AIP Foundation is a US 501(c)(3) non-profit organization that has been delivering life-saving road safety programs in locations across Asia and Africa for more than 15 years.

Our Mission
To provide essential traffic safety knowledge and skills to low- and middle-income countries with the goal of preventing road traffic fatalities and injuries.
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05 Message from Our President
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THE CHALLENGE

Over 1.24 million people die & more than 20 million suffer injuries on the world’s roads each year.

Road traffic injury is the #1 killer of young people worldwide.

The road traffic fatality rate in low- and middle-income countries is 2x that of high-income countries.

Countries we work in

CAMBODIA

Only 9% of motorcycle passengers wear helmets.

CHINA

There are an estimated 5.5 million road traffic injuries each year.

THAILAND

Thailand has the 2nd deadliest roads in the world.

VIETNAM

An estimated 60 lives are lost on Vietnam’s roads everyday.

UGANDA

Motorcycle taxi crashes account for 41% of all trauma patients at Uganda’s national referral hospital in Kampala.

TANZANIA

Over US$ 704 million of Tanzania’s GDP is lost to road crashes every year.
AIP Foundation
Established in 1999, AIP Foundation has offices and representatives in Cambodia, China, Tanzania, Thailand, Uganda, and Vietnam. We work in partnership with local governments and communities around the world to address road safety through our five “gears,” each valuable independently, but most highly effective when implemented in coordination with one another:

**Targeted education**
Tailored road safety education programs

**Access to helmets**
Helmet production and the direct provision of helmets

**Communications for change**
Public awareness and behavior change campaigns

**Research, monitoring, and evaluation**
Evidence for programs, policy change, and best-practice

**Global and legislative advocacy**
Development and enforcement of traffic standards and laws

Helmets are effective and affordable
Helmets are proven to reduce the risk of head injury by 69% and death by 42% in a crash. AIP Foundation provides vulnerable road users with high-quality helmets and life-saving road safety knowledge and empowers communities to establish road safety norms. At schools, we also equip teachers with the necessary skills to engage children in safe road behavior, raising awareness among the entire school community to improve the road safety environment and save more lives.

Helmet program results
During the 2013-2014 school year, 31,537 students, teachers, and parents received quality helmets under AIP Foundation programs. Helmet use rates rose across our project schools.

**Child helmet use rates**
2013-2014 school year

<table>
<thead>
<tr>
<th>Country</th>
<th>Pre-intervention</th>
<th>Post-intervention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambodia</td>
<td>5%</td>
<td>60%</td>
</tr>
<tr>
<td>Thailand</td>
<td>14%</td>
<td>61%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>16%</td>
<td>93%</td>
</tr>
</tbody>
</table>

Committed to data-driven, evidence-based programs
AIP Foundation uses rigorous helmet observation methodology developed in partnership with the U.S. Centers for Disease Control and Prevention (CDC) that utilizes strategic filming of the traffic flow outside schools. With this monitoring method, we more accurately observe student helmet use rates and can gauge our programs’ effectiveness, enabling us to develop stronger interventions.

31,537 helmets were distributed by AIP Foundation during the 2013-2014 school year.
MESSAGE FROM OUR PRESIDENT

Dear Friends and Supporters,

This year marks 15 years of AIP Foundation’s work to prevent road crash fatalities and injuries worldwide. Beginning in 1999 with three employees, we now have over 70 professional staff in our organization. From the launch of Helmets for Kids in 2000 in Vietnam, to its expansion to Thailand and Cambodia in 2006, to the establishment of the Global Helmet Vaccine Initiative in 2009 and its projects in Senegal, Tanzania, and Uganda, to comprehensive pedestrian safety programs in Vietnam and China, AIP Foundation has made great strides to improve global road safety.

We celebrated many achievements in 2014. The approval of the Road Traffic Law in Cambodia was a milestone event and demonstrated the power of multiple organizations working together to affect change. In support of this law, our new “Head Safe. Helmet On.” campaign sponsored by USAID-DIV will directly benefit 222,445 Cambodians through the distribution of helmets and road safety education. This project is taking place at a critical time and aims to raise the passenger helmet wearing rate to 80% by 2016.

