrans** by Direct Debit you've done something amazing. Your regular donation is incredibly important, both to us, and for people all over the UK.

Projects like the National Cycle Network are having such a positive impact on people's every day lives. See for **yourself** how much it means to these children.

I would just like to double check that the Direct Debit details and the payment schedule below is correct.

Account name	Miss M E Cairns
Day of month to be debited	5
Date of first collection	5 / 4 / 2012
Frequency of collection	Monthly
Account number	1220****
Bank sort code	08-93-00
Amount to be debited	£10.00

If any of these details are incorrect, or if you have any questions about your Direct Debit please get in touch as soon as you can on 0845 838 0651. If everything looks good, you don't have to do anything, we'll collect the payment as detailed.

For your information the collections will be made using the reference number below. Read on and you'll also find a copy of the Direct Debit Guarantee.

Service User Number	672677
Reference number	SUS00001415

Thank you again for your support.

Yours sincerely  
Carole Jones  
Supporters Team

To find out more about our projects, including what we're doing where you live

Visit us: [www.sustrans.org.uk/sustrans-near-you](http://www.sustrans.org.uk/sustrans-near-you)

Follow us: Find us:



**The Direct Debit Guarantee**

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- If there are any changes to the amount, date or frequency of your Direct Debit Sustrans Ltd will notify you 7 working days in advance of your account being debited or as otherwise agreed. If you request Sustrans Ltd to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by Sustrans Ltd or your bank or building society you are entitled to a full and immediate refund of the amount paid from your bank or building society
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Add supporters@sustrans.org.uk to your safe senders list



Hi <Carole>

We're really happy to welcome you as a supporter! Some people talk the talk, but you're walking (and probably riding) it - so here are three things we thought might help:

- Find local walking and cycling routes with our online [mapping](#)
- Check out our information for your [region](#) (Hint - each regional page has a list of counties in the top right and each county page has a list of free maps and leaflets to download or order, plus other info to help you get out and about.)
- Get cycling with our informative [guide](#)



Find Sustrans family [rides](#) near you

Help your kids go free range with [activities](#) and more

We also have all sorts of [resources](#) to help everyone get active at home, school and at work.

Kind regards  
Sustrans Supporter Care Team

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Sustrans is the charity that's enabling people to travel by foot, bike or public transport for more of the journeys we make every day. It's time we all began making smarter travel choices.  
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XXXXXX 2013

Mrs S. Sample  
Sample International  
Sampling House  
9 Sample Road  
Sampleton  
Sampleshire  
SA3 9LE  
<donor number> MAILSORT

**I promised Florence that I'd do everything I can to help her feed her starving grandchildren, which is why I'm writing to you today.**

Dear Mr Sample

*I've been working for Send a Cow for 18 months; I know the conditions that poverty-stricken families in Africa live in, but nothing could have prepared me for the reality of seeing them with my own eyes for the first time.*

My name's Clare Walsh. I've just got back from a visit to Western Kenya where I met a lady called Florence Wanjala. Florence is part of a group of families taking care of those who are HIV+, disabled and orphaned. They are living on the brink of starvation and barely managing to survive.

Time is running out for this group. We could help them but right now we don't have the money needed to get them started on our programme. **They desperately need help and they need it now.**

**I know you haven't been able to give for a while, but as this is our 25th anniversary year I was hoping that you would be able to help us once again with a donation, so we can provide the resources Florence's group need to start feeding themselves. <£25> would make a valuable contribution towards seeds and tools for a family. It might not seem like much, but I know, because I've talked to these families, that it means absolutely everything to them.**

Under a blazing sun I was led to a crumbling hut made of sticks and clay. Outside there were a few scrawny banana trees and a tiny bone-dry vegetable patch. There I was introduced to Florence. She is 60 years old, a widow and grandmother to nine children. She's been looking after these children on her own since their parents died from AIDS-related illness.

During my visit some of the children sat quietly outside on their bedding - a filthy foam mattress and some plastic sheeting, which had been pulled out of their hut to air. One little girl, Naomi, who is just two and a half years old looked really sick. Florence thinks she may be HIV+. The test is free but the clinic is over 12km away. They'd have to walk to get there, but they don't because Florence knows she can't afford the medicine Naomi needs.

**I was shocked by how small the grandchildren were for their age. They all looked stunted and weak. 12-year-old Shadrack looks no older than eight. Send a Cow could teach Florence how to improve their**

Continued overleaf



Your donation will not only provide the seeds, tools and training for Florence and families like hers to grow enough food to feed themselves. Your support means that in time we will be able to give them a dairy cow or perhaps dairy goats. This will provide manure to fertilise their crops so they grow better, milk for the family to drink and some to sell. Florence can use the money to pay for school and healthcare, which will give her grandchildren a real chance of a happier, healthier future - free from poverty forever.

