



REGIONAL SUPPORT PROGRAMME 2009

As part of Article 13's [United Nations Global Compact \(UNGC\)](http://www.article13.com/csr/ungc_iip_values.asp) (http://www.article13.com/csr/ungc_iip_values.asp) and Millennium Development Goal (MDG) commitment to respect 'human rights' (principle 1) and contribute to the 'alleviation of poverty and Hunger' (MDG 1) we have chosen [Care International](http://www.careinternational.org.uk/) (<http://www.careinternational.org.uk/>) as a regional charity that we would like to support. Our strategy is driven by one of our 12 KPIs for our 2009 UNGC commitments, which is as follows:

- Target 1: Donate our annual donation to an organisation working towards poverty alleviation (charity to be decided as a team).
- Target 2: Make a difference to one poverty stricken region and assist in access to basic necessities.

Who is Care International:

Care International's 'mission is to create lasting change in poor communities and put money where it is needed most: more than 90 pence in every pound goes towards our poverty-fighting programmes. That's one of the highest rates among all the UK aid agencies' (<http://www.careinternational.org.uk/21/about-us/about-care-international.html>).

Article 13 Actions:

Article 13 will give (through an established CARE project) a range of different 'gifts' which cover different areas in an aim to target those who need the 'gifts' most. Article 13 will receive a detailed explanation of where the 'gifts' have gone and towards what project goals. By donating a range of 'gifts' we could provide a range of support covering education, health, education, human rights, and others. This would also allow us control over what and how much we support over a period of time, in-keeping with our aim as well as in collaboration with CARE.

A small selection of Article 13 resources includes:

- Poverty, governance and individual action
http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1038

Article 13 case studies:

- Centrica: HELP programme
http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1329
- Diageo plc: A long standing commitment to Tomorrow's People
http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1332

For more information please contact Fiona Banyard on fionab@article13.com or call 020 8840 4450. Please also see Article 13's website www.article13.com



Article 13 Group
ISO 9001:2000 accredited
Recognised as an Investor in People

Article 13 Ltd 71a The Grove, London, W5 5LL
T: +44 (0) 208 840 4450 F: +44 (0) 208 566 4738 E: Info@article13.com W: www.article13.com

