

## **ADRA Ambassadors Meeting 26 January 2025**

### **Agenda**

- Annual Appeal update
- Zambia Project Update
- Annual Appeal 2025
- ADRA-UK New Staff members
- ADRA Ambassadors Programme

### **MEETING NOTES**

#### **Annual Appeal 2024**

- An update of the total donations received to date for the 2024 Annual Appeal was given - £93,096.82.

#### **Zambia project**

- Borehole digging is complete for two wells.
- We are still fundraising for another four wells (£40k).
- It costs £10k per well to build.

#### **Annual Appeal 2025**

- Launching on 29 March 2025 (updated from 22 March discussed in the meeting).
- Will run through until September-October (updated to 30 June 2025).
- The materials are currently being produced, and these will be sent out to all Ambassadors as well as churches.

#### **Staff Recruitment**

- ADRA-UK has two new staff members who started on 27 January 2025
- Abigel Gordon - Communications & Admin Officer
- Petrian Menzies - Stakeholder Engagement Manager
- Petrian will be main liaison for ADRA Ambassadors. Her email is [pmenzies@adra.org.uk](mailto:pmenzies@adra.org.uk) and her ADRA mobile is 07584 820879
- Additionally, you can send an email to [info@adra.org.uk](mailto:info@adra.org.uk) and Abigel will be able to pick up and pass it onto Petrian.
- Javier will no longer be the main contact for the ADRA Ambassadors
- A warm thank you from the ADRA Ambassadors on the call were given to Javier and how he has supported them over the last year

#### **ADRA Ambassadors Programme**

- Introduction to ADRA Champions. These will be an area/region lead which is similar to the area coordinators that is currently being used by the pastors.
- The main aim of the ADRA Champions is to work with the ADRA-UK to help train and support new ADRA Ambassadors etc and to help with fundraising for our work.
- Details of what the role entails will be shared shortly.
- The ADRA Champion role will be open to any of the current ADRA Ambassadors.

- We are in the process of updating our records for ADRA Ambassadors and a Contact Form will be shared shortly so that we can have your details.  
Form to include estimated number of materials required for each ambassador. (reduce waste)

## **Q&A**

### **ADRA Ambassadors Programme**

Requests for the following were made:

- Share links, videos, and digital materials by WhatsApp AND email.
- Increase use of social media platforms to provide shareable materials
- Produce generic ADRA promotional materials for reuse and that have a section where they can put in dates manually.

### **ADRA Pathfinder Badges**

- What badges are available and for whom e.g. Pathfinders and or Adventurers?

### **Advent Appeal design**

- The request was made to use simpler designs that are easier to read as the Advent appeal for the last two years was dark and difficult to read.

## **Actions**

- Elijah to contact Sandra regarding Zambia office visit.
- Contact form update to be shared and returned.
- ADRA Champions programme details to be shared when completed.
- Share Pathfinder badges information.
- Fundraising guide to be updated and shared.
- ADRA Ambassador programme to be updated and shared.