SEND A COW KENYA MAY 2013 REGISTERED CHARITY NUMBER 299717.

**Time is running out for Florence and hundreds of families just like hers in Kenya.**

**Yes, today I want to support Florence and the 300 new families urgently waiting to work with Send a Cow in Kenya.**

Here's my donation of £XXX  £XXX  £XXX  or £  (my preferred amount)

By Cheque/Postal Order/Charity Voucher (made payable to Send a Cow)  
VISA/Mastercard/CAF Card\* (please delete as appropriate)

Card no.

Start date  /  /  Expiry date  /  /

Signature  Date

We always like to say thank you, but if you would prefer your gift not to be acknowledged please tick this box

If you would prefer your gift to be acknowledged by email please enter your email address here:

**Give EXTRA money without it costing you any more**  
Yes, please gift aid my donation. I have paid/will pay income and/or capital gains tax for the current tax year that is at least equal to the amount of tax that all the charities I give to will reclaim on my gifts for the current tax year. I understand that taxes such as VAT and Council Tax do not qualify. I understand that in ticking this box Send a Cow will be able to claim an extra 25p for every £1 I have given in the last four years and may give in the future.

You can also donate online at [www.sendacow.org.uk/Florence](http://www.sendacow.org.uk/Florence)

Please return to:  
Kenya Appeal, FREEPOST RRBX-LYBS-LZYR,  
Send a Cow, The Old Estate Yard,  
Newton St Loe, Bath, BA2 9BR

Mrs S. Sample  
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Registered Charity Number 299717 SAPP-2013



nutrition and health, if we just had the money to start working with her group. The children should be at school but there is no money for luxuries like education.

I listened, heartbroken, as Florence told me of the constant struggle to feed the family: **"Sometimes there is no food at all, we just don't eat. Two or three times a week this happens, all year round."**

Florence does her best, but with so many mouths to feed it's never enough. The only income they have is when Florence can get labouring work on other farms. It's backbreaking work, especially for a 60-year-old. They take advantage of Florence because she is a widow and desperate. Florence is lucky if she gets even 60p a day for her efforts, barely enough to buy one meal. There is no work at all between April and November. Florence said: "I get so tired working in the field, but what can I do? I have to think of those children".

**I haven't been able to stop thinking about those children since I met them. Which is why I promised Florence I'd do everything I could to raise enough money for Send a Cow to start working with her. And that means reaching out to you. Florence's family and hundreds more in Kenya just like them urgently need your help. Please give a donation of <£25> or whatever you can afford today so that together we can start to help them feed themselves.**

It's so frustrating. Send a Cow has a simple solution. We know it works - in fact as we mark our 25th anniversary this year we've already transformed over a million lives - but without money we can't implement it. If we can start working with Florence's group they can be harvesting vegetables within a few weeks, and growing enough food to feed themselves three meals a day within a matter of months. It means everything to Florence. She said: "I'm praying so hard to work with Send a Cow. We want food security, to be self-sustainable as a family. We just need help to get started".

Please do something today and give them that help. **We want to start working with at least another 300 families in Western Kenya this year, including Florence's. If we don't raise the money to do this, their hunger will not end.**

We can make a huge and immediate impact on the lives of families like Florence's, but we really can't do it without the amazing support of people like you. **With your help Florence and the rest of her group will be able to feed themselves all year round for the rest of their lives.** Without your help, well, it doesn't bear thinking about...

Thank you so much for taking the time to read my letter.

Best wishes

Clare Walsh  
Fundraising Manager  
Send a Cow

**PS: I made a promise to Florence and the rest of her group. Please make a donation of <£25> or whatever you can afford today and help me keep it. Together we can give hungry families in Kenya the means to feed themselves, and hope for a better future, free from poverty.**

The Old Estate Yard  
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Facsimile: 01225 872 008  
e-mail: [info@sendacow.org.uk](mailto:info@sendacow.org.uk)  
website: [www.sendacow.org.uk](http://www.sendacow.org.uk)  
Registered Charity Number 299717

The mission of Send a Cow is to enable poor rural families in Africa to attain food and livelihood security, by developing strong community groups and sustainable agricultural systems which integrate crops and livestock.

**President:** HRH The Prince of Wales  
**Patrons:** Archbishop John Sentamu Nick Park CBE  
Baroness Lynda Chalker Rosemary Conley CBE  
David Suchet OBE Sir John Houghton



Meeting some of the 300 families waiting to work with us



There are hundreds of families in Kenya where Florence lives who are desperate to work with Send a Cow. We have received an enormous amount of applications from groups who face a daily struggle to survive. When I visited I was shown files stuffed with paperwork. Each one is an application from a group struggling to feed themselves. We want to start working with at least 300 new families this year in Kenya, but without your support I fear that will be impossible.

SEND A COW KENYA MAY 2013 REGISTERED CHARITY NUMBER 299717.