In Thailand, more than 150 news articles alongside television and radio broadcasts covered the launch of The 7% Project, a new campaign named after the fact that less than 7% of children in Thailand wear helmets when riding as passengers on motorcycles. This project has spiked a nationwide conversation on child helmet use. Creative methods such as design contests, helmet-themed concerts, and public awareness campaigns communicate the importance of helmets to parents and families throughout the country.

In China we are seeing positive results in pedestrian safety knowledge, attitude, and behavior among students from our Walk Wise project. We take pride in knowing that nearly 25,000 children are now safer walking to and from school each day. The project will expand to provide important pedestrian safety skills, alongside other road safety skills, to students over the next three years.

We continue to advance the road safety agenda in Vietnam and are entering a new phase of innovative approaches to increase child helmet use. On average, our programs raise helmet wearing rates by 77% at target schools. We are currently supporting the National Traffic Safety Committee, Vietnam’s lead agency on road safety, to develop a National Child Helmet Action Plan to improve the enforcement of child helmet use in 15 target provinces beginning in 2015.

Globally, the Millennium Development Goals are nearing their 15-year mark. AIP Foundation strongly supports the inclusion of road safety into the Post-2015 development agenda and will attend the Second Global Ministerial Conference on Road Safety in Brazil in 2015.

I remain optimistic about a world where road crashes are fewer and road injuries and fatalities mitigated. However, we still have a long way to go. I look forward to another year of working together towards this goal.

Sincerely,

Greig Craft
President and Founder
HIGHLIGHTS FROM 2014

January
Road safety signs are installed near 18 primary schools in Kai County, China in support of the Walk Wise project, reminding drivers to “slow down for kids!” in school zones.

March
In Ho Chi Minh City, Vietnam, an innovative communication campaign to expose the dangers of high-speed motorcycle riding exhibits three large shipping containers with the message, “Crashing at 60km/h is equivalent to being crushed by 7 tons of containers.”

May
Safe Kids Walk This Way campaign in Ho Chi Minh City, Vietnam reduces percentage of students involved in road crashes from 24% to 19%.

July
Our first industrial zone project in Vietnam begins in the Nghi Son Economic Zone with Road Safety Day events attended by 1,050 people in three communes.

September
One of many Driving Skills for Life training sessions takes place in Nha Trang, Vietnam. Across Thailand and Vietnam, 1,918 drivers were trained.

November
Over 1,600 people attend the launch of The 7% Project in Bangkok promoting motorcycle passenger child helmet use in Thailand.

AIP Foundation reached a total of 18,164,385 people from the 2013-2014 school year to the end of 2014.

February
His Royal Highness Prince Michael of Kent GCVO attends a Helmets for Kids kick-off ceremony in Hanoi, Vietnam.

April
New road safety education and helmet exchange program Helmets for Families commences in Vietnam, in which 4,289 substandard “eggshell” helmets are exchanged for much needed high-quality helmets.

June
Child helmet use capacity building for journalists and policymakers expands to six provinces in Southern Vietnam, resulting in the training of 52 media and government officials in late 2014.

August

October
The third phase of Walk Wise launches in Chongqing Province, China, expanding to nearly 55,000 students.

December
Motorcycle taxi training workshops are held in Kampala as part of the “Obulamu Bwe Buggaga – Wear a helmet!” campaign in Uganda.

AIP Foundation is awarded the Vietnam Union of Friendship Organizations’ Certificate for outstanding contributions to the socioeconomic development of Vietnam in 2014.

Cambodian Deputy Prime Minister Sar Kheng presents Royal Order of Sahametrei Medals to AIP Foundation for our contribution to road safety efforts.
Access to affordable, high-quality helmets that meet safety standards is a crucial element of making helmet initiatives successful. Our Protec factory based in Hanoi, Vietnam provides safe, affordable, and environmentally appropriate motorcycle helmets—including child helmets—to the Vietnamese market.

