



# Friends Appeal 2009-10

**MASS OBSERVATION**

Recording everyday life in Britain

[www.massobs.org.uk](http://www.massobs.org.uk)

**Dear Friends and potential Friends,**

I would like to make a special appeal to you to become a Friend of the Mass Observation Archive or to renew your subscription if you were a Friend last year.

As you may know, in 2005 the Archive was awarded Designated status for outstanding national and international importance by the MLA. We want to ensure the Archive continues to claim its place as an unrivalled world-class resource.

Without the support of the Friends scheme, the Archive would struggle to collect new material from 'ordinary' people documenting everyday life in Britain. Last year, the money raised through the Friends' scheme was used to increase the number of Directives we mail out to the current panel of writers from two to three times a year and to re-instate the Archive's news bulletin. This year we would like to continue to develop the Mass Observation Project and to look into new ways to make the material in the Archive more accessible to researchers.

The Project really needs your financial support. Every donation, no matter how small, counts towards supporting the Archive.

Warm thanks to you for your generosity,

*Jessica Scantlebury*

Jessica Scantlebury  
MO Officer



### Keep in touch

As a Friend we will add you to our MO Bulletin mailing list. You can also keep in touch by:

Visiting our website

Joining our email discussion list

Attending our open days

Log on to [www.massobs.org.uk](http://www.massobs.org.uk) for more information

**The suggested donation this year is £20, but you can become a Friend for as little or as much as you can give.**

**Mass Observation Archive (registered charity no 270218)  
Friends subscription form 6 April 2009 - 5 April 2010**

Your details - please print in block capitals

First name & title \_\_\_\_\_ Surname \_\_\_\_\_

Address (including postcode) \_\_\_\_\_

I would like to become/continue to be a Friend of the Archive this year.

Please accept my donation of £ \_\_\_\_\_

Please make cheques payable to **the Mass Observation Archive**.

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**You can support the Mass Observation Archive even more - at no extra cost to you.**

Consent to Gift Aid and we can claim 25% more on your donation from the Inland Revenue.

This will cost you nothing. Just tick the box if you are a UK taxpayer.

**YES I would like the Mass Observation Archive to reclaim the tax on my donation. I confirm that I am a UK taxpayer and that I have paid an amount of UK income tax or capital gains tax equal to any tax reclaimed by the Mass Observation Archive.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return your completed form to our freepost address: **Friends of the Archive, The Mass Observation Archive, Freepost BR2112, University of Sussex Library, Brighton BN1 1ZX**