



# Christmas Day Offering Brief



## Aim

**Our primary aim is to gather gifts to support the Malawi Health and Dignity Project, which will build eight toilet blocks across four health centres.**

## Intro

Throughout December we are again collaborating with The Salvation Army International Development (SAID) to support their work overseas. This year we are supporting a Health and Dignity Project in Malawi, Africa to build eight toilet blocks connected to health centres. There will be considerable internal media around this appeal as well as three emails and SMS communications, and videos featuring Commissioner Miriam Gluyas.

**The appeal will culminate in the Christmas Day Offering.**

## The Health and Dignity Project

Imagine going to a health centre for one illness and catching another one due to unhygienic facilities. Or being pregnant and avoiding your check-ups because you're afraid of being attacked by a wild animal or dangerous person because your only option is relieving yourself in the open.

The Malawi Health and Dignity Project is aiming to change that situation for thousands of women, men, boys and girls across four health centres. This project will improve access to clean water, hygiene facilities and health education. There will be increased privacy and security, particularly for women and girls, and facilities will be suitably designed for people living with disabilities.

The impact of this project will also have a ripple effect – providing employment opportunities for local construction workers, increasing the property value of the health centres and positively impacting the environment with reduced water contamination. And, non tax-deductible giving towards evangelical mission support will help and encourage Salvos officers on the ground.

In summary, through the building of eight toilet blocks at four health centres, this project will enhance the entire community's health, wellbeing and sense of dignity.



## Why Malawi?

Malawi is one of the poorest countries in the world. Over half the population lives in poverty, and one-fifth in extreme poverty. As a result, access to clean water, sanitation and health care remain significant challenges for many Malawians, especially in rural areas.<sup>1</sup>

**This Christmas, we can give a gift of dignity to more than 25,000 people, who access four health centres. They can safely use clean facilities, reduce their risk of disease and experience an improvement in their overall health.**

## Audience

- Those who have given to Salvos Gift Catalogue and Self Denial Appeal, International Development supporters, Self Denial supporters, Salvo officers, corps members, and Salvation Army staff

## Communication channels

- 3 SMS and 3 emails – from Colonel Rodney Walters on **2nd, 12th and 18th December** – links to videos included

## Print collateral

- Altar envelope that incorporates coupon – delivered via AUS Post to corps early November

## Digital collateral – available for download from MySalvos Toolkit

- Two videos – from Commissioner Miriam Gluyas
- PowerPoint slide for corps – 2 different formats, also available as PDFs
- Gift processing instructions for corps – including dates to respond
- Information sheet to help corps communicate the message
- A4 poster for use in corps to help raise awareness

## Target

- Total cost for building the eight toilet blocks – \$150,000
- Gifts towards the building are tax deductible
- Non tax-deductible giving will be directed to support the ongoing mission work in Malawi

## Your support is needed!

We ask for your support of this critical project. Here's how you can help:

1. Distribute the altar envelopes that you receive in the mail
2. Provide an opportunity for members and visitors to your corps/mission expression to give an offering at your Christmas Day or Christmas Eve service
3. Promote this special offering in your public worship and via other media platforms using the resources available in the MySalvos Toolkit from 25 November
4. Importantly, pray – please make this Christmas Day Offering a matter of prayer

## Questions/queries

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<sup>1</sup> <https://actiononpoverty.org/our-impact/where-we-work/malawi/#:~:text=Malawi%20is%20one%20of%20the,one%2Dfifth%20in%20extreme%20poverty>