

Releasing children from poverty  
**Compassion**  
in Jesus' name

Matching your  
donations with  
  
**UKaid**

different

**PATH**

Give before 24 June 2019 and the UK government will  
**double your donation**



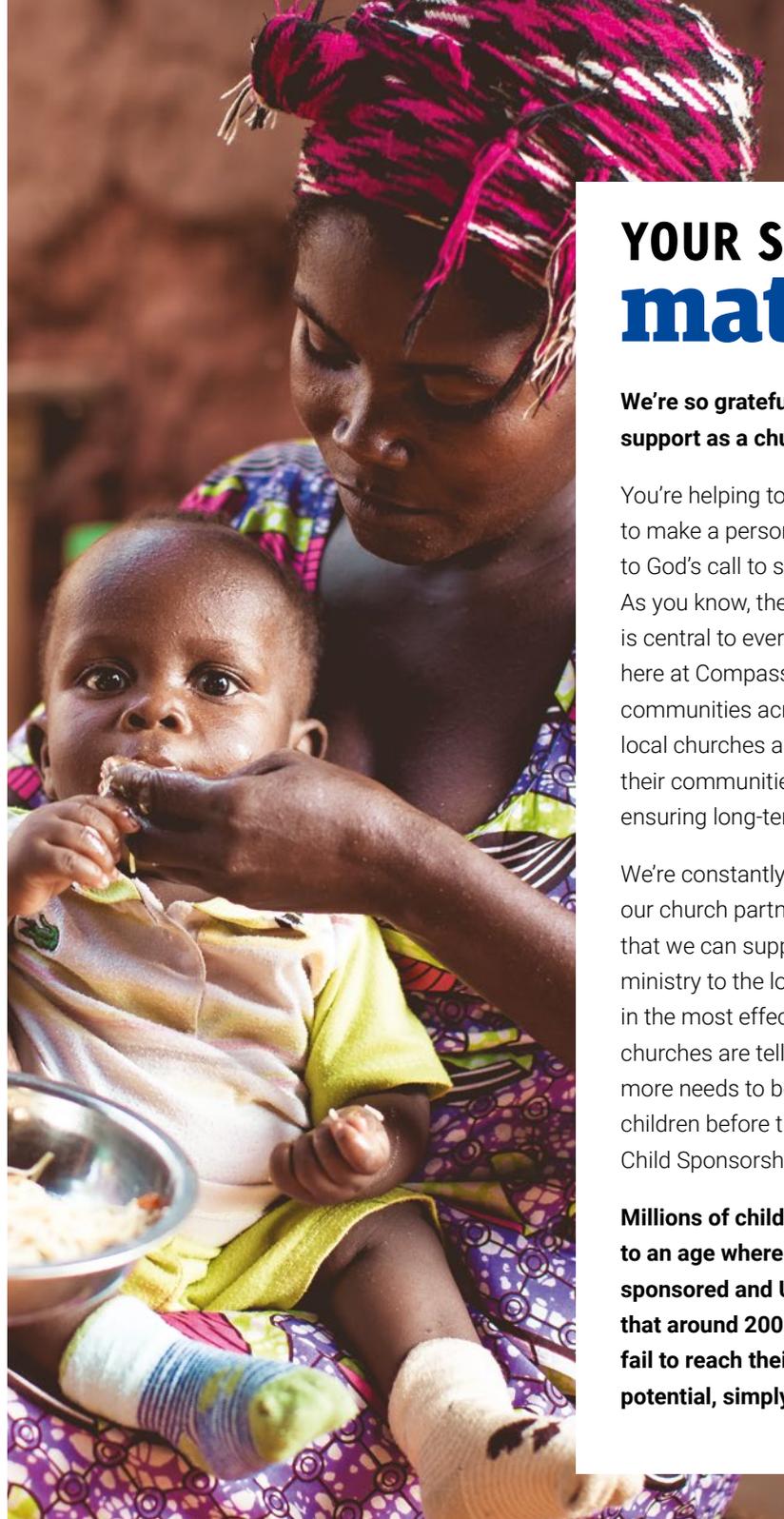
## FIGHTING FOR survival

**Across the world, roughly four million children die in the first 12 months of life.**

One country that's struggling to reduce the infant mortality rate is Togo, where 1 in 20 babies die before their first birthday. For women in this nation, pregnancy and childbirth can be high-risk too – with 1 in 58 women dying.

