

DAVID

IAN

STURDY

CREATIVE

.ORG



THANK YOU FOR TAKING TIME TO LOOK AT MY PORTFOLIO

Most of the work here I did while Creative Director at Different Kettle, the Bristol-based agency I co-founded 17 years ago.

I hope it demonstrates what I'm good at: strong, conceptual ideas built from solid strategic understanding and brought to life through crafted headlines and meticulous art direction.

I'd love to talk you through my folio in person. So please get in touch on **07501 222036** or email me - **dave@davidiansturdycreative.org**

AWARDS

Third Sector Awards 2014
IOF fundraising awards 2014
IOF fundraising awards 2013
IOF fundraising awards 2012
DMA 2010
DMA 2010
IOF fundraising awards 2009
DMA 2007
Third sector excellence awards 2007
Roses awards 2007
Roses awards 2007
Cream awards 2006
Cream awards 2006
Cream awards 2006
Cream awards 2006
IOF fundraising awards 2006
Cream awards 2005
D&AD Student awards (tutor) 2005
D&AD Student awards (tutor) 2005
D&AD Student awards (tutor) 2004

Best use of direct marketing
Donor development. Nomination
Legacy marketing. Nomination
Best use of direct mail. Nomination
Best small budget campaign. Gold
Public sector and charity. Gold
Best use of legacy fundraising
Insert. Gold
Best direct marketing campaign
Chairman's award
Charity advertisement. Gold
Grand prix
Use of photography. Gold
Art direction. Gold
Direct marketing. Gold
Best direct marketing campaign
Best marketing. Gold
Ambient Media. Commendation
Direct Mail. Commendation
Radio. First Prize

GREENPEACE



www.greenpeace.org.uk/defence

GREENPEACE

ONEPOST
Delivered by
Royal Mail
C9 10031

Mr A B Sample
123 Sample Road
Sampletown
Sampleford
AB1 2CD

DON'T
LET
THEM
DAMN
THE
AMAZON



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The gloriously diverse Tapajös region is home to some of the planet's most exciting and precious wildlife. In fact, in this one area of rainforest, you'll find:

And that's just today. Every year, new creatures are discovered living in this mysterious and magnificent region.

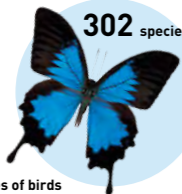
But this rich variety of wildlife is threatened by mega dams that will industrialise the largely-untouched Tapajös River.

If the Brazilian government goes ahead and gives permission to over 40 dams planned in the region, then not only will thousands of species lose their habitat as forest is cleared to make way for construction. But thousands more creatures – including tree frogs, monkeys and eagles – will drown in or be displaced by the floodwaters caused by the dam.

We will not allow the Amazon's wildlife to be damned. Will you support Greenpeace today and tell the Brazilian government to damn the dams?



553 species of birds



302 species of butterflies



95 species of mammals



109 species of amphibians



126 species of fish



© Greenpeace/Markus Gahr

AMNESTY



**WHILE SHELL TOASTS
\$9.8 BILLION PROFITS,
PEOPLE OF THE
NIGER DELTA ARE
HAVING TO DRINK
POLLUTED WATER.**

**THEY'RE ALSO HAVING TO GROW
CROPS IN POLLUTED SOIL. TO
CATCH FISH IN POLLUTED RIVERS.
AND TO RAISE CHILDREN IN
POLLUTED HOMES.**

**SO IF YOU'VE GOT SHARES IN
SHELL, ASK THE BOARD TO
EXPLAIN THEMSELVES WHEN
THEY RAISE THEIR GLASSES AT
TODAY'S AGM.**

CHEERS.

READ AMNESTY'S REPORT ON HOW SHELL IS FAILING IN ITS BUSINESS PRINCIPLES IN THE NIGER DELTA AT WWW.AMNESTY.ORG.UK/SHELL

THIS ADVERTISEMENT HAS BEEN FUNDED BY 2,104 CONCERNED MEMBERS OF THE PUBLIC, INCLUDING:

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**WHILE SHELL TOASTS
\$9.8 BILLION PROFITS,
23 MILLION PEOPLE
IN THE NIGER DELTA
ARE DRINKING
POISONED WATER.**

CHEERS.



READ AMNESTY'S REPORT ON HOW SHELL IS FAILING IN ITS BUSINESS PRINCIPLES IN THE NIGER DELTA
THIS ADVERTISEMENT HAS BEEN FUNDED BY 1,352 CONCERNED MEMBERS OF THE PUBLIC



Welcome to Teleshop

where trading in arms is as easy as saying 'load, aim and fire'.

Whatever type of weapon you're after and whatever purpose you want to turn it to, we're confident we'll be able to supply it. Of course there are laws to stop this sort of thing. But frankly they're so riddled with loopholes that any arms broker worth their salt can find a way to sneak through them.

Prices are quoted in pounds sterling, but we'll accept cash in all currencies - we'll even accept diamonds.

So sit back and decide just what carnage and mayhem you want to bring about. Flick through our catalogue to find the weapon that will best do the job. Then place your order. Because whether you're a small time crook, a military dictator, a guerrilla fighter or a drug baron - taking up arms under the current international laws really can be as easy as that.

Please note we are unable to deliver to the UK without the necessary government permits but we're an ideal service for 'friends' and 'families' living abroad. Most other international destinations are catered for. As an experienced arms broker we're used to finding our way round the most bureaucratic obstacles.



Hand guns are all the rage right now. On the streets of Brazil they've claimed over 265,000 lives in the last decade alone. The real beauty of these powerful semi-automatic pistols over the older style revolvers is that they can fire many rounds in rapid succession. This increased firepower is having a real impact out there on the streets.

9mm Pistol
£177.25

Feeling adventurous? Then why stick to guns? The RPG is a shoulder-fired, muzzle-loaded, antitank grenade launcher that can penetrate up to 330mm of standard armour. Just the thing for taking out a light armoured vehicle or attacking villages of unarmed civilians.

Rocket-Propelled Grenade Launcher (RPG) (opposite)
£999.99



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M16 (left)
£270.00

An American original and one of the finest service rifles in the world today - the M16 is a classic. It's a popular choice with many national armies and security forces around the world, including those of Indonesia and Nepal. In fact M16s and other arms supplied to Nepal have facilitated the killing, torture, abduction or 'disappearance' of thousands of civilians. So this really is a gun with an impressive track record!

Submachine Gun (SMG) (far left)
£917.80

Capable of firing with the power of a machine gun, but the SMG has the additional qualities of being handheld and lightweight - a classic! The SMG has been adopted by police forces around the world - some of whose activities (extortion, intimidation and extrajudicial executions for starters) are far from legal. Now manufactured under licence around the world, so finding a willing supplier is never too hard.

Please note that weapons featured in our photographs are for illustrative purposes only and may not be the exact weapon described. Colours may vary.

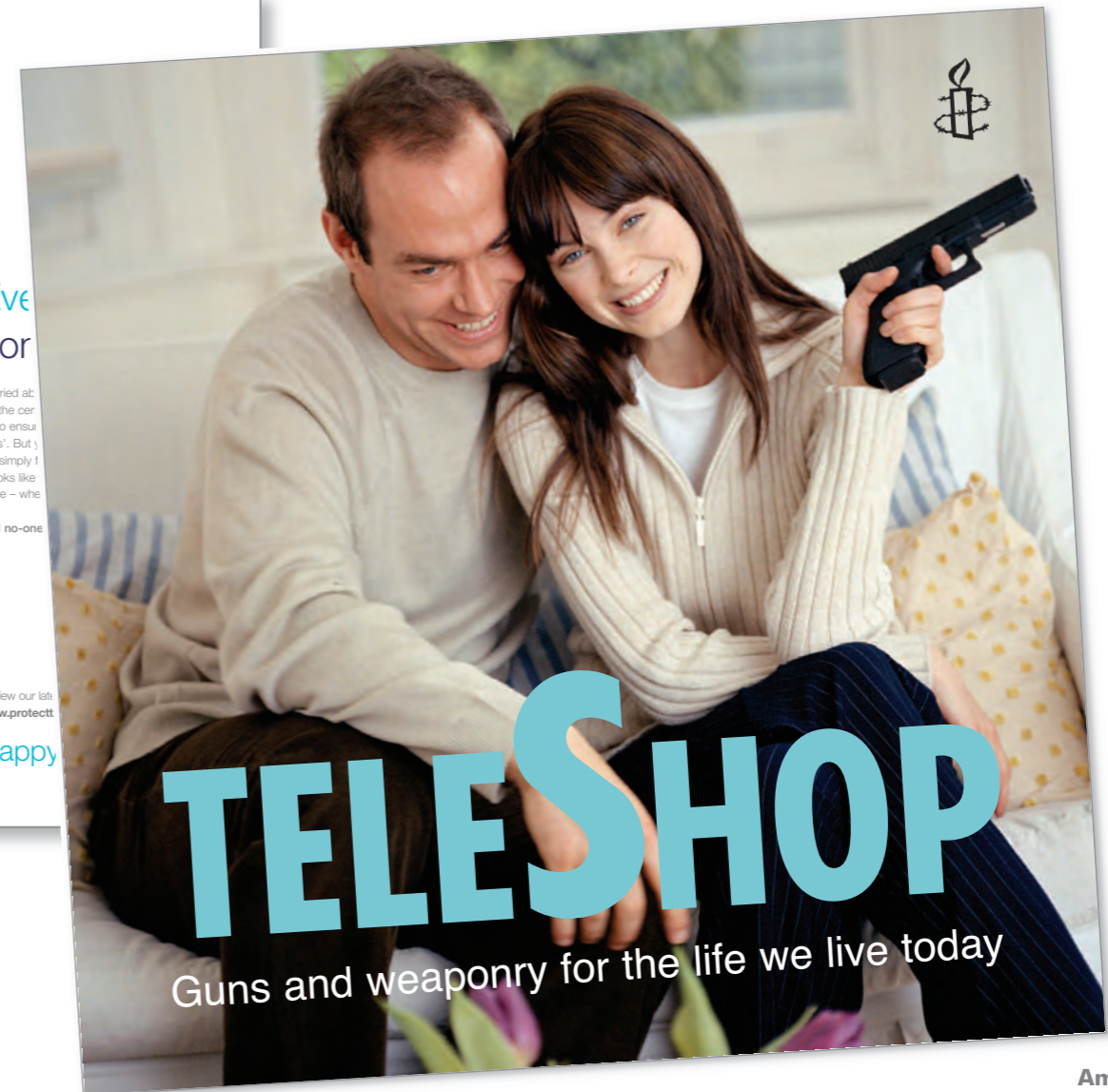
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To view our list
www.protectt

