

Chair's Circle



Practical
ACTION



Our vision is for
**A WORLD THAT
WORKS BETTER
FOR EVERYONE**

BIG CHANGE

starts small

We put ingenious ideas to work so people in poverty can change their world.

At Practical Action, we help people find solutions to some of the world's toughest problems. Challenges increasingly made worse by catastrophic climate change.

We do things differently – bringing people together in bold collaborations, combining and sharing knowledge and innovation, to shape a world that works better for everyone.

We're problem solvers – working hand in hand with local communities, sharing thinking from the brightest minds and providing technical expertise to other change makers. It adds up to work that works, knowledge that inspires and expertise for impact.

And in every case, we put people and planet at the heart of what we do. We believe that together, we can take practical action to build brighter futures, free from poverty.

The Chair's Circle is a group of like-minded philanthropists who make all this possible.

We'd like to invite you to be part of it.

Since becoming Chair of Practical Action in 2019, I've had the pleasure of meeting members of our Chair's Circle. I am so impressed by their passion and their incredibly diverse backgrounds, all linked by a shared belief in our vision.

Members of the Circle have the power to transform the small into something big. Many have connected us to other organisations, and enabled us to work with them to facilitate real systems change. In addition to financial support, their ideas, networks and expertise help us to be more effective.

The exceptional support and commitment of Chair's Circle members is a vital resource, allowing us to plan ahead with certainty, to achieve the bigger changes we seek. And the evidence of just how impactful this support can be is very clear to see.

The Chair's Circle brings together exceptional, like-minded philanthropists to do something extraordinary. I'm privileged to host the Circle and would like to extend a warm invitation for you to join me.



Dr Yvonne Pinto
Chair of Trustees



With your help, our teams will find the answers

Support from the Chair's Circle allows us to extend further the quality, insight and evidence that underpins our approach.

Our teams work hand in hand with communities to develop ingenious, lasting and locally owned solutions to their biggest challenges. This approach needs specialist teams, with unparalleled subject expertise and deep local knowledge. The Chair's Circle invests in our country teams, allowing them to create the conditions for unprecedented change to happen.

With over 50 years of experience, we're delivering outstanding programmes of work in agriculture; urban water, sanitation and hygiene services; energy access and clean cooking; and climate resilience across Africa, South Asia and Latin America. The integrity and quality of our work is underpinned by membership of the International Aid Transparency Initiative (IATI), and we're a 100% compliant supply partner for the Department for International Development (DFID).

But we don't just deliver on the ground. Our expert programme and consulting teams are able to conduct rigorous research to address the tough questions that hold the answers to the toughest problems. Questions around gender, long term sustainability, environmental impact, market activation and supporting the most vulnerable and hardest to reach.

Our work in Sudan is helping drought stricken farmers turn the tables on climate change and achieve peace and prosperity by transforming what was once desert into green fields and forests.



Our work in Bangladesh
has won two UN awards for
innovation after transforming
food production in the face
of flooding and land loss.



**“My family are healthy now.
Before, they used to suffer
with fever and diarrhoea.
This year, I produced 600
pumpkins. I bought a cow
from my income and sell
milk at the market. I can
now afford a tutor for
my children.”**

Anwar Ul Islam
Rangpur, Bangladesh



Primary school children learn about water resource management using some of our science, design and technology (STEM) online resources to support students aged 5-18 worldwide.

Answers that start small can grow big

Sharing knowledge of what works is fundamental to how success at programme level can grow and multiply. It catalyses bigger changes – passing from community level to local authorities, national governments and global change makers.

Our specialist publishing division partners with the brightest minds to share the latest development perspectives, free and open access. We publish titles across 94% of the world's countries, from practical 'how to' manuals to game changing research. We also publish industry standard manuals including the Sphere handbook, a sector blueprint for integrated approaches to humanitarian responses.

Practical Answers, our online content and app, reaches development practitioners with free technical resources. And our online resources are also raising awareness of global issues with school children across the UK, and shaping the minds of future change makers.

