

# Action

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Issue Spring 2025



Inside

## A survivor's strength

How Evaline Abur escaped abduction and became a changemaker in her community

# Welcome to your **Spring 2025** issue of *Action* magazine!

**In this edition, we are celebrating changemakers,  
including incredible supporters like you.**

The women and girls we work with are changemakers in so many powerful ways—whether it's fighting against gender-based violence, advocating for economic rights or finding solutions to climate change.

On pages 10 and 11, you will hear from Evaline, the star of our cover, who we believe deserves recognition for the incredible work she is carrying out in her community.

We are also championing women's rights organisations that are helping children, particularly girls, find support and re-enrol in school. You can read more about that on pages six and seven.

This issue is also dedicated to you because, without you, none of this work would be possible.

So, as you read through these inspiring stories, know that you're also a part of this global movement of changemakers.

**Thank you!**



**Susan Wilders**

Deputy Director, Public  
Fundraising, ActionAid UK

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# We are all changemakers

Joanne O'Neill, ActionAid UK's Head of Advocacy, has shared how your support helps us hold the government to account.

For decades, ActionAid supporters have used their voices to push decision-makers to act. As citizens and voters, your voice is powerful, especially when encouraging people in power to take action.

This is so important to remember, now more than ever.

**Turn on the evening news, and the number of challenges facing the world is clear to see. Whether it's the cost-of-living crisis, deepening conflict or the climate emergency.**

We know women and girls bear the brunt of these crises often because they make existing gender inequalities even worse.

That's why we are working with women and girls who have found solutions to call on governments for their support.

## Why the UK matters

What the UK government says and does about the rights of women and girls worldwide matters because we are one of the biggest providers of humanitarian assistance and an important voice in global decision-making spaces like the World Bank and the UN.

So, ActionAid's priority is to work closely with the government and Members of Parliament to amplify the solutions put forward by women and girls.

**But we don't do it alone. We make change with you.**



## The power of your support

During the general election last year, thousands of you signed our petition calling on the new UK government to put women and girls first. Once the election was over, hundreds more also emailed new MPs to meet with ActionAid and share our calls for change.

The impact has been immediate, and many new MPs attended our Parliamentary event to hear directly from women and girls about the changes they want to see.

Around the UK, our network of community campaigners have also been working hard to demand gender justice.

## For the future

As we have said, women and girls typically bear the brunt of crises, and the climate crisis is no exception. This year,

we will be putting even more pressure on decision-makers and businesses to stop it from spiralling further.

One of our main focuses will be the Fund our Future campaign. The goal is to push UK banks, like Barclays and HSBC, to clean up their act and demand the UK government tighten rules that allow these banks to pollute.

As you can see, we need changemakers like you to make our work possible.

**Sign our petition, and together, we can build a better world not only for women and girls but for everyone in 2025.**



To sign our petition, scan this QR code or visit [actionaid.org.uk/fundourfuture](https://actionaid.org.uk/fundourfuture)



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# It takes a village

Going to school is a fundamental right for children, we are ensuring they can claim it.

**In Africa, over half of all children are out of primary and secondary school, and most of them are girls.**

Education isn't a luxury; it's a fundamental human right, and without access to education, children —especially girls— face enormous challenges in building the futures they want.

## Books, bags and uniforms

One of the main things preventing girls from getting an education is a lack of support and school materials.

In Sierra Leone, the Action to Empower Marginalised Adolescent Girls project (AEMAG) is working with ActionAid to change that.

So far, the project (pictured below) has supported 600 girls to re-enrol in school, providing everything they need to stay there, including uniforms, pencil cases and even sanitary pads.

AEMAG has also reached around 200 more girls with skills training in tailoring, hairdressing or catering so they have the tools to get a job after school.

For Kadiatu, this came at just the right time.



**I got re-enrolled in school now only because of this project.**

**Kadiatu**

“I dropped out of school after my father died and my mother couldn't afford all the expenses,” she explained.

“I got re-enrolled in school now only because of the AEMAG project.”

## Ending period poverty

A big part of AEMAG is also ensuring girls have the essentials they



need to manage their periods.

For many girls, not having access to sanitary pads or tampons is a huge barrier to receiving an education because they are forced to miss school each month.

**That's why our work with projects like AEMAG are so important.**

## Learning about rights

In Kenya, we are tackling a different barrier to education.

After working in the area for some time, we observed that the rates of children missing school were very high.

There were a number of reasons for this, but mostly because children and their families were not aware of their rights, particularly when it came to violence and getting an education.

That's why we introduced Child Officers like Rebecca (*pictured below, right*), who works in Nakuru's Kuresoi South local authority.



