

## Empowering communities in the developing world



## Mission Statement

JustAid is dedicated to the alleviation of poverty. JustAid enables communities in the developing world to identify the support they need and seek assistance to meet these needs. JustAid facilitates links between donors and local communities. JustAid hopes to increase the appeal of giving and strives to achieve maximum benefit from donations. Just Aid is a non-profit, non-political organisation committed to just and open conduct of its affairs and to complete financial transparency.

## Our Aims

### ► To empower communities in the developing world

JustAid enables communities to identify and voice their own needs. Through our work, some of the most marginalized groups are able to take ownership of projects designed to make changes in their lives. The community contributes what it can and is committed to seeing a project through to completion. Such community involvement aids long-term sustainability.

### ► To facilitate links between donors and local communities in the developing world

The JustAid website allows donors from around the world to understand the specific needs of communities and to help if they wish to do so. These donors and the local communities would not ordinarily have access to each other. Each project represents a partnership between community and donor with specific input from the community and specific financial contribution from the donor.

### ► To increase the appeal of giving to charity

Donors are given sufficient information to make informed choices about funding projects. There is the convenience of donating online as well as various "Ways of Giving" so that everyone has the opportunity of contributing towards a specific project. Upon completion of a project, feedback is supplied to the donor. This will include a photo of the completed project.

### ► To achieve maximum benefit from donations

JustAid's administration costs are funded by individual sponsors so that 100% of project donations can reach the communities in need. JustAid works in partnership with local organisations who are also committed to directing all of transferred funds straight to projects. As a registered charity, JustAid can claim tax back on donations. These funds are also used to fund projects from the Project List.

## Why JustAid?

### Benefits to the donor

- For every project on the Project List, there is detailed information about who needs help, where, why and how a donation will meet the need of the community who has requested it. Donors can therefore make an informed decision about which project they choose.
- Every project has a detailed breakdown of the cost. For example, if the project is to build a water-well, the project budget will give costings of the materials needed, the skilled labour required and project implementation. Also detailed will be what the community plans to contribute: labour, materials, funds or a combination of these.
- As a donor, you will receive a project report and photo once your project has been completed. In this way, it is possible for you to see exactly how your support has helped.
- Donors can fund complete projects or make contributions towards specific projects. The total cost of projects is very varied, ranging from approximately £60 to £3000 but you can contribute as little as £10 towards a project. Although we hope that you will return and support subsequent projects, there is no requirement for you to commit to regular contributions.
- Every project represents a partnership between the community and the donor; where each contributes what it can in order to realise a joint goal.
- 100% of each project donation will reach your chosen project.

### Benefits to the community

- Communities are given a voice to choose the support that they feel they need. This empowers them to make the changes in *their* communities that really matter to *them*.
- Communities contribute what they can towards projects, giving them a genuine sense of project ownership, as they are involved at every stage of the process.
- All materials used for projects are sourced locally, wherever possible, keeping transportation costs to a minimum and supporting the local economy.
- Communities can receive financial support from international donors who they otherwise may not have access to.
- Communities are able to increase international awareness about issues of particular importance to them.

