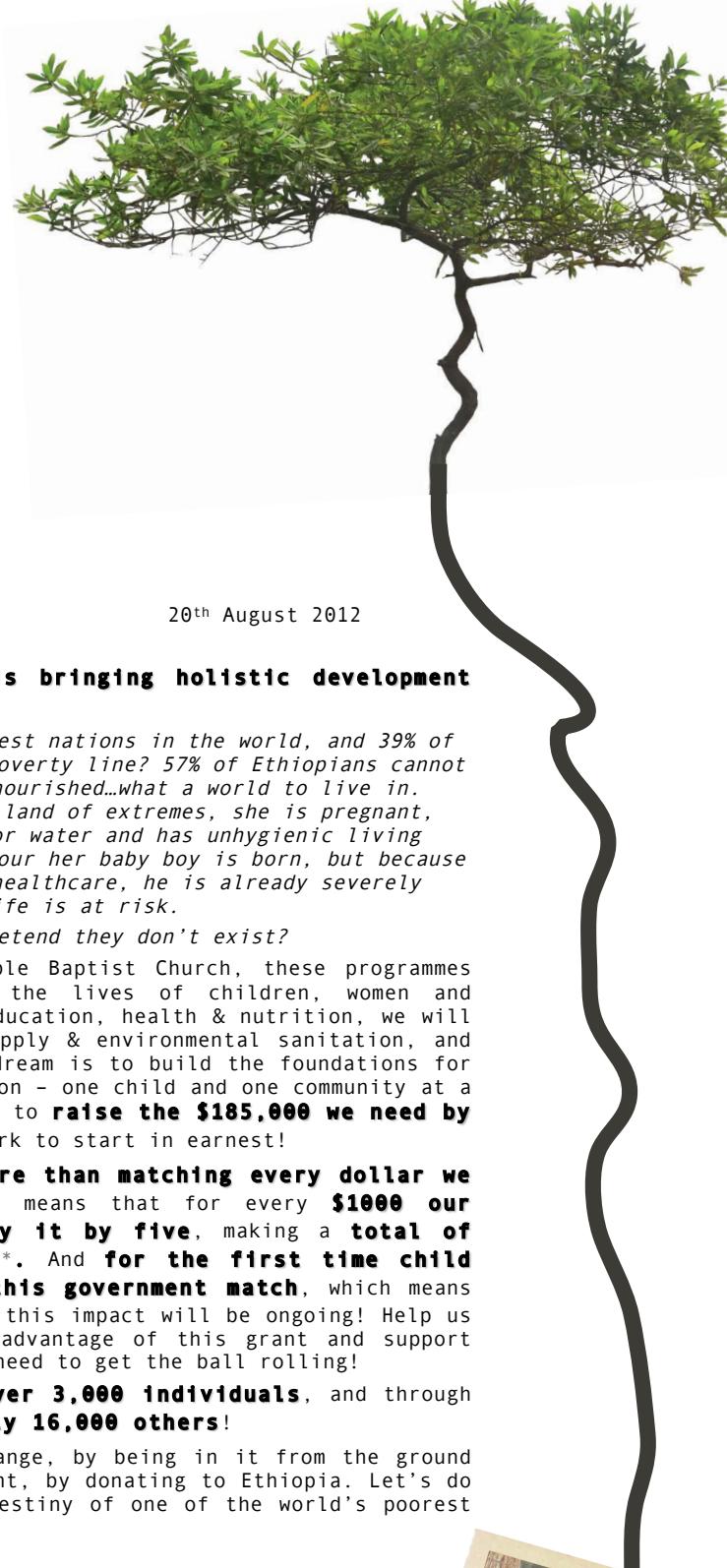




Mr Sam Sample
100 Sample St
SAMPLETON VIC 3000



Dear Sam,

20th August 2012

We invite you come on a new journey with us?

For the first time, International Needs is bringing holistic development programmes to Ethiopia!

Did you know that Ethiopia is one of the poorest nations in the world, and 39% of its population are living below the national poverty line? 57% of Ethiopians cannot read or write, and 35% of children are malnourished...what a world to live in.

Picture a young Ethiopian woman of 18. In a land of extremes, she is pregnant, living in extreme poverty, walking miles for water and has unhygienic living conditions. Only just surviving a horrific labour her baby boy is born, but because his mother didn't have access to maternal healthcare, he is already severely malnourished. Now his life is at risk.

Would you try to help them or pretend they don't exist?

Run through our local partner, Bole Bible Baptist Church, these programmes take an holistic approach to improve the lives of children, women and communities. In order to enhance child education, health & nutrition, we will provide child sponsorship, safe water supply & environmental sanitation, and community income building packages. Our dream is to build the foundations for Ethiopia to become a self-sustaining nation - one child and one community at a time. **We urge you to get on board now to raise the \$185,000 we need by June 2013** in order for this important work to start in earnest!

The **Australian Government will be more than matching every dollar we raise** for our work in Ethiopia. This means that for every **\$1000 our supporters donate**, they will **multiply it by five**, making a **total of \$6,000 going towards our programmes***. And **for the first time child sponsorship can be used to access this government match**, which means that if you commit to child sponsorship, this impact will be ongoing! Help us create maximum impact, by taking every advantage of this grant and support this appeal with as much as you can! We need to get the ball rolling!

