



**Few people realise just how much work the British Red Cross does right here in the UK, helping people like Joyce.** Did you know that each year our trained volunteers help over 40,000 people in the UK who need support to carry on living at home?

Of course the British Red Cross is often better known for international humanitarian relief – bringing emergency aid whenever and wherever disaster strikes.

**Your gift of £10 today could mean we are there for people in a crisis, whoever and wherever they are.**

In west Africa right now, for example, whole villages are struggling to get enough food to survive. One of the worst droughts in decades has devastated crops, causing food prices to spiral far beyond the reach of most families.

Across the region, our medical teams are seeing more and more malnourished children whose parents cannot afford to feed them. In Burkina Faso alone, for example, the Red Cross funds 23 emergency health posts in the most remote areas. It means we can save the lives of children like six-month-old Issa, whose story you can read about in the enclosed leaflet.

**But many more children in west Africa urgently need our help, which is why your support today is so important.**

In Syria our volunteers are bringing life-saving medical care, food and shelter to thousands of people who are caught up in the terrible conflict and are desperate to keep their families alive. Our internationally-respected neutrality means we can operate in dangerous conflict zones like this, even when other agencies cannot.

**Everything we do, however, depends entirely on the generosity of our supporters.** We need the backing of people who share our values of humanity and believe we are a cause worth supporting. Please could I ask if you could be one of those people?

**If, like me, you think a world without the Red Cross is unimaginable please could I ask you to make a gift of £10 today by completing and returning the form at the bottom of this letter?** Whether on streets like yours or across the other side of the world, the British Red Cross refuses to ignore people in crisis – wherever and whenever they need our help.

To respond quickly and effectively we have to be ready with trained volunteers, vehicles, medical equipment and emergency supplies that can be deployed instantly. That's why your donation today matters so much.

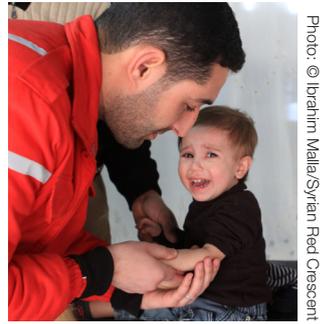
**Making a donation to the British Red Cross is easy. Simply fill in the donation form below or visit [redcross.org.uk/January](http://redcross.org.uk/January).** Please make a donation to the British Red Cross today and help people in crisis who have nowhere else to turn. Thank you so much.

Yours sincerely



Mark Astarita  
Director of Fundraising

*P.S. As the world's largest volunteer-led relief organisation, you know that every donation to the Red Cross will make a difference. Please make a gift of £10 to support our work in the UK and right around the world. Thank you.*



**“Often we are the only relief agency able to bring in essential, life-saving medical supplies to conflict zones, such as Syria.”**



I would like to give: **£2**  or My choice **£**  per  month/quarter/year\*  
starting on the  5th/15th/25th\* of  month\*\*  year

\*delete as appropriate \*\*please allow at least 1 month from today

**Instruction to your Bank or Building Society to pay by Direct Debit.**

Please fill in all sections of the form, using a ball point pen and return it to the freepost envelope provided, or send to: **British Red Cross, 44 Moorfields, London EC2Y 9AL.**

**Name(s) of Account Holder(s)**

**Bank/Building Society Account Number**

**Branch Sort Code**

   —    —  

To The Manager,	Name of Bank/Building Society
<hr/>	
Branch Address	
<hr/>	
Postcode	
<hr/>	

**For every £1 you give we can claim an additional 25p of tax at no additional cost to you.**

YES, I am a UK Tax Payer and I would like the British Red Cross to reclaim the tax on all qualifying donations I have made as well as any future donations until I notify them otherwise. (Please tick)

Please remember that what you pay in income/capital gains tax must at least equal the amount of tax that all the charities and Community Amateur Sports Clubs you donate to will claim on your Gift Aid donations in the tax year in which they are received. Other taxes such as Council Tax and VAT do not count for this purpose.

*giftaid it*

Service User Number

9 7 2 6 8 1

Reference Number (office use only)



**Instruction to your Bank or Building Society.**

Please pay the **British Red Cross Society** Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand this instruction may remain with the British Red Cross and, if so, details may be passed electronically to my Bank/Building Society.

**Signature(s) of Account Holder(s)**

Signature(s)	Date
<hr/>	<hr/>

**Print name(s)**

Banks and Building Societies may not accept Direct Debit instructions from some types of account.