



COMMUNITY FORUM
December 2022



WELCOME

Welcome one and all to the ElectricAid Community Forum, the first in what we hope to be a regular series of interesting communications with our members and supporters. We aim to keep you posted on our work, and for us all to inform, educate and entertain each other! We know you're all busy - each item will be short and sharp. More information will always be available from the ElectricAid office, any Committee member, and www.electricaid.ie.

Our basic message is, as always, one of sincere thanks. ElectricAid is the biggest and most successful occupationally-based charity in Ireland – a 35-year success story. None of that success is possible without the sustained generosity of our loyal and steadfast members. You make it work.

A BIG CLAIM

ElectricAid makes a big claim – that it is the most financially effective and efficient way for you to reach out to help fight poverty, injustice, ignorance and ill-health, in Ireland and all over this unfair world.

A typically-efficient NGO such as Concern will have about an 11%-12% Overhead rate – the proportion of income spent on its own costs. ElectricAid's overheads are less than 0.4% - meaning that 99.6% of received income is spent directly on programmes and projects. As well as having no overheads ourselves, we do not fund the overhead costs of partner organisations. Every penny gets there, and every penny goes to the direct costs of projects.

Furthermore, your donations are added to as ESB and EirGrid match-fund your donations on a 2:3 basis; Revenue will refund 46% more if you contribute €5 per week, or €250 per annum. In this way, your "fiver a week" becomes €11 per week for those most in need.

No wonder we make that Big Claim - contributing through ElectricAid is turbo-charged giving, maximizing the effectiveness of your generosity!



PARTNERSHIP - OUR BEDROCK VALUE

Partnership is what makes ElectricAid special. We partner with our trusted implementing NGO partners. We see ourselves as a genuine, respectful partner for the beneficiary people and communities all over the Global South. One key partnership is with YOU – our members and supporters. We turn your generosity into practical progress for tens of thousands of the poorest and most vulnerable people on the planet.

The most crucial partnership of all is with ESB and EirGrid. From the beginning in 1987, ESB supported ElectricAid, matching members' donations on a 2:3 basis. This has provided critical financial stability. Since 2006, EirGrid has made the same generous match-funding commitment. ESB has been unfailingly generous in providing management and overhead support. Our partnerships continue to prosper and thrive, and help real people in desperate need to prosper and thrive, too.



WE AIM FOR BETTER COMMUNICATION

Over the past few years, ElectricAid has not communicated as well as we would have liked with the "ElectricAid Community" of members, friends, and supporters.

GDPR regulations, the pandemic and remote working, have impacted the way we work, connect and keep each other informed. Under GDPR rules, we are precluded from communicating directly with our retired members, unless they have pro-actively signed up for such messages. To date less than 50% of our retired members have signed up – which leave a communications gap for the rest.

We aim to do much better in future. We are revamping our website, and starting on a sustained programme of continuous communication with the ElectricAid Community. Watch this space!

DEVELOPMENT FOR PEOPLE

ElectricAid has a simple aim – to brighten people's lives by focusing on grass-roots development projects. Our projects aim squarely at people's basic development needs – basic infrastructure, clean water, decent healthcare, agriculture and education. Every two months, we deliver in these areas, right across the world. All of our projects fit perfectly with and contribute strongly to the UN Sustainable Development Goals.

Did you know that we have delivered more than 2,400 such development projects overseas, and 470 in Ireland, since 1988? We have raised and spent more than €27 million, and helped tens of thousands of real people help themselves out of poverty, ignorance, hunger, ill-health and injustice. This fantastic and successful work continues apace. We need your help to keep it going, and to keep it growing.



SPECIAL APPEALS

Development is our mainstay, although many will know us primarily for our Special Appeals where we have funded work in disaster situations – from Creeslough to Haiti, ElectricAid will be there to help. We have a proud record of successful Special Appeals for major disasters. We have appealed to the ElectricAid Community so many times – and yet you have never let us down. From Asian Tsunamis to Haitian earthquakes, from floods in Pakistan to famine in the Horn of Africa, you have come through for communities in their darkest hours. Our most recent appeals were for the Covid emergency, and for Ukraine.

Over the years, YOU have committed more than €3.25 million to disaster relief and recovery. WE are merely the instrument of your humanity, your generosity.



CLIMATE CHANGE, CLIMATE JUSTICE

At the time of writing, COP27 is drawing to a close in Egypt. The rich countries (Ireland included) are making the usual promises, which they have failed to live up to in the past. We are on-course for climate catastrophe. The issue of the Global South's front-line exposure to climate change – and the rich world's historic responsibility for that change – has been well ventilated.

ElectricAid is already in that space. All funding applications are examined with a sustainability lens. We continue to fund climate mitigation projects, such as shelter-belt tree planting in the Sahel, flood controls in Bangladesh, sustainable horticulture in the Amazon and climate resilience projects in Kenya and the Horn of Africa.

It's so much better to light a few candles rather than to curse the darkness – can you help us light a few more?

CLOSER TO HOME - NOT JUST OVERSEAS

ElectricAid has always funded in Ireland as well as in the Third World, Developing World or Global South, as we now call it. Some of our members contribute on a "Home Only" basis; we have always honoured their request and committed their funds (and much more besides) to projects in Ireland.

One of our first Irish fundings was the 1988 fit-out of a centre for unemployed people in North inner-city Dublin. Since then, we have contributed to 470 projects in Ireland. Our most recent projects were for the Dublin Simon Community, and for the Creeslough tragedy. The work goes on.



THE BIGGER PICTURE

ElectricAid does not exist in a vacuum, or in a bubble. We are exposed to and affected by the vagaries of the economic climate, and the general atmosphere surrounding development work and overseas aid. We get it. We know that times are harder, prices are rising, and that there is less disposable income around. We know that there is savage war in Europe. We know that selfishness, greed, and wilful ignorance is still with us.

But we also know our members, friends and supporters. We know that Ireland's record of reaching out to the world, of not turning away from injustice, is second to none. ElectricAid was founded in bad times, has ridden several peaks and troughs. Our members have never let those in need down, have never turned their back. That's why we're confident that the ElectricAid Community has the resilience to ride out the current storm, and to continue the work for the most vulnerable people, at home and abroad.



WHAT ELECTRIC AID MEANS TO ME

"Once upon a time in ESB Head Office an article on a notice board caught my attention.....featuring a picture of a cow in a shed, beside a basic maternity hospital, somewhere in Africa, funded by ElectricAid. The simplicity and practicality captured my heart and mind. I signed up to ElectricAid and by default, became a committee member. That was in the late 1990s.

Over those years, having reviewed at least 3,000 projects, my heart has been broken and repaired as projects were approved or not. The projects have taken me into the poorer quarters of our world where clean water, or any water, food, education, basic medical care, women and girls rights and liberty, incomes and so more do not exist, or, are a luxury.

The outcome of ElectricAid fundings, in my time, are almost beyond measure and have enhanced the lives of millions, Think about that.....Ireland, a small nation and within that, ESB and Eirgrid's staff charity, ElectricAid, has impacted positively on a population equal to our own.....5 million people, at least.

ElectricAid, is for me, a labour of love and priceless."





SCAN ME



CORPORATE PARTNERS



Energy for
generations

