

Motivation announces partnership with the Swarovski Foundation to support its work in Malawi to coincide with the UN's International Day of Persons with Disabilities

Thursday 3 December, 2015

To coincide with the 'International Day of Persons with Disabilities' on 3rd December 2015, international development charity Motivation is delighted to announce its partnership with the Swarovski Foundation to support its work in Malawi.

As part of its well-being pillar the Swarovski Foundation, established in 2013, promotes human rights and access to key services and support, helping people around the world live independent and happy lives. The Swarovski Foundation has supported UK-based charity Motivation since autumn 2015. The charity works to increase survival and reduce poverty for disabled people in developing countries by giving children and adults proper wheelchairs and the right training and information to keep them healthy and mobile. This is life-changing work: with the right wheelchair and the right support, children can go to school, adults can go to work and both have the chance to be included in their communities and escape poverty.

Over the course of the next twelve months the partnership will provide support for Motivation's project in Malawi, which also receives UK Aid from the UK Government. As well as providing 2,000 disabled people with wheelchairs, the project helps parents to care and advocate for their disabled children and earn extra household income. The project also improves the confidence of disabled people through peer training and helping disabled children access education.

President and Co-Founder of Motivation, David Constantine MBE commented: *"We are not only thrilled to be working with the Swarovski Foundation but their support of our project in Malawi will enable us to take one step closer towards meeting our vision – a world in which all disabled people are included and can fully participate in all aspects of life."*

By announcing the partnership today, on the International Day of Persons with Disabilities, both organisations hope to increase awareness of the incredible work that is taking place to not only improve the quality of life of people living with disabilities in some of the world's poorest countries, but highlighting the need to ensure that disabled people are fully integrated into every aspect of political, social, economic and cultural life.

For further information please contact:

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Notes to Editors

- Motivation's project in Malawi is also supported by UK Aid from the UK Government as part of a three year partnership.
- UK registered charity Motivation has been transforming lives in low income countries for over 24 years, with the right wheelchairs, training and support to get people mobile, healthy and playing an active part in their communities.
- Motivation's goal is to put the wheels in motion for 100,000 disabled people annually by 2017 – it's an ambitious goal but with the support of partners such as the Swarovski Foundation we can achieve it and help transform more lives.
- The Swarovski Foundation was incorporated in 2013 to pursue charitable goals to honor the philanthropic spirit of Daniel Swarovski, who founded the crystal business in 1895. Since then, five generations of the Swarovski family have reinforced the company's commitment to philanthropy and charitable giving. The Foundation's mission is to build on this heritage by supporting charitable initiatives and organizations working in three areas. Fostering Creativity and Culture by promoting the arts, advancing education, supporting cultural institutions and innovative projects with cutting edge talent; Promoting Well-being, supporting initiatives on women's empowerment, access to health and education and assisting the advancement and development

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of young people and communities; and Conserving Natural Resources through water sustainability and environmental projects to promote the conservation, protection and improvement of the physical and natural environment. The Swarovski Foundation's trustees are Nadja Swarovski (Chairperson), Anthony Julius, Paul van Zyl, Helen Jenkins and Emma Soames. www.swarovskifoundation.org

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