



**Crossroads**  
GLOBAL VILLAGE (UK)

ANNUAL REVIEW 2017

# CROSSROADS GLOBAL VILLAGE UK





# CONTENTS

Summary Statement.....	3
Needs Served:	
Conflict .....	4-7
Poverty Alleviation.....	10-13
Education .....	16-19
Health .....	20-21
Corporate Partnerships.....	24-25
NGO Partnerships .....	26-27
Get connected.....	28-29



# SUMMARY STATEMENT

This report comprises the Annual Review for Crossroads Global Village (UK), CGV UK, for the year ended December, 2017.

The principle vision of CGV UK continues to be that of linking people in need with those who can provide help. As the name implies, we seek to be a crossroads that brings them together through three services: **Global Hand, Global Handicrafts and Global X-perience.**

Highlights from these three services feature throughout this report as they pertain to the major global issues being addressed by NGOs and companies in the UK. This year saw focus on conflict, as the UK, along with the rest of the world, seeks to respond to the unprecedented, global level of displacement facing humanity today. In addition, we have focussed on the ongoing battle with entrenched poverty which proves both complex and persistent. This year, too, saw activity surrounding educational need and health care. In order to support these, we also concentrated, as this report reflects, on UK corporate and NGO partnerships.

Finally, 2017 saw us place special emphasis on review and expression of our values as an organisation. Some of these too are reflected in this review. They drive all our activities.

We extend our profound gratitude to all our donors, supporters and partners who help make this work possible.

CGV UK has global reach but its strongest links are with businesses, charities and NGOs based in the UK.





Malcolm Begbie, Crossroads' Co-founder and Director in Northern Uganda

# SOUTH SUDAN'S REFUGEES "THEY JUST KEEP COMING..."

Where is the biggest refugee camp in the world, as of this year? We often ask that question of our stakeholders because the answer is, sadly, a surprise to many. Some suggest Turkey, others Jordan, others Germany. Almost none, however, considers the possibility of Northern Uganda. At this time, though, it has the largest camp in the world, as South Sudanese refugees have poured over the border. This highlights a bigger problem in the world of displacement. Although much is made of the movement of refugees in countries such as Germany and the UK, a far higher proportion of refugees is being absorbed by fragile states and under-resourced nations.

CGV UK Manager, Natalya Kan, visited Northern Uganda, this year, with Malcolm Begbie, Crossroads' Co-founder and Director. As Natalya put it, watching the tragic flow of humanity, "They just keep coming and coming..." The number reached 1 million refugees this year, with an average of 1,800 arriving daily. Ugandan officials say they are overwhelmed by the flow of people. Our team was there to find a 'match' with UK companies and other organisations offering donated goods and further support.



**SOLAR LIGHTS** Crossroads partnered with solar company, d.light, to give solar lights to refugees in this area.

Natalya Kan with community leader, Katherine Okello, in Northern Uganda





**FUTURE?** There is hope in this little refugee's cheeky face, but one has to wonder what future life holds for him.



**NUTRITION** A simple meal of corn flour and water is the staple for many. It offers very limited nutrition.



**MEDICAL CARE** The life of this little child is at risk because of malaria. Medication is available in the area, but is not accessible for the refugees.



**FUEL** Firewood sounds like a simple enough requirement, but it comes at a cost to both the refugees and the Ugandan residents whose own supplies are limited.



**WOMEN & CHILDREN** The refugees in Northern Uganda are largely women and children. The men have either been killed in the conflict, or are still in South Sudan caught up in the fighting.



**SHELTER** is a major challenge as the number of refugees continues to increase.



**HUNGER** This is a major challenge among the refugees. The food provided for them, monthly, lasts for only two of the four weeks. They also grow what they can, but their plots of land are small and they can't manage on the yielded crops.

# "THE ACHE FOR HOME LIVES IN ALL OF US..."

Maya Angelou, no longer with us, had wisdom that lasted beyond her lifetime. Refugees, asylum seekers, Internally Displaced Persons have one thing in common. They battle "the ache for home" of which Maya wrote so eloquently. Meanwhile, the camps in which they seek shelter often cannot cope with their sheer numbers. For many people in other countries, looking at the unprecedented displacement crisis from afar, the question that presents itself is: "What difference could I make?" One possibility, wherever you are in the world, is to offer help through Global Hand, our 'online warehouse' which will help match your offer with those in need.

Here are some examples of UK donors making a difference through Global Hand, as our CGV UK Manager linked them with others in need.



