



Dear ESB RSA member

I am writing to you all through the good offices of the RSA, who have very kindly allowed us to insert this newsletter in their communication with you. ElectricAid needs to reach out to our own members and supporters, and to those of you of you who are not members. We want to tell you how we are getting on, how the work for the poorest of the world's poor is going, and how, if you like, you can help.

Through our Humanitarian Response Special Appeal, we have recent evidence of the unparalleled generosity of the ESB retired community, and the retired community is more and more important to us. Over 37% of our members are either on VSS or are retired – and 40% of our Committee are retired. With the downgrading of Electrical Mail, we are finding it more difficult to communicate effectively with the retired section of the wider ESB community. We are therefore very thankful to the RSA for this opportunity.



Mrs Kdsti and her new fuel-efficient stove. ElectricAid has strongly funded the stoves programme, transforming the lives of tens of thousands of people.

Special Appeal

Our Humanitarian Response Special Appeal has been a fantastic success, due to the generosity of the whole ESB community – members, supporters, pensioners, and ESB itself. The generous contributions of staff on the ground all over the country were heart-warming and humbling, but the response of our retired members was even more startling. We thank you, one and all. The Appeal now stands at €75,000, well beyond our initial target of €50,000, and our revised target of €60,000. These funds are already being committed right now to humanitarian emergencies in Gaza, South Sudan, and primarily in West Africa in the fight against the accelerating Ebola epidemic. Your generosity is helping real people in their darkest hour.

Development

Notwithstanding our successful humanitarian appeals, Development, rather than Disaster, is what ElectricAid concentrates on. We specialise in helping people to help themselves out of poverty, through funding development projects in key areas such as water & sanitation, education, micro-enterprise, healthcare, agriculture & food, and energy. We reckon to have changed the lives of about 1.5 million people over the last 27 years – giving a child a chance through education, a farmer a chance through a micro-loan, a village clean water and sanitation – in short, giving hope, lighting candles rather than cursing the dark. In 2013 alone, we funded 149 separate development and humanitarian projects with €1.3 million – in Ireland as well as the Developing World. None of this would be possible without the sustained generosity of our members – the absolute bedrock of ElectricAid.



Angela Martins and Janaina Locari with their cassava crop in Brazil.

Recruitment

Over 2,000 people will leave ESB in the next 10 years – this is a big strategic threat for ElectricAid. Thankfully, recruitment into the company is now ramping up – there are 76 new apprentices in the “class of 2014”, and 37 new graduates joined recently. But the pool of serving staff is still getting smaller, so it means that membership amongst retired staff is ever more important for us. If you are not a member, please do consider joining us in this good work for the least-fortunate. There is a membership form below, and any contribution of any amount is welcomed and valued. If you are already a member, why not pass it on to one of your friends? Joining or giving is essentially a personal decision, but face-to-face personal recommendation is worth any number of mailshots! Remember, with ElectricAid, every penny gets there, and your generosity is matched on a 2:3 basis by ESB. It really is the most effective way of reaching out to those in desperate need.

Internet Site

A brand-new ElectricAid internet site is in the final stages of development; we hope to launch it in the first week of November – see www.electricaid.ie for how far we’ve got with it. We see it as another way of communicating with the world, and with our members and supporters, both serving staff and retired. Every internet site is always a work in progress –so we would be delighted to hear your views. More and more retired staff are on the web, so your views really do matter to ElectricAid.



A boy surveys the wreckage after Typhoon Nargis. ElectricAid's Special Appeal for the Philippines has helped thousands of people rebuild their homes – and their lives.



A smiling face in Ethiopia

With every good wish,
James Foley, ElectricAid

I hope you have found this newsletter interesting. In the future, we hope to communicate better with our retired colleagues. If you are interested in hearing from us again, our simple request to you is for you to allow us to contact you, by supplying us with your name and address – or your email address. We promise not to bombard you with begging letters, or to exploit you in any way. We will send you occasional updates on our work, on Special Appeals, and other news. We will respect your privacy, and your right to say “no”.

Reply: YES, I’m open to receiving communications from ElectricAid.

My name and address:

My email address is:

Reply: NO THANKS (no response needed)