

GREAT ETHIOPIAN RUN

21-25 NOVEMBER 2013

LAND OF RUNNERS



SHOW
YOUR
CONCERN

Phone **01 417 8028** or visit
www.concernchallenge.org

CONCERN
worldwide



THANK YOU FOR YOUR INTEREST IN SUPPORTING CONCERN WORLDWIDE

It's through your dedication that we are able to help some of the poorest and most vulnerable people on earth to fight hunger and move towards a future free from poverty. With your commitment, we can make a real and direct impact.

Why raise money for our work in Ethiopia?

Concern Worldwide has been working in Ethiopia since 1973. Despite progress, the country remains vulnerable to erratic rainfall and food shortages. Our work focuses on healthcare, education, agriculture and food. In parts of Ethiopia, right now, millions of people are at risk of extreme hunger. We are trying to help thousands of children and their families by providing urgently-needed food and healthcare. The main problem is that the rains have failed, causing crop failures and the worst drought the region has seen in years. The price of food is also skyrocketing, intensifying this already dire crisis.

We are very proud of our work but more needs to be done! By taking part in the Great Ethiopian Run, you will be fundraising to support our existing Ethiopian programmes and your money can go a long way to help.

How your money will help:

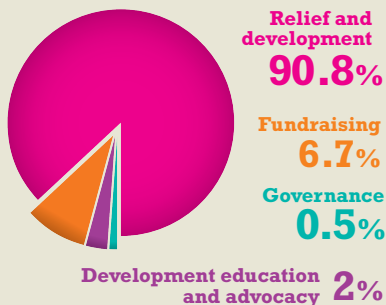
€7/£5 a month could help provide education support for an Orphan

€30/£21 could help buy 100kg of seed

€750/£530 could help buy furnishings for a classroom with desks for 90 children plus 1 teacher's table & chair

€5,000/£3,500 could help construct an irrigation system for one village, i.e. cement, piping, fencing, seeds, equipment, training, sensitisation etc

How Concern's money is spent:



Pictured above: Ruth Burke joining in the fun at the start of the race

WHAT is the Great Ethiopian Run?

Since the first race in 2001 it has already attracted high-profile athletes such as Paula Radcliffe, Tilahun Regassa and Wude Ayalew. It is the biggest road race in Africa attracting 35,000 participants and is fast becoming one of the best-known running competitions on the continent. You can run, jog or walk around the 10km course through the streets of Addis Ababa and at high altitude and in high temperatures this will test your stamina, strength and determination, but don't worry there is plenty of entertainment along the way. The Great Ethiopian Run's mission is to stage high quality mass-participation running competitions in order to promote Ethiopia, support good causes and build up communities.

JOHN TREACY urges you to take part

We are privileged to have world champion runner and four times Olympian John Treacy giving his support to our team.

“ I joined the Concern family in 2008 and I am delighted to be able to support an organisation that has an incredible impact in the fight against extreme poverty in the world. By taking part in the Great Ethiopian Run you are not only joining a great team but you will also learn firsthand how you are making a difference. Last year all of our runners had huge smiles when they returned after the run. All of us were encouraged along the way and we were not finished an hour when we began to talk about next year. ”

John Treacy and Haile Gebrselassie at the Great Ethiopian Run 2010



What is your **CHALLENGE?**

Day 1: Departure

We depart Dublin / London in the morning for our journey to Addis Ababa, the capital city of Ethiopia.

Day 2: Concern programme

Today we will visit the Concern office and programmes so that you can learn more about our work and how your money is providing vital support.

Day 3: Addis Ababa

Today can be taken at your leisure. You can relax, see the sights of Addis Ababa or cheer on the kids at the children's race. We will finish off the day with a pre pasta party with Haile Gebreselassie.

Day 4: Race day

After months of fundraising, you will be rewarded with the most amazing atmosphere by joining 36,000 other people at the starting line. The 10km course will be full of people chanting, singing and celebrating this great event. We will have lunch at the Concern office and relax with Concern staff before heading back to our hotel to relax before our celebration dinner.

Day 5: Departure

Before departing on an evening flight we will take an excursion outside of the city of Addis Ababa to take in some of Ethiopia's sights.