In 2020-21, through our digital knowledge resources, we helped knowledge-seekers improve their skills in over 190 countries.

We can change the systems

Chair's Circle members enable us to work in ways that go above and beyond the typical charity model, creating bold collaborations for bigger impact.

Since 1969, we've complemented our innovative community development work with a research and technical advisory consultancy. Combining original thinking, commercial acumen and non-profit values, our consulting team work with other change makers to help them deliver good development, good government and good business.

Our consultants provide in-depth insight and evidence that looks beyond the symptoms to uncover the root causes of an issue. Our *Poor People's Energy Outlook* (PPEO) is a seminal report that is changing the way the world thinks about energy distribution and access. Our next title will uncover the issues related to effective waste management delivery, in the context of poor peoples' needs and the Sustainable Development Goals.

We collaborate with beneficiaries, companies, financial institutions and Governments to develop self-sustaining market systems based on local realities and capabilities. We don't just deliver interventions – we help turn development into real world systems change.

Celebrating a recent launch in Kenya, the PPEO has been published in multiple languages and shared globally.



“We believe there is no better investment for genuine global and sustainable system impact and we trust Practical Action to deliver. The Chair’s Circle allows us a unique insight, with regular informal access to the people who are delivering this change, including the CEO and Chair.”

Grant & Andrea Haggith
Chair’s Circle Members

An exclusive opportunity to be part of our world

The Chair’s Circle is a unique way for inspired philanthropists who share our vision to come together and help solve the world’s toughest problems.

An investment in us enables bigger changes to happen, faster. And in addition to financial support, every member brings us something unique from their world – experience, inspiration, networks or smart ideas.

You’ll connect with like-minded individuals, meet our Chair and CEO, and gain a deeper insight into our world from experts all around the organisation.

Members have a special relationship with us. You’ll receive invitations to exclusive events and opportunities to join overseas trips and experience our work first hand. As well as having a dedicated contact, you’ll receive regular updates on topics of specific interest and special reports on the impact of your support.

The Chair’s Circle presents an exclusive opportunity to do something extraordinary.

“It’s incredible to have opportunities to visit programmes around the world, seeing for myself the difference a modest amount of funds with the addition of some technical expertise can make. A trip like that restores optimism.”

**Anne Reece
Chair’s Circle Member**



Chair's Circle Member
Anne Reece on an
overseas project visit
to Bolivia.



Join us

We ask members of the Chair's Circle to commit to giving £10,000 or more each year.

This allows us to plan ahead and gives us the flexibility we need to direct funds to wherever the need is greatest. Whether that's our consultancy and publishing arms; our knowledge-sharing work; our country teams who deliver programmes; or a specific piece of research on a project that would increase its impact. Your support will help harness the power of small to change the big picture.

If you are a UK taxpayer, Practical Action will be able to claim Gift Aid, increasing the impact of your support even more. And if you pay tax at a higher rate, you can reduce the overall cost of your giving through your tax return.

Members of the Chair's Circle have a dedicated contact in the Partnerships & Philanthropy team. Contact them to find out more about becoming a member and how we can work together to shape a world that works better for everyone.

Before her collaboration with Practical Action, Betty Ncube struggled to grow enough food on her farm to feed herself and her family. We helped Betty to learn the technical knowledge and business skills she needed to make a success of her solar garden.

"As a mother and woman, I feel empowered, my life has become so much easier. Because of the garden, I am now finally secure."
Betty Ncube, Farmer,
Bulilima, Zimbabwe.

“Our Chair’s Circle members are crucial to Practical Action being able to deliver impact at scale. Their long term relationship with us means they’re really able to engage with what we’re trying to do and enables us to link development that works for communities to changes in systems that reduce poverty and vulnerability in the long term. Their continued commitment is a real source of motivation for me and our staff team. Thank you.”

Sarah Roberts, CEO



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