



## 2009 Vision & Strategy

Going into 2009 we are delighted to continue to work for Microsoft project managing and acting as the secretariat for its “Digital Pipeline” (DP) initiative. We have played a central role since its inception as a Microsoft project in 2004 through to its status as an independent charity.

30,000 PCs from the Department for Work and Pensions PC were donated through EDS, refurbished by Remploy and shipped to schools and community projects all over Africa. The House of Lords and other major organisations have generously provided even more.

Bill Gates personally recorded a supporting video for us thanking the Prime Minister and the Africa All Party Parliamentary Group for their help and encouragement. DP brings together partners including the UNHCR, Computer Aid, Digital-Links and other key stakeholders.

We understand that this work will reduce and tail off during the year as DP becomes increasingly independent and self sufficient as we have all worked towards and hoped for. In particular the recruitment of a new Chief Executive for DP will give it new impetus, direction and leadership.

This will further release us to make our own appeals for donations, especially on a national scale. At the moment we are restricted so as not to compete with DP or its partners as is appropriate and as complies with our conflict of interest policy. As a result up until now we have focused our own appeals on Kent and the immediate vicinity of each of our 12 sites where we are carrying out local appeals for PC donations.

We are most grateful to B&Q, Travis Perkins, Wickes and others for allowing us the use of their empty sites on a minimal rent basis. They have also donated their own IT equipment in such quantity to enable complete IT Classrooms to be fitted out with PCs from each company.

In the summer of 2009 we hope to begin to realise our long-term dream of sending complete IT classrooms to schools in Africa. One of our biggest problems in Africa is that either schools do not have extra classrooms in which to create IT Labs, or even if they do the rooms are not secure. It is heartbreaking to deliver PCs to a school only for them to be stolen a few days later, especially after all our work in appealing for donations, refurbishing, datawiping, finding appropriate deployment opportunities and shipping them. This defeats our purpose and we need to deliver secure IT

rooms as well as the computers to go in them to be successful and achieve our objects.

We have the idea of getting these containers sponsored by companies, who can each have their names on the side and we will issue a press release thanking each one for their generosity. The original idea was inspired by seeing internet cafes based inside shipping containers in South African townships in 2006 and has been developing ever since. It has been a long time coming and years of planning have gone into the 2009 Strategy.

We have found it very difficult and not very successful to try and gain sponsorships for things just on paper which people can't touch, feel and see for themselves. So at every appeal site where practicable, we hope to have on show an example 20' container converted into an internet cafe and a 40' container already converted into an IT Classroom. We will also have a number of unconverted 20' and 40' shipping containers ready to be transformed if someone will sponsor and fund it. These will remain permanently on-site inside the retail warehouse concerned. Spotlights will provide direct light onto these containers.

It has been our plan for some time to offer on-site datawiping at appeals and this should be implemented as well. Each van will carry a data wiping server and CD-ROM based datawiping software. The shipping container converted into an IT classroom will also have surge-protected power supplies and heating to carry out there-and-then data erasure on donations and also as a service we sell to the general public for £10 donation.

We want donors to understand more about us and will seek to grab the opportunity of them visiting one of our appeal sites to show them what we do through our video. The plan is to start showing our video on 4m x 3m large screens with a sound system at each appeal.

Donors often work for large organisations that have hundreds of PCs in their offices. When they arrive at an appeal site we want to help them realise the scale of the need and the volume that we ship. Ideally they will go back and encourage their family, friends, colleagues and organisations to donate much more. We plan to put up 10 pallets with boxes with the shipping volume of a 20' container and the challenge on a 2.75m x 1.5m floor banner "Help us fill a container 4 Africa", various other banners, a desk, chairs and donation forms.

George Cook  
Chief Executive  
8<sup>th</sup> December 2008