## TWO-WAY RADIOS FOR REFUGEE WORKERS

In the often chaotic, unpredictable work in the field with refugees, it's vital that workers can clearly communicate with each other. A UK airport used Global Hand's website to offer a large donation of 400 VHF radio handsets, and 173 UHF vehicle radio sets. Global Hand partner, Hope and Aid Direct, delightedly accepted the radios to distribute to their charity partners working with refugees and others in need. A volunteer checked and re-programmed the radios, re-boxed them with instructions included, and then distributed them to more than 12 NGOs where much of the equipment is helping them serve refugees in Eastern Europe, as well as in the UK.

"I was absolutely thrilled on behalf of Hope and Aid Direct to receive the wonderful donation of UHF handheld and vehicle radios donated by the Airport Community Team," said Charles, from Hope and Aid Direct. "We work amongst highly vulnerable individuals, and good reliable radio communications greatly helps us to operate effectively and safely. The outreach has been quite extraordinary. We can only say a massive thank you, on everyone's behalf!"

## A PERSONAL TOUCH IN AN IMPERSONAL WORLD

From huge shipping containers of emergency aid, to the smallest, heartfelt donation, it is a joy to help donors reach out to those most vulnerable. "We would like to offer knitted hats and blankets," wrote one on our Global Hand website. She is part of a community who wanted their handiwork to help keep Syrian refugees warm. They just didn't know how to connect. We helped match this donation with Care UK's Refugee Centre, who distributed them to a refugee camp in Greece. Thousands there are battling the cold this winter in vastly over-crowded circumstances: a personal touch for them from a world that feels as though it has turned its back on them.

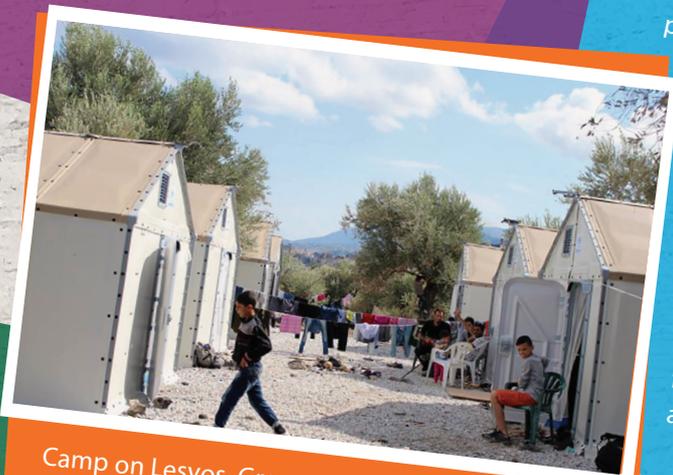
**PRACTICAL HELP FOR REFUGEES IN LESVOS, GREECE**

It's a familiar story to most companies: after a re-branding, what to do with all that company merchandise? When a UK data company was changing its logos, they didn't want to see their old stock go to landfill, so they contacted Global Hand. "We have 500 thermos mugs that will soon be redundant," they said. "We would really prefer to donate these to a good cause rather than go to waste." The refugee camps on Lesbos, Greece, are desperately, now dangerously, over-crowded and this gift became part of a massive donation supplying practical help for the ongoing, day to day needs.



**5,000 POLAR FLEECE HOODS HELP REFUGEES BATTLING -16 DEGREE COLD**

Shivering through an Eastern European winter is a trial even for those with shelter and warm clothing. For refugees in tents or in poor, run-down buildings without heating, freezing temperatures can mean death. So when a UK retailer offered 5,000 polar fleece hoods on the Global Hand website, they proved ideal provision for refugees combatting appalling winter temperatures. A UK NGO quickly responded and later wrote: "We have just returned from Serbia where we were helping some of the many thousands of refugees who are stuck in countries all across Europe. We know only too well from the bitter cold of minus 16 degrees that we experienced ourselves just how impossibly cold it must be for the refugees who are having to sleep rough or in tents. Your polar fleece hoods will prove invaluable, and I know will be massively appreciated."



Camp on Lesbos, Greece.

**'A DAY IN THE LIFE OF A REFUGEE' AT THE WORLD ECONOMIC FORUM, 2017**

Natalya Kan, our CGV UK Manager, participated again in our experiential programme, 'A Day in the Life of a Refugee' at the World Economic Forum. She joined former refugees, IDPs and aid workers to give participants a chance to 'step into the shoes' of refugees, bringing their needs before policy makers, business heads and thought leaders.



**"This simulation is the most powerful way I've seen to enter into the world of refugees, empathise with their suffering and renew commitment to bring hope."** Kevin Jenkins, President/CEO World Vision International



# VISION

WE KEEP OUR EYES ON  
THE VISION TO BE INSPIRED  
AND INSPIRERS.



