

Starata News



Celebrating 10 years

The past 3 months we continued our celebrations for ActionAid Hellas 10-year anniversary with various events so as to express appreciation to our supporters, increase awareness to government and society, fundraise and of course enjoy!

ActionAid Hellas receives presidential award

The major event was the awarding from the President of the Greek Republic, Karolos Papoulias, for its work in fighting poverty over the last 10 years and on the occasion of the 60th anniversary of the signing of the Universal Declaration of Human Rights.

ActionAid Hellas invited Tobias Nyabola, a schoolteacher from Kenya, accompanied by his wife, Elizabeth, to receive the honorary award as representative of the developing world, alongside members of our staff.

Tobias has devoted his life in supporting the education and well-being of his local community, BAMA. His long-year efforts have resulted in the empowerment of the local people and the development of sustainable projects in his area.

Mr. and Mrs. Nyabola and staff members also had a meeting with the Minister and the General Secretary of Foreign Affairs, Dora Bakoyiannis, where they discussed a development programme for BAMA. The programme would include the provision of potable water facilities and the enhancement of the local livestock. ([Watch the video here](#))

Both events generated significant media coverage and created a milestone for AAH, helping us build more on our profile in the future. ([Read more](#))



Tobias & Elisabeth at the Presidency

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At the Ministry of Foreign Affairs

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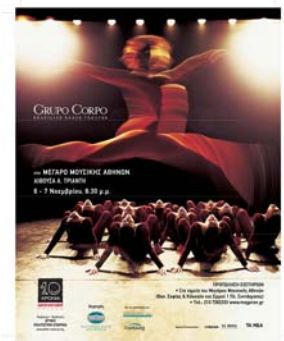
Open House

On ActionAid Hellas birthday (22 October) we opened the offices to friends, volunteers and supporters to celebrate together. We all enjoyed with music from all over the world, African and Latin dance courses, videos and photos from different ActionAid moments, and nice food cooked by the staff. Day was unique for all and filled us with courage and hope to continue our efforts.



Grupo Corpo show at Athens Concert Hall

On 6 & 7 November 2008, ActionAid Hellas organized two performances of the famous contemporary Brazilian dance company Grupo Corpo in the Athens Concert Hall. The 2 day event, which was organized in the framework of the 10-year anniversary, had great media exposure, was attended by AA supporters, major donors and politicians and raised almost 270k euros!



Keep on acting – release of new CD

“Keep on Acting” is a new music compilation produced by Elena Papavasileiou (an active ActionAid supporter and famous radio producer) which was released on the occasion of ActionAid’s 10 years’ anniversary. All proceeds from this album will support ActionAid’s work in the developing countries.



2008 Income – we reached and exceeded our expectations

Our 2008 total income reached **9.744k** euros exceeding the forecast (9.594k euros) by 1.6% and the 2007 performance by 15.1%! The increase is clearly driven by the CS program which closed at +2.5% vs. forecast and +14.6% vs. Last Year and the Grupo Corpo Athens Concert Hall show which brought incremental funds to the organization.

Fundraising

CS TV Campaign

We launched a new CS TV spot. The creative is based on the idea of lost childhood. We were on air from 4th- 31st of December on all major state and private TV channels with a paid program and until the 10th of January with a free program on major state, private TV channels and major provincial channels. Final outcomes are yet to be evaluated; the incoming calls however were record high. ([Check the spot here](#))



Weddings/christenings

We decided that donations through weddings and christenings were an area with possible financial opportunity; therefore we prepared creative materials to test an advertising campaign on print media in related weddings-young parents' magazines. Ads will also appear in our "Axion Logou" magazine.

Christmas actions

This year's Christmas activities included once again the outsourced promotion of our ActionAid Christmas cards and the New Year's lucky charm, in order to give our supporters (and many other potential donors) ideas for alternative Christmas gifts for their friends, relatives and colleagues.



A wonderfully warm, Christmas spirited event, took place in December at Zygos bar in Athens with many famous Greek artists and actors singing new hits for ActionAid and spreading the Xmas message of love and support for all the kids in the developing countries. The activity was hugely supported by the media, increasing our exposure and awareness.

Research

In December we launched a quantitative and qualitative research to measure and test CS withdrawal/retention issues. CS program's withdrawal rate has reached 15% and in fear of further deterioration in view of the forthcoming recession we launched the research so as to find the key reasons that increase withdrawal and retention and the necessary steps to minimize withdrawal rate. The research will be completed by the end of January and we will then go on with implementing the actions of the findings.

For more on FR actions, contact:
natalie.valaki@actionaid.org

Campaigning

We keep on running the petition and we have reached over **13,000** signatures so far! Our target is to reach 30,000 signatures till October 2009, when the petition will be delivered to the Greek government. We started promoting the plates in schools, where students participate with great enthusiasm.

Hunger Free

EuroElections

We sent the ActionAid manifesto for the Euroelections to the Greek MEPs, along with Aidwatch report and a lobbying letter, asking them to integrate in their agenda six key issues related to poverty eradication.

We also started contacts and meetings with political parties' representatives in order to influence their agenda. We already got positive feedback from our first meeting, where our recommendations were welcomed and we will keep on putting pressure in order to get at least one of our six thematic issues in the parties' agenda.

Activista



On 20th December our network of young activists participated in a community all-day-long street bazaar party. We put up a big Christmas tree and asked people to sign the plates and hang them on the tree instead of ornaments. Hundreds of families visited our information kiosk and hundreds of kids colored the signed plates of their parents. We had a great time and even though the tree fell on our heads twice, due to the strong wind, we felt really rewarded in the end.