**This is what your kind gift could do:**

**£25** is enough to teach five people how to feed their children nutritious food

**£40** can provide seeds and tools for a family

**£100** will pay for training in vegetable growing for seven families

**£175** could provide five families with fruit trees





Mrs A B Sample  
Any school  
Town  
County  
Postcode

## Feeding the 5,000 was amazing



You'll be amazed what your collection can start

You'll be amazed what we can turn your collections into



## Feeding families...today, tomorrow, next week, next month and for years to come

Send a Cow transforms the lives of Africa's poorest families. We bring about real and lasting change, because we don't give short-term aid - we give people the resources and the knowledge to help feed themselves.

From the moment we begin working with a community their lives begin to change. The organic farming techniques we teach have an immediate impact and families can go from skipping meals to producing enough to feed themselves all year round in a couple of months.

But our approach is not just about helping families to increase their yield. We teach them about crop diversity so they improve the nutritional value of the food they grow, improving their health. We also encourage them to store food and create additional income sources so they can feed their families, even in the face of drought and famine, increasing their self-reliance.



## How you can help

What we need you to do now is tell everyone in your church about Send a Cow. Tell them what we do and how - with their help - we can change the lives of families struggling to feed themselves in Africa. Forever.

This Harvest we want to raise enough money to get 5,000 people starting work in our amazing programme. It's a tall order, but with your support we can help more families help themselves. Here's what we need you to do:

- Donate your Harvest collection, or part of it
- Hold a Harvest supper and collection. Don't forget to use the place mats which you can download at [www.sendacow.org.uk/harvest](http://www.sendacow.org.uk/harvest)
- Organise a fundraising event and donate the proceeds

Your Harvest collection could help us feed 5,000 people and transform lives.

The fun part is choosing what you'd like us to turn it into [www.sendacow.org.uk/harvest](http://www.sendacow.org.uk/harvest)



## How we can help YOU

Now we've told you how you can help us, it only seems fair that we should tell you how we can help make this Harvest festival a memorable event for you and your congregation.



### Book a speaker

We've got a network of enthusiastic volunteers called Ambassadors who would welcome the opportunity to talk to your congregation about our work. They'll tell you more about the people we work with, and how we will use your Harvest collection to transform the lives of African families struggling to feed themselves.

To book a speaker just visit our website at [www.sendacow.org.uk/book-a-speaker](http://www.sendacow.org.uk/book-a-speaker) and complete the short form. Or give us a call on 01225 874 222, we'd love to hear from you!

### Downloadable resources

To make sure your fundraising efforts are a success we have lots of resources you can download from our website:

- Worship resources - including prayers, sermons and family service ideas
- Additional posters
- Extra harvest supper place mats



Simply visit [www.sendacow.org.uk/harvest](http://www.sendacow.org.uk/harvest)

XXXXXXX 13

Mrs S. Sample  
Sample International  
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9 Sample Road  
Sampleton  
Sampleshire  
SA3 9LE  
<donor number>

MAILSORT



## You'll be amazed what we can turn your collections into

Help 5,000 people feed themselves this Harvest

Dear Mr Sample

As you prepare for this year's Harvest festival, when we give thanks to God for providing us with enough to eat, I'd like you to give me a few minutes of your time so I can share the good news about a simple solution to help tackle hunger in Africa.

My name's David Bragg, I'm one of the founding farmers, and the Senior Programme Co-ordinator in Ethiopia and Kenya, for Send a Cow - I hope you remember us, because we will never forget the generosity that you and your congregation have shown to us in the past. I'd like to thank you for that support and ask if you would be willing to help us again this Harvest time.



As you may know, our approach is very simple. By providing livestock, seeds and training in sustainable organic farming methods we're helping families grow not just enough to feed themselves, but enough to generate a small surplus, which they can sell for a profit. This gives them more security and real hope that they will thrive, now and for generations to come. **My own hope is that you will read my letter and the enclosed leaflet, see for yourself the amazing difference we can make almost immediately, and agree to use your Harvest collections and suppers to support our work again.**

### No child should go to sleep hungry

Feeding your family is tough enough as it is in East Africa, without the famine that has blighted the region in recent years. Hundreds of thousands of families do not have enough to eat, families like Florence Wanjala's who live in Kenya.

Florence is a 60-year-old widow, and takes care of nine grandchildren aged between one and 12 years old, since their parents died of HIV Aids. The family's only source of income is the occasional day's labour Florence can pick up on other people's farms. It's backbreaking work, for little pay. And between



Continued overleaf...



## Feeding the 5,000 was amazing

You'll be amazed at what we can do with a few seeds, chickens, cows...



Send a Cow is a Christian charity that provides African families and orphans the means to grow enough food so they can both feed themselves, and sell their surplus, providing vital money for healthcare and education.

Thousands of families in the countries we work in, who haven't got enough to eat are desperate for our help. With your support this Harvest we can work with them and begin to transform the lives of 5,000 people.

