

# Friends Appeal 2008-9

www.massobs.org.uk

**Dear Friends and potential Friends,**

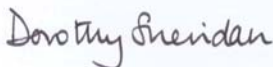
I'd like to make a special appeal to you to become a Friend of the Mass Observation Archive or to renew your subscription if you were a Friend last year.

Over the past years we have used the Friends' subscriptions towards several key projects. One of these was the planning of our successful 70th anniversary conference in 2007. This year we have used the money raised by the Friends to employ a consultant, Sarah Hutchings, to help us produce our Annual Report. We also use the money to ensure we have a permanent member of staff to promote and manage the new Project. Without the Friends' support the collection of contemporary material could not continue.

As you may know, the Archive was one of the first to be awarded Designated Status for outstanding national and international importance. We want to ensure the Archive continues to claim its place as an unrivalled world-class resource. It is unique in providing an opportunity for people to write about their lives for research and posterity. This year we would like to inject new life into all areas of our activities.

The Project really needs your financial support. We would also gladly welcome any suggestions you have for raising additional funds. Every donation, no matter how small, counts towards our work.

My warmest thanks to you for your generosity.



Dorothy Sheridan  
Director, Mass Observation Archive

**What we can offer you as a Friend...**

Membership to the Mass Observation mailing list

50% discount on Archive pamphlets

Invitations to attend our open days

**The suggested donation this year is £20 but you can give as little or as much as you can afford**

**Mass Observation Archive (registered charity no 270218)**

**Friends' subscription form 6 April 2008 - 5 April 2009**

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.**

*giftaid it*

**You can support the Mass Observation Archive even more - at no extra cost to you.** Consent to Gift Aid and we can claim 28% more on your donation from the Inland Revenue. This will cost you nothing. Just tick the box below if you are a UK taxpayer.

YES (please tick box), 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**