The truth is that most of these deaths are the result of easily preventable causes. Complications in pregnancy and childbirth, infections, disease and malnutrition are all factors, but at the root of the problem is poverty. Hundreds of thousands of families simply can't afford the basic healthcare, nutrition and medical support that could save their lives and give them the best start in life.

In Togo, almost half of all pregnant women don't receive the recommended four antenatal checks during pregnancy. Many don't make it to a check-up because they just can't get there. Women like 31-year-old Akoko, who is seven months pregnant, find that they have no choice but to walk for four miles, sometimes in temperatures in excess of 35°C, if they are to get to and from their nearest clinic.



## YOUR SUPPORT matters

**We're so grateful to have your support as a church leader.**

You're helping to inspire Christians to make a personal response to God's call to serve the poor. As you know, the local church is central to everything we do here at Compassion. Located in communities across the world, local churches are the heartbeat of their communities – committed to ensuring long-term transformation.

We're constantly working with our church partners to ensure that we can support them in their ministry to the local community in the most effective way. Many churches are telling us that more needs to be done to reach children before they enter our Child Sponsorship Programme.

**Millions of children don't survive to an age where they can be sponsored and Unicef estimate that around 200 million children fail to reach their developmental potential, simply because they**

**don't get the right support in the first 1,000 days of life.**

We're working with our church partners to address this hugely pressing issue through the development of Child Survival projects. Over the next three months, we want to raise enough to fund 23 Child Survival projects – including 20 new projects and continued support for 3 more.

We have a unique opportunity to maximise our impact over the next three months, because **any donations made before 24 June 2019 will be doubled by the UK government.**

**We would really appreciate your help in sharing our Different Path appeal with your congregation so we can make the most of this incredible opportunity. Together we can save the lives of women and babies in Togo and give children the very best start in life.**

# Compassion's CHILD SURVIVAL PROJECTS

**To prevent women and babies dying and to ensure that children get a healthy start in life, we have to reach them early – before they have been born, if possible.**

The local church is key to delivering our Child Survival projects. With the help of community workers based in the local church, we take a personal approach to protecting women during their pregnancy, ensuring that their babies not only survive, but also have every opportunity to achieve their potential.

Each local church team understands the specific risks and threats in their area; they know the families who are in greatest need; they recognise the cultural nuances, and they are well placed to respond quickly.

Armed with this insight, community workers partner closely with

mothers and caregivers to provide antenatal care, ensure babies are vaccinated against deadly diseases and give vulnerable mothers the skills they need to earn a living. The projects also offer life-saving assistance, including basic healthcare, hygiene and sanitation, nutritious food and safe water, as well as mentoring, support and spiritual guidance for families.

The beauty of our Child Survival projects is that they're run by local churches who already operate highly successful Child Sponsorship Programmes. Once children reach the age of one, they transition into our sponsorship programme where they continue to receive critical support like food, education, health-checks and the care of their church.

**Compassion currently has 1,520 Child Survival projects worldwide, of which 52 are in Togo.**



## different **PATH**

**Our Different Path appeal launched on 25 March 2019 with the aim of saving the lives of even more mothers and babies in Togo.**

Through the appeal, we want to raise enough funds to open at least 20 new Child Survival projects, and continue supporting 3 existing projects. All the projects will be delivered by local churches currently running effective Child Sponsorship Programmes.

The UK government, through UK Aid Match, is looking to support projects that address issues of infant and child mortality.

**Any donations made before 24 June 2019 will be doubled by the UK government.**

# THE challenge

There are two ways that we'd love you and your church to support our Different Path appeal:

## 1 Offering or Collection

We know you care deeply about the plight of the world's children. By doing a specific offering one Sunday morning, you can help us raise the funds we need to support Child Survival projects in Togo.

**Don't forget that all donations made by your church before 24 June will be doubled by the UK government.**

The money you raise will be well spent supporting mothers and their babies in Togo.

**£10** feeds a mother and her baby for a month.

**£19** safely transports a pregnant woman to an antenatal clinic.

**£47** pays for a skilled birth attendant to be present during childbirth.

**£89** will teach a mother to look after her baby and develop income-generation skills.

**£190** will take care of a mother throughout her pregnancy, and straight after birth.



## 2 Take on the #DifferentPathChallenge

Another way to directly involve your congregation is to encourage them to take part in our #DifferentPathChallenge.

Between 25 March and 24 June, Compassion supporters across the country will be walking four miles – the average distance a pregnant woman in Togo has to walk to attend an antenatal check-up – whilst wearing a backpack on their front that weighs the same as the average baby born in Togo!