Happy



TELESHOP

Guns and weaponry for the life we live today

Amnesty
International
Gun control

THIS IS A MURDER SCENE.

So why aren't the
Guatemalan authorities
collecting the evidence?

Why have Nancy's family been failed so many times by the authorities?

Nancy Karina Peralta Orosco, a 30 year old accountancy student, went missing on 1 February 2002. Her disappearance was out of character and unexpected. Her anxious family started searching for her immediately. But when her sister reported her missing, the police waved it away, suggesting Nancy had run off with a boyfriend. Nancy's family provided a description and left a photograph. They also called the morgue, but were told that no young woman had been admitted.

In fact, a death certificate had been issued just a few hours earlier on behalf of an unidentified woman. She had been stabbed 46 times and her killer or killers had tried to cut off her head. It was Nancy.

Since the murder, Nancy's bereft family have repeatedly asked for the area where her body was found to be inspected for evidence. Over two years later the murder scene still hadn't been examined.



NO INVESTIGATIONS

Rosali and Maria Elena Peralta, Nancy's sister and brother, who were murdered in Guatemala City.



EVIDENCE BAG.

Contains powerful and shocking evidence against the Guatemalan authorities.



Guatemala City

Hundreds of murders. No convictions.

In Guatemala an average of 10 women are being brutally murdered every single week. Many are raped, mutilated and tortured before they die. Sometimes for prolonged periods. And yet the Guatemalan authorities are failing to investigate these murders. As a result the murderers continue to kill with impunity.

Whilst crying over the body of her murdered daughter, why was Rosa told 'not to get so worked up'?

On the night of 15 December 2001, 15-year-old Maria Isabel was kidnapped in Guatemala City. Her body was found shortly before Christmas. She had been raped. Her hands and feet had been tied with barbed wire. She had been stabbed and strangled and put in a bag. Her face was disfigured from being punched, her body was punctured with small holes, there was a rope around her neck and her nails were bent back.



A family friend, Maria Isabela.

How can Manuela have justice, when the prime suspect is a policeman?

Manuela Sanchez was 19 years old when she took the job of nanny to 10-month-old Anthony Roldan. Anthony's mother came home one day to find Manuela's body on the floor in a pool of blood. The little boy was propped up in a high chair, his breakfast still on the table in front of him.

Both he and his nanny had been beheaded. Manuela had been raped and mutilated. Her breasts and lips had been cut off, and her legs slashed.



Anthony's paternal grandmother.

NO PROTECTION

NO JUSTICE

Women's bodies are often dumped in empty oil drums.



When her body was handed over to her mother, Rosa, she dropped to her knees and cried. The officials just kept telling her 'not to get so worked up'.

Thanks almost entirely to Rosa's perseverance, two suspects were identified along with details of the house where Maria had been held. The case has been passed to two prosecutor's offices. But those responsible are still free.

The brutal sexual violence inflicted on Maria Isabel is a characteristic common to many of the killings of women and girls in Guatemala. Sadly, so too is the failure of the authorities to bring those responsible to justice.



Rosa, Maria Isabel's mother.

Manuela's bloodstained clothing was found in the house of a policeman who lived nearby. But the authorities have failed to act.

Anthony's grandmother has seen the policeman in the neighbourhood several times since the killings. 'He laughs in my face' she says. 'What I want is justice, but what do we have if we can't rely on the support of the law?'

It's time for the Guatemalan authorities to face up to the evidence.

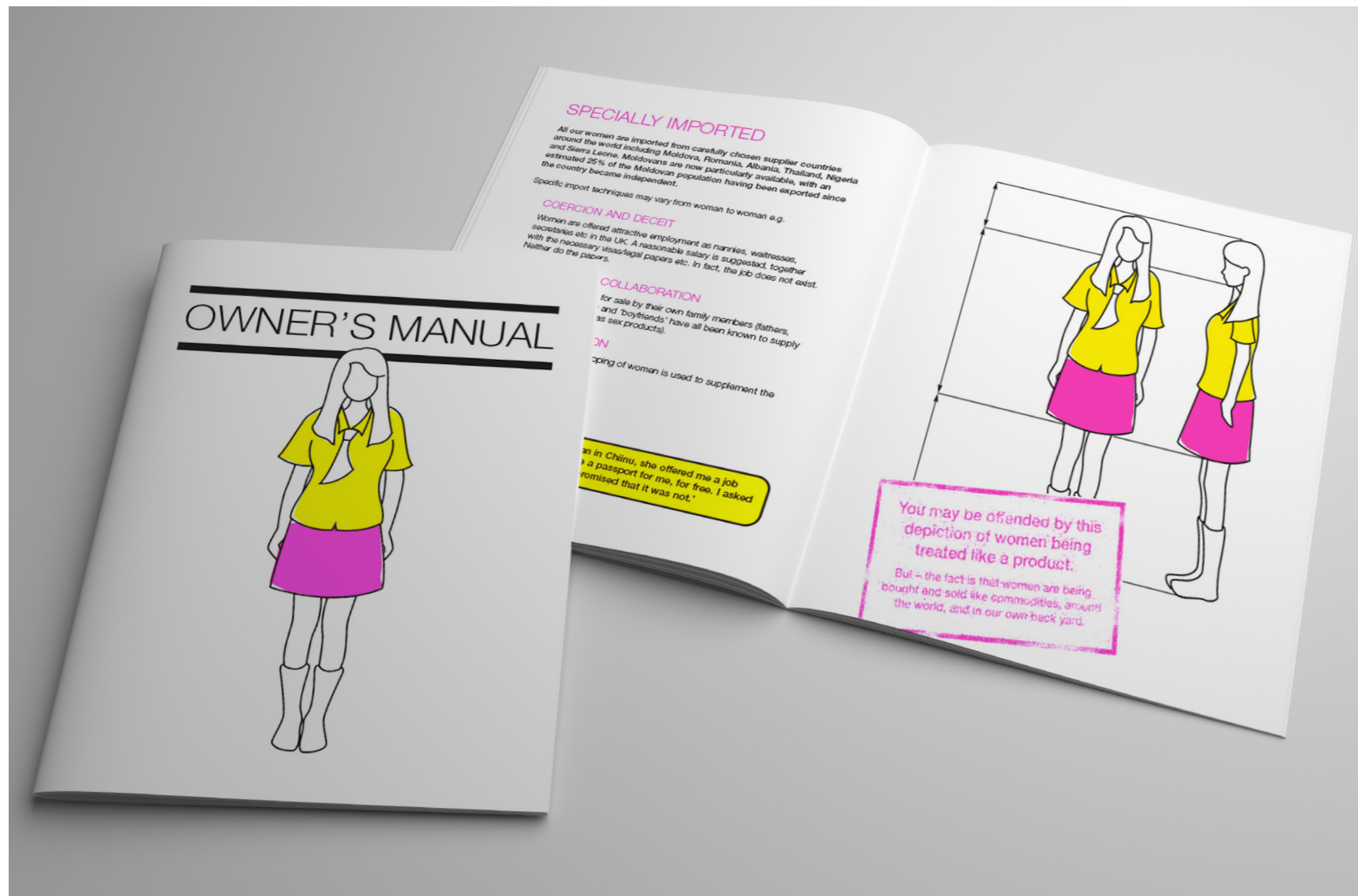
The Guatemalan authorities are consistently failing to investigate crimes of violence against women. Please help us to fight for justice for the victims and their families.