## FAIR TRADE BUYS GOATS: A GIFT THAT KEEPS ON GIVING

*A background story to one of our best selling handicrafts items this year.*

When is a goat worth more than a goat? An odd question, perhaps, but for one group of women in South-Western China, the answer is empowering! CGV UK sells beautiful hand-embroidered decorations and gifts made by these women. With the profits returned from Crossroads' sales, they were able to purchase new goats. The goats give them three very valuable products. They use the milk to help nourish their families and provide a source of income. The goats produce baby goats which can be sold and, by their proliferation, spread the benefit to more people in their community. They also supply fertiliser which can be used on local farms, cutting the cost of purchased fertiliser as well as providing an organic solution!

Crossroads helped kick start this goat project when, from the benefits of fair trade, we could offer a 'premium' to fund new development. With that initial support, they were able to purchase a new goat for 10 families. As they produce more, however, the project is ramping up to help 200 families. We love the multiplier effect of fair trade!



## CHILDREN LEFT BEHIND

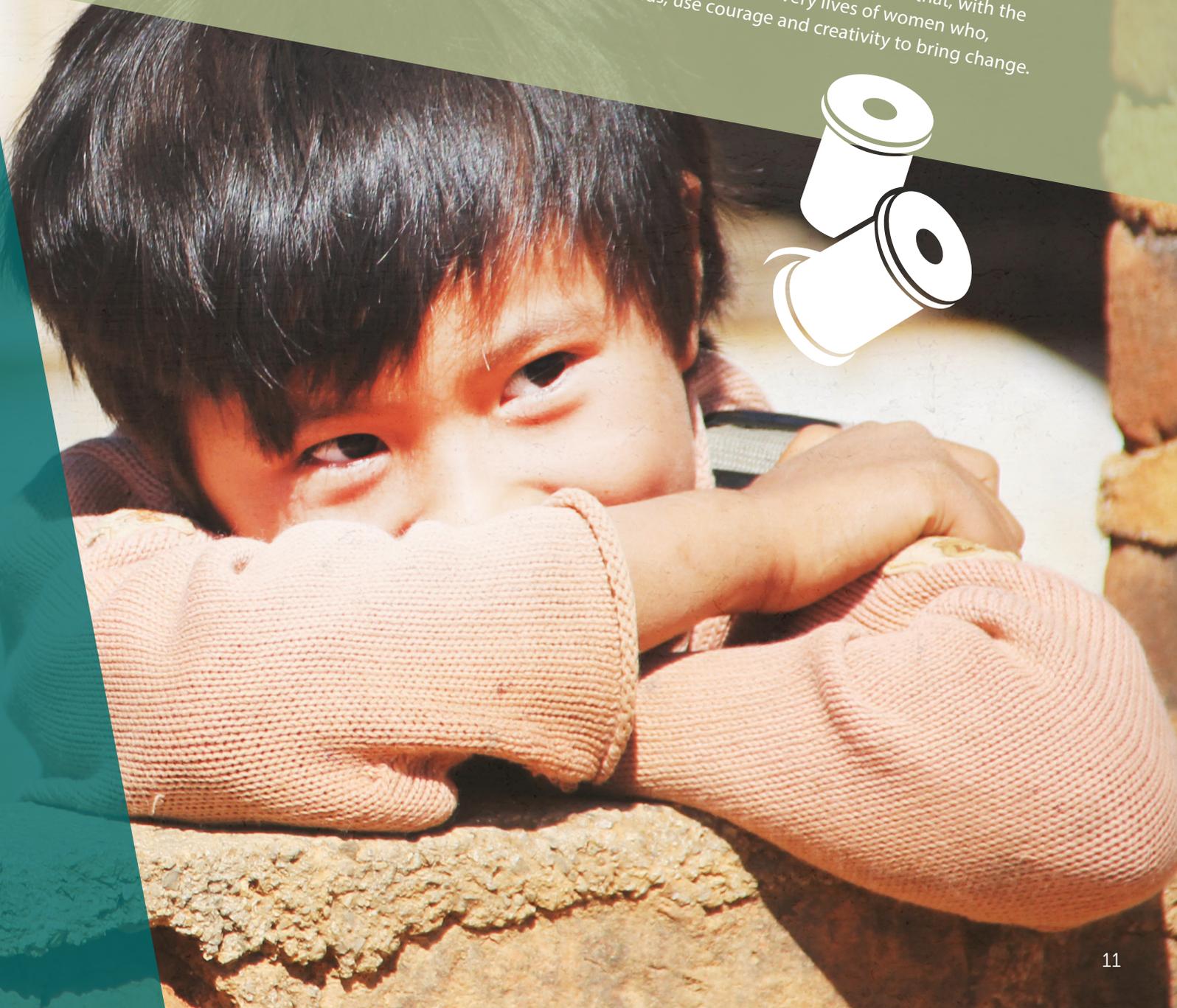
*We continue to be encouraged by companies who long to donate goods, rather than see them go to landfill. One of our donor companies this year, for example, had 1,350 pairs of shoes they wished to send to people in need. Through our Global Hand service, we partnered them with a charity that cares for the phenomenon known as 'Left Behind Children' in Western China.*

