



International



*HOW TO GET  
YOUR BUSINESS  
INVOLVED!*

# A SEAT AT THE TABLE

## 2018 BANGLADESH APPEAL

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Millions of disabled people in Bangladesh face a life of poverty and exclusion. Disabled people don't want charity, they want their rights and together, we can help claim them. This year, you can help disability activists get a seat at the table and demand permanent change for disabled people in Bangladesh.



**16 MILLION  
PEOPLE**

ARE LIVING WITH A  
DISABILITY  
IN BANGLADESH.



**DISASTER PRONE  
AREAS WE WORK IN**



## DISABILITY STIGMA: A DEADLY ENEMY

Disability stigma is pervasive in every society, but in parts of Bangladesh, discrimination can be particularly oppressive. Disabled people are often considered weak, worthless and in some cases subhuman. Disabled people often live in isolation and are excluded from their communities.



## DENIED A FUTURE.

In Bangladesh, disabled people do have rights under law but many disabled people are not aware these exist. With no political voice or representation, disabled people are unable to hold powerholders to account and claim their rights.



## VULNERABLE AND LEFT BEHIND.

Disabled people living in climate-vulnerable parts of Bangladesh are often dangerously vulnerable to environmental emergencies. People with hearing impairments can't hear the cyclone warning alarms when they sound; people with physical impairments can't reach community safety centres that are inaccessible.

## CREATING LONG TERM CHANGE.

At ADD International we understand it's not just about getting individual voices heard, but about permanently dismantling the barriers that keep disabled people excluded.

That's why we're partnering with disability activists to support 15,000 disabled people in disaster prone areas of Bangladesh, to influence powerholders and have their say in the decisions that affect their lives, from work opportunities to accessible flood shelters.

“ Because I'm visually impaired, everyone treated me badly, even my brother would beat me.

Since becoming a disability activist, people respect me more. I received training on the laws for disabled people and disaster management.

After the training I went to the local government leaders to demand assistance from them.

Now I have the courage to speak to them, I am able to raise my voice.”



SULTAN

## WHAT WE AIM TO ACHIEVE.



# 4,500

disabled people will have increased their understanding of disability rights and the role they can play in advocating for policy changes.



# 3,600

disabled people will be accessing local services and resources, including safety-net allowances, to improve their social, political and economic resilience.



# 2,700

disabled people will be accessing longer term livelihood and development opportunities through local organisations of disabled people.



# 675

hard to reach disabled people, at least half of whom will be women, will be in leadership positions within local organisations of disabled people, and participating in local governance.

# HOW YOU CAN GET INVOLVED.

This Winter, we're asking businesses to support our 'Seat at the Table' appeal, and encouraging their customers to celebrate diversity. Here are some of the ways your business can get involved.

## HOW YOU CAN HELP.

- Have a menu item whose proceeds go to the appeal.
- Add an optional £1 donation to the final bill.
- Have a fundraising tin at your till
- Host a quiz or open mic night

## HOW WE CAN HELP.

- Help with promoting your event on our social media
- Fundraising tins, buckets and tshirts
- Leaflets and posters to show that you are supporting the appeal

# WHAT A GIFT FROM YOUR BUSINESS COULD DO.

## **£1,000**

could support media activities such as TV and radio adverts, to raise awareness of disability rights at a national level.

## **£2,000**

could pay for training for 2 organisations of disability activists in leadership; organisational and financial management; policy advocacy; and gender equality.

## **£5,000**

could pay for 30 training sessions for people with disabilities, their families and local community on disability rights, leadership, inclusion and practical workshops on how to push for policy implementation.



**LAURA**

## READY TO FIND OUT MORE? START A CONVERSATION TODAY.

Laura Macchietto, Fundraising Manager  
laura.macchietto@add.org.uk, 0203 752 5498