Please make a donation today, using the reply form or online at www.amnesty.org.uk/guatemala



Anthony's maternal grandmother.

All photographs © Carlos Reyes-Marzo.





GAY IS NOT A
STICK TO BE
BEATEN WITH



In 2002, a 14-year-old girl was stripped in the street in the town of Medellín, Colombia. A placard was attached to her, reading 'I'm a lesbian'. Three armed men then raped her. A few days later she was found dead. Her breasts had been cut off.

In many parts of the world, being lesbian, gay, bisexual or transgendered is a reason to be victimised, abused and beaten.

LOVE IS A HUMAN RIGHT

Amnesty stands up for humanity and human rights around the world. Our purpose is to protect individuals wherever justice, fairness, truth and freedom are denied.

The more voices we have, the more we are heard – and the more pressure we can put on governments and state authorities. We need more people like you to join us to help protect the abused. **Please join Amnesty now**

To join Amnesty, text **4love to 84118** (standard text rates apply) You can also join online at www.amnesty.org.uk/join



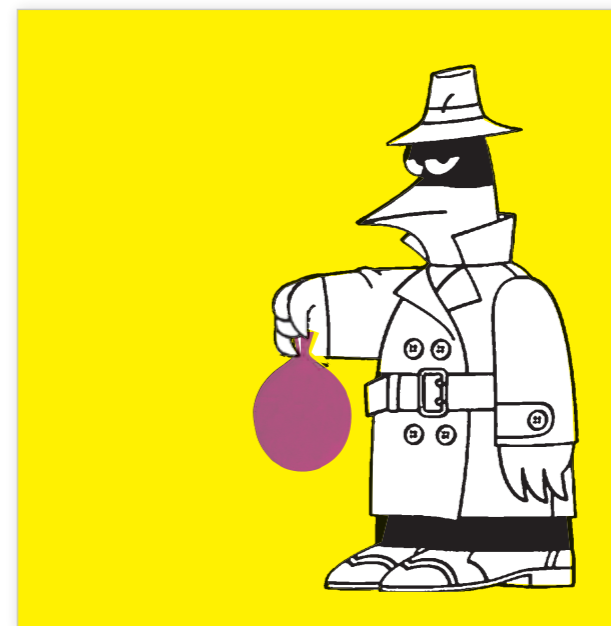
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HELP US MAKE AN UNWELCOME NOISE...

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Amnesty International Ambient student campaign



A LOT OF PEOPLE WANT YOU TO
**THROW
AWAY
THIS
FLYER**



A LOT OF PEOPLE WANT YOU TO THINK THIS IS
**JUNK
MAIL**



A LOT OF PEOPLE WANT YOU TO
**IGNORE
THIS ADVERT**

A soldier in the DRC who wages war by raping women.
A general in Burma who uses soldiers to silence monks.
An Iranian official who executes men, women and children.
A 'businessman' in eastern Europe who sells women to the sex trade.

They are all real people.
They are all going about their business as you
read this advert. And they all share one hope:
That you will do nothing to stop them.

**DEFY THEM. JOIN AMNESTY INTERNATIONAL.
TEXT 'JOIN' TO 64118 TO FIND OUT HOW.**

Standard network charges apply.

Amnesty International
PROTECT THE HUMAN



A LOT OF PEOPLE WANT YOU TO
**IGNORE
THIS LETTER**

MSF

Emergency

→ Ebola

↑ Gunshots

→ Landmine

↗ Cholera

↖ Shrapnel

← Maternity



MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS

The world's A&E Department

Find out more at msf.org.uk

**MACMILLAN
CANCER SUPPORT**

fundraising@macmillan.org.uk
www.macmillan.org.uk

Macmillan Cancer Support
89 Albert Embankment
London SE1 7UQ
Tel 0300 1000 200

WE ARE
MACMILLAN.
CANCER SUPPORT

<Full Name>,
<Add 1>,
<Add 2>,
<Add 3>,
<Town>,
<Postcode>

<URN>/<source code>/<campaign code>

I NEVER THOUGHT I COULD BE PREGNANT AND HAVE CANCER.

<Salutation>,

March 2015 was my first Mother's Day as a mum. To celebrate with my one-year-old son Parker and my husband Adam was really special. And the day was made even more joyful with the knowledge that soon we'd be a family of four. I was 14 weeks pregnant with our second child. We could not have been happier.



Parker



Kimberley

MOTHER'S
DAY APPEAL
2017

ant day out in
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I never
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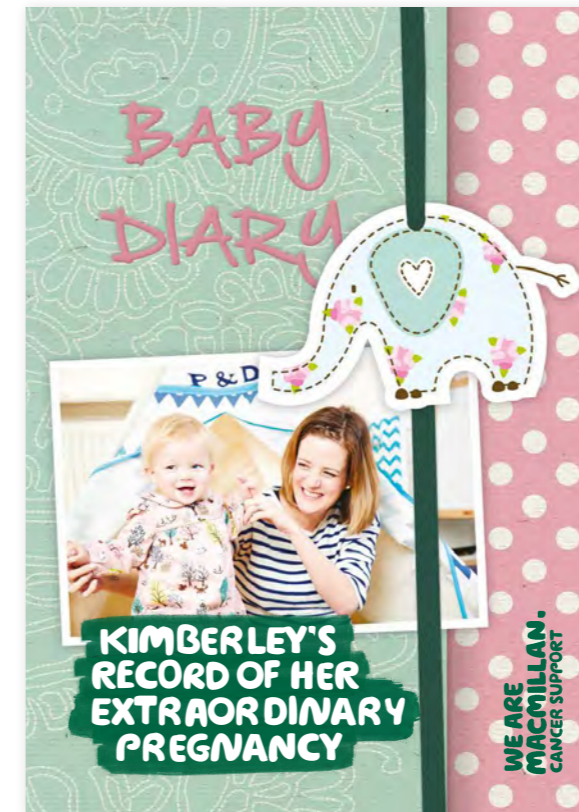
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with a
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I WAS UNWELL ON
MOTHER'S DAY

I PUT IT DOWN TO
MORNING SICKNESS

WE ARE
MACMILLAN.
CANCER SUPPORT



WE ARE
MACMILLAN.
CANCER SUPPORT



Diagnosis

When the doctors told me it was cancer I burst into tears in front of all these medical people. Because I was pregnant there were so many consultants and surgeons involved. Thankfully my Macmillan nurse Ian was in the room that day too.

Ian helped me to understand what would happen to me and my family next. I knew I could trust him to always be there for my family - to be by our side. It helped to know we wouldn't have to face this nightmare alone.



Day of the surgery

My doctors and I decided that they'd operate on me at 25 weeks. I was normally terrified - pure for my unborn daughter's health than for me. I was so frightened we wouldn't make it. When the anaesthetist put me under, I was holding my bump tight in my arms. 'We'll get through this together' I promised her.

Mother's Day 2015

Me, Adam and Parker wanted to celebrate my first Mother's Day with a special day out to London. We were all so looking forward to my new baby arriving. I told Adam I was pregnant by dressing Parker in a 'Best Big Brother' t-shirt.

I was so poorly that day - I couldn't stop being sick and I had a lump on my neck. I never imagined it would be cancer.

Macmillan Cancer Support
89 Albert Embankment
London SE1 7UQ
Tel 0300 1000 200
fundraising@macmillan.org.uk
www.macmillan.org.uk

WE ARE
MACMILLAN
CANCER SUPPORT

<Full Name>
<Add 1>
<Add 2>
<Add 3>
<Town>
<County>
<Postcode>

<SMS>/<source code>

OUR MACMILLAN NURSE
MADE MY LITTLE BOY'S
CHRISTMAS DREAM COME TRUE



When Finn watched his big brother play the king in his school's nativity play, he knew that one day he would follow in his footsteps.

He wanted to wear the crown, dress up in the costume and carry the gold present to the baby in the stable.

'When I'm six like Jacob, I'll follow the star'

he whispered to himself. 'When I'm six, I'll play the king too. I want to be just like my brother.'



A few years passed, and Finn got ever closer to his sixth birthday.

But one day when he was five, **everything changed.**

He had started to feel really poorly. In fact, that year he was too poorly to take part in his school Christmas play. Two weeks after Christmas, he and his family found out why.

Finn had cancer.

The next thing he knew, Finn was in a bed in the hospital. It was a bit scary at first, but Jacob came to visit him, and they had lots of toys to play with. They loved playing with the Lego.TM

And then they met a very special Macmillan nurse.

Her name was Sarah.



THANKS TO SARAH, FINN GOT TO BE KING FOR A DAY

With the support of his Macmillan nurse, Finn's Christmas dream came true. But there are so many more children living with cancer who don't receive the specialist care and support that our nurses offer.

Macmillan nurses are all registered nurses with at least five years' experience. They care for patients in hospitals, and in their home. Most importantly, they're a constant and single source of information and support.



The Boy who wanted to be King



Watch the film at
macmillan.org.uk/followthestar

Sarah looked after Finn and Jacob.

She explained to Jacob how he could help take care of Finn.