**£5 feeds a child** by teaching mums how to grow and prepare nutritious food

**£24 buys 4 chickens**, which can each provide over 200 protein-rich eggs a year

**£135 could provide a local cow**, which can plough land for crops and provide manure to enrich them

**£750 pays for a dairy cow**, which can provide a family with 3,000 litres of milk a year

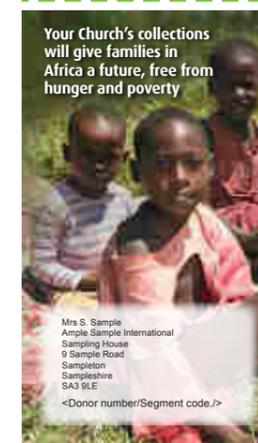
**£2,000 could provide a whole farmyard** including seeds, livestock and a place for them to shelter



**Help 5,000 people feed themselves this Harvest**

- Donate to your church's Harvest collections
- Donate £5 or £10 by texting 'FEED25' followed by £5 or £10 to 70070

Then Jesus declared, "I am the bread of life. Whoever comes to me will never go hungry, and whoever believes in me will never be thirsty."  
**John 6:35**



Your Church's collections will give families in Africa a future, free from hunger and poverty

**YES, I would like to help 5,000 people feed themselves this Harvest with a donation of**

£135  £750  £2,000  or £  (my preferred amount)

Please update your name or details if they are different from those printed on the left. Thank you.

Your name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

By Cheque/Postal Order/Charity Voucher (made payable to Send a Cow)

VISA/Mastercard/CAF Card/ (please delete as appropriate)

Card no:

Start date:  /  /  Expiry date:  /  /

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

We always like to say thank you, but if you would prefer your gift not to be acknowledged please tick this box

If you would prefer your gift to be acknowledged by email please enter your email address here:



[www.sendacow.org.uk/harvest](http://www.sendacow.org.uk/harvest)

Please return to:  
Harvest Appeal, FREEPOST RRBX-LYBS-LZYR,  
Send a Cow, The Old Estate Yard,  
Newton St Lo, Bath, BA2 9BR



Registered Charity Number 299717 Harvest 13

Mrs A B Sample  
Any school  
Town  
County  
Postcode



**Cow-Pow!**



You can download more Hoof out Hunger stickers to print out at your school. Simply visit [www.sendacow.org.uk/schools](http://www.sendacow.org.uk/schools)



How your school can

**Hoof out Hunger**



families move from... we help, another nine families benefit.



**How your school can help**

"The cow is transforming our family life. She is providing milk for our children, which we could not afford before. We have a surplus to sell, which covers school expenses and family healthcare. Her manure fertilises our garden, which yields enough vegetables to eat, share with neighbours, and sell. We are helping our neighbours set up their own vegetable gardens, which is deepening our friendships. This season, we expect good crops of bananas and beans - that will be a real life-changing opportunity."

Margaret, Send a Cow Farmer

**Cow-Pow!**

Your donations can pack a powerful punch against poverty

£25 pays for share of cow which provides healthy and nutritious milk to a child for a year

£135 could provide a local cow, which can plough land for crops and provide manure to enrich them

£750 pays for a dairy cow, which can provide a family with 3,000 litres of milk a year.

**Help us Hoof out Hunger**

Create a Hoof out Hunger collection pot out of an old milk carton. Keep a large 4 or 6 pint carton in school, a 2 pint carton in each class or ask the children to fill 1 pint pots at home - labels for the pots can be downloaded from our website [www.sendacow.org.uk/schools](http://www.sendacow.org.uk/schools)

Send a Cow, The Old Estate Yard, Newton St Loe, Bath, BA2 9BR. Telephone: 01225 874 222. [www.sendacow.org.uk](http://www.sendacow.org.uk) Registered Charity Number 299717



How your school can

**Hoof out Hunger**



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Mrs S. Sample  
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Sampling House  
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Sampleton  
Sampleshire  
SA3 9LE  
<donor number>

MAILSORT



**Hoof out hunger**

We're fighting hunger in Africa. All we need are a few cows, some empty milk cartons and a whole lot of up-for-it children!

Dear Mr Sample

I know you're busy preparing for the end of the Summer Term, but I'd like you to spare a few minutes so I can update you about the charity, Send a Cow, who are determined to Hoof out Hunger in Africa. I promise it won't take long!



What we do is very simple. By providing cows, goats and other livestock to desperate families in Africa we're helping families feed themselves and take their own steps out of poverty, which is giving them hope for a better future.

How? The cows produce milk, which can be drunk or sold. A little extra money means healthcare and an education for the children. The cows also produce manure, which the families can use to make their crops grow better. Combined with the organic farming techniques we teach, families can see yields grow by as much as 400%. And when their cow has a calf it is passed on to another

family so they have enough milk to drink or sell and so on and so on.