China's rapid economic development has encouraged millions of parents to migrate from rural areas to mega-cities. In turn, millions of children are, literally, 'left behind'. Many are placed in the care of grandparents. Others remain with family friends or over-stretched boarding schools. These care-givers, however, may have very few financial resources and/or limited physical ability. So 'Left Behind Children' can struggle. They may under-achieve at school. They might not even be able to attend school if they are forced to work. They can be vulnerable to sexual predators or even criminal activities. Depression can set in, with a current increase in suicide rates. According to the China Women's Federation there are 61 million such children growing up without one or both parents: a number close to that of the entire population of the UK.

It is a poignant picture and it was very good news for us to see these shoes safely reach children of this kind. As well, some of the shoes could be given to the grandparents or other relatives caring for them in a sacrificial way.

## HANA: WHERE COURAGE MEETS CREATIVITY

Hana lives in North Asia. She prefers anonymity but, without doubt, she is one whom life has dealt a hard hand. She has fought back, though, starting right where she is: a woman, at home. The family's monthly income is US\$5 per month. With that, she needs to care for her husband, who has TB, her two small children and her grandmother. There is little employment available in her area and no social services. So Hana reached for a solution through the one resource she did have: a talent for sewing. Hers is a significant gift. She can look at a pattern, or even a finished product, and understand each stitch and measurement required. She also has a sewing machine and with the fabric she can access, creates bags, key-chains and other items. She has gone on to have other women join her and sew daily in what they call the Hana Project. We found her items (pictured) popular in the UK this year through our fair trade sales. And we marvel that, with the sale of such products, we can reach into the very lives of women who, instead of accepting life's odds, use courage and creativity to bring change.



# COMBATTING THE HARMATTAN

It can be a bitter time of year for many. The Harmattan season, in the West African subcontinent, sees dry, heavy winds come from the Sahara Desert, for four long months. As it blows, the wind picks up fine dust and sand particles. This season can be a struggle for families battling poverty in poor housing. During Harmattan, the temperature can be unpredictably cold, and the dry, dusty conditions cause illness. Children without proper warm clothing and shelter suffer.

Global Hand user, Guildance Community Development Foundation in Nigeria, were pleased, then, to accept an offer of warm, knitted clothes from Kids Love Clothes in Edinburgh. "They assisted the less privileged, orphans and vulnerable children who cannot afford to buy clothes," we heard back. "Very useful during the cold and the Harmattan season."



## REMOTE REACH

It could have felt like a bridge too far. How could a multinational company see surplus product empower people in remote locations of need? One such company, who approached us this year, had hundreds of new clothing items to donate, along with 43 huge rolls of surplus cloth. We looked for an appropriate NGO through our Global Hand service.

In the west of China, villages perched in mountainous areas proved a perfect match. Families there struggle with the remoteness of their location and, in consequence, the limited access they have to resource. The provision of the ready clothing met immediate need and the cloth, with which they could make so much more, was a significant gift. Hundreds were reached through the donation and the grateful recipients empowered.

It delights us to see Global Hand help company donations reach those who might otherwise, indeed, prove to be a bridge too far.

## TWO WAY 'WIN'

It can be tricky for companies to help donate to people in need if doing so has specific criteria. A common one, in the UK and elsewhere, is that of location. "We are only able to donate these clothes outside the UK," a London clothing company told us. They were keen to make it work if at all possible, though, as they had a large amount of women's clothing to give.

Happily, within the UK, a number of NGOs are able to collect such donations in support of their overseas work. In this case, half of the donation went to Nigerian women in poverty, and the balance to refugee women in Europe.





## STRUGGLE FOR SURVIVAL: POVERTY SIMULATION

We have a saying at Crossroads. We can't meet world need alone so we love to help others help others: to be multipliers. One way we do that is through our experiential programmes which simulate world needs, including our poverty simulation: Struggle for Survival.