She told Finn about the nasty germs in his head, and how the magic medicine would make him better. Although they both agreed that they didn't always like the magic medicine.

And best of all, she liked playing games.

Sarah talked to Finn and Jacob lots and lots. So long as they were with Sarah, they never felt scared.

'This Christmas, what would you like to do most in the world?' Sarah asked.

Finn smiled at his big brother Jacob. 'Most in the world?' he said.

'I want to be the king. Just like Jacob.'

Sarah smiled. 'I'll see what I can do.'

And that's exactly what she did.




In the audience, Jacob was sat with his mum and dad. He gave Finn a big grin. And Finn gave him a big smile back.

Finally, he was the king.

The big night had finally arrived. Finn put on his crown. He put on his costume. He picked up the gold to give to the baby in the manger. And, as the crowd started clapping, he stepped out onto the stage.





OXFAM



Oxfam

CHOICES

What would you do if you were Najar?



You are a 13 year old girl.
Your father is about to give you
to an older man in marriage.
You do not know this man.

What CHOICES do you have?

How to read this booklet

You are Najar, a 13 year old Yemeni girl living with your mother, father and older brother. Your story starts in paragraph one. When you have read this paragraph, Najar will be offered a series of choices. You make the choice for her and then go to the next paragraph as directed. When you reach the conclusion to your story you might like to go back to the beginning and see how things would have unfolded if you had made different choices.



1. You are woken early by the heat of the morning sun. It feels good on your face. But then you remember what day this is. It is your 13th birthday. The day you are to be married to a man thirty years older than you – a man you hardly know. Do you:
Get yourself up and prepare for your wedding day (turn to 3)
Appeal to your parents to cancel the wedding (turn to 2)
2. As you enter the room it's clear your mother has been crying. But your father stands stern and determined. 'Mother' you say 'please don't make me do this. I'm scared.' Your mother cannot look you in the eye. 'You must do as your father says' she tells you. 'Your fear will pass, Najar, just as mine did.' Do you:
Accept that you must go through with the marriage (turn to 3)
Run away from home (turn to 7)
3. Your wedding goes ahead, but you cannot help but feel anxious. As evening comes and the guests depart your anxieties intensify. You lie fearfully on the bed and await your husband. Yesterday you were still a little girl, but tonight you must be a wife. Do you:
Accept your married status (turn to 4)
Run away from your new husband (turn to 7)
Go back to your parents and appeal for their help (turn to 5)

finally broken. The poor diet, the early pregnancies, the beatings have all taken their toll. You die before your daughter's marriage is one year old. Your daughter's life, however, continues.

Now try making different choices for young Najar (turn to 1)

9. That evening you nervously raise the subject of school with your husband. 'With an education I will have more chance of finding work' you say. 'And one day I will be able to teach our children to read and write.' He listens in stony silence. As you fall quiet, he simply shakes his head. 'But...' you begin. Your protest is cut short by a punch to your face. Your husband storms out in a rage. Do you:
Accept your fate and settle into the life of a wife (turn to 8)
Run away from your husband (turn to 7)
10. The woman appears to be very kind. She says she has seen many girls in your position and that she can get work for you. She takes you to her house. There are other girls here. But there are men too. Men who come and pay for the girls. Do you:
Accept the work as a child prostitute (turn to 14)
Tell the woman you must leave (turn to 12)
11. You walk and walk until you have no idea where you are. As night falls a group of girls approach you. They laugh and joke and try to cheer you up. They tell you they work at a night club and that they can get work for you there too. Do you:
Go with the girls (turn to 16)
Decide to take your chances on the street (turn to 15)
12. The woman is not so kind when she hears you wish to leave. She offers you a choice - either you stay and work or you leave, and she will tell the police that you are a prostitute. 'If you are lucky' she says 'they will send you to prison. If you are not, you will be stoned to death.' Do you:
Leave and take your chances (turn to 13)
Stay and work as a child prostitute (turn to 14)
13. The woman's words were no idle threat. You have only been walking the streets for an hour when the police pick you up. (turn to 17)
14. For seven months you work as a prostitute. You receive no money and the woman makes sure you are kept under lock and key. Then, one morning the brothel is raided by the police. (turn to 17)

15. You wake up the next morning in a shop doorway. A policeman is standing over you. (turn to 17)
16. For three nights you work at the night club. It's escort work – prostitution by any other name – but at least you get a share of the money. You begin to hope that you can save enough to start over somewhere new. But on the fourth night, the club is raided by the police. (turn to 17)
17. You are taken to the police station and charged with vagrancy and suspected prostitution. You are transferred to prison without trial. Your family do not visit you. They have disowned you for the dishonour you have brought upon them. Your brother has threatened to kill you and 'drink your blood'. After 6 months, you are cleared at a court hearing and released. But there is nowhere for you to go. You will have to try to survive on the streets. You no longer have any choices. (turn to 18)



18. For three nights you sleep rough. You have no food and no money. You contemplate stealing. You consider prostitution. Then, on the fourth night, a woman approaches you. She says her name is Afraa Al-Harri and that she is a lawyer. She says that she works at a centre that helps girls who have been in trouble with the law. 'Usually' she says 'girls in this position have been rejected by their families. They have often suffered from domestic violence. They have nowhere to live.' Recognising your own experiences in her words, you begin to cry. Afraa shows you an identity card. It has an Oxfam logo on it. Bravely you decide to trust her. You choose to go with her.

WDM



Your government is helping the world's biggest corporations take a slice of Africa.

We believe that corporations greedy for

"Women farmers have few resources and do not want seeds that plant for one season only or seed that is owned by companies. We believe in our own seeds that we can access from our own collections or from our farmer networks, free of charge."

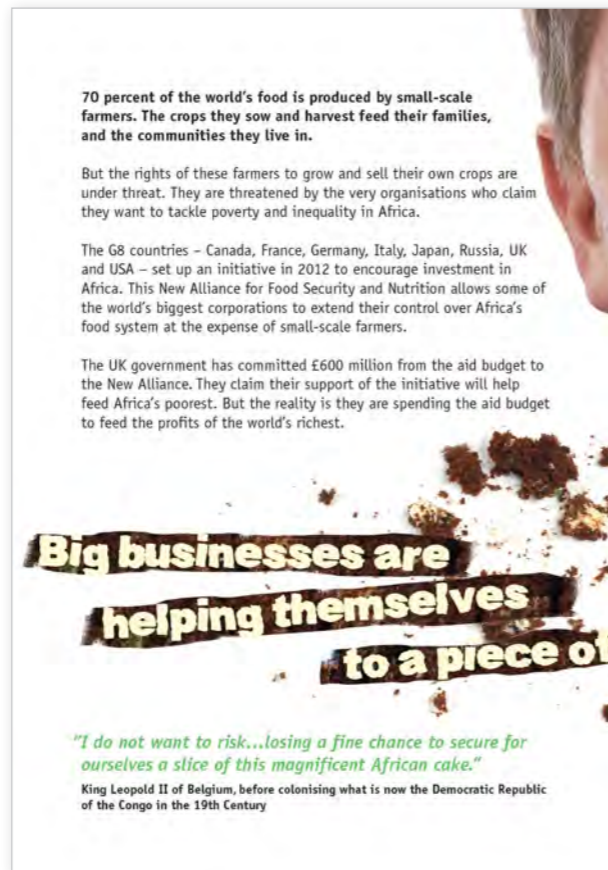
Beatrice Katsigazi, Eastern and Southern Africa Farmers' Forum



African profits represent a new colonialism.



Greedy corporations want to take a slice of Africa's food.



Big businesses are helping themselves to a piece of Africa.

"I do not want to risk...losing a fine chance to secure for ourselves a slice of this magnificent African cake."

King Leopold II of Belgium, before colonising what is now the Democratic Republic of the Congo in the 19th Century



RIPPING FINANCIAL ADVENTURES IN THE COLONIES



World
Development
Movement
Justice for the world's poor

Chapter 1

Dastardly dealings with food

"This is much better than our old job," said Tarquin.

"Spot on," agreed Griselda. "My bonuses there would barely buy a new Aston Martin."

"Yes, and I had to live beyond Belgravia, with the plebs," said Tarquin. "It's much better at Goldman Sachs. Hurrah!"

"What's more," said Griselda, "We can spend all day gambling. Last year, Goldman Sachs made around £250 million from betting on staples like wheat, maize and soy. This food speculation is top hole!"

"I say," said Tarquin. "They must get jolly good odds from their bookies, what?"

"The odds are stacked in our favour," said Griselda. "Goldie Sachs are frightfully good friends with the European Commission, and are represented on all the advisory groups. They use their position as financial analysts to 'talk up' markets. In 2007 they said food prices were likely to continue rising, so investing in commodities through the futures market was a good idea."



With a stroke of his pen, Tarquin raised food prices in the developing world.

"Weren't futures markets created to help protect food producers and consumers?" asked Tarquin.

"Who cares about them!" cried Griselda. "Nowadays a huge influx of funds from banks is distorting these markets and pushing up prices, forcing millions of unimportant poor people into chronic hunger and poverty. All the more for us!"

