



FREQUENTLY ASKED QUESTIONS

What is IMPACT?

IMPACT Foundation UK is at the centre of an international programme of action against the causes of needless disability. In 1985 when we were established, the idea that it was better – and more cost-effective – to prevent needlessly disabling conditions than provide medical treatment once people had developed them was quite new.

Most of the 650 million disabled people in our world are affected quite unnecessarily by conditions which could have been prevented or could be treated, often at low cost. IMPACT's vision is of a world in which no one becomes or remains needlessly disabled through disease, lack of knowledge or shortage of medical care.

We work in an integrated way; ensuring that basic needs for clean water, nutritious food, sanitation and medical care are met. This brings the greatest benefits to the communities we serve. We also provide medical treatment and surgery to restore sight, hearing and mobility, and repair cleft lip.

Why is IMPACT's work needed?

2010 is IMPACT's 25th anniversary year. Over the course of the past quarter of a century more than 30 million men, women and children have benefited from our international action against needless disability.

Yet despite gains in human health and development, the need for our work remains as pressing ever. Thousands of people every day still become needlessly disabled because their basic needs for healthcare, nutritious food to eat, safe water and sanitation are not met. This challenge might seem insurmountable but IMPACT is reaching out to them one person at a time.

Who founded IMPACT?

IMPACT was established by the late Rotarian and Paul Harris Fellow Sir John Wilson CBE. He was himself blind and as a leading campaigner for the prevention of disability he founded the Royal Commonwealth Society for the Blind – now known as Sightsavers International.

On his retirement in 1985, he established IMPACT; recognising that steps to prevent blindness could also be applied to other disabilities. He devoted the rest of his life to building this and other similar programmes. His wife, Lady Wilson, is IMPACT's Honorary President.



What is IMPACT's Family Health project?

The Inner Wheel Clubs of Great Britain and Ireland have pledged to help IMPACT transform the lives of people living in five impoverished villages in Chuadanga, a rural district of Bangladesh: Gobindohuda, Mukterpur, Kunea Chandpur, Komorpur and Karpasdanga. The money raised will be used to provide clean water and sanitation; roll out much needed primary healthcare; keep women safe during pregnancy and childbirth; immunise against disease and establish kitchen gardens to keep hunger and malnutrition at bay.



Approximately 22,500 men, women and children live in these villages and so many of them would benefit directly or indirectly from your support. We will channel assistance to the very poorest people with special focus on families with a disabled member, who are so often at the end of the queue for help. If Clubs were to raise even more money, it would be possible to support additional villages.

What other countries do you work in?

IMPACT has programmes to prevent and treat needless disability in some of the poorest countries of Africa and Asia, including Cambodia, India, Thailand, Nepal, the Philippines, Pakistan, Sri Lanka, Kenya, Zanzibar, Tanzania, as well as here in the UK.

Each IMPACT Foundation is autonomous and run by local people. We feel this is the best way to achieve sustainability and no one knows better than local people what help their communities really need. This policy also ensures that language barriers can be easily overcome and cultural differences are respected. We have stringent monitoring procedures however, and make sure that every penny sent to fund a project overseas is accounted for.

What is the Inner Wheel/IMPACT connection?

We were delighted when the incoming Association Overseas Service Committee Chairman Dr. Sheila Halliday-Pegg, chose IMPACT to be her recommended international charity. Sheila is a long-standing and dedicated supporter of our work and in 2001 made a personal visit to observe our projects in Bangladesh.



IMPACT has a strong historical connection with Rotary; Sir John Wilson was a well-known Rotarian and Paul Harris Fellow. In 2007 President Peter Offer chose IMPACT as one of his preferred charities. Through this connection, our relationship with so many of the Inner Wheel Clubs of Great Britain and Ireland has blossomed and we are tremendously grateful to all the Clubs who have supported us to date.

How do you keep your admin costs so low?

IMPACT is determined to spend as much of our supporter's gifts as possible on our projects and we go to great lengths to keep our running costs to the bare minimum. For example, we do not have large offices and employ only seven members of staff in the UK.

Until 1994, IMPACT was run from the Chief Executive's spare bedroom then we were able to move to the current office thanks to a generous gift from a charitable trust. Neither do we spend money on expensive advertising or glossy brochures. Our work also benefits from the skills and talents of a growing number of volunteers. During 2009/10, 91p in every £1 donated was spent on direct project costs.



What can my Club expect from IMPACT if we make a donation?

Our small team work in close, day to day contact with our colleagues in Bangladesh. This means we would be able to send your Club personalised and regular reports detailing exactly how your donation is being used. We pride ourselves on our personal touch, and we will always acknowledge donations as soon as they are received.

Each District has been given one of our special resource packs, full of useful material to help you promote IMPACT's Family Health project. Our friendly team are always delighted to hear from supporters, so please never hesitate to pick up the phone!



Can someone from IMPACT give a talk to our Club?

One of our engaging team of speakers would be delighted to talk about IMPACT's work at your Club's event and we will do our absolute best to fulfil any speaking engagements requested. Our speakers are volunteers, so it does help us if we can have as much notice as possible to put arrangements in place.

I've never heard of IMPACT before, how do you publicise your work?

We do not spend money on costly advertising or events since we believe supporters' money should be invested in our work. We have made a policy decision to invest in our projects and let their success speak for itself. This was certainly the case with the 'Lifeline Express' hospital train in India, which was filmed for BBC TV and for the floating hospital, in Bangladesh, which was featured in the Telegraph colour supplement.

How can I find out more?

You can read more about IMPACT's work on our website: www.impact.org.uk. And our contact details are: 151 Western Road, Haywards Heath, W Sussex, RH16 3LH, Tel: 01444 457080 / email: impact@impact.org.uk