



FINANCIAL  
TIMES

## **FINANCIAL TIMES SELECTS CAMFED INTERNATIONAL FOR 2007 READER SEASONAL APPEAL**

**LONDON & NEW YORK, 26<sup>th</sup> September:** The Financial Times has selected the Campaign for Female Education (CAMFED) for the second year running for its seasonal charity appeal to readers. CAMFED supports girls' education in rural communities in Africa.

Last year's appeal raised more over £600,000 (\$1.2 million) for CAMFED. The Financial Times will run a series of articles from November through to mid-January highlighting CAMFED's work. The articles will feature the accomplishments of young women who have been supported through their education by the organisation's programmes. Financial Times journalists will also report from Africa on how the money raised in the 2006 appeal was spent. It is hoped this special series will encourage readers to donate to the organisation and greatly increase awareness of the importance of girls' education worldwide.

Announcing the partnership with the Financial Times at the Clinton Global Initiative in New York, Ann Cotton, Executive Director of CAMFED said, "It is widely recognised that girls' education is the best vaccine we have against HIV/AIDS. Educated women, quite simply, transform the economic and social fabric of their communities. Building on the success of last year's campaign, CAMFED is honoured to partner with the Financial Times again."

Founded in 1993 when CAMFED awarded scholarships to the first 32 girls, the charity has since grown to support over 300,000 children and young people in Zimbabwe, Zambia, Ghana and Tanzania. CAMFED's programme supports girls through childhood and adolescence to young adulthood, meeting all educational costs, including school clothing, fees and stationery and then providing micro finance with

training to support entrepreneurship. CAMFED makes a minimum five year financial commitment to each girl.

Lionel Barber, editor of the Financial Times, said: "We are delighted that we are able to work for a second year with CAMFED International, after the hugely successful campaign last year. Our commitment for a second year underscores our backing for Camfed's work and goals - and it mirrors the long-term commitment the charity makes to the girls it supports. The generosity of our readers has already ensured that CAMFED can support more than 2,000 girls through to the end of their secondary education. We aim to add greatly to that number this year."

More information on the Financial Times Seasonal Appeal and CAMFED International can be found at [www.ft.com/appeal](http://www.ft.com/appeal)

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2. FT.com is one of the world's leading business information websites, and the internet partner of the FT newspaper. Since its relaunch in May 2002, the website has continued to be the definitive home for business intelligence on

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  7. The Financial Times Group also has a stake in a number of joint ventures, including:
    - FTSE International, a joint venture with the London Stock Exchange.
    - Vedomosti, Russia's leading business newspaper and a partnership venture with Dow Jones and Independent Media
    - A 50% stake in BDFM, publishers of South Africa's leading financial newspapers and websites.
    - A 50% stake in The Economist Group, which publishes the world's leading weekly business and current affairs journal.
    - A 13.85% stake in Business Standard, one of India's leading financial newspapers.
- The FT Group is part of Pearson plc, the international media group.

### **About CAMFED International:**

The Campaign for Female Education (CAMFED) is an international organisation working to solve long-term health, economic and social issues in Africa by investing in girls' education in some of the poorest regions of Zimbabwe, Zambia, Ghana and Tanzania. CAMFED's vision is a world in which every child is educated, protected, respected and valued, and grows up to turn the tide of poverty.

The Camfed Model is working in an environment where girls and women have been denied education, intentionally or through passive acceptance of 'the way things have always been'. In over 760 communities in Zambia, Zimbabwe, Ghana and Tanzania, the model works by enabling girls to complete their secondary education, start and develop businesses, or go on to higher education. Since the first girls graduated in 1998, young educated women have joined decision-making bodies for the first time in their communities' history. They are driving social and economic

change, joining the new generation of entrepreneurs, professionals, health activists, and philanthropists in their communities. In 2007 a total of 6090 Camfed 'graduates' are supporting the education of 23,500 children multiplying the benefits of education.

In 2006, more than 300,900 children in four African nations benefited from CAMFED's programme of educational support. CAMFED plans to expand to a total of seven African nations by the year 2010.