Mobility charity harnesses the power of UN International Day of Persons with Disabilities (IDPD)

Thursday 1 December, 2016

Saturday 3rd December marks the annual UN **International Day of Persons with Disabilities (IDPD)**. Now in its 24th year, the chosen theme for 2016 is '**The Future We Want**' and will build on the momentum of the Sustainable Development Goals. Also referred to as the SDG's, these goals were launched one year ago with a commitment from the global community to eradicate poverty, combat inequality and realise human rights for *all*.

Fighting for a world in which people with disabilities are fully included in all aspects of life, Bristol based mobility charity Motivation exists to transform the quality of life of some of the most marginalised of our global society. In addition to a wide range of high-quality, affordable wheelchairs for people living in developing countries, Motivation also offers practical training courses to empower both wheelchair users and their support network to live happy and fulfilled lives.

This December, the launch of Motivation's Christmas appeal coincides with the IDPD. With 25 years of experience, the charity's approach has undoubtedly played an instrumental role in ensuring that the disabled people they support feel both empowered and valued and are able to play an active role in their society. Joanna Hall, Head of Fundraising at Motivation, explains:

> *"We all have a role to play in creating the **Future We Want** and at Motivation we will strive to do our part by supporting the world's largest minority – people with disabilities. We are all living longer but some of us will face greater challenges than others. If we are to ensure that the most vulnerable are not forgotten, we must act now to secure a future that we can all be proud of – a future that we would want for ourselves in our later years."*

This Christmas, Motivation has chosen to turn their attention to older people– and for good reason. **Today 62% of people over 60 live in developing countries and by 2050, this number will have risen to 80%.** A 'Global Age Watch Index' by Help Age International ranks countries in relation to the quality of life experienced by its older population – people who are aged over 60. Malawi ranks 95 out of the 96 countries on the list making it one of the most challenging places in the world to grow old. Not only do older people in Malawi face more health issues, but their average life expectancy is lower than any other country - disabled people like Etta (pictured) fair even worse.

In addition to providing practical support to people with disabilities, donations made to Motivation's Christmas appeal will enable the charity to work with governments, humanitarian organisations, and other partners across the sector, to influence best practice and ensure that everybody gets the chance to benefit from economic prosperity, inclusive education or fairer access to healthcare.

ENDS

For further information please contact:

Joanna Hall email: hall@motivation.org.uk tel: 01275 464012

Madelaine Turner email: turner@motivation.org.uk tel: 01275 464012

Notes to Editors:

- Motivation is the leading provider of quality products, training and support for wheelchair users in low-income countries. Working with local, national and international partners, Motivation has been transforming the lives of people with mobility disabilities around the world for over 25 years.
- Without mobility, millions of disabled people in the developing world are unable to leave their homes, go to school or go to work. Many are left to lie on the floor; many more die from preventable complications. It doesn't have to be this way. The right wheelchair, with the right support, is life- changing.
- Motivation's goal is now to put the wheels in motion for 100,000 disabled people annually by 2017.

Media:





Related Sectors:

Charities & non-profits :: Christmas :: Health ::

Related Keywords:

IDPD :: International Day Of Persons With Disabilities :: Disability Charity :: Developing World :: Christmas :: Christmas Appeal :: Fundraising Campaign :: Malawi ::

Scan Me:

- To read more about Motivation's work please see our latest Impact Report

Appendix:

Etta, 86, lives with her husband and 7 grandchildren on the outskirts of Blantyre. In 2007, she suffered a serious stroke which left her unable to walk. Discharged from hospital with no support, incredibly she survived without owning a wheelchair for several years. When Motivation met Etta seven years after her stroke, they were able to assess her condition and explain that not only did she urgently need an appropriate wheelchair to help her to be independent, but she deserved one too. Today, Etta cherishes her Motivation wheelchair and takes great pride in keeping it in pristine condition. Not only is she able to carry out daily chores and cook for the whole family, she can also attend social gatherings – an integral aspect of upholding her position and responsibility as a respected elder in her community:

> *"The wheelchair has brought huge change in terms of attendance to church activities and social meetings with friends and relatives".*

[See photo attached]

Company Contact:

Motivation Charitable Trust

T. 01179449864
E. reeve@motivation.org.uk
W. https://www.motivation.org.uk/

Additional Contact(s):
hall@motivation.org.uk

View Online

Additional Assets:
www.motivation.org.uk/appeal/christmas

Newsroom: Visit our Newsroom for all the latest stories:
https://www.motivation.pressat.co.uk