

## Motivation set a change in motion for their fundraising activity

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With more shoppers now interested in reducing single-use plastic waste, avoiding 'pointless presents', and connecting with the spirit of present-giving, charity gifts have greater appeal than ever before. International development charity Motivation is tapping into 2018 ethical trends with the launch of their first ever gift catalogue – Gifts in Motion.

Though charity catalogues are nothing new, the Bristol-based charity hopes to use fresh buying trends to reach more donors and provide new options for existing donors who are seeking meaningful gifts during the festive frenzy.

Their campaign to promote the catalogue celebrates the full range of Motivation's work, from wheelchair design and fittings to the provision of support for families of disabled children. Donors can choose an item or service that Motivation provides and donate the value of that to the charity. Every gift choice helps to enable greater independence and opportunity for disabled people in developing countries.

Gifts in Motion offers options for every buyer budget and every personality.

- A sewing business kit for the crafty types - £41
- A pair of wheels for the person who's always on the move - £31
- Parent-carer training for that special one who loves to look after everybody - £27
- A life-saving cushion for that person who's always there to give support - £12
- A tyre pump for the practical ones – £3

When buying a Gift in Motion, the giver can choose a beautiful gift card – either left blank and delivered to them, or sent directly to the gift recipient with a special message.

Ade Adepitan – Paralympic legend, BBC presenter and Gifts in Motion ambassador – says:

Each gift enables someone to gain independence and live a mobile, active and fulfilled life. Every product helps to create a fairer and more accessible society, where all disabled people have the freedom to live the life they choose. Whether you are looking for a stocking filler or a little something for yourself, there is a gift for everyone.

Joanna Hall – Head of Fundraising and Communications at Motivation – says:

We decided to create a gift catalogue this year to help show donors exactly how they can support our work to empower disabled people throughout the developing world. Our fundraising team picked products and services that lie at the heart of what we do. And with shoppers more focused on the impact of what they buy, we're hoping that even more people will choose to give to Motivation this Christmas.

Find the full range of options at [www.motivation.org.uk/gifts-in-motion](http://www.motivation.org.uk/gifts-in-motion).

For more information, contact Anna Reeve: [reeve@motivation.org.uk](mailto:reeve@motivation.org.uk), 0117 944 9864

Photos available upon request.

### Notes for editors:

- Motivation is a Bristol-based international development charity and social enterprise. As well as designing and manufacturing their own special range of wheelchairs, Motivation provides training and practical support to ensure that individuals develop confidence, self-esteem and skills to use their wheelchair. They also help disabled people, their families and communities to fight stigma and understand their rights. Last year their work had a direct benefit on the lives of 16,000 people and a further 58,000 disabled people were reached through their work influencing the product design and practices of others.
- Last year Motivation's turnover was £4.3million and made up from the following income sources: 56% trading income; 24% voluntary income; 20% grant income. For every £1 raised 85p was spent on enabling greater independence and opportunity for disabled people around the world.
- When someone buys a Gift in Motion they are making a donation to Motivation. This donation will

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be put to use for any part of Motivation's work wherever it will have the greatest impact.

- All gift amounts are based on true costs at time of catalogue printing.

## Company Contact:

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### Motivation Charitable Trust

T. 01179449864

E. [reeve@motivation.org.uk](mailto:reeve@motivation.org.uk)

W. <https://www.motivation.org.uk/>

### **Additional Contact(s):**

hall@motivation.org.uk

[View Online](#)

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