N.B. The above itinerary is complicated and subject to changes.



“I’d highly recommend this trip to anybody thinking about doing it. It’s tough and challenging, but an incredibly rewarding experience.”

Paolo Ross »

CASE STUDY

Tsegaye Zinaw is Chair of the water committee in the village of Sora in Auna Eyesus kebele, Bugna. For Tsegaye and others in his community, getting access to clean, safe drinking water is a daily worry. The region suffers from chronic water shortages due to poor rainfall, and the 2011 drought, one of the worst in Ethiopia's history, had a devastating impact on the already fragile region.

There are currently only three hand dug wells in the area to serve the majority of the population. Villagers have to travel long distances, often on foot, to get water before then travelling back to their homes with heavy jerry cans strapped to their backs.

One of these water points is currently contaminated, putting the community's health at risk. When members of Concern's Water and Sanitation team tested the water it showed unacceptably high levels of bacteria. At the moment people who drink the water are treating it with water purification tablets if they are fortunate enough to have them, but many continue to drink the water untreated.

The nearest uncontaminated water point is consequently over crowded and harder to get water from, so it is only used by the young

and healthy. To make matters worse for those most vulnerable, use of the clean water source incurs a charge. The elderly, the youngest, and poorest are therefore forced to rely on the contaminated wells.

To remedy this, the spring which serves the contaminated water point needs to be covered with cement to stop contamination. There also needs to be a new pipeline and work on the water distribution point to ensure that silt doesn't accumulate. Concern plans to supply concrete along with other materials and training to the water committee. Tsegaye's job is to mobilise community members to repair and maintain the water points and protect them from damage.

The water committee collects money from the people who access the water – currently 20 cents per jerry can (25kg). They keep the money in a treasury and use it for maintenance of the water point. To ensure that those most vulnerable aren't excluded, the poorest don't have to pay.

Tsegaye says: "After maintenance is completed and handed over to the committee we will charge 20 cents again, but of course we won't charge the poorest."

Tsegaye Zinaw with villagers at Sora water distribution point, Auna Eyesus kebele, Bugna, Amhara region. June 2012.



APPLICATION FORM:

Full name (as per passport) _____
Address _____
Contact number _____
Email address _____
Date of birth _____
How did you hear about the event? _____

Payment details

Cheques should be made payable to Concern Worldwide, however if you wish to pay by credit card please list your details below:

Card type: Laser ☐ Mastercard ☐ Mastercard Debit ☐ Visa ☐
Visa Debit/Delta ☐ Solo ☐ American Express ☐
Electron ☐ Maestro ☐ Other _____
Card number _____
CVV number _____ 3 Digit Security Number
Expiry date _____ / _____ / _____
Amount €200 / £200 / Other Amount (€/£) _____

Signature

Date

Terms and Conditions

1. Each participant must be at least 18 years of age before the departure date of the event.
2. Your passport must have at least six months to run from the date of return to Ireland or the UK. Payment for your visa, airport tax, inoculations and personal gratuities are not included in the fundraising total.
3. Earths-Edge, with the agreement of Concern Worldwide has the right to alter the itinerary, dates, or location, should any changes in climate or any other unforeseen circumstance deem this necessary.
4. All participants must be covered by travel insurance appropriate for the itinerary. Please note that it must include full medical cover, helicopter evacuation in an emergency situation and repatriation to your country of residence. Earths-Edge can arrange insurance for this trip, if you want to arrange insurance travel through Earths-Edge please contact them directly. If you decide to purchase your own travel insurance then you must provide Earths-Edge with a written guarantee from your insurance provider

that you are covered for the conditions specified above, and that Earths-Edge will be fully reimbursed for any monies paid out on your behalf in the event of an emergency.

5. Participants must be relatively fit to take part in the expeditions and must complete the medical questionnaire provided. You may be required to have a medical form signed by your doctor. By signing the entry form you are confirming that, to the best of your knowledge, your general state of health is good and that you take full responsibility for yourself. Earths-Edge reserves the right to refuse a participant if, in the opinion of Earths-Edge, he/she is medically unfit to take part.
6. Passport control and in-country authorities will reserve the right to refuse entry.
7. Participants take part at their own risk, and agree to indemnify Earths-Edge and Concern Worldwide against any claims of loss or damage to personal property, personal injury (or death) and any claim arising from their own actions.

