



**WORLD
DEVELOPMENT
MOVEMENT**
Justice for the world's poor

Name
Address
Address
Address
Address
Postcode



*apart from a goat – who's helping us make a serious point about world poverty

Dear [personalised]

There's nothing wrong with buying someone a goat – you may have even paid to send one to a poor community yourself. But isn't it time to ask the big question about why so many farmers in developing countries are unable to afford goats - or have been forced to sell them off – in the first place? And then better still, to take imaginative, effective action with other people who feel the way you do, and really tackle the root causes of this poverty?

If you agree, please join WDM today.

WDM sees poverty and its solutions differently to many organisations.

We're not a charity, for example, and we don't run our own overseas aid programmes – though we'd be the first to agree that work like digging wells, building schools and buying livestock for farmers helps many poor communities in the short-term.

We choose instead to focus every ounce of our energy on hard-hitting campaigns challenging the policies that make people poor.

And we need your help to do it.

These are promising times for making a difference. In 2005, Make Poverty History inspired hundreds of thousands of people to demand action from our government over unjust economic policies towards the developing world – dramatically pushing poverty right to the centre of the political stage. You may well be one of the people who helped make it happen.

This was a great achievement – and our leaders, kept under a spotlight during a crucial time for poor countries, responded with a string of promises.

But ultimately, for all Make Poverty History's success with getting global poverty onto the agenda, the campaign failed to achieve as much as people hoped.

25 Beehive Place, London SW9 7QR Telephone 020 7737 6215 Fax 020 7274 8232 www.wdm.org.uk

I want to join WDM and tackle the real causes of poverty

Please complete and return in the FREEPOST envelope provided to: WDM, FREEPOST (WC4268), London SW9 7BR

Supporter number

Name
Address
Address
Address
Address
Postcode
Source code

I enclose a donation of:

£16 £30 £50 £100 Other £ _____

A gift of £16 for waged or £8 for unwaged entitles you to become a voting member of WDM. Please tick here if you would rather not become a member.

I enclose a cheque/postal order/CAF voucher made payable to WDM

I would like to donate to WDM by Delta/Visa MasterCard/CAF card

Card number

□□□□ □□□□ □□□□ □□□□

Valid from

□□ / □□

Expiry date

□□ / □□

Occasionally, we agree with other carefully selected organisations to write to some of each other's supporters for the mutual benefit of both. If you prefer not to be contacted in this way, please tick this box.

Signature _____

Date _____



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While important progress was made on debt and aid for some countries, many pledges our decision-makers made fell far short of what was needed – or weren't backed up with proper plans to put them into action.

So where, you might ask, does this leave the developing world?

To be direct – in urgent need of our solidarity. Because if we leave our leaders to their own devices, rich-world governments and the powerful institutions they control will simply carry on exploiting poor countries through grossly unbalanced aid, trade and debt policies. And in doing so, they will even further undermine the livelihoods of hundreds of millions of people already struggling well below the poverty line.

It's a stark picture. But together we can hold our leaders to account and secure the changes poor countries so desperately need.

For over 30 years now, WDM has been carrying out pioneering work persuading influential decision-makers like heads of governments and directors of big multinational companies to face the real reasons people stay poor. And to tackle them through actual policy change, making a direct, positive impact on people's everyday lives.

With your help, we'll be able to keep them under pressure.

Supporting WDM, you'll join something truly special. We're part of a genuine global movement connecting campaigners in the UK with activists all over the developing world. And working together – speaking with rather than for one another – we run some of the world's most powerful and effective campaigns, *without compromise*.

This passion and strength of voice gets results.

As a founding member of Jubilee 2000 in the late 1990s, WDM played a key role in getting 'Third World' debt onto the political map – and our work continues to help win crucial concessions for developing countries. Last summer, for example, continuous pressure on G8 leaders led to new debt relief for many countries – including Zambia, where a \$4 billion relief deal means the government now has money to provide millions of its poorest people with free health care and education.

We're getting progress on aid too. After relentless lobbying from supporters and campaigners last year, we successfully got a promise from the UK government to stop attaching self-centred, potentially damaging economic conditions to its overseas aid – a step that could protect some of the most vulnerable people in the world.

The list of ground-breaking achievements goes on – and you can read more about our successes in the enclosed booklet. Impressive as our record may be, there's so much more we need to do.

To do it, we need your help now.

Will you use the form here and join us today – and help make a lasting difference with thousands of others who are tackling the real causes of poverty? We very much hope you will.

From everybody at WDM, a very warm thank you.



Benedict Southworth, Director

When you support WDM, you'll get:

- Our quarterly magazine *Action*, full of news you won't find in the papers
- Quick and easy campaign actions to take part in
- Invitations to local and national events
- Regular updates and briefings on the fight for a fairer world
- Your own place in a powerful movement winning justice for the world's poorest people



Be part of a global movement for real lasting change.

Join WDM today.

Focused, for a change