"Wait!" cried Tarquin. "You've forgotten about the World Development Movement. They're calling for European regulators to limit food speculation. We'd better enjoy our bonuses while we can, because I fear these days of plenty for us are numbered."

Chapter 2

The disappearing planet

Griselda grabbed Tarquin's arm as he was about to step over the precipice.

"That's odd," said Tarquin. "The map shows a farm here."



Griselda thought the view was much improved by the open-cast mining.

"It's gone," Griselda explained. "What's the point of little family farms in developing countries? They just provide livelihoods and food for a few thousand locals. Now this land can be really useful as a source of energy, minerals and fossil fuels for lovely wealthy people like us. And it's all thanks to finance from the UK!"

"Power to the (important) people, eh?" said Tarquin.

"Exactly!" cried Griselda. "What an achievement! We've destroyed lives, totally failed to bring energy access to the locals, and pushed our planet to the brink of climate meltdown. The big dirty energy companies are trampling all over the world, contaminating water supplies and violating the rights of indigenous people. But it's all worth it. The UK oil, gas and mining sectors together are worth a marvellous £900 billion on the London Stock Exchange."

"That's better than a slap in the face with a wet fish," Tarquin mused. "But what does WDM say about it?"

"Quite a lot," said Griselda. "They're campaigning for UK banks and finance companies to report on the carbon-emitting impacts of the companies and projects they fund. They're also kick-starting a debate on what should be done to rein in big finance and big energy, in the interests of the poorest people in the world."

"Dear me," said Tarquin. "They'll be trying to save the planet next."

World
Development
Movement
Justice for the world's poor



Bankers'
attitudes to
the world
haven't
changed in
200 years

WATERAID

 WaterAid

I've got just 20 seconds
to convince you
to support WaterAid.

You see, in the next 20 seconds
dirty water will kill a child like me.
£2 a month can give them clean water.
And save their life.
So, have I convinced you?

One child dying every 20 seconds. That's 4,000 children dying every single day. Not because of war or disaster. But simply because they have to drink dirty water.

Hard to stomach, isn't it?

What's even more sickening is that all these deaths could be so easily prevented.

WaterAid works throughout Africa and Asia with some of the world's poorest people. Every hour we build a new water point. And every hour we help over 100 people to get clean, safe water.

But it's still not enough. Which is why we need your help.

By making a regular donation of £2 a month, you can stop children dying needlessly from dirty water.

With your support we will use our skills, our knowledge and our 30 years' experience to save even more children's lives.

Your donations will be used to buy things like cement and bricks for wells. To help communities build pumps. And to make sure children get clean, safe water – for life.

If we've convinced you, please complete the attached form and send it back to us now. Before another child dies. **Thank you.**



Mtinsunge Simeon, aged nine, struggles to carry home a 20 litre container of dirty river water – a three-mile round trip she has to do every day. Katoma village, Salima, Malawi.

Call: 0300 123 4341 | Visit: wateraid.org/20seconds | Post the donation form

 I'm convinced. I'll support WaterAid.

£2 a month will save children's lives. In just 12 months your donations could save children in Nepal by installing a rainwater harvesting system.

£5 a month will save more children's lives. In just 12 months your donations could save children in Burkina Faso, Nigeria and Uganda by providing fresh water taps.

£10 a month will save even more children's lives. In just 12 months your donations could save children in Madagascar, India, Uganda and Ethiopia by providing fresh water taps and pumps.

1 Here's my life-changing gift of: £2 £5 £10 other £ a month (small further notice)

Starting on the 1st 15th 25th of Month of Year (should be at least four weeks from date of signing)

Title: First name: Surname:


Home address:

Telephone: (home/work/mobile) Postcode:

Email:

Your support makes our vital work possible. We'd like to keep in touch with you to tell you more. If you don't want to hear more from WaterAid and WaterAid Trading Ltd just let us know. **Please note we are unable to process your Direct Debit or claim Gift Aid without your full name and home address.**

2 Instruction to your Bank or Building society to pay by Direct Debit.

 Please fill in the whole form using a ball point pen and send to: **Freepost RRRZ-YRRB-ELKE, WaterAid, MELKSHAM SN12 6YY** (DO NOT RETURN TO YOUR BANK)

Name and full postal address of your Bank or Building Society Service user number 4 0 6 7 8 9

To the Manager Bank/Building society

Branch address:

Name(s) of account holder(s): Postcode:

Bank/Building society account number Branch sort code Reference (to be completed by WaterAid)

Instruction to your Bank or Building society: Please pay WaterAid Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with WaterAid and, if so, details will be passed electronically to my Bank/Building society.

Signature(s): Date

Banks and Building societies may not accept Direct Debit instructions for some types of account.

3 Make your gift achieve even more by ticking here

giftaid it

*Through Gift Aid any donation you give will be worth 25% more, at NO extra cost to you. If you would like WaterAid to reclaim the tax you have paid on all your donations made in the last four years, and any future donations you may make tick the box above. To qualify for Gift Aid, you must pay as much UK income and / or capital gains tax as WaterAid will reclaim in each tax year (6 April to 5 April), currently 25p for every £5 you donate. Gift Aid will be used to fund WaterAid's general work.

Registered charity numbers 288701 (England and Wales) and SC039479 (Scotland)   Ref: 11/BD/XX

FARM AFRICA

THE GREAT african welly walk 2014

ALL THE WAY FROM DAKAR TO DAKAR VIA DAR ES SALAAM AND DOUALA!

END HUNGER >>> GROW FARMING
FARM AFRICA

END HUNGER >>> GROW FARMING
FARM AFRICA

WHERE WILL YOUR WELLYS TAKE YOU?

More welly-themed fundraising ideas for the whole school to enjoy!



THE GREAT african welly walk 2014

WE'RE TAKING OUR WELLYS ON A VOYAGE OF DISCOVERY AROUND AFRICA!

It's time to go exploring around Africa. What crops will we see growing? What landmarks can we discover? Which animals do we recognise? Who will we meet on the way? And how much money will we raise to help African farmers Give Hunger the Boot?

£50 could help provide a group of farmers with high-quality seeds for nutritious food crops

YOUR FUNDRAISING TARGET WELLY

Decide your fundraising target and add it to the final welly on your map. Then work out how much each welly is 'worth' - £5? £10? £25? - and colour one in each time you raise one welly's worth of donations.

£600 could help provide the seeds, tools, water pump and business training that a group of farmers need to earn a reliable income from their land

£300 could help provide a farmers' group with the seeds, tools and water pump they need to ensure they have a bountiful harvest to sell, whatever the weather

£150 could help a group of farmers turn a plot of land into a flourishing farm by providing them with seeds and tools

END HUNGER >>> GROW FARMING
FARM AFRICA

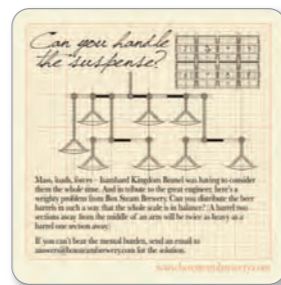
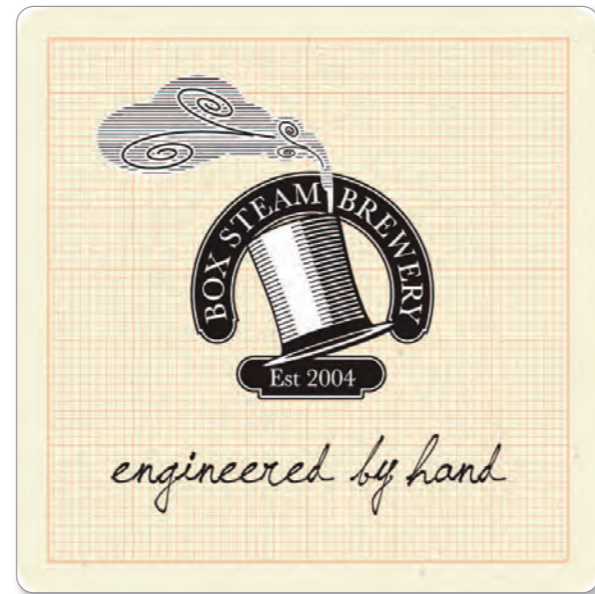
In partnership with **nfucountryside** www.countrysideonline.co.uk