8. Participants are responsible for attending to any inoculations they may require, and must comply with any regulations or circumstances of a destination.
9. Your personal contribution is considered a non-refundable deposit.
10. If you are unable to meet the sponsorship requirements, you will forfeit your place on the Concern Challenge - or you may choose to make up the balance of monies yourself.
11. If you decide to cancel your booking a cancellation charge will be imposed which is calculated as a percentage of the total package price including surcharges.
12. Participants must carry out all methods of fundraising for the Concern Challenges in accordance with the guidelines set out in Concern's Fundraising Pack.

I have read the conditions of entry and agree to be bound by their terms and pledge to raise the minimum sponsorship required.

Signature _____

Date _____

FREQUENTLY ASKED QUESTIONS

? What is the date of the event?

22 – 26 November 2013

? How do I register?

Please send your €200/£200 registration fee along with a completed application form to your relevant Concern office. You can also register online at www.concernchallenge.org

? How much do I have to raise?

Once you pay your non-refundable registration fee of €200/£200 you will need to reach your minimum fundraising target of €3000/£2600 five weeks before our departure date. When you register for a Concern Worldwide event, we will send you a comprehensive sponsor pack and Concern's experienced fundraising staff are here to help you every step of the way. **You can choose to fundraise the full amount, pay it yourself or do a bit of both.**

? What is covered by the minimum sponsorship?

As well as a donation toward Concern's work the following expenses are covered;

- International return flights
- Twin accommodation in hotels
- English speaking local guides and a Concern representative
- Airport transfers upon arrival and local transfers
- Entry for the race includes the pre-race pasta dinner. Other meals include breakfast, celebration dinner and lunch during the excursion.

? What is not included in the minimum sponsorship?

- Personal expenses (including extra facilities used in hotels, drinks, meals and so on)
- Gratuities for the guides
- Personal travel insurance and vaccinations
- Personal kit
- Visa

? Can I stay on?

Yes, we will put you in touch with our tour operator, Earths Edge. To extend the length of your stay you must get in touch with them as soon as possible. Please note that places may be limited so extensions are done on a first come, first served basis. There will be a surcharge for the flight as you will no longer come under the group booking.

This is a complicated itinerary and some elements may be subject to change.



If this is your first time fundraising don't worry, our fundraising team are on hand to give you all the help and support you need. Our top tips below will certainly get you off to a good start and remember we are always at the end of the phone if you have any queries or problems - just call.

START NOW!

ENLIST HELP – Ask friends and family to help you set up a fundraising committee to talk through ideas and contacts that they might have. You could also hand out your sponsorship forms and ask if they will help you get sponsorship.

USE ONLINE FUNDRAISING PAGES – Set up your own page on our website which is a secure online fundraising service that makes fundraising quick and easy. You can personalise the page and then facebook, tweet and send the link to everyone you know around the world and sit back and watch the fundraising roll in.

GET YOUR COMPANY TO SUPPORT YOU – Ask your company for support – they may run a matched giving scheme and be prepared to match the money you raise. This is a fantastic way to double your fundraising total!

BE INFORMATIVE AND ENTHUSIASTIC – Be prepared to be proactive and tell your potential sponsors what their money will go towards – your enthusiasm is likely to encourage generosity. There is information about Concern enclosed and you will receive a full Information and Fundraising pack when you register.

Want to get in touch?

Concern Worldwide

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London, SW11 3TN
Tel: 0800 032 4000
Charity number: 1092236

47 Frederick Street
Belfast
BT1 2LW
Tel: 028 9033 1100
Charity number: 1092236

40 St Enoch Square
Glasgow
G1 4DH
Tel: 0141 221 3610
Charity number: SC038107

www.showyourconcern.net

Email: info.challenge@concern.net



Facebook: www.facebook.com/concernchallenge



Twitter: www.twitter.com/concernchallenge



Youtube: www.youtube.com/user/concernworldwide

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