

# Case study

## Samaritans Purse

PLEDGE  
A POUND  
PASS IT ON



## International Relief & Development

When txtNation was asked to help in uniting people across the UK to help in the fight against a devastating worldwide epidemic there was no hesitation in txtNation agreeing. txtNation were aware of the invaluable work in which this well-founded charity is involved throughout the UK and the rest of the world. Samaritan's Purse works with and through local partners and churches to enable local communities to tackle the devastating impact which HIV and AIDS has on individuals, families and the wider community.

Kenya is one such place where the efforts of Samaritan's Purse has had a major impact. Samaritan's Purse helps in supporting the Centre for Urban Mission, where they have touched the lives of many people living in settlements around Nairobi. Here in the UK, Samaritan's Purse is looking for 100,000 people to donate £100,000 as part of their Pledge A Pound Pass It On initiative. It's simple, individuals receiving one of the 'pledge' cards (see picture above) donate just £1 to help those affected by HIV and AIDS. Then they pass the card on to someone they know and get them to do the same, until it has spread across the country and 100,000 have responded.

In order to be part of this unique campaign text 'EPIDEMIC' to 60999 and donate £1.

Donations can also be made online at [www.positiveimpact.org.uk](http://www.positiveimpact.org.uk)

txtNation, being multi award winning and the mobile solutions market leaders, was the first choice for Samaritan's Purse to provide this innovative service. Due to txtNation's professionalism and specialist knowledge, Samaritan's Purse is confident that txtNation's undisputed reputation will exceed all expectations in raising their target amount. AIDS and HIV is a growing concern in many parts of the world and by helping to tackle this problem now, they can help children and future generations.

To find out more about Samaritan's Purse, visit <http://www.samaritans-purse.org.uk>

You can get involved in the many ongoing projects which they support. For more information about txtNation and to see how we could help your charity, non-profit, or business please visit [www.txtnation.com](http://www.txtnation.com).