



transaid

PRESS RELEASE

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MADDY MATHESON APPOINTED TRANSAID'S HEAD OF FUNDRAISING

International development organisation, Transaid, has appointed Maddy Matheson, 26, as its new Head of Fundraising.

Maddy joined Transaid's fundraising team in 2021, most recently serving as Communications and Corporate Partnerships Manager, where she was responsible for assisting the development and delivery of an ambitious fundraising strategy.

Within her new role she will head up Transaid's fundraising operations, managing and developing a small but hardworking team which secures the majority of Transaid's unrestricted funding. Together, they will be responsible for running events within the UK and internationally, managing more than 30 corporate partners and prospects, building supporter relationships and all communications activities.

Commenting on her appointment, Maddy says: "Transaid is an incredible organisation to work for and I am so excited by the opportunity to take the lead on fundraising and contribute further to our mission of transforming lives through safe, available, and sustainable transport.

"We are in the fourth year of the UN's Global Plan for the Decade of Action for Road Safety, and there is so much more we want to achieve as we continue to scale our work. Growing our income from fundraising will be central to this, as we look to expand our road safety and access to healthcare projects in sub-Saharan Africa."

Caroline Barber, Chief Executive of Transaid, says: "Maddy has done a superb job since joining us. Building on her existing experience of the transport and logistics sector, she has really strengthened our communications, quickly deepened her relationships with the industry, taken on increased responsibility and is held in high regard by our team, partners and trustees. Maddy's promotion is incredibly well deserved."

137 Euston Road, London, NW1 2AA
United Kingdom

T: +44 (0)20 7387 8136
F: +44 (0)20 7387 2669
E: info@transaid.org
W: www.transaid.org

Maddy takes over from Florence Bearman, who served as Head of Fundraising for seven years, and who had previously spent three and a half years working within the fundraising team. Florence stood down at the end of 2023 to take on a new challenge with the charity Malaria No More.

For more information and to find out how you can support the organisation visit www.transaid.org.

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Note to Editor:

About Transaid

Transaid transforms lives through safe, available, and sustainable transport. Founded by Save the Children, The Chartered Institute of Logistics and Transport (CILT), and its Patron, HRH The Princess Royal, the international development organisation works with communities, partners, and governments to solve transport challenges throughout sub-Saharan Africa.

Transaid works in two core areas, road safety and access to health, to solve two of the biggest transport challenges in sub-Saharan Africa. Transaid's road safety work focuses on influencing safe driver behaviour with long term programmes in Ghana, Tanzania, Uganda and Zambia, responding to local needs for improved training for drivers and riders of trucks, buses, motorcycles and forklift trucks. On the access to health side, Transaid is working with local partners and communities to strengthen access to health services, primarily in rural areas. They are also working to strengthen health supply chains in collaboration with local partners and governments.

Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.



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For further press information:

Maddy Matheson at Transaid: +44 (0)20 7387 8136 / maddy@transaid.org

Natalie Ganshert or James Keeler at Garnett Keeler PR: +44 (0)20 8647 4467, or by email to natalie.ganshert@garnettkeeler.com / james.keeler@garnettkeeler.com

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