

## The Worshipful Company of Plumbers and 'Village by Village'

### A three-year partnership

Following our strategy sessions last year, one of our stated objectives was to: 'Develop a more attractive proposition for the Charity'.

Further, our 650<sup>th</sup> Appeal aims firstly to persuade more Liverymen to support our charity by making regular donations and secondly to use individual fund-raising opportunities, to boost our charitable funds.

With this in mind, we have accepted a proposal from a small charity called 'Village by Village', which gives us a way of helping to achieve this.

'Village by Village' lives and works with local people to transform the lives of children and their families in poor, rural communities in Ghana. Their "Clean Hands Saves Lives" programme dramatically reduces child mortality from diarrhoeal disease, by providing inexpensive sanitation facilities and education in basic hygiene. Children educate their families and, in time, pass on their behavioural learning to the next generation. So the benefit expands and endures as the years pass.

For a donation of just £5,000 a year the Worshipful Company of Plumbers will sponsor a village-based project, extending this life-saving programme to another 200 or 300 children and their families.

The hygiene and sanitation focus of this programme makes it a brilliant 'fit' for our Company and Charity. 'Plumbers saving lives through improved sanitation': what could be a more compelling charitable legacy for our 650<sup>th</sup> year?

Over an initial period of three years, regular progress reports with photographs and videos from villages in Ghana would help to transform our communications to the Livery at large, spurring on our Charity fund-raising appeal. A three year commitment has the potential to deliver a win-win outcome: transforming health and mortality in three Ghanaian villages, helping us to make the 650<sup>th</sup> appeal a success, and potentially enabling us to sponsor a new village each year, should we choose to do so, as our charitable funds increase.

Neil Kerfoot, with whom we met in May runs 'Village by Village' and has a successful business background. He now runs the charity he founded full time and is totally 'hands on'. Our Renter Warden's wife, Anne Wadsworth, is familiar with his work, having supported the charity in the past. She confirms from direct experience that 'Village by Village' delivers, engages local people to produce sustainable outcomes and uses every pound donated to ensure that it goes straight to the project and the community.

We're delighted that the Charity Trustees have already agreed in principle to provide £2,500 for three years and it is proposed to raise the remaining £2,500 each year by fundraising through the Livery. This approach fits very well with our strategiC goal of improving charitable giving within the Livery.