Early December, we organized a short training session on hunger and poverty issues mainly for new people that were interested in joining our activism. Our special guest for the session was Tobias Nyabola. Participants were very excited to meet with Tobias and as the session proved to be too short for all their questions, we continued the discussion in a nearby restaurant. As a result of the training, we managed to double the members of our network.

On 5-8 November, Matta (Mobilization Coordinator) joined the ACTIVISTA international coordinators meeting in Rio de Janeiro, where they discussed future actions for youth networks. One decision was to organise joint actions between ACTIVISTA in the North and the South. Participants also decided to start promoting actions through social media as an effective means of campaigning.

During the meeting, the group visited ActionAid's partner CEEAAC in the City of God where they also had the chance to meet field workers and play with the children.



Children's football team with ACTIVISTA coordinators.

We have created fabulous new design stuff, such as pins, t-shirts, stickers and brochures to promote our youth network, to get more members and to raise our brand-awareness.



Check on our first short video with footage of our summer activities [here!](#)

Development Education

In the beginning of October and in the framework of AAH 10-year anniversary photo exhibition "One world...Six pathways", we offered experiential workshops for children and teachers. Using theatrical and other interactive techniques children were trained on the issues of poverty, inequality and human rights. 25 teachers were involved in a workshop on Theatre Forum (which derives from the Theatre of the Oppressed). Through dramatization, they addressed issues of oppression and at the end they evaluated the technique as an educational tool.



The past 3 months we visited 11 schools, both primary and secondary, talked with teachers, parents and pupils and presented ActionAid work. Totally, more than 1500 persons followed these presentations.

A huge Christmas card with wishes in 3 different languages as a "gift" for ActionAid.

Apostolos, Deved Advisor, held a session in the Conference "The role of Formal, Non Formal and Informal Education in the formation of young people personality" organized by the Greek Ministry of Education. The session theme was "Development Education and Long Life Education: ActionAid's educational program in the Secondary schools and in Second Chance Schools."

For more on DevEd contact: chrisoula.stamatoukou@actionaid.org

Chrisoula, Deved Officer, participated in the autumn Development Education Forum (23rd and 24th October, Brussels) as the representative of the Greek NGDO Platform.

The Development Education Forum is one of the core-working groups of CONCORD, the European Confederation of Development and Relief NGOs. The members of the forum are appointed by the national platforms and meet twice a year, usually in spring and autumn. The Forum establishes common strategies to strengthen Development Education in Europe.



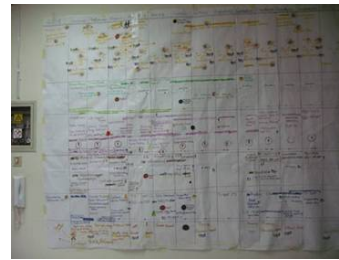
At the Hive training

We slowly but gradually continue the process for integrating HIVE into everyday work and for familiarizing the staff with the tool. IT offered training courses to all staff, and we are now going forward to developing ActionAid Hellas site and other useful internal workspaces (Fundraising also hosted Susie Butt, who provided the team with further assistance). We have also integrated successfully all our servers and workstation to the new fpt (fighting poverty together) domain placing single sign on fully operating.

For more contact: dimitris.chatzoglou@actionaid.org & glykeria.arapi@actionaid.org

Planning

The past 3 months we realized a participatory planning for 2009 with departmental and staff meetings. During the planning sessions, teams used the outcomes and tools of 2008 PRRPs and of other past reflections done throughout the year. Next step was to design specific actions for 2009 on the basis of the Global Monitoring Framework and to share their plans with the other groups. As a result, we ended with a common calendar which supports inter-departmental work.



Common calendar: on the wall and digitalized on Hive.



For more contact: glykeria.arapi@actionaid.org

Communications

The latest issue of our Supporters Magazine "Axion Logou"

In this issue: See our 10 years anniversary events and celebrations, read Tsega Assefa's interview (AA Ethiopia CS Coordinator), learn how to better support us by using Direct debit and meet the Greek Activista team in their ACTIVISTAND!



For more on Comms, contact vasiliki.markolefa@actionaid.org

Since October we had 179 mentions and interviews, 6 interviews on TV and 9 on the radio on Grupo Corpo kai Zygos event, World AIDS day and the Award.

Special thanks to Jennifer Owens, the Media Team and the rest of the staff in AAUK which hosted Elli (Public Relations Co.) and Anna (new Communications & Media Co.) for induction.

Governance

AAH Board meeting and General Assembly took place on Dec 2nd to approve the 2009 plans & budgets. An extended governance review process started at the last Board meeting. Outcomes will be shared on Alps Tracker when the process is finalized in following months.

For more info on governance contact: elli.thoua@actionaid.org

Internal Audit

In the beginning of December, we hosted Dushyanthy Pillai, internal auditor. The report will be soon finalized and outcomes will be available on Alps Tracker.

Welcomes & Goodbyes

Welcome and wishes for a fruitful cooperation to:
Katerina Momitsa, new member in the Supporter Services Team
Haralabos Tsiggos, our new F&A Assistant

We say **goodbye** to:
Mantha Bitsopoulou from Supporter Services Team
Gezahegn Gallo, Head of F&A upon a 6-month secondment

Gezahegn presence in ActionAid Hellas has been of valuable experience for both the hosting staff and himself. Quoting his words: *"I believe I have learned a lot from this secondment opportunity. It has broadened my understanding of the affiliates work and the challenges faced in fundraising. I also believe if the staff of affiliates could avail themselves to spend some time (2-3 months) with CPs, they will have the perspective of how the CPs are working and the challenges faced."*

Feedback

We are looking forward to your feedback on STARATA. Your comments are welcome at:
glykeria.arapi@actionaid.org