In short it's a really tangible solution that children can understand and be inspired by!

**What we'd like you to do**

Make Send a Cow part of your new school year - in the month between Harvest Festival and the International Day for the Eradication of Poverty, which takes place on 17th October, we're launching our Hoof out Hunger campaign. And we'd like the children at your school to get involved.

Harvest is when children are thinking about food - where it comes from and giving thanks for having enough to eat - so it provides a focal point for considering

Continue overleaf...



Use the included stickers to turn milk cartons into collection pots. Fill them up and help us Hoof out Hunger

**Help us Hoof out Hunger**

Now you've filled your milk cartons, held a fundraising event or both, it's time to send the money you've raised to Send a Cow. Just fill in the amount you've raised below and return it in the FREEPOST envelope enclosed.

Thanks for your amazing effort. We hope you had fun helping to Hoof out Hunger.

**Our school has got cow-power!**

I enclose a cheque for £

Mrs S. Sample  
Sample International  
Sampling House  
9 Sample Road  
Sampleton  
Sampleshire  
SA3 9LE

<Donor number/Segment code />

We value your support and respect your privacy. We never sell or pass on your details to other organisations. You can contact us at anytime should you not wish to receive further updates from Send a Cow.



Please update your name or details if they are different from those printed on the left. Thank you.

Your name: \_\_\_\_\_  
School: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postcode: \_\_\_\_\_

By Cheque/Postal Order/Charity Voucher (made payable to Send a Cow) VISA/Mastercard/CAF Card/ (please delete as appropriate)

Card no.

Start date  /  /  Expiry date  /  /

Signature  Date

We always like to say thank you, but if you would prefer your gift not to be acknowledged please tick this box

If you would prefer your gift to be acknowledged by email please enter your email address here:



[www.sendacow.org.uk/schools](http://www.sendacow.org.uk/schools)

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Newton St Loe, Bath, BA2 9BR



Registered Charity Number 299717 Harvest 13

# HONEYBUCKLE

The newsletter for The Mare & Foal Sanctuary

Issue 1

**INSIDE:**

- The Dangers on Dartmoor this summer
- Our supporters go that extra mile
- A day in the life of a stablehand
- Puzzles and Brainteasers
- ...and much, much more!

**mare & foal SANCTUARY**  
Kindness, Care and Knowledge

## Welcome

I hope you like our newsletter

Among the pages you will find items written by staff and volunteers. You can hear about their daily routines, the challenges they face and how they care for our horses and ponies. You can read their points of view – almost directly from the horse's mouth! There's also news about what you, our wonderful supporters, are doing to raise vital funds for us. You'll see there are even some games to play and puzzles to solve as well. As you can see, we've not wasted money on a big expensive glossy magazine. We've kept things simple so that we can produce it ourselves. It's also small enough so that it's easy to read over a cup of tea. Please enjoy it all.

Rosemary

**A thousand thanks**

We couldn't believe our eyes recently when we received a cheque for an amazing £1,000 from Animal Friends Insurance. As part of their Employee of the Month scheme, one lucky member of staff is given £1,000 to donate to the charity of their choice. Well, that employee was Jessie – and the charity she chose was us!

"I know that caring for horses can be hard," said Jessie "So I wanted to contribute to a charity that provides horses in need with a happy life."

Our Sanctuary Manager, Simon Avery, said: "I would like to sincerely thank Animal Friends Insurance and Jessie. The money that Jessie has donated will go towards the cost of veterinary care for our horses and ponies."

**We're in the middle of a crisis**

The past few years have seen a startling rise in the number of horses that need to be rescued. Here at the Sanctuary we're already bursting at the seams, and we hate having to turn horses away. One reason for this worrying increase is the economy. Horses can cost hundreds of pounds to look after properly, so some people try and save money by cutting corners on veterinary care, for example, or simply abandoning their animals altogether. We're here for the horses and ponies that need help, but it puts our finances under more pressure than ever. That's why we're so grateful to our supporters. Your generosity keeps us going and, fingers crossed, we can overcome this very real challenge and help even more horses. We'll keep you posted.

**Did you know?**

We're a small charity, but we do a lot with what we have. Find out how else you can help us at [www.mareandfoal.org](http://www.mareandfoal.org)

## Danger on Dartmoor!

Believe it or not, summer is here! And in Devon, that spells tourist season. It sounds idyllic, yet for unsuspecting Dartmoor ponies this time of the year can prove fatal. Well-meaning tourists are often tempted to feed the ponies from their car. This seemingly innocent gesture attracts the ponies away from the safety of the moors to the dangers of the busy roads. It is also common for the ponies to lie down on the warm tarmac for a summer snooze. These roads are full of bends and dips, so by the time drivers see what's in front of them it's often too late. Frankie, an orphaned foal we looked after, lost his mum this way. As did Ulysses – his mother was also killed by a car on the winding Dartmoor roads. Such needless deaths.