**Most of the children didn't even know they had rights.**

**Rebecca**

When Rebecca first arrived to the community, she was shocked by what she saw.

"There were over 200 school-going children out playing on the streets when they should have been at school," she recalled.

"Unfortunately, most of the children did not even know they had rights."

Rebecca's work is all about teaching the

community about children's rights, and thanks to her efforts, they are being taken more seriously. As a result, the rates of violence against children, particularly girls, have dropped significantly.

As for getting children back to school, it is a slow but promising journey.

She said, "We've been trying to bring down [the number of children missing school]. It's not what I would want it to be, but I believe it can change in the next few years."

## A promising future

All children should have the opportunity to get an education.

In fact, it is often the answer to ending the cycle of poverty and inequality because, with an education, children have the power to change their lives—and their communities—for the better.

**That impacts us all, and with your help, ActionAid and the projects we support are making it happen.**



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# The gift that gives back

What happens when you purchase a **Gift in Action**?



1

It's your friend's birthday, and they love supporting causes that make a real difference. So you decide to get them a **Gift in Action** to help fund our work with women and girls across the world.



4

They love it because they're not just receiving a thoughtful present – they're contributing to real change.



5

Your **Gift in Action** goes instantly into our **Disaster Preparedness and Response fund**, which helps ActionAid act fast and save lives during an emergency.



Did you know that the largest loss of life happens within the first 72 hours of a crisis? That is why ActionAid's Disaster Preparedness and Response Fund is so vital and when you purchase a **Gift in Action**, that's exactly what your donation goes towards.

We want to share how it all works so you know what happens when you buy a gift that doesn't cost the planet - literally.



2

You're drawn to our **Emergency Response gifts** that include period kits, warm clothes and food packages for people living in the aftermath of a disaster or war.



3

After purchasing, you receive a **personalised card to give to your friend**, detailing the donation you've made in their honour.

## Your Gifts in Action in 2024

Gifts from our Emergency Response category were used across **11 countries** in 17 different emergencies.

**£20,000** went towards helping **15,000** people in Zambia during a cholera outbreak.

An estimated **1,287** people were also reached with emergency cash assistance in Cambodia after drought pushed families into poverty.

This year, will you help by choosing a **Gift in Action** for the next special occasion?

Visit [actionaid.org.uk/charity-gifts](https://actionaid.org.uk/charity-gifts) to make a lasting impact today.



# A survivor's strength

How Evaline Abur escaped abduction and led her community to a better future.

**At 12 years old, Evaline Abur's life was changed forever.**

It was 1994, and Uganda was caught in the grip of yet another violent clash in a long-standing conflict between the government and rebel groups.

Before the war touched her life, Evaline was happy. She lived with her loving parents and was thriving in primary school with dreams of becoming a doctor.

But everything changed when rebels invaded her village.

“

**When the rebels came, we went and hid in the bush...That is where they found me and abducted me**

**Evaline**

Evaline, who was terrified, was taken far from home to a camp in Sudan, where she was forced into a marriage with a much older man.

She spent the next decade as their captive, longing for her old life and her parents.

Until one day, during a battle with government forces, Evaline, who was pregnant at the time, finally saw her chance to escape. So, she grabbed her two children and seized the opportunity to flee.

The last time she saw her home, she was 12 years old. Now, at 22, she had finally returned.

Evaline had hoped to find the life that had been so cruelly taken from her as a child, but the reality was very different.

“I [realised] I lost out on many opportunities,” she reflected. “I lost the opportunity to go to school and become a doctor.”

Evaline’s parents had also passed away, which was almost impossible for her to comprehend, and the war had deeply transformed the community.

It felt like all traces of her old life had vanished.

### **But she didn’t give up.**

Instead, Evaline reached out to her neighbours and created a support group for survivors of the war so they could begin to heal from the atrocities they had all experienced.

With some help from ActionAid and your donations, the group is now 39 members strong and has developed a village savings and loan association that helps the community earn an income.

“We ensure every member is engaged in a business or farming,” Evaline explained.



**We also stand with each other when we have challenges and members can borrow [money] for school fees**

**Evaline**

Despite the unimaginable hardships she faced, Evaline used her strength to guide her community toward rebuilding. Together, they are working to restore what the war took from them.

**It's because of your support that we can help groups like Evaline's grow.**



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## The power of women's collectives

Saynab Mohamoud was determined not to let climate change destroy her community.

**Over the past few years, droughts and floods caused by the climate crisis have wreaked havoc on Saynab Mohamoud's life.**

Like many in Ceel-Hume, Somaliland, Saynab once relied on rearing livestock and farming to earn a living. But the extreme weather conditions have made it increasingly impossible.