A World Bank report captures, powerfully, the extent of such need. "It is becoming even more difficult to reach those remaining in extreme poverty. Despite the progress made, the number of people living in extreme poverty globally remains unacceptably high." We all know it's a problem, but it can be difficult to connect with the real lives and struggles of the people these huge statements represent. If we can't connect, we can't care. And if we can't care, we're unlikely to act.

Crossroads' Struggle for Survival simulation has reached tens of thousands of people across the world, thrusting them into a situation, for just a short hour or two, where they taste the intense challenges and agonising decisions faced by those living in poverty. Afterwards, students and CEOs alike reflect on the role they can play in solving world poverty.

In 2017, CGV UK helped run the poverty simulation Struggle for Survival for both students and corporate groups.

Want to book a simulation for your group?  
Email [enquiries@cgvuk.org](mailto:enquiries@cgvuk.org)





# COMPASSION

WE CARE FOR PEOPLE  
IN NEED AND FOR ONE  
ANOTHER.



## CARING FOR ABUSED CHILDREN IN VIETNAM

Many have read the unforgettable story of Christina Noble. She lived in dire poverty as a young child until, after her mother died, she and her three siblings were sent to separate orphanages. In time she ended up homeless, living on the street. It was a miracle that she survived. As an adult, her own childhood suffering has fueled a deep passion for other children battling maltreatment, abuse and poverty. In 1989 she went to Vietnam to care for such children there and has dedicated her life to children's rights.

When a company told us they had computers available for donation in Vietnam, we offered it on our Global Hand website. The Christina Noble Foundation received them (see photo) and used them for the children's library in their Sunshine School: a great name for kids who would, otherwise, have a very dark childhood.



## SPORT: A CRUCIAL PART OF COMMUNITY DEVELOPMENT

In the battle against poverty, Physical Education plays a crucial role among young people. It gets them off the streets where other activities may cause them harm. It gives them pride in being healthy and fit, which can be a deterrent to the offer of drugs or other recreational choices. It gives them the joy of belonging to a team and the fulfilment of additional purpose in their lives.



So, when a company offered sports uniforms, and balls, in the UK, through Global Hand, the NGO Food for the Hungry took them for their development work in Burundi. The joy on the faces of these young people speak loudly to their delight at this provision.

## WHAT CAN YOUR SCHOOL DO WITH CROSSROADS?

We are often asked what activities schools can do with us. We have four main ways:

- Donate uniforms or educational equipment if it is in very good condition.
- Run a collection of much needed items. We're happy to advise.
- Fundraise for a school in our network.
- Book a simulation x-perience on global need. (See next page.)

## UNIFORMS EMPOWERING SCHOOLS

It was a very special moment when the massive load of boxes arrived in Nigeria: two different schools outside London had donated thousands of school uniforms and warm school clothing because of a change in their school branding. Those boxes of clothes, now unuseable in the UK, were like gold to the schools in Nigeria. Staff here work so hard to help their children get ahead, but over and over again see students missing school, their learning suffering, because they don't have proper clothes to wear, or the means to buy them. It was our pleasure at CGV UK to help get these UK uniforms to students in Nigeria so that thousands of items of clothing, most of them new, didn't go to waste.



# EDUCATION: KEY FOR A NEW BEGINNING



Education simply stopped in the north of Uganda during the twenty year civil war. The Lord's Resistance Army terrorised the local people, kidnapping children as young as 7 to serve as child soldiers or 'wives' for the rebels. Most were forced to kill. Many were sexually abused. Young lives came face to face with torture, cannibalism and worse.

During that time, almost all the residents in towns like Kitgum moved into camps for Internally Displaced Persons. We visited in 2004 and took the photo, right, among many of the little ones trying to survive.

The camp had no medical care, little food, scarce water and absolutely no schooling of any kind.

Fast forward to today. At first, we made the mistake of thinking we wouldn't be seeing the need we had seen a decade before. It was rather shocking, therefore, to see many of the same challenges remain, although the conflict is long over. Re-starting their economy, when the adults themselves cannot read or write, is very difficult.

Our partners on the ground tell us they believe education is a major part of the answer. Through our partnering services, we have been glad to set them up with others who are helping fund school development here.



*Schools like this are typical of those in Northern Uganda. Vastly under-resourced, often with earthen floors, no glass in windows, no toilet block and very few teaching materials. Empowering partnerships will be needed if today's little ones are to have the education that was robbed from their parents and grandparents.*



# EDUCATION THROUGH EMPATHY



*It is the coffee growers who receive least for our favourite cappuccino.*

## UNDERSTANDING FAIR TRADE AT THE GRASSROOTS

*One of our favourite simulations to run in the UK is a programme that opens a window into fair trade.*

At first, though, our team was not sure. "People in the UK are well aware of world need and fair trade vs. unfair trade," our UK team told us. "So we didn't know that our fair trade simulation would necessarily bring them a new understanding."

