



Fundraising

Christmas advertising

In December of 2006 and for 3 weeks we aired two new TV spots on all major Greek TV channels. The initial estimate is that the new CS links from this activity will reach 2,500. We will have a full evaluation of the activity by end of March. In addition to the TV airing we placed inserts in a major Greek daily newspaper and posted an Internet banner on three major Greek portals.

CSR conference

Under the auspices of the Greek German Trade and Industrial Chamber and in the context of the biggest and most important annual financial and investment conference, the Money Show, a Corporate Social Responsibility Forum (CSR Forum) took place on the 20th and the 21st of January. The main objective of the CSR Forum was to establish a dialogue between the state, the corporations and the NGOs, so as to set the way for the development of a more favorable environment for CSR co-operations in Greece. ActionAid participated with a stand – we informed guests of our goals and objectives and handed out info and sign up leaflets. Most major Greek and international NGOs participated, such as Greenpeace, Special Olympics, WWF, the Greek Cancer Society, Unicef, Amnesty International, Make a Wish, SOS Villages, a.o.

Major corporate partnership: Greek “Zagori” water funds an ActionAid water project in Kenya

ActionAid Hellas initiated a major corporate partnership with the number one in Super Markets water brand, called Zagori, owned by a purely Greek company. They fund a water project of ActionAid Kenya, in Usigu community aiming to provide safe and clean drinking water to 43,121 members by abstracting and diverting water from Victoria lake through an extended pipeline into several water kiosks for distribution. The water will primarily serve the area’s villages and local primary schools. The partnership is being heavily promoted via a series of communication vehicles (TV, Print, Radio, extensive indirect publicity) that will take place in three communication phases during the period of 14 months (until spring of 2008):

- 1st Phase (January 24, 2007)→ build anticipation.
- 2nd Phase (beg June) → progress of the project.
- 3rd Phase (April 2008) → completion of the project – thank you..

In particular, the partnership will be mentioned on 250.000.000 million bottles (6-pack, 1.5lit, 0.5lt) throughout the year, thus ActionAid logo, our website and free phone will be available in millions of households during this whole period including peak periods like summer where consumption is very high. An ActionAid banner is also placed on Zagori’s site.

During Christmas:

- The jewelry shop “Pentheroudakis” offered to design and distribute for free our lucky charm for 2007. The charm was promoted through our magazine and website over Christmas holidays.
- We also offered our supporters a selection of Christmas cards which we promoted through leaflets, Axion Logou magazine and our website.



Policy & Campaigns

ActionAid Hellas has been rolling out it's 'end poverty now' campaign and has now received over 7000 signatures (card and email). The large majority of these come from AAH supporters. Small pockets of the media have been picking up the story. In January, AAH sent two Greek school pupils to the GCE 2007 campaign launch in Brussels where they participated in the event and met with two Greek MEPs. Their trip generated both media and radio coverage (and a TV interview to be aired soon) and the MEPs they met are signed up to take part in this year's Global Action Week, entitled 'Join Up for Education Rights Now! AAH has supported the Greek Coalition Against Poverty in its initiative to produce and disseminate a radio spot and press release for International Women's Day 2007.

AAH Development Education team participated at the 4 day Hellexpo International Educational Exhibition which was a success in terms of raising our profile to target audiences.



Communication & Media

Media

- Alexandra Mitsotaki, AAH official representative, gave the following interviews:
 - at the nationally broadcasting TV channel NET on Christmas Eve
 - at the other nationally broadcasting TV channel ET1 on Saturday 13th of January
 - at Athens International Radio station on January 29th
 - at two national distribution magazines
- On February 1st, Voula Papayanni, DEVED Coordinator gave an interview to the ERT3 radio station, broadcasting in Northern Greece, on AA work on development education.
- During the last 3 months we received 51 press clippings and 4 tv clippings

Events

On 5-6/12/06 AAH participated at an exhibition with photos from volunteers' activities of different NGOs, organized by 'Citizens in Deed' - the newly established state organization for the development of volunteerism. The exhibition took place at the exhibition room at the Syndagma metro station and subsequently went on tour in various cities of Greece promoting volunteerism.



HR/OD

- Antigoni Malliaritsi joined us again as P&C assistant for the next few months. She will be helping us with the processing of campaign enquiries and requests for materials, the data entry of people taking the aid campaign action, along with various other bits.
- Elina Sarantos did her internship with us for 2 months. She helped mainly on the launch of the GCE Brussels event and did research on Women's Rights producing a data base of Greek NGOs that work on WRs
- Efi Protogeris joined AAH as Supporter Services Officer. For the last 2,5 years Efi has been a committed volunteer offering her services to all fields of the Supporter Services department



Meetings & Conferences

- AAH Director Joanne Smith and Kim Trathen, Head of Policy & Campaigns met with the Director of Amnesty International and the President of Fairtrade Hellas.
- Kim Trathen - attended World Social Forum in Nairobi as part of the ActionAid International WSF Secretariat
- Kim Trathen - attended the Right to Food Campaign Planning meeting in Coimbra, Portugal
- Joanne Smith, Nina Trifonopoulou - Head of Fundraising, Magda Kazoli - Community Fundraising Coordinator and Anastasia Maliagrou - Supporter Services Coordinator attended the International Fundraising Skill Share in London
- Vicky Markolefa, Publications Coordinator participated in the (International Marketing Conference 2006



Governance

Board

- Update of Board members: On December 23rd and in order to avoid losing interest while waiting for the Court hearing to discuss our Constitution, the members of the AAH Board were invited to an unofficial meeting in order to be updated on current AAH activities.
- First meeting of Interim Board: With the purpose of leading the full Board once it is officially formed as a body, an interim Greek Board was formed by 3 members of the full AAH Board, 2 AAI Directors and the current AAH Director ex officio. The interim Board met for the first time on the 16/1/07.
- Court hearing: On February 12th, the new constitution of AAH was discussed at Court. Court's ruling is expected by the end of April.



IT

- We have designed and developed a new application which provides quick access to a variety of database statistics as defined by other departments. It has been implemented in-house using Visual Basic programming language. The application is stored on the server and it can be accessed by designated users.
- We have upgraded our servers to Windows 2003 Operating System and Email Server using Exchange 2003. Our domain has changed and is fully operational to @actionaid.org.
- A CISCO firewall solution has been installed for secure working environment. Also we have purchased a new HP tape solution, where we can use new tapes with 200GB capacity. The old Novell File server was using tapes with only 14GB backup capacity.



IA/SL

The final stage of the strategy process is coming soon to an end. Having a more clear direction now, we are working also to finalize the 3 year plans and budgets.

The plans have gone through many changes and revisions reflecting the internal changes within AAH, but we are now confident that we can submit them very soon.

Following ALPS requirements, we are concluding PRRPs that will also lead to the finalization of the Annual Report.



Feedback

We are looking forward to your ideas!

STARATA NEWS is created for all ActionAiders that wish to read AA Hellas News. Any comment, suggestion or recommendation that you think may improve our interaction with or may be useful to our readers (you!) is therefore not only welcome but also requested.

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