If you have friends and family holidaying in Devon this summer, you might want to pass on these pieces of advice so that they can reduce the danger to themselves and these wonderful ponies.

**Always slow down for corners and brows of hills – you never know what's on the other side!**

**"Hot days bring thousands of tourists"**

**Expect the unexpected** - Even the most careful drivers can't be prepared for finding a pony in the middle of the road. Always slow down for corners and brows of hills – you never know what's on the other side.

**Pass wide and slow** - Dartmoor ponies can be unpredictable, especially when they're scared. So make sure you give them enough room when you're driving by.

**Don't speed** - On moorland roads, the recommended maximum speed is 40mph. Keeping to it could save a pony's life – not to mention yours! Have a safe summer!

**Thankfully our little Ulysses is doing really well now**

## Meet some of the gang!

**Autumn** This distinctive Dartmoor Hill Pony mare is 4 years old and has one of the sweetest natures of any horse here at the Sanctuary. As long as she's kept in a strict routine, Autumn will make an incredible companion for another horse or pony.

**Dallas** This Dartmoor Hill Pony is 19 years old and a real sweetheart! But if you're a smaller pony, beware - Dallas does like to make his feelings known! Right now he's looking to be rehomed. And knowing him, he'll get his way!

**Zebedee** What a character! This adorable 5 year old loves everyone and everything. Incredible when you consider he was in such a bad way when he first arrived. Zebedee is also on the look out for a new home and new family.

**Alfie** Three-year-old Alfie is one of our cheekiest residents! He's not afraid of anything and will try his luck given half the chance, but we still love him to bits. At the moment he's looking for a new home with someone who won't take any of his nonsense!

See you in October for ISSUE 2

The Mare & Foal Sanctuary, Honeysuckle Farm, Buckland Road, Hacombe-with-Combe, Newton Abbot TQ12 4SA. Tel: 01626 882 660. Registered Charity No. 1144831. [www.mareandfoal.org](http://www.mareandfoal.org)

**mare & foal SANCTUARY**  
Kindness, Care and Knowledge

## A day in the life of... Dave Ryder

What does your average day consist of?

First of all we all muck out, wash out the stables and give the horses clean bedding. The horses that have been in the stables at night are taken into the field, and vice versa. After filling up the hay nets it's tea break time – which is a great chance to warm up! Then I might be looking after Kavaner (our Shire Horse), carrying out hay deliveries on the quad bike or even repairing fencing.

**How's the weather affected things?**

There's been a lot of mud lever and the grass isn't growing. All the fields are wrecked. By now we'd normally have spring grass so we don't need to put out hay for feed. But we're still putting out bales of hay everyday. Believe it or not, hay isn't cheap. It adds a lot onto our normal feed bill.

**How long have you loved horses?**

Well I've always been around heavy horses, like Kavaner. When I was little my dad worked at a centre for Shire Horses, so I spent a lot of time there. They've always been my passion.

**What's the most rewarding part of your job?**

Probably the annual Open Day. It's a great chance for us to show off all our hard work over the year and where people can come along to say well done.

**Which ponies or horses do you have a particular soft spot for?**

Kavaner is one of my favourites because of what he can do. Jess is another, she's so quiet and lovely. Unfortunately she can't be worked, but as a companion for someone she'd be amazing.

**What are the biggest challenges you face day to day?**

Other than the weather – the girls here! I'm the only boy in this particular yard and they can make my life hard!

**What does it mean to you when one of the horses finds a happy new home?**

Well, it's mixed feelings. You're glad to see them go but at the same time you're not. But you never forget them.

**Any little message to our supporters? Keep supporting! We need every penny we can get at the minute. It's hard, especially with all the hay we need to buy. If it wasn't for our supporters we wouldn't be here. We're so grateful.**

**Did you know?**

We also have 10 charity shops throughout South and East Devon. Drop by – we'd love to see you! You can find where they are at [www.mareandfoal.org/shops](http://www.mareandfoal.org/shops)

## Big, big plans at Coombe Park

Exciting things are happening at our Visitors' Centre at Coombe Park!

Thanks to money raised with the help of supporter donations, we're planning some significant improvements. These include removing the wooden yard that has served us well for years (although a little damp!) and replacing it with a new, more versatile 'American-style barn', complete with ventilated sides. For the horses this means improved conditions, and an altogether better environment for everyone! Work hasn't started just yet, but we'll keep you posted!

**Did you know?**

We have seven horses and ponies for you to adopt. Order your adoption pack at [www.mareandfoal.org/shops](http://www.mareandfoal.org/shops) or call us on 01626 355 969 – it will make a great present for any horse lover!

## A gift that lasts forever

We are so very humbled to think that some of our wonderful supporters consider leaving us a legacy in their Will. Every legacy we receive means so much to our horses, our work and us. We wanted to take this opportunity to thank and remember those people whose published Will included a legacy gift to us.

