

Derek Smith from Mullingar Credit Union, one of our 2015 runners enjoying the streets of Addis Ababa.



NOV 2017  
Run the race of  
**your** life, for  
**their** future

# GREAT ETHIOPIAN RUN 2017

*"It's something magical. You can't describe it, you've just got to be there to experience it."*

- Siobhaun Farragher, 2015 trip participant

**gorta**  
Self Help Africa



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[www.ilcufoundation.ie](http://www.ilcufoundation.ie)

# THE GREAT ETHIOPIAN RUN 2017

Vivienne Keavey, Malahide Credit Union,  
with Amanda Ryan, Thurles Credit Union



The Great Ethiopian Run is Africa's biggest running event. The race attracts tens of thousands of people to historic Addis Ababa each year, and raises thousands of euro worth of fundraising support for many different charities.

"I would definitely recommend this trip, not just to run in the Great Ethiopian Run but also to see the great work of ILCU Foundation and Gorta-Self Help Africa in full flow"

-Paul Tannian, participant 2012, 2013

More than 40,000 competitors are expected to line up for this year's 17th edition of the popular 10km run, which will take place on Sunday, 26th November 2017.

The Great Ethiopian Run traditionally attracts runners and walkers from across Africa and around the globe. Competitors of all ages and fitness levels participate in the event as it winds its way through a city steeped in culture and tradition.

Following hugely successful participation in the Great Ethiopian Run in previous years, ILCU Foundation and Gorta-Self

Help Africa are again entering a team in 2017, and are inviting participants to travel with us to this magical African country for the weekend event, explore bustling Addis Ababa (which translates as 'new flower'), and spend a short time in the countryside, visiting ILCU International Development Foundation's projects in the region.



## ETHIOPIA THE CRADLE OF CIVILISATION

- Ethiopia is old, and steeped in history. As Abyssinia, its culture and traditions date back over 3,000 years.
- The history, lore and traditions of Ethiopia run deep - from biblical times the legend of the Ethiopian 'Queen of Sheba' is told, while to this day the country lays claim to being the final resting place of the Ark of the Covenant.
- Because Ethiopia did not endure a long colonial occupation, it has also retained much of its own national identity and traditions.
- Ethiopia is also a country of dramatic extremes - it has some of Africa's highest mountains and largest lakes.

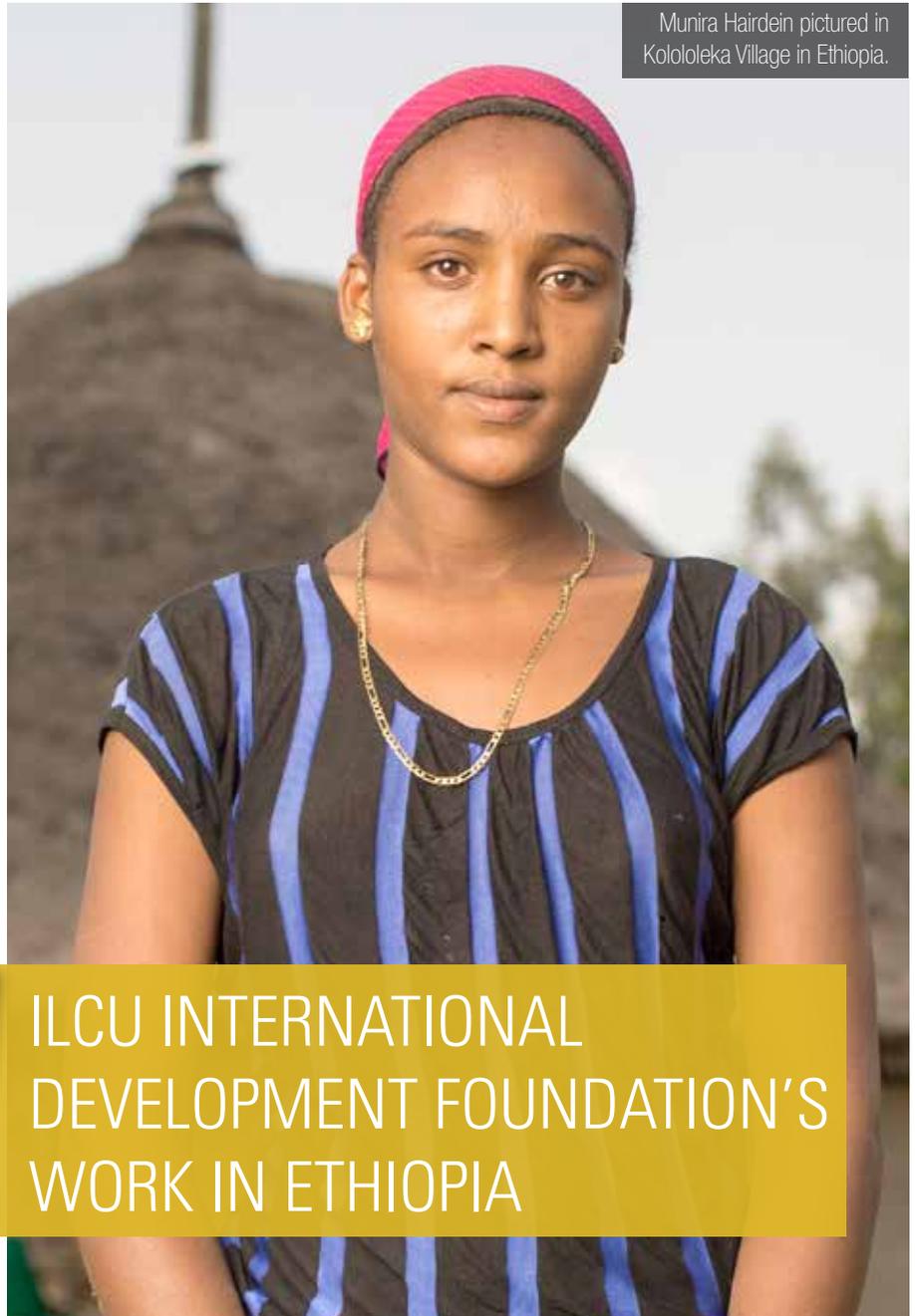
# MUNIRA'S STORY:

Munira Hairdein's 15, and the eldest of three children living on a small family farm in southern Ethiopia.

Munira's lucky, as she is amongst a small number of girls her age who are attending school past primary level, where she lives.

Her school attendance is possible because her parents can afford, and are willing to spend the money required to enable her to continue her education.

Munira Hairdein pictured in Kolololeka Village in Ethiopia.



Profit earned from trading vegetables produced on her small farm has allowed widowed mum-of-four Shifine Mamo to send all of her children to school.



## ILCU INTERNATIONAL DEVELOPMENT FOUNDATION'S WORK IN ETHIOPIA

Munira is fortunate. She is amongst just 10% of girls in rural Ethiopia who attend secondary school.

We support farmers like Munira's father, Hairedin Mekina, who was able to send his children to school with the profit earned from a community-based seed multiplication project in Halaba District.

At ILCU International Development Foundation, we focus our attention on empowering the poor and marginalised people in society to increase the level of financial-inclusion in the world. Over 2 billion people worldwide are

*We believe African farmers are the people who are best placed to tackle the problems that they face.*

financially excluded – women and the rural poor generally being the most affected.

In Ireland, we know the positive effects our credit union has made in our community and communities across the country,

and we want to share what we have been doing for generations. We provide access to credit to many small farmers in Africa through the credit-union model. We are Helping People Help Themselves!



# THE RUN 2017

(This schedule is provisional, and may be subject to change)

ILCU Foundation and Gorta-Self Help Africa are recruiting up to 20 runners to join us at this year's 17th annual Great Ethiopian Run.

To join our team in Addis Ababa this November, all you have to do is submit the enclosed application form together with a €300 booking deposit by **May 1<sup>st</sup>**.

Participants are asked to raise €3,000 which covers travel, hotel & breakfast, project visits and race entry, and also contributes in a very meaningful way to the work that ILCU International Development Foundation has been doing in Africa for over 30 years.

The 2017 edition of the 10km race takes place on Sunday, 26<sup>th</sup> November.

Your itinerary will include:

- ✪ Flight departure to Ethiopia on Friday November 24<sup>th</sup>
- ✪ Participation in the Great Ethiopian Run on Sunday November 26<sup>th</sup>
- ✪ Visit to ILCU International Development Foundation projects in Ethiopia
- ✪ Sight-seeing and shopping in Addis Ababa
- ✪ Return Flight on Thursday November 30<sup>th</sup>

If you wish to participate and need a hand fundraising please contact our office. We have some great suggestions to help you achieve your goal and will help you every step of the way. We can provide you with t-shirts, coin collection units, personalised sponsor-cards and posters to help with your fundraising efforts.



**ILCU**  
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Our charity  
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