In this simulation, people must look at the coffee chain, e.g. the growers, shippers, roasters, packers and retailers etc. They must put themselves in the place of one of these groups and work out how much profit should be theirs, vis a vis the others in the chain.

"Even though this group included some who like to buy fair trade, none was prepared for what they discovered," our team said. "They had guessed that those who grew and handled the coffee, at its origin, would probably receive only a small percentage of the profit. But they were not prepared for the very small percentage it turned out to be. They were shocked!"

We love the way this simulation highlights that reality. As the saying has, 'Drink responsibly! Drink fair!'

WOULD YOU LIKE TO BOOK A SIMULATION PROGRAMME?

See our UK website for the full range we offer or email [enquiries@cgvuk.org](mailto:enquiries@cgvuk.org)



## DISCOVERING THE PAIN OF POVERTY

This year, Natalya Kan visited Kazakhstan, her home country. While there, she ran simulations on poverty for students of different ages. She reflects on the time. "One student came up to me and said he hadn't realised people lived in such poverty and were so trapped by it." All who participated were deeply moved. A number were even weeping. It was a reality check for them.

"In my role, as facilitator, I had to play the part of a harsh landlord who is corrupt and even rude to the people she oversees. One teenager came up to me and said, 'You were so unfair to me. I'm a good guy and you yelled at me.' I explained, in the debrief, how often, when economies are weak, the legal infrastructure can be too, and the powerful may oppress those in need. He 'got' it but was stunned by the fact that living in poverty can leave people in a place of great vulnerability.



"After the debrief, some of the students chose to sign up for volunteering opportunities. I loved seeing them implementing what they had learned, putting their new found understanding into action."



## REFUGEES STRUGGLING FOR SURVIVAL

This year Natalya travelled to Germany, taking her expertise in simulation facilitation to support a programme targeting refugee need. She, along with German members of Crossroads' alumni, focused our Struggle for Survival simulation programme to highlight the needs of refugees. Her colleague there fed back: "At the beginning people were skeptical but at the end they were fully involved and open to change."

The participants also started to understand why, even though some refugees have been living in Germany for years, trauma has held them back from mastering the language, handling a job or becoming more fully integrated with the community. "We had many requests to run this in more communities to help deepen understanding of the situation for refugees elsewhere."



## IDENTITY OF CULTURE: COPING WITH CULTURAL DIFFERENCE

"A nation's culture resides in the hearts and in the soul of its people," said Gandhi. What happens, though, when two very different cultures need to co-exist, or even integrate with one another?

Identity of culture is a simulation x-perience which targets that question. Participants must divide themselves into two 'tribes', with different languages, different lifestyles and different mores.

One is trade focussed, earning the income required to face tomorrow. The other is relaxed, traditional, paternalistic and conservative. Each had to send 'ambassadors' to learn of the other's ways.

Our team ran this simulation for teachers at the Darton College in the UK who were meeting for a conference.

"I could see, at the beginning", they told us, "they were taken a little by surprise. Very quickly, however, they became very involved. The simulation drew them in." Whenever our team runs this simulation programme, we hear the same. Participants become animated and the realities of cultural difference leave everyone very engaged.

The college fed back to us: "At Darton College we have had two opportunities to engage with a simulation and the experience has had an impact on our approach to raising money for charity. Since the simulations, we have worked together with our young people to find innovative ways to raise money and engage with the actual cause."

## AN UNSUNG HERO

"Let no one ever come to you without leaving happier." Mother Teresa said those words and, it seems, lived them. Another sister, working in Africa today, seems to do so too. Sister Prylla, who runs programmes in Nigeria, Kenya and Sierra Leone, is a woman on a mission. She and her team offer an extraordinarily wide range of services as they seek to support the poor: medical provision, care for the elderly, water access, micro loans for farmers and education, with particular emphasis on keeping girls in school. Their organisation, The SUHOG Project, is registered in the UK and, often, when suitable goods are offered by UK donors, warehouses them until ready for shipment to Africa. An example, this year, was a supply of hygiene product which she distributed (see photos below). We consider Sister Prylla one of life's unsung heroes.