Claire Armstrong-Green  
Winifred Bassett  
Winifred Brown  
Margaret Crawley  
Doris Francis  
Barrie Garton  
Harry Lionel Green  
Lillian May Hardy  
Kathleen Hodgson  
Leonard Howard  
Edna Keel  
Rosa Lewcock  
Joan Lowe  
Joyce Lucas  
Kitty Masters  
Margaret Matheson  
Panama Norman  
Harold Oakes  
Alexander Pittsdrigh  
Doris Restorick  
Jacqueline Russell  
Paula Stewart  
Mavis Trichter  
Doreen Turner  
John Williams  
Olive Williams

# Life is Cheap.

When the motorist killed Ulysses' mother, they left a scared little orphan.

If undelivered, please return to:  
The Mare and Foal Sanctuary, Unit 2, Olympus Business Park,  
Kingsteignton Road, Newton Abbot TQ12 2SN  
Registered Charity No. 1141831 (England and Wales).  
Please recycle this pack after use.



Mrs A B Sample  
Any school  
Town  
County  
Postcode



will help save a foal.

Luckily, Ulysses can count on people like you to help him.



When it comes to helping these horses, it really doesn't cost a fortune to make a big difference.



Dear Supporter,

I often find it strange how life can sometimes seem worthless.

Look at little Ulysses, the orphaned foal who came to us when his mother was killed by a car on the winding roads of Dartmoor late one night – what a waste of life. Ulysses was in such a bad way when we got to him; terrified and alone, he could not understand that his mother had died and refused to leave her side.

But we brought Ulysses to the safety of the Sanctuary and, after much love and around-the-clock care, he grew strong and blossomed into the handsome, cheeky pony that he is today.

Ulysses is one of the lucky ones. Sadly, these vulnerable foals simply cannot survive alone. We do all we can to ensure we come to their aid as quickly as possible so that they can be given a chance of life. That's why I'm writing to you today.

The truth is, it doesn't cost a lot to help an orphaned foal like Ulysses on the road to recovery. In fact, it costs just £3. That's about the same price as a coffee at your favourite café, or a copy of the Sunday papers.

£3 to go towards the cost of special milk for crucial nourishment. £3 to help pay towards vital medicine and vet bills. £3 to go towards a thick, cosy foal rug. It's amazing really, isn't it?

That's why I urge you make use of the coin holder you'll find with this letter. Your generous donation will go towards the cost of caring for these little foals. There's enough space to put three £1 coins to help towards the cost of the essentials, plus an additional slot to give an extra £1 to go towards a little treat, like a toy or a bag of carrots. After all they've been through, don't they deserve it?

These young foals are by far the most vulnerable animals within our care. They are often severely traumatised when they arrive and, at times, their lives are hanging by a thread. It's down to the dedication and passion of the team here that they pull through - plus, of course, the kindness of people like you. Please help by giving whatever you can.

Thank you.

Syra Bowden  
Head of Equine Department  
The Mare & Foal Sanctuary

Could you spare £3 to help a foal?



We're not just here for young foals. Older horses need our help too.

The foals that come to us are lucky. They have the time it takes to be retrained, rehabilitated and, hopefully, rehomed. Other horses are not so fortunate. They arrive with serious medical or behavioural conditions as a result of suffering at the hands of humans. The chances of finding these animals a new home are remote, so the Sanctuary becomes their forever home.

These older horses need your help too. Extra rugs when it's cold, extra visits from the vet to keep their medical conditions under control, specialist foot care so they can walk without pain... we're here to make every day as comfortable for them as we can.

£3 will show them people care.

Your £3 will help towards buying life-saving medicine, milk and hope.

# Life is Cheap.

For only £3 you can help towards the rescue of an orphaned foal.



A small price to pay to save a life.

Orphaned foals are just like any baby; They have a basic needs that need to be fulfilled in order to thrive. Things like nourishment, warmth and lots of love and care. Your kindness will help these vulnerable little souls through the toughest part of their lives. And all it takes is £3. Well, £4 if you want to give a little treat!

To donate, press your £1 coin into the slots until it sticks. Then fold the card, pop it into the envelope we've provided and post it in the post.

Use the give you can. Thank you.



Be reassured that any donation you make will be used to look after the horses and foals in our care, and to support any further work of the charity in the future.

Syra, I'd like to help you look after many more orphaned foals and horses. Please accept my donation of

3  £4 (includes treats) OR £  (my preferred amount) as it appears on card

By Cheque/Postal Order/CAF Voucher (to The Mare and Foal Sanctuary)  
VISA/Mastercard/CAF Card/Maestro (please delete as appropriate)

Card no.