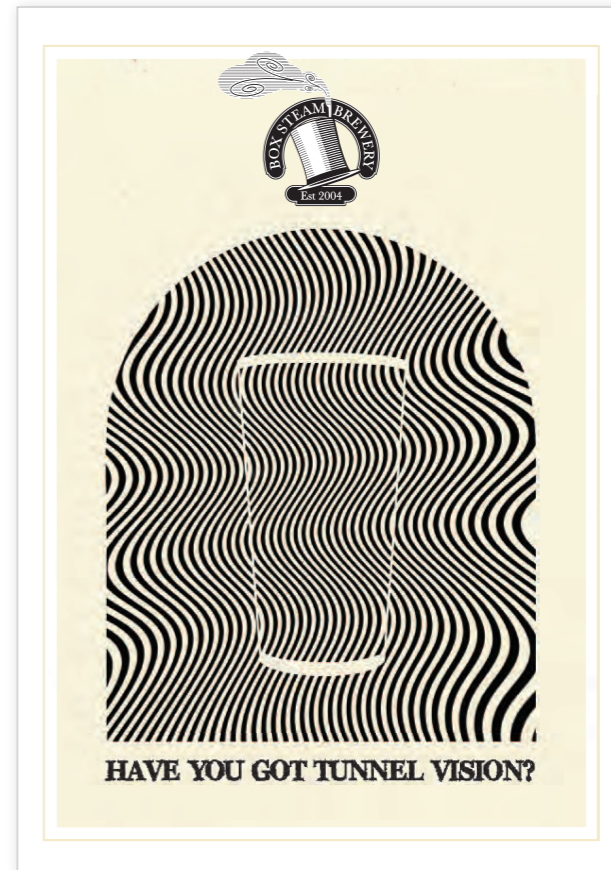
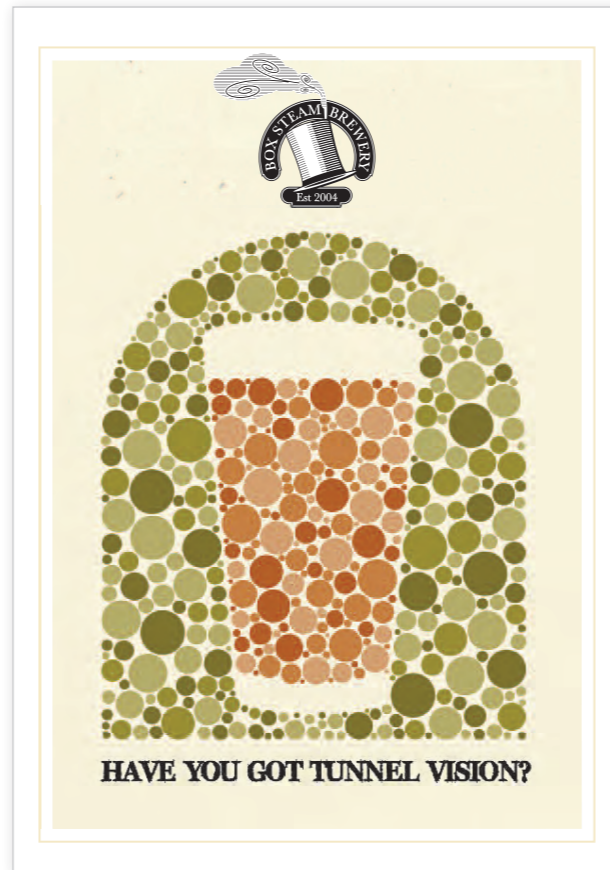
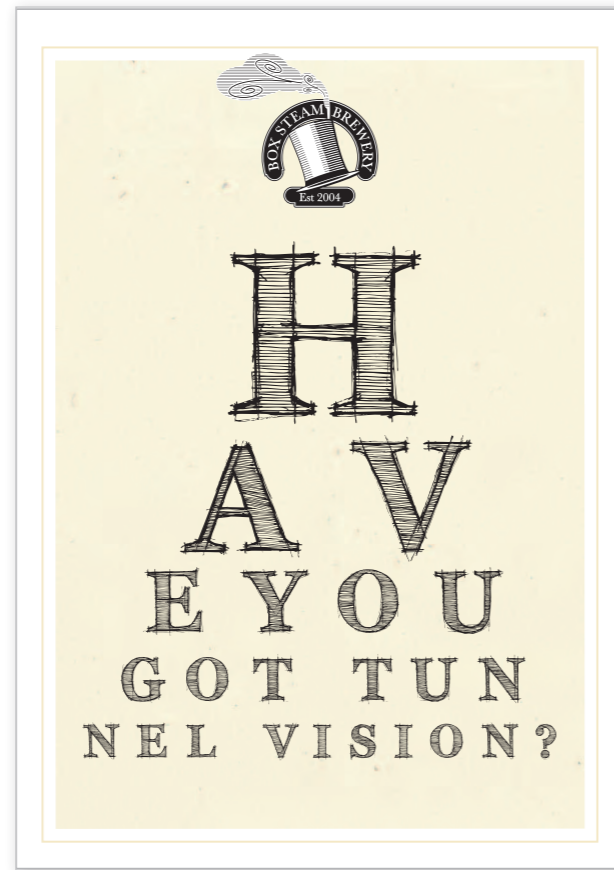
GIVE HUNGER THE BOOT

BOX STEAM BREWERY



engineered by hand







CREDENCE BREWERY



ETHICALL

ethicalall

Alex's business card began life in a sustainably grown forest and has been printed with biodegradable inks. It also makes a useful bookmark.

Alex Smyth
Client Services Director
Telephone 0117 9088253
Mobile 07814 863583

alex@ethical.org.uk
www.ethical.org.uk

Ethical
3rd Floor
103 Temple Street
Bristol BS1 6EN

Once upon a time the pages in this

ethical

notebook were magazines, directories and other printed bits and pieces. Before that they were trees. Paper has two sides, so when you get to the last page, don't forget to turn the notebook over and start again.

Once upon a time the pages in this

ethical

notebook were magazines, directories and other printed bits and pieces. Before that they were trees. Paper has two sides, so when you get to the last page, don't forget to turn the notebook over and start again.

We apologise for the vast array of old mugs and cups used here at

ethical

We know some are chipped, some are without handles and one is from the Royal Wedding (Andrew and Sarah's).

When we looked into buying nice new mugs the only ones we could find that met our ethical brief were quite nasty recycled plastic.

All told, we decided a chipped mug from the 80s was not only better for the planet but nicer to drink from too.



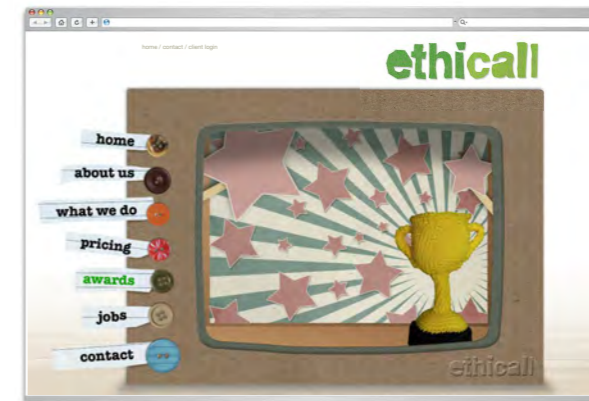
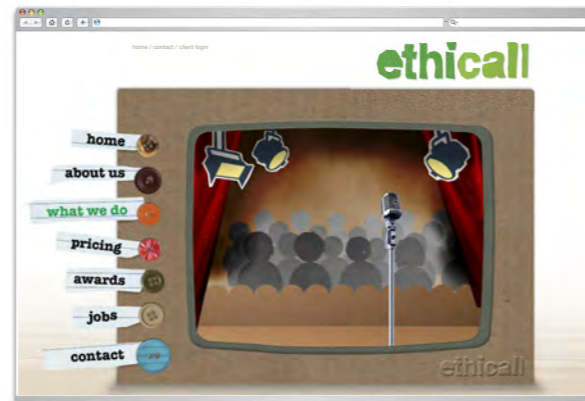

This folder began life as part of a sustainable forest in Finland and turned into cardboard under the strictest FSC standards, which has been printed with biodegradable inks to become this