This could be a great way to get your youth group or home groups to actively engage with the broader challenges facing women in Togo. We're encouraging all participants to share their experiences to help others understand how tough pregnancy and motherhood can be in a country like Togo.

# #DIFFERENTPATHCHALLENGE practicalities

Encourage your congregation to find a good quality backpack and load it up with 2.5kg (5.5lbs) using household items—this could be tins of baked beans, bottled water or even books. **We can send you Compassion-branded covers to go over the backpacks to promote the challenge.**

**Call or email me to order your backpack covers (my details are on the letter).**

All individuals involved in the challenge need to do is pop on some comfy walking shoes, put the backpack on their front and set out for a four-mile walk. This is something you can encourage individuals, families, home groups, youth groups or even the whole church to get involved with!

## Share your experiences

Encourage those involved to record their challenge and share it with friends, family and others in church. They can take pictures, videos, post their experiences on social media or even put together a short blog about the challenge.

Participants can also ask others to help fund 'journeys for mums' by donating £10. Any public donations made before 24 June 2019 will be doubled by the UK government. This means that £10 would become £20 – enough money to safely transport a pregnant woman to an antenatal clinic in Togo.

**Why not set-up a Facebook fundraiser or a JustGiving page to publicise your efforts, or encourage others to give by SMS or online using the wording opposite.**

## Text giving terms & conditions

Texts cost £10 plus your standard network charge. Compassion UK receives 100% of your donation. Please obtain bill payer's permission. For further information call Compassion UK on 01932 836490. Compassion UK Christian Child Development, registered charity in England and Wales (1077216) and Scotland (SC045059). A company limited by guarantee, Registered in England and Wales company number 03719092.

Registered address: Compassion House, Barley Way, Fleet, Hampshire, GU51 2UT.

## Giving information to add to social media posts:

You can help save lives by texting TOGO to 70660 to donate £10, or by visiting: [www.compassionuk.org/differentpath](http://www.compassionuk.org/differentpath) to make a donation (please display terms & conditions on your post as below).

Give before 24 June 2019 and the UK government will double your donation, so Compassion can help even more families.

**Please use the following hashtags so we can keep in touch with what you're up to:**

#DifferentPathChallenge  
#CompassionUK  
#UKAidMatch  
#ADifferentPath

**If they can tag us in their content, we can then re-share it from our own channels:**

**Web:** [www.compassionuk.org](http://www.compassionuk.org)

**Twitter Facebook Instagram:** @CompassionUK

**More information on how to take part is available at [www.compassionuk.org/differentpathchallenge](http://www.compassionuk.org/differentpathchallenge)**



## Resources

**We have a range of digital resources available to help you engage your church with our Different Path appeal:**

- Videos that bring the Different Path appeal to life – meet some of the mothers in Togo we know and love.
- Presentation slide.
- FAQs including setting up a Facebook fundraiser, JustGiving page and a printable sponsorship form for the Different Path challenge.

Visit the following website to download any of these resources.

[www.compassionuk.org/differentpathchurches](http://www.compassionuk.org/differentpathchurches)

## Health and safety

**We care deeply about the health of mothers and babies in Togo and we also care about you and your congregation.**

The #DifferentPathChallenge is a physical challenge and won't be suitable for everyone. If you or anyone in your church has any concerns about taking part, then it's always best to seek medical advice beforehand.

**We've also put together a few little tips for those participating:**

- Have a bottle of water to hand, and take regular sips along the way.
- Eat before the walk, or carry a suitable snack.
- Walk at a pace that's comfortable.
- If anyone feels unwell, they should stop.
- Use a suitable backpack for the weight being carried.
- Take care when picking the backpack up, bending at the knees and not twisting the back.



# different PATH

## About Compassion UK

Compassion is an international Christian child development charity with 67 years' experience working with some of the world's poorest children. More than 100,000 children are connected with British sponsors through Compassion UK, and at present 2 million children attend Compassion's church-based projects in 25 countries around the world.

## Contact

To talk more about Different Path and ways you and your church can get involved - please get in touch with me. I've included my contact details on the letter and I'd love to hear from you.

### COMPASSION UK CHRISTIAN CHILD DEVELOPMENT

Compassion House,  
Barley Way,  
Fleet GU51 2UT

[www.compassionuk.org](http://www.compassionuk.org)  
**TEL:** 01932 836490  
**EMAIL:** [info@compassionuk.org](mailto:info@compassionuk.org)