

motivation

20th Anniversary Campaign

Wheels out of Poverty

THE CHALLENGE: To raise £500,000 and change 5,000 lives

SPINAL INJURY UNIT:

Name Age Notes

JH	17	2 years in bed – reliant on care of parents
NG	10	Unable to sit straight – needs support – risk of scoliosis
CL	24	chronic bladder infection Deceased

These notes show the reality of thousands of disabled people in Africa where Motivation has worked since 1999. In developing countries such as Zimbabwe, Tanzania and Uganda disabled people are 82% more likely to live below the poverty line than those without disabilities. Disabled men, women and children regularly experience humiliation, powerlessness and brutal hardship. Disabled people living in poverty are prone to very poor health and more likely to die prematurely. It needn't be like this and with your support we plan to improve the situation for 5,000 disabled people through our **Wheels out of Poverty** campaign.

Meeting the needs of disabled people is a huge challenge for aid organisations working in Africa, despite the fact that this group is statistically the poorest of the poor and most in need of support. This is where Motivation can help: we give disabled people the means to 'push' themselves out of poverty by providing low-cost wheelchairs that have been designed specially for the rough tracks and roads of the local surroundings.

Why donated wheelchairs won't do

A consignment of donated wheelchairs looks fine from a distance but if you look a little closer you see that the chair given to the little boy with

cerebral palsy is way too big for him, and the young man with the spinal cord injury is unable to push the wheelchair himself as it has small wheels – like a hospital wheelchair. Look again in a few months time and many of the chairs will have fallen apart because they are not robust enough to stand the rough terrain of the local towns and villages. Some of the wheelchair users will have developed pressure sores and others will be in pain because of poor posture.

Motivation's response to the need for wheelchairs is different – we design affordable wheelchairs that arrive flat-packed, ready for local assembly to fit each individual user. The ground-breaking designs mean that there are fewer breakable parts and service and maintenance is easy because we use only standard and easily available components. →

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- Being Alive
- Being Mobile
- Being Happy
- Being Useful





CASE STUDY....



Faustina's story

Aged just 24 and pregnant with her first child, a car accident left Faustina Urassa paralysed. Abandoned by her fiancé, friends and colleagues it was easy for Faustina to view herself as they did – as useless, undesirable and incompetent. Discharged from hospital to the care of her parents, Faustina was unable to move independently and became a virtual prisoner at home. Unsurprisingly, she became depressed and had no confidence that she could raise her child.

Through Motivation Faustina received a wheelchair and something fundamental changed: she rediscovered her old energy, determination and spirit. Now in a loving relationship with a beautiful daughter, Faustina works with other wheelchair users, teaching essential skills that enable them to wheel themselves out of poverty and lead happy and productive lives.

Faustina's experience is surprisingly common; we have heard many variations of this story alongside distressing tales of mothers encouraged to reject, abandon or harm their disabled babies and children. A wheelchair gives mobility, status and independence; it can bring back self-belief and help someone to help themselves. It can help keep or bring a disabled person out of poverty.

Wheels out of Poverty

Soon Motivation will celebrate its 20 year anniversary. We have come a long way and, with our wheelchair and empowerment projects, are reaching more people than ever. **Wheels out of Poverty** will help 5,000 people like Faustina enjoy happy, healthy and productive lives – away from poverty. £500,000 is what we need to achieve this.

- It costs just £120 to provide a wheelchair
- £5,000 can buy tools and materials to set up a wheelchair workshop
- £10,000 enables us to establish a wheelchair service and train staff and technicians to prescribe, build and fit wheelchairs
- £25,000 could support a network of wheelchair services throughout Africa

Faustina was lucky (see right), we met and helped her early on. But there are thousands more children and adults denied the life changing benefits of a good wheelchair. Early intervention is so important, please help us before it's too late for another young person.

Motivation's wheelchairs change lives

We have been designing and building wheelchairs for 20 years and enjoy international recognition for our work from organisations that include the International Committee of the Red Cross and the World Health Organization.

- We know that a wheelbarrow is not an acceptable mobility vehicle for someone with a spinal cord injury.
- We know that crawling on blistered, painful knees is not an acceptable form of mobility for an amputee.
- We know that Motivation wheelchairs work: they are affordable but comfortable, providing postural support where it's needed and strong and rugged enough to withstand rough and challenging terrain. The designs have won accolades from around the world and meet World Health Organization Guidelines.
- We know how effective our programmes are: in 20 years we have transformed the lives of more than 70,000 disabled people.



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