## SUPPORTING PEOPLE LIVING WITH HIV

NGO, 'Rejoice', in Chiang Mai, Thailand, is committed to supporting people of any ethnicity, religion or age who are living with HIV. They provide medical, social and educational support, offering palliative medicines, food and nutrition and school scholarships. They also provide emotional care through counselling programmes and community support. They made contact with us because, along with this range of services, they have established the 'Buddies Society of Ipoh' with the goal of providing comfort to kids affected by HIV. By that they mean, of course, those children who have HIV themselves, but, as well, those whom HIV has impacted in other ways: the loss of a parent, or both, and the fact that their lives will now never be the same. The Buddies Society hand makes bears as a gift to these children, providing them a 'buddy' in their pain. We supported 'matches' for these Buddy Bears and saw them reach HIV affected kids (see photos) in NGO Sevac, Uganda.



## MALNUTRITION: CAUSING PREVENTABLE DEATHS

Malnutrition among refugees exacerbates their need in all directions. It weakens resistance to communicable diseases, always an issue in overcrowded camps, and is, says the UNHCR, "responsible for millions of preventable deaths" each year. It also, they point out, "contributes to delayed childhood development causing irreparable damage." We were grateful, then, when a donor wanted to see them go to refugees in Lesbos. They were received by CARE UK (Refugee Aid NW).

This group, run by dedicated volunteers who, uncomplainingly, pour massive hours into the preparation of aid for refugees, prepares container loads and sees them delivered on a routine basis.



# ETHIOPIA: THE MEDICAL CHALLENGE

Medical care in Ethiopia can be heartbreaking. Those in its far flung regions may have to walk 150 kilometres to their nearest hospital, taking 3-4 days. There are local clinics, in some cases, but they are often too poorly equipped, and too run down, to be of help. The challenges are greatest in the wet season. The heavy rains turn into fast moving rivers which pour down the rough landscape and valleys, making them impassable.

Here in the UK, many health facilities are routinely upgraded as medical establishments reach for new technologies or replace equipment as a matter of course.

Normally, though, the superseded equipment has been kept operational until that time comes. It can, therefore, be a waste to send this to landfill. If properly checked, and proved to be in reliable condition, such equipment can bring significant help to people in need, even though not the latest model available on the UK medical scene.

When, therefore, we received an offer with a wide range of medical items, we were glad to see these go to a partner group with appropriate expertise. Today, they are supporting medical need in Ethiopia.

*If you have medical equipment to offer which is still in very good condition, we would love to hear from you. We will look for partners with expertise who can check it out and place it strategically.*





# TRANSFORMATION

WE BELIEVE ALL CAN LEAVE  
THE WORLD A LITTLE BETTER  
THAN THEY FOUND IT.

*Social enterprise generates income by recycling plastic flip flops.*



## FACEBOOK UK: POVERTY SIMULATION

We are delighted when companies and non-profits ask us to run our simulation xperiences on global issues they care about. Mid-year, for example, we were glad to offer Struggle for Survival to Facebook UK, together with other companies and non-profits. Here is a sampling of their feedback.

**"You experience a taste of poverty rather than just being told about it."**

**"This is unlike anything else! It strips you of your ego and grounds you. And it opens your mind!"**

**"Incredible experience that brought some of the issues of poverty into stark reality."**

**"A totally humbling experience that has given me a 'smack in the face' reality check: a real appreciation for people's daily, weekly and infinite struggles."**



## UK CLOTHING COMPANY: PLACING PRODUCT WISELY AND WELL

We were approached by a large UK clothing company, manufacturing in China, with a massive offer of brand new product which they wanted to place responsibly among people in need. It had to stay in the country so they asked for our help in finding an NGO which could distribute appropriately. In the end, the clothing was sent to the west of China, to people living in very remote areas: over 15,000 items. We applaud companies who care about the right placement of excess product. Better for our planet. Better for its people.

### WHAT CAN UK COMPANIES DO WITH CROSSROADS?

- **GOODS TO DONATE:** Do you have quality product available? Whether it is in the UK or anywhere else in the world, we would love to hear about it. Our Global Hand service is, in essence, a virtual warehouse through which we seek to match appropriate product with NGOs, in any country. Sometimes that 'match' happens intranationally. At other times, the product may be shipped internationally by the NGO. Either way, please let us know if your company has surplus product.
- **FAIR TRADE:** Are you interested in fair trade products? We have producers we can connect you with and will happily do so.
- **SIMULATION X-PERIENCES/ TEAM BUILDS:** Would you like to consider a team build which incorporates one of our simulation x-periences? We have seasons when they are available and, if you let us know, we'd be glad to plan accordingly.