Expiry date  /  Issue date  /  Issue no.  (Maestro only)

Signature  Date

To process your donation we need your details which are printed on the label overleaf, so please return this entire coin holder in the FREEPOST envelope provided to:

FREEPOST RTBJ-YASA-BJRK, The Mare and Foal Sanctuary, Unit 2, Olympus Business Park, Kingsteignton Road, Newton Abbot TQ12 2SN

We would love to help you about our work and how we are using your donation to help foals and horses in our care. If you would prefer not to receive this news, please tick here  From time to time we allow other organisations, which must be registered under the Data Protection Act, to write to you about things we think you might be interested in. If you would prefer not to hear from such organisations, please tick this box

Gift Aid - make your support go even further for free!

To make your donation worth a quarter more please tick the box at the end of the statement.

I wish The Mare and Foal Sanctuary to treat all donations I have made in the past 4 years, and any future donations I make from now on, as Gift Aid donations. I pay UK income tax and/or capital gains tax (VAT and council tax do not qualify) at least equal to the tax amount the charity claims on my donations.

If your name, address or tax circumstances change please let us know.

mare & foal SANCTUARY  
Kindness, Care and Knowledge  
Registered Charity No. 1141831.



**Maisie has painful arthritis and a damaged spine.**

**She means the world to us.**

If undelivered, please return to:  
The Mare and Foal Sanctuary, Unit 2, Olympus Business Park,  
Kingsteignton Road, Newton Abbot TQ12 2SN  
Registered Charity No. 1141831 (England and Wales).  
Please recycle this pack after use.

ONEPOST  
C9 10031

Mrs A B Sample  
Any school  
Town  
County  
Postcode

**Sadly, some horses will never find new homes.**

**£3 will help us look after them.**




**mare & foal SANCTUARY**  
Kindness, Care and Knowledge

**For horses like Maisie, we are their only hope.**

**£3 will help to give them a happy life.**

**Not all of our horses are lucky enough to find new homes.**

**£3 will help to keep them comfortable and happy at the Sanctuary.**




Dear Supporter,

This is Maisie. Isn't she beautiful? At 15.1 hands high, she's one of the most striking horses here at the Sanctuary. But back in June 2009, Maisie came to us as a very different horse.

For years she'd been used as a brood mare, being bred from again and again. She was left with permanent damage to her back legs and spine. When we found her she was also malnourished, riddled with parasites, and in unspeakable pain from arthritis and severe stomach ulcers. Unbelievable, isn't it?

It's taken a lot of love, care and attention from our team here at the Sanctuary to help Maisie get better, but she's not out of the woods yet. The mental scars of what Maisie went through may, I'm sad to tell you, never heal. She finds it very difficult to trust humans, and becomes defensive around other horses.

All this means that Maisie may never find a new home. If this is the case she'll spend the rest of her days with us at the Sanctuary, where we can give her all the peace, love and attention she needs. **That's why we need to ask for your help.**

All this care takes extra money. Not much, just a few pounds. By giving what you can, you can make sure that Maisie, and all the other sick horses that we care for, can be as comfortable as possible.

That's why I urge you make full use of the coin holder you'll find with this letter. Your generous donation will go towards the cost of expensive vet visits, buying medicines and ointments and paying for specialist equipment. Every £1 helps so much. You'll even find space to give an extra £1 for a little treat for them. After what some of our horses have been through, don't they deserve it?

Maisie, and many other horses, will live out the rest of their days here at the Sanctuary. Please help make that time extra special.

Best wishes,



**Could you spare £3 to help an old horse?**

Syra Bowden  
Head of Equine Department  
The Mare & Foal Sanctuary

**A trio of trouble!**



**Maisie**  
You've already met this beautiful lady. You can help her to live comfortably here at the Sanctuary for the rest of her life – and all it costs is £3.

**Joanie**  
28-year-old Joanie was rescued alongside Maisie. Although she suffers from similar physical injuries, she's a real sweetheart and always behaves impeccably for the vet, dentist and farrier!

**Jeddah**  
Pretty Jeddah needs a lot of special care to control her Cushing's disease, arthritis and separation anxiety issues, which means may never be rehomed. Jeddah loves life at the Sanctuary and enjoys being out in the fields with her friends.

**£3 will go towards extra rugs, specialist shoes and medicine.**

**Your gift will do so much.**

I need a bit more attention when our 1 fails. Only your kindness will give our r or older horses a helping hand when need it most. Warmer rugs, special supports, medicines to relieve pain... es, even a little treat!

mate, press your £1 coins into the until they stick. Then fold the card, t in the envelope we've provided, drop it in the post. Together we give these is a restful, led life!

Specialist Equipment Medication Warm Rugs An extra £1 for a little treat?

**Will you give £3 to make old or sick horses as comfortable as possible?**

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**Syra, I'd like to help you look after many more and horses. Please accept my donation of**

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If your name, address or tax circumstances change please let us know.



Registered Charity No. 1141831.