ethical

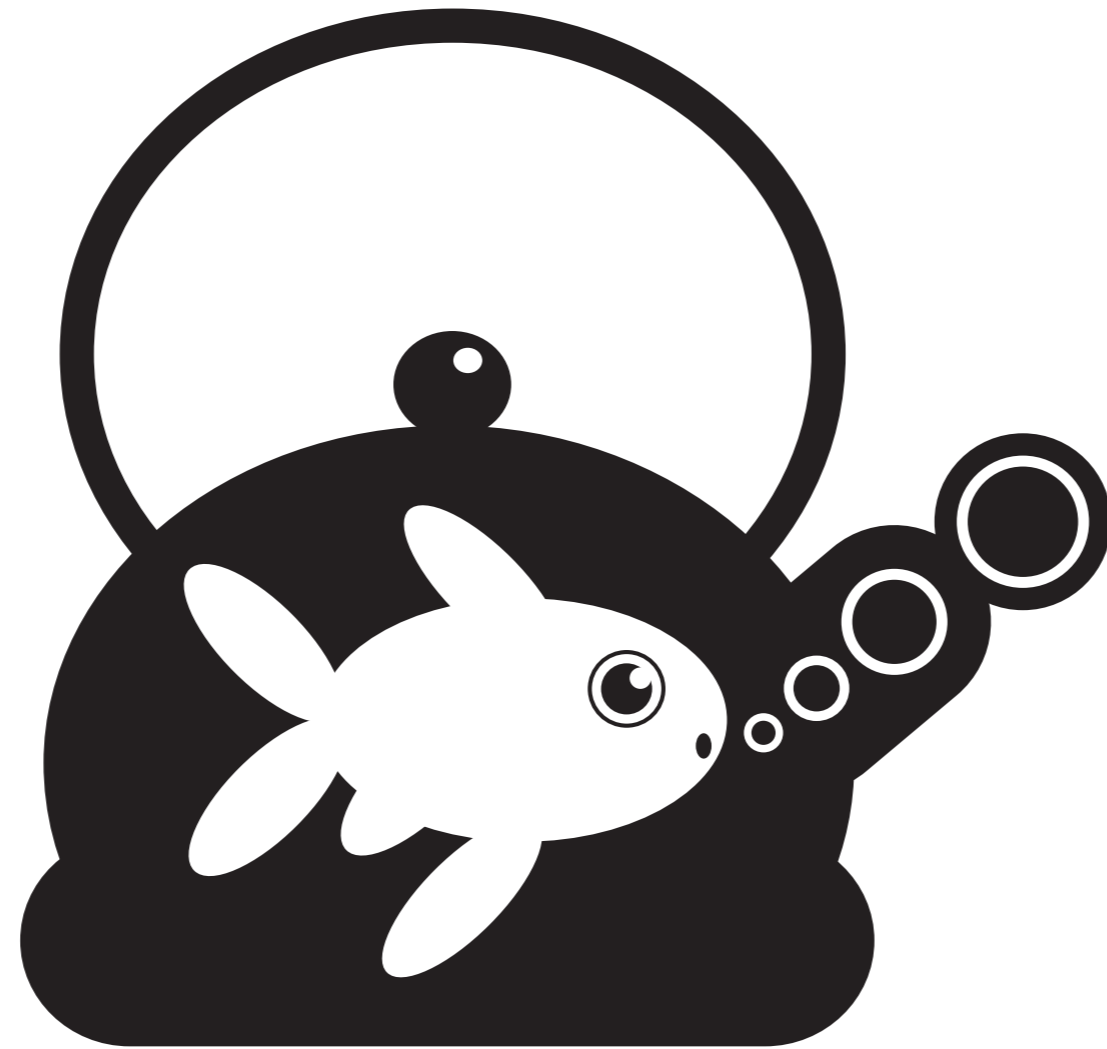
folder. When you don't need it as a folder any more, give it a new life by cutting along the dotted lines and creasing along the solid lines to turn it into a pen and pencil tidy.

ethical



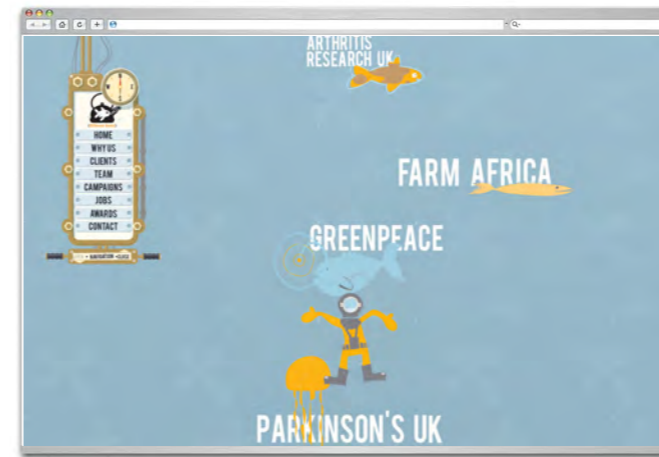
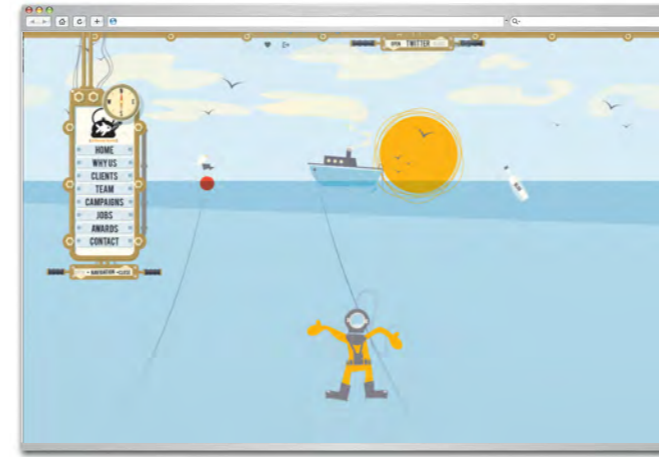
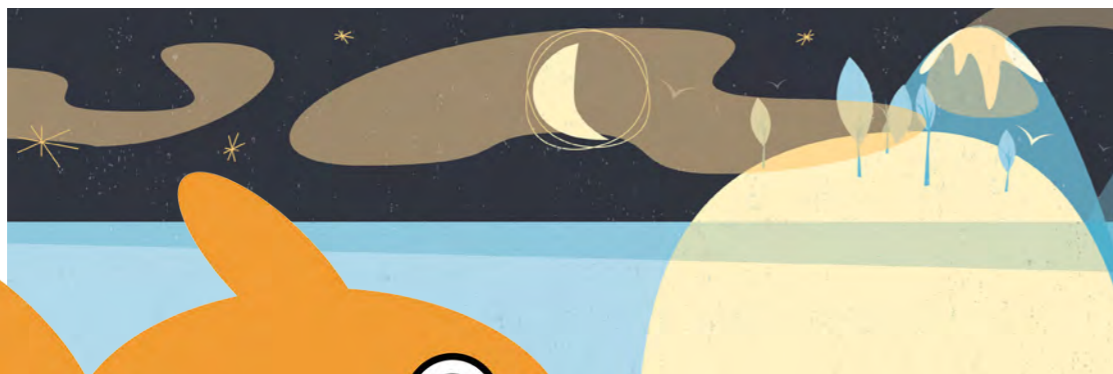


DIFFERENT KETTLE



(different kettle)







**DK
GAMES**

Mr Fish-Head is an hilarious fish-making game to while away those days in the office leading up to Christmas when you can't be bothered to do any work but need to look busy.

1-4 players



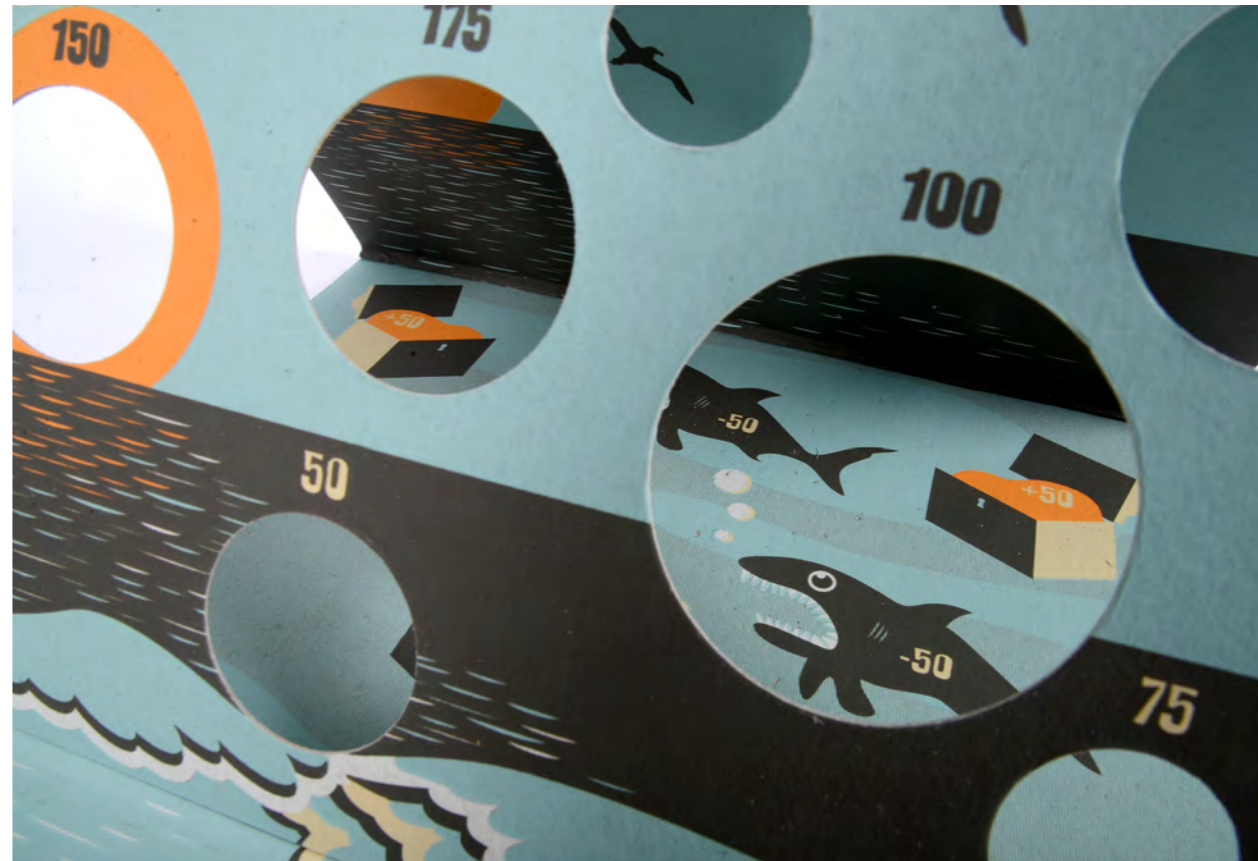
There are three cases of Box Steam Brewery ales, as designed by us at Different Kettle, for the three most original creations. It's a win-fin situation!

