

LETTER OF APPEAL



30th September 2020

Dear valued partner,

As you may recall, in our Winter 2019 Action Magazine we reported that after 19 years of partnering with other international agencies as a member of ICC, it was time for us as a mission to move on. Though we were grateful for the many lives that were impacted through our work within ICC, we recognised that a new approach was necessary to meet the changing situation within Cambodia.

Since then, the board has taken the necessary and essential steps to secure our continued commitment to answer the Lord's call concerning the nation of Cambodia.

The most significant step involves the recruitment of an in-country Executive Director for the mission based in Phnom Penh. In order to understand and respond to the current needs within Cambodia we recognise that Cambodian based leadership is essential. Our desire is to develop the existing project partnerships and strengthen the current team. We also wish to identify and develop new projects to broaden our ministry and the development of the mission going forward. We believe having an in-country director will also enable us to further develop our commitment to supporting and mentoring national leadership which is a core value of Cambodia Action.

It is essential that the person appointed has both knowledge and experience of working in Cambodia and is committed to building a team that works alongside other Cambodian ministries committed to the kingdom principles of justice and compassion. We intend to continue with a part-time business office manager in the UK who will be responsible for all administrative, communications and reporting activities necessary to promote the work of Cambodia Action, to support our workers in Cambodia and to satisfy Charity Commission requirements. The Board of Trustees see this as a necessary and strategic move for our future work in Cambodia.

However, we need your help.

We need to raise sufficient funds to underwrite this appointment during this transitional phase in order to enable the work of Cambodia Action to be effective in the long-term. We have identified a strong candidate for the Executive Director role but unless we can secure **our target of £50,000 over 2 years**, we will not be able to progress further with the process of making an appointment. This money will cover the costs of the appointment and also developing the mission until project funding increases to the level where the mission is sustainable. As you are aware, we are a small faith-based charity dependant of the kind gifts of friends and supporters. We are inviting you to join with us once more as we move forward in faith as a mission.

We ask you to prayerfully consider whether you are willing to stand with us in this next phase of our work in Cambodia by committing to making a gift to the mission over the next two years. This can be by pledging an amount per month for an extended period of time or making a one-off gift towards this appeal. If you identify with our vision, kindly complete the enclosed form and return this using the self-addressed envelope. We have also enclosed a standing order and gift aid declaration for your convenience.

We value your support and commitment to seeing lives changed in Cambodia.

If you have any questions please do not hesitate to contact us via the Cambodia Action office.

Thank You.

David Adams
Chairman
Cambodia Action

Note: We are raising funds to enable us to fund an Executive Director based in Cambodia. If this appeal raises insufficient funds to ensure that we can support such a post for at least two years, then we will instead use the money for other projects related to our work in Cambodia.

IN-COUNTRY EXECUTIVE DIRECTOR APPEAL



Please complete the form below and return to Chris Catlin
CAMBODIA ACTION, 120 Maisemore, Yate, BS37 8UW
 Phone: 01454 329332 - Email: office@cambodiaaction.org

MY CONTRIBUTION TOWARDS THE IN-COUNTRY EXECUTIVE DIRECTOR APPEAL:

| | | | |
|--------------------------------|---|------------|------------|
| 1. MONTHLY PLEDGE | I pledge the amount of £_____ [words] _____ for 24 months or _____ months [words] _____ | | |
| 2. ONE-OFF GIFT | I am making a one-off gift of £_____ [words] _____ <input type="checkbox"/> as per the attached cheque or <input type="checkbox"/> please deduct from my account, as detailed below, (date) _____ 2020 | | |
| 3. MY DETAILS | Title | Full name | |
| | Full address | | Post Code: |
| | Email address: | | |
| 4. SIGNATURE & DATE | Date | Signature | |
| 5. GIFT AID-IT | <input type="checkbox"/> Yes <input type="checkbox"/> No My Donor Reference Number: _____ I Am/Not (delete as applicable) a Tax Payer. Please Recover Tax. <i>(If you are not a regular donor or previously did not Gift-Aid your donations but would like to, please complete the reverse side of this form)</i> | | |
| 6. STANDING ORDER | To the Manager _____ Bank/Building Society Sort Code: _____ A/C No: _____ Address: | | |
| | Please pay CAMBODIA ACTION , NatWest Bank plc, 12 High Street, Doncaster, DN 1 1ED. Account No. 69404054 , Sort Code 60-02-50 Quoting CA Reference: _____ (to be added by CA) The sum of: £_____ [in words] _____ on the same day of every month/quarter/year [delete as required] commencing on _____, and then until further notice. | | |
| | Full name: | | |
| | Full address: | Post Code: | |
| | Date | Signature | |

SOWING THE SEEDS OF A NEW TOMORROW FOR CAMBODIA

If you are a UK taxpayer, using Gift Aid means that for every £1 you give, Cambodia Action can claim an extra 25p from HM Revenue and Customs. Gift aid is claimed from the tax you pay for the current year.

In order to Gift Aid your donation, please complete this declaration and return to Chris Catlin, **Cambodia Action**, 120 Maisemore, Yate, BS37 8UW or email to: office@cambodiaaction.org

| GIFT AID DECLARATION: | |
|---|-----------|
| I want to Gift Aid my donation/s to Southeast Asian Outreach (T/As Cambodia Action) | |
| Tick all that apply: | |
| <input type="checkbox"/> I am donating £_____ and would like to Gift Aid this donation. | |
| <input type="checkbox"/> I want to Gift Aid all future donations I make until further notice. | |
| <input type="checkbox"/> I want to Gift Aid all donations I have made in the past four years . | |
| I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference. | |
| My details: | |
| Title | Full name |
| Full address | |
| Post Code: | |
| Email address: | |
| Date | Signature |