

Best of the Best Plc
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31 March 2010

On behalf of the British Red Cross I am writing to thank you for Best of the Best Plc's generous donation of £500 in response to our Chile Earthquake Appeal. Best of the Best Plc's support really is greatly appreciated and will help ensure that the Red Cross and Red Crescent Movement is able to provide life-saving assistance to the people of Chile, whose lives have been devastated by the earthquake.

The Chilean government has estimated that approximately 1.5 million people have been directly affected and have reported that 507 have died as a result of the quake, which is one of the strongest ever recorded in global history. The Chilean Red Cross is a strong national society and experienced in disaster relief. As a result Chilean Red Cross relief workers were on the ground immediately, carrying out search and rescue activities and providing emergency health care.

The international Red Cross emergency appeal, launched on 2 March has been directly supported by the British Red Cross and will help the IFRC and the Chilean Red Cross to deliver vital aid to survivors in the worst affected areas.

Staff and volunteer relief teams have been working day and night to assist the injured and support hospitals that do not have enough capacity to deal with the emergency. Relief teams are distributing vital aid items such as blankets, shelter items, kitchen sets, personal hygiene kits and containers for storing drinking water. They are also providing emergency water and sanitation as well as medical care. Currently shelter needs are critical with around 55,000 people still living in makeshift camps.

Over the coming weeks they plan to supply:

- Non-food items to 50,000 people
- Curative and preventative healthcare to at least 90,000 individuals
- Water and sanitation for up to 10,000 people
- Transitional shelter solutions to over 10,000 families

The Red Cross will continue to do everything it can to support those in need through this humanitarian disaster and Best of the Best Plc's donation will go a long way to ensuring that this is possible. Your donation really is making a difference to the lives of those affected by this terrible event. There will be long term consequences for the Chilean people, recovery and reconstruction will take many years and your support of the Red Cross will ensure that we are able to continue providing this vital assistance.

With best wishes,



Henrietta Jones
Corporate Partnerships Assistant



Protective emblems used by
the International Red Cross
and Red Crescent Movement

The British Red Cross Society
Incorporated by Royal Charter 1908
Registered charity numbers:
England and Wales: 220949
Scotland: SC037738

Patron: Her Majesty The Queen