Protec operates as a social enterprise; all profits from helmets sales are reinvested into AIP Foundation’s educational programs and road safety initiatives. Protec directly supplies helmets to our Helmets for Kids program, which provides quality helmets and road safety education to students from at-risk schools with the support of corporations and other sponsors.

Protec seeks to provide a safe and comfortable work environment for its 200 employees, including 110 factory workers. The helmet assembly line at the factory is modified to accommodate disabled workers, who make up approximately 30% of the factory’s workforce.

The Protec factory manufactured approximately 500,000 helmets in 2014.
PUBLICATIONS AND CONFERENCES

2014 publications

In collaboration with international research partners such as the U.S. Centers for Disease Control and Prevention (CDC), AIP Foundation contributes articles and reports to journals and conferences.


Tran, M., Bui, T., Winther, R., & Zelkowitz, A. “Four Trials to Crack the Child Helmet Quandary.” Bangkok, Thailand. Initial submission.

Conferences attended by AIP Foundation

In 2014, AIP Foundation’s diverse staff across all country offices attended and presented at multiple road safety forums, meetings, and summits to provide their participation and input as road safety experts.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Decade of Action Donor Forum, Melbourne, Australia.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Effective Methods for Securing and Retaining Corporate Support for Road Safety Programs.”</td>
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</tr>
<tr>
<td>May 5-7</td>
<td>Johnson &amp; Johnson’s Asia Pacific SAFE Fleet meeting, Singapore.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Helmets for Kids in Vietnam: Supporting the UN Decade of Action for Road Safety.”</td>
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<tr>
<td>May 28-29</td>
<td>Asia Pacific Road Safety 2014, GRSP Regional Seminars, Manila, Philippines.</td>
<td></td>
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<tr>
<td></td>
<td>“Supporting Evidence-Based, Data-Driven Programs.” and “Model School Zone.”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2014 CGI Commitment Announcement: “Reduce Road Traffic Fatalities and Injuries Globally.”</td>
<td></td>
</tr>
<tr>
<td>Oct 6-7</td>
<td>1st International Road Federation Asia Regional Congress, Bali, Indonesia.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Helmet Safety for All Children in Vietnam.”</td>
<td></td>
</tr>
</tbody>
</table>

In 2014, AIP Foundation’s diverse staff across all country offices attended and presented at multiple road safety forums, meetings, and summits to provide their participation and input as road safety experts.
A delegation of Cambodian senior government officials visited the Protec factory in Hanoi, Vietnam to discuss the possibility of building a similar facility in Cambodia. AIP Foundation also coordinated a study tour for the officials to discuss quality helmet standards and passenger helmet law enforcement based on lessons learned from Vietnam and Singapore.

Until now, passengers and children have not been legally required to wear helmets in Cambodia.

8,567 children reached directly through helmet donations and helmet safety education.

New partnership to save more lives
AIP Foundation announced the “Head Safe. Helmet On.” project in Cambodia with USAID-Development Innovation Ventures (USAID-DIV) and cost-share partners. The project aims to increase passenger helmet wearing rates to 30% within the first year and 80% in the second year in target communes of Phnom Penh, Kandal, and Kampong Speu. “Head Safe. Helmet On.” implements school-based helmet safety programs, behavior-change campaigns, and advocates for legislation enforcing nationwide helmet use for passengers. At a helmet donation ceremony in December, Deputy Prime Minister Sar Kheng presented Royal Order of Sahametrei Medals to AIP Foundation representatives and partners in appreciation for their contribution to road safety.

Developing the capacity for effective helmet interventions
A delegation of Cambodian senior government officials visited the Protec factory in Hanoi, Vietnam to discuss the possibility of building a similar facility in Cambodia. AIP Foundation also coordinated a study tour for the officials to discuss quality helmet standards and passenger helmet law enforcement based on lessons learned from Vietnam and Singapore.
Advocacy accelerates critically needed Cambodian Road Traffic Law

In December, the Cambodian National Assembly and Senate approved the new Road Traffic Law, in which motorcycle passengers—including children—are required to wear helmets. This is a milestone event after years of collective efforts by many organizations, including AIP Foundation.

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2008
- Advisory Board Member Dr. Terry Smith begins consultations with the Cambodian