

# **WORRIED ABOUT THE FUTURE CLIMATE CRISIS ?**



**FOR TIANA IT'S ALREADY HERE!**

**BE PART OF THE SOLUTION !**



**FOR MADAGASCAR AND FOR THE PLANET**

[www.moneyformadagascar.org](http://www.moneyformadagascar.org)

# Money for Madagascar's 2019 Appeal:

In September, millions of people around the planet took to the streets demanding that world leaders take urgent action on climate change. This unprecedented global protest was inspired by children and young people, fearful for their future, aware that they will reap the consequences of the unsustainable consumption and development that are fuelling climate change.

For children like Tiana in Madagascar, the climate crisis is not a future threat but a lived reality. Like 80% of the population in Madagascar, Tiana and her family rely directly on the land for their survival. They have a tiny carbon footprint and bear little responsibility for the climate crisis, yet they are already suffering the worst effects. Climate change is bringing more frequent and more intense cyclones and drought to Madagascar. Cyclones bring high winds, heavy rainfall and floods; ravaging infrastructure and destroying homes, crops and livelihoods. Drought brings crop failure, water shortage, hunger and malnutrition.

Over the last decade, in the UK, we've seen floods and heatwaves which may have given some of us a bit of an inkling of the precarious lives of those who live in poverty in the world. Here we have emergency services which can save people from disaster; many of us have financial and other reserves which can keep us going. This is not the case for the people of Madagascar, 85% of whom live on less than \$1 per day and 50% of whom suffer from hunger and malnutrition.

In the face of the increasingly uncertain future, MfM is intensifying its efforts to:

- Support Malagasy communities to build their resilience and prepare themselves for ever more challenges in their daily lives.
- Scale-up our reforestation work to help mitigate climate change and protect endangered species from extinction.
- Invest in a new generation of young people keen and ready to find solutions to the challenges facing Madagascar and the planet.

## How you can help:

### Plant Trees!

Planting trees is one of the most tangible ways to combat climate change. With your support MfM can scale up important tropical reforestation work. By planting trees in Madagascar you are not only helping to mitigate climate change but also to save unique lemur species, such as the Indri, from extinction.

**It costs just £5 to plant, maintain and protect one rainforest tree.**

**£100 could plant, maintain protect 20 rainforest trees.**

### Build Climate Resilience!

It is vital to help vulnerable families to increase their resilience to climatic extremes by helping them prepare for natural disasters, adopt sustainable climate-smart agricultural techniques and diversify their livelihoods.

**£120 could pay for one family to receive training and materials to switch to climate-resilient agricultural practices.**

### Invest in the next generation!

MfM believes in supporting Malagasy people to develop solutions to their own problems. Today's children will be tomorrow's decision makers. We support children's centres in the capital city, offering a safe home and education to destitute and vulnerable children and young people. Despite their difficult start in life, many alumni have made it to university and are contributing towards building a better future for Madagascar.

**£60 could cover the educational costs for one year for one child**

**TO DONATE: visit [www.moneyformadagascar.org](http://www.moneyformadagascar.org) or send a cheque to MfM, Langthwaite House, Lancaster, LA2 9EB**