Within 12 months, we expect to uplift **over 3,000 individuals**, and through them, impact the wider community of **nearly 16,000 others!**

You can be a part of this monumental change, by being in it from the ground up! Join us now on the road to development, by donating to Ethiopia. Let's do amazing things together and change the destiny of one of the world's poorest nations!

Kind regards,

Sheldon Rankin

Sheldon Rankin
Chief Executive Officer

P.S Please give so we can start changing lives!



*Up to the value of the grant.



YES, I want to help multiply critical funds to support the people in **ETHIOPIA!**

Name

Donor #

Address

For details on internet banking and direct deposits, please call us on 1300 731 550.

Email

Please tick for email receipts.

TOTAL GIFT: \$

I am sending my gift by:

<input type="checkbox"/> Mastercard	<input type="checkbox"/> VISA	<input type="checkbox"/> AMEX	<input type="checkbox"/> Cheque / Money Order
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Expiry Date

Name on Card

/

Signature

Office Use:

MGA_Aug12

I am inspired to give towards...

HOLISTIC sponsorship (\$99 p/m)

WOMENS sponsorship (\$39 p/m)

COMMUNITY sponsorship (\$25 p/m)

CHILDRENS sponsorship (\$39 p/m) *Coming soon so put your name on the waiting list!

HEALTH programs \$

INCOME programs \$

AWARENESS programs \$

Where most needed \$



International Needs Australia has full AusAID accreditation and is an ACFID 'Code of Conduct' signatory.



Australian Government
AusAID

International Needs Australia supports the Micah Challenge and the Make Poverty History Campaign.

MAKE POVERTY HISTORY
Micah Challenge
HALVE POVERTY BY 2015

Our Commitment to you

At International Needs, we are inspired by the example of Jesus, and strive for a world where all may be set free for life. We welcome and willingly serve all who are in need - regardless of religion, race, age, gender or politics. Should more money be raised than required for the projects listed in this appeal, International Needs will use the money for similar projects.



Women's empowerment sponsorship

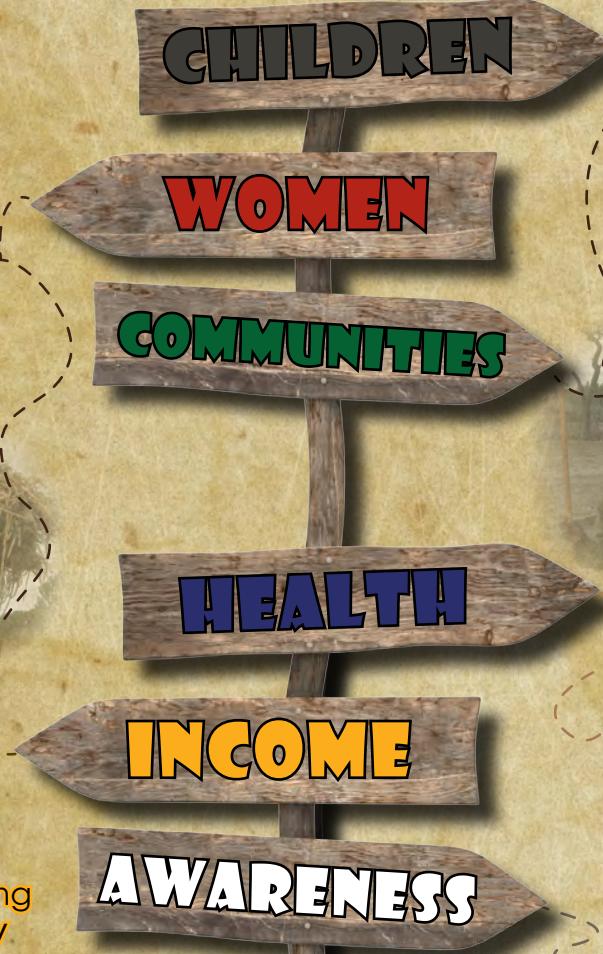
provides women in the community with maternal health care, counselling, vocational training, business skills, and literacy and numeracy education.

Women are the heart of a family and supporting them spreads far and wide.

One way of ensuring communities in Ethiopia survive, is to support **income programmes**. In

doing this you are providing community capacity building packages, skills training to families, vocational training, and inspirational classes to encourage members to apply their business skills for a brighter future.

Through **child sponsorship** you will provide educational opportunities for some of Ethiopia's poorest children. They will receive food, clothing, shelter, health care, school supplies and hope for a better future.



Give a better quality of life for Ethiopian communities through **community development sponsorships**.

Help by providing schools, clean water facilities, medical services, hygiene facilities, income generating opportunities, credit and saving services.

Supporting **health** provides medical equipment, medicine, health professionals, family planning sessions, environmental health, hygiene and **sanitation facilities** for people in and around the Shurmo Community in Ethiopia.

Giving towards **community awareness** informs members through various methods on; HIV/AIDS, basic sanitation practices, healthy cooking practices, community development issues, family and children's rights.