

## **Giving Tuesday – Giving the gift of Gift Aid**

### **Press Release**

International NGO Lepra has launched a Gift Aid appeal on Giving Tuesday; Give the gift of Gift Aid!

As a specialist, internationally renowned leprosy charity, Lepra has been working hard this year amidst the COVID-19 crisis and an increased need for help for those affected by leprosy.

This year, Lepra's campaign "Give the gift of Gift Aid", will allow supporters to give more for less through Gift Aid, without having to actually spend more!

With Lepra's campaign, every £1 you donate enables Lepra to claim an extra 25p back from HMRC, as long as you pay the basic rate of tax. Lepra can also retrospectively claim back Gift Aid on any of the previous wonderful donations you have made.

COVID-19 has presented challenges for Lepra's work, but it has also increased people's desire to give and offer assistance.

Lepra's ability to pivot towards assisting the Indian government with COVID-19 testing, and the provision of hygiene and nutrition kits for those most affected, has enabled us to help thousands during this pandemic.

Lepra's continued intervention throughout the COVID-19 crisis has proven that even in the face of great adversity, people still want to give and help those less fortunate.

Giving Tuesday, an international charitable movement growing in size every year, aims to connect people and businesses with worthy causes and help raise funds. Lepra hopes to build our support through this appeal.

Last year, Lepra's Gift Aid claim was in excess of £104,000, which allowed us to deliver lifesaving treatment for those affected by leprosy in India, Bangladesh, Mozambique and Zimbabwe.

Geoff Prescott, Chief Executive of Lepra says: "Leprosy, the oldest known disease, has long created extreme vulnerability in communities. COVID-19 is taking advantage of that vulnerability. Food insecurity remains a serious and life limiting factor across most of the world, but it is made even more serious by both leprosy and COVID-19.

In a year that has seen so much upheaval globally, the ability to give more, without actually having to give more, is an opportunity not to be missed.

If you would like to take part, please visit our website <https://www.lepra.org.uk/get-involved/giving-tuesday-giftaid-appeal>

**For more information, please contact:**

Eleanor Brennan (Communications and Marketing Lead)

Email: [EleanorB@lepra.org.uk](mailto:EleanorB@lepra.org.uk)

Telephone: +44 7419 749698

**Notes to editor**

Geoff Prescott, Chief Executive at Lepra is available for interview and can be contacted via press officer [EleanorB@lepra.org.uk](mailto:EleanorB@lepra.org.uk)

Case stories and photographs available on request

**About Lepra**

Our Vision - A world free from prejudice and disability due to leprosy

We are secular, open to all religions, races, classes, gender. A positive decision to favour no one and everyone. We support those who are subject to the most neglect from existing services, as well as continuing to work with those who are not specifically marginalised or ignored.

Since 1924 we prioritised being evidence-led. Being evidence-led culminated in the adoption of Dapsone after it was observed being used by veterinarians. Thus Lepra working with the Indian Government, became the first to find and use a cure for leprosy. Being evidence-led in the contemporary context, means remaining committed to doing what is best for people affected by leprosy.

Lepra works internationally across the leprosy spectrum including transmission, disability prevention and medical rehabilitation (DPMR) and advocacy. Active case finding is critical, a fact which people now recognise as the COVID-19 pandemic rages.

Find out more about Lepra on its website and social media channels:

**Facebook:** <https://www.facebook.com/LepraUK>

**Twitter:** <https://twitter.com/LepraUK>

**You Tube:** [https://www.youtube.com/channel/UC8Blr8kQMeNtP--vsw7pJfQ?view\\_as=subscriber](https://www.youtube.com/channel/UC8Blr8kQMeNtP--vsw7pJfQ?view_as=subscriber)

**Instagram:** <https://www.instagram.com/leprauk/?hl=en>