5 mins

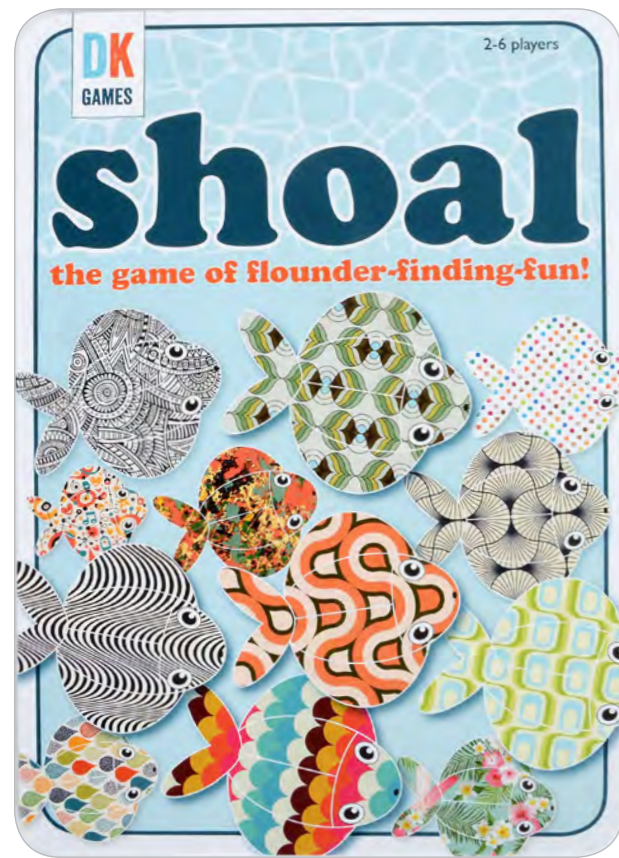
ages 3+



Different Kettle
Mr Fish-Head was the first of a series of games I created as a thank you to our clients and suppliers at Christmas. Because everyone plays games at Christmas...







DK GAMES **how to play 'shoal'**

You won't need to spend Christmas Day floundering around trying to find ways to entertain your friends and family this year! No, you can play Shoal!

Whether you play the 'Belly Up' rules or the 'Head in the Sand' version, you'll find plenty of festive fishy fun in the social game of Shoal.

the 'belly up' rules:

- Separate all your Flounder sections and spread them in the centre of the table with the pattern surfaces facing UPWARDS or 'Belly Up'. You'll notice that each section of each Flounder corresponds to a number on the dice.
- Each player takes it in turn to roll two dice. Rolling the dice means you can start to build a Flounder:
 - Roll a 1 to claim a head and start your Flounder.
 - Then roll a 2 for a body part...
 - ...and then a 3 for the next bit. You get the gist.
 - You have to collect bits in numerical order: e.g. you must have collected a 1, 2 and 3 before you can pick up a 4.
 - Should you throw two numbers that correspond to parts you need (eg 4 and 5) you can take both.
 - You can add the score of your two dice together if the total matches the next bit you require.
 - Throw a double and you get to roll again.
- If you throw another 1 you can start building a new Flounder - even if you haven't finished your first.
 - You can have as many on the go as you want.
 - Should you throw two numbers that correspond to parts you need for two different Flounders you can take both.
- If you throw a 6 and all the heads are gone from the centre but someone has one that hasn't been built on then just go right ahead (no pun intended) and take it off them. Life's tough in the ocean.
- IMPORTANT RULE** - When a 6 and 1 are thrown, you can claim a complete Flounder from the centre - or poach a fish from one of your rival's shoals!
- The player with the largest shoal of complete Flounders is the **WINNER!**

the 'head in the sand' rules:

- Start by putting all your Flounder pieces facing DOWN on the table so that the 'sand' side is visible. This way all Flounders look the same and are, in effect, hiding. You know, like Flounders do.
- Start to play the game as with Belly Up. When you roll a 1, you pick up a fish-head, turn it over and begin to build your Flounder.
- When you roll a 2, pick up and turn over a '2' piece so everyone can see.
 - If it's the same pattern as a fish you're building, you can keep it.
 - If it's a different pattern, put it back where you found it - sandy side up.
- Have you got the keen eyes of a shark? Or do you have the memory of a goldfish? Concise play using the Belly Up rules and try to remember where the patterned pieces you need are hiding under the sand.
- As with Belly Up, the player with the largest shoal of complete Flounders is the **WINNER!**





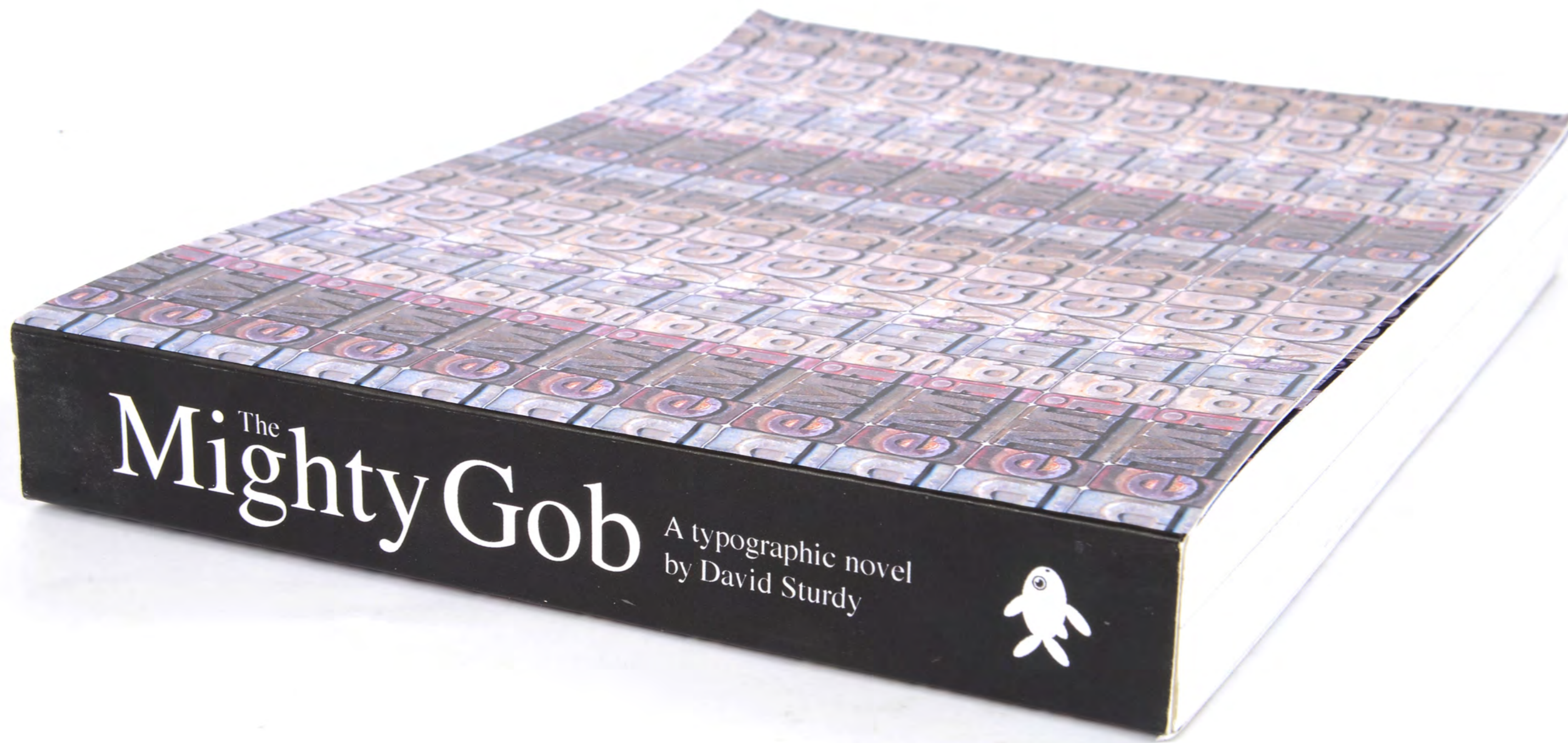
PERSONAL



The Long Players
I organise and play bass in the LPs - a musical project with over 30 members performing classic albums.

For me, reproducing the sleeve is important as reproducing the music. These are given out at the gigs, printed 12" square, obviously.





The Mighty Gob
A few years ago I
wrote the world's first,
and only, typographic
novel. I'll bring you a
copy when we meet!

DAVID
IAN
STURDY
CREATIVE
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