"I was a pastoralist and managed my livestock," she explained. "After the drought affected our livelihood, we lost our livestock."

Without a livelihood, there is no money and without money, Saynab cannot afford basic necessities like food and water.

**And she's not alone.**

The climate crisis is causing devastation across Somaliland with around 4.4 million people now facing

food deprivation as a result. But, people like Saynab are taking matters into their own hands by finding solutions.

Saynab decided to form a collective with the other women in her community so they could come together and deal with these challenges.

Through a partnership with ActionAid, the collective accessed valuable training in sustainable farming that helped them adapt to the shifting climate and deal with pests or parasites. They were also provided with new seeds and a water pump so their crops could survive even during a drought.

For Saynab and the whole community, this has been nothing short of transformational.

They can now go back to earning a living through farming and, as the chair of the women's collective, Saynab helps others build much-needed resilience to climate change.

"After the technical training from ActionAid, it is much easier to catch the fungi and parasites. [We also] have better relationships with local agronomists now," she added.



**Now we have a lot of ideas, and we are happy.**

**Saynab**

Saynab's story is just one example of how your donations to ActionAid help us support small women-led organisations to achieve the impossible.



# Are you up for a challenge?

In 2025, you could raise money for ActionAid by trying something new.

From mountain treks to marathons and sponsored silences to skydives, you all found such creative ways to raise money and become changemakers last year.

It has been truly inspiring to see.

Some of you also chose to take part in a special event to remember and celebrate the life of a loved one. This is a beautiful way to honour someone's legacy and support ActionAid's mission of building a better world with women and girls.

There are so many ways to fundraise for ActionAid, and by doing so, you'll be supporting women worldwide as they champion equal rights and lead their communities toward a brighter future.

**Will you take on the challenge in 2025?**

## Coming up in 2025

### Lake District Challenge

7<sup>th</sup> to 8<sup>th</sup> June 2025

Walk, run or jog your way through some of England's finest scenery. You'll start in Kendal, trek past Lake Windermere and through the stunning nature reserve before returning to the starting line. The best part is you get to choose how far and fast you go.

### Royal Parks Half Marathon

12<sup>th</sup> October 2025

Run 13.1 miles through the city's most iconic landmarks and four of its picturesque Royal Parks. With breathtaking views and an electric atmosphere, this race has become a favourite for beginners and seasoned runners alike.

### Do a skydive

Multiple dates

Ready for the ultimate adrenaline rush? Skydive for ActionAid and experience the thrill of a lifetime. Soar through the skies and fundraise to support women and girls worldwide.

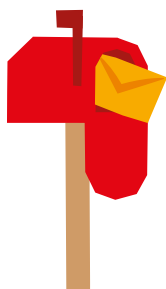


Find out more at  
[actionaid.org.uk/challenge](https://actionaid.org.uk/challenge)

# You asked, we listened

Over the past two years, we've been gathering feedback from our supporters. If you've shared your thoughts with us, thank you. Your input is invaluable in guiding how we work and communicate.

Here are just some of the ways we're putting feedback into action.



## Communication

We've heard your request for content that's easier to digest. We also heard your request for our communications to be less wasteful with postage and paper. So, we're working hard to implement that in all our mailings to you in the future.

For example, we've cut down Action magazine from 20 to 16 pages. This doesn't mean you're getting less but, instead, more carefully curated and purposeful articles.



## Transparency of donations

Some supporters are requesting clearer information and transparency about how their donations work. We agree, clarity is essential.

So, we're making it a priority to demonstrate exactly how your generosity makes a practical difference in the lives of women and girls.



## Passionate areas

Equal access to education and economic rights are causes we know you care deeply about. We're going to be spotlighting our partners that carry out vital work in these areas.

Octopus Legacy was founded by Sam after his Mum (pictured here) died suddenly in a car accident.



# Protect your future today

Get your free Will written with our expert service.

By leaving a gift to ActionAid in your Will, you help support our work for generations to come.

We understand that writing a Will can feel overwhelming, which is why ActionAid has partnered with Octopus Legacy to simplify the process.

All you need to do is answer a few easy questions on the Octopus Legacy website to receive a fully personalised Will that reflects your wishes.

Together, we're helping you start the conversation on writing or updating your Will so you can be assured your loved ones are taken

care of and our values live on. With your gift, ActionAid can support women and girls as they create long-term change, and you support a cause you care about, even after you're gone.

Let your legacy help women and girls change the world.

For more information or to write your Will online through Octopus Legacy, visit **[will.octopuslegacy.com/ActionMag](https://will.octopuslegacy.com/ActionMag)** or scan this QR code.



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