



different

PATH

frequently
asked questions



frequently asked questions

What is the Different Path appeal?

In **Togo, West Africa**, thousands of mothers and babies are needlessly dying each year from complications in pregnancy and childbirth, and many more are denied the healthy start in life they need. Compassion's Child Survival projects, delivered by the local church, **support women during pregnancy and birth, and help vulnerable babies to get a healthy start in life.**

Donations made to the appeal will be used to help mothers and babies in Togo access **life-saving medical support, health screening, hygiene supplies, nutritional supplements and education** that will help secure a healthy future for them and their families.

What is 'UK Aid Match'?

UK Aid Match brings charities, British people and the UK government together to change the lives of some of the world's poorest and most vulnerable people.

For every £1 given by the public to a UK Aid Match charity appeal, the government adds £1 from the UK's international development budget. UK Aid Match gives everyone in the UK a say in how the UK's aid money is spent. It boosts the impact of high quality projects that improve the lives of poor people in developing countries.

See www.gov.uk/international-development-funding/uk-aid-match for more information.

When is the Different Path appeal running?

The appeal will run from **25 March 2019 - 24 June 2019** and **donations given between these dates will be doubled by the UK government**, so we can help even more mums and babies.

How can I give to the Different Path appeal?

Thank you so much for choosing to support Compassion's Different Path appeal.

Online

www.compassionuk.org/differentpath

Phone

Call Compassion UK on 01932 836490

Via the Compassion UK App (available to download free for iPhone and Android)

Or via SMS donation

To donate £5 Text TOGO to 70140

Texts cost £5 plus your standard network text charge. Compassion UK receives 100% of your donation. Please obtain bill payers 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.



To donate £10 Text TOGO to 70660

Texts cost £10 plus your standard network text charge. Compassion UK receives 100% of your donation. Please obtain bill payers 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

frequently asked questions CONTINUED...

How much should I give?

For just **£10**, Compassion UK can feed a mother and her baby for a month.

£19 could safely transport a pregnant woman to an antenatal clinic for a vital check up.

Your gift of **£47** would pay for a skilled birth attendant to be present during a straightforward childbirth.

For **£89**, mothers can be taught vital skills to promote the development of their babies, including meeting their social and emotional needs and learning skills that will help them generate an income and provide for their families long-term.

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

Please give as much or as little as you are able.

Give before **24 June 2019** and your donation will be doubled by the UK government, so we can help even more mums and babies.

Can I Gift Aid my donation?

Yes, your donation can be Gift Aided. However, Gift Aid is not eligible to be matched by UK Aid.

Can I create a Facebook fundraiser to support this appeal and will it be matched by the government?

We would love for you to fundraise through Facebook. To get started, follow the link below and create a fundraiser from your personal Facebook page.

www.facebook.com/fund/compassionuk

To ensure your donations are matched by the UK Government, please include the name of the campaign 'Different Path', and the following information in your description: **Give before 24 June 2019 and your donation will be doubled by the UK government.**

Please try and include the following hashtags with every social media post you create:

#aDifferentPath #UKAidMatch #compassionuk

Please contact us on **01932 836490** if you need any further information or assistance.

Where will the money go?

All the money donated to our Different Path appeal will fund at least 20 new Child Survival projects, and 3 existing projects in Togo, West Africa – the first of the new projects is scheduled to start in early 2020. Projects will support both pregnant mothers and mothers who have already given birth. More details on the project can be found here:

www.compassionuk.org/differentpath



The infant mortality rate in Togo is 52 out of 1,000 live births - or 5.2%*. The UK's infant mortality rate stands at just 0.37%.**

SOURCES:

*UNICEF, 2016 **<https://data.worldbank.org/indicator/SH.DYN.MORT?locations=GB>

frequently asked questions CONTINUED...

How much will the government match?

Donations made within the Different Path appeal timeframe (25 March – 24 June 2019) will be matched by the UK government, up to a limit of £2m.

Donations are eligible from:

- Individuals who are residents of the UK.
- Community groups and events, where the funding was not made on behalf of a private sector organisation.
- Organisations such as rotary clubs, as long as the organisation is not-for-profit and all individual donors within the organisation are aware of the appeal purpose and the government match funding.
- Trusts, as long as each individual who owns the fund agrees to the donation being made during the appeal period.

Please note:

- Donations from corporate organisations are not eligible for doubling.
- Donations from foundations or trusts where the funds are administered by trustees on behalf of the owners are not eligible.

What are Compassion Child Survival projects?

Compassion's Child Survival projects support women during their pregnancy and help vulnerable babies get a healthy start in life. Trained community workers, based in their local church, work closely with mothers and caregivers to help them access life-saving support. This includes health screenings, hygiene supplies, nutritional supplements, medical advice and education.

Community workers also visit families at home and lead group activities at their local church where caregivers learn how to prepare nutritious food, monitor their children's health and development, create a stable home-life and develop skills that will help them generate an income. This focused, personalised support helps families to be independent and build healthy, hopeful futures for their children.

The Compassion Child Survival initiative in Togo has been developed to improve survival rates for women and babies during pregnancy and childbirth and helps these vulnerable babies to have the healthiest possible start in life.

Why has Compassion chosen to help mothers and babies in Togo and not anywhere else?

Globally, annual infant deaths have declined from 8.8 million in 1990 to 4.1 million in 2017, but progress remains slow in many countries, especially those in Africa. One country struggling to keep pace is Togo.

In this West African nation, 1 in 20 babies will die before their first birthday, compared to 1 in 250 in the UK. Without urgent intervention, Togo is set to miss meeting the target for Sustainable Development Goal 3, which aims to reduce maternal deaths and end preventable deaths of newborns and children under five by 2030.

Will my sponsorship money or gifts to my sponsored child be matched by the government?

The UK government will not match sponsorship funds and other gifts received outside of the Different Path appeal.

My sponsored child lives in Togo. Will they benefit from this help in anyway?

Donations to the Different Path appeal will go towards supporting Child Survival projects in Togo and will not be used as part of the existing sponsorship programme.