### BEST PRACTICE IN PRODUCT PLACEMENT

While it is possible to place product well, it is likewise possible to do so badly. As we have worked with goods donations, over the years, we have developed our best practice code. You can see it here:

[goo.gl/usHNz6](https://www.globalhand.org/en/browse/index/all/document/21008)

(<https://www.globalhand.org/en/browse/index/all/document/21008>)



Corporate partnerships were uppermost in mind for CGV UK Manager, Natalya Kan, and Malcolm Begbie, Crossroads Director, as they attended the mid year Ethical Corporation conference.

# EMPOWERING NGOs AT THE GRASSROOTS

We expected 20, or possibly, 30 people. We discussed the idea of an NGO conference, at the close of the Uganda trip, to be held in Kampala. As soon as we floated it, we were astonished at the interest level on the ground. 30 became 40. 40 became 50. In the end, there were an astonishing 95 participants.

And attendance did not come easily to all. One lady apologised as she entered the room after events were underway. "I'm sorry I'm late. I have walked for five hours and couldn't leave home until it was dawn."

It was deeply moving to meet these dedicated practitioners, all working to help lift their country and fellow countrymen out of the depth of need which holds too many in its grip.

The day included a practical guide to Ugandan customs and logistics from Lawnsome Etum: a humanitarian worker who has successfully brought much needed aid into the country to support his work.

Later, the 95 divided into interest groups to share knowledge, network and find synergies on the major issues which most found of greatest relevance: the need for education, shortage of clean water, insufficient health care, empowerment of women and the battle against corruption.

Malcolm Begbie, Crossroads' Director, said, "It was great to see these dedicated people, who had often worked in isolation, discovering others who shared their passion and who, going forward, could cooperate in ways that would be synergistic. Their commitment to work so hard, with very little resource, was inspirational."



*Logistics and customs advice was provided by Lawnsome Etum, a local colleague who has successfully imported aid into the country.*



*Natalya Kan spoke to NGOs about what was needed if they were to receive goods from donors in the UK.*

# AIDEX CONFERENCE IN KENYA

It's encouraging to see major aid conferences being held not only in affluent nations, but, these days, in nations where some of the work is happening on the ground. We were very impressed, therefore, when we learned AidEx was holding an international gathering in Nairobi, Kenya. Our team attended at the close of their Africa trip and used the opportunity to network with NGOs (photo right) who would like to receive donations from UK donors.



## GLOBAL HANDICRAFTS: OUR UK FAIR TRADE SALES

As the saying has it, 'Fair trade means fair pay and fair working conditions.' We love to partner with fair trade groups, all over the world, in order to see producers generate income as they combat poverty.

Our UK fair trade sales are overseen by Sheila, an indefatigable volunteer who seizes every chance possible to get our goods to markets. Summer fairs, Christmas markets and every opportunity in between sees her fulfilling her passion. Products from a dozen different nations make their way into the hands of UK buyers who want to see their purchases change lives.

If you would like a fair trade stall at events you are holding, please email us at [enquiries@cgvuk.org](mailto:enquiries@cgvuk.org).



Sheila's passion for fair trade is palpable.



# CROSSROADS GLOBAL VILLAGE UK CONNECTING PEOPLE IN A WORLD OF NEED

Find ways you can make a difference in a global village that needs you.



## **DONATE GOODS/SERVICES**

Would you like to donate goods or services for people in need? If you have quality products in the UK, or elsewhere in the world, we would love to hear.



## **DONATE FUNDS**

Even a small donation can help change lives.



## **DONATE TIME & TALENT**

Your time, talents, and skills can provide vital help, especially when given regularly. We are in particular need of online volunteers at this time.



**BUY FAIR TRADE**

Empower people in poverty by buying their products through our services.



**WANT PARTNERS/PROJECTS?**

Interested in projects or partnerships suitable for companies, NGOs, schools or universities? Please ask!



**BOOK AN X-PERIENCE**

Deepen your understanding by taking a few steps 'in the shoes' of people facing poverty, blindness, hunger, cross cultural challenges and more. Book as a group or for a team build. Debrief, afterwards, on ways to engage with global issues.

[www.cguk.org](http://www.cguk.org)





# MULTIPLIERS

WE CAN'T SOLVE WORLD  
NEEDS ALONE, SO WE HELP  
OTHERS HELP OTHERS.





**Crossroads**  
GLOBAL VILLAGE (UK)

**Crossroads Global Village (UK)**

Kemp House, 152-160 City Road  
London, EC1V 2NX, United Kingdom

Phone: +44 20 3389 7177

Email: [enquiries@cgvuk.org](mailto:enquiries@cgvuk.org)

[www.cgvuk.org](http://www.cgvuk.org)



Follow Crossroads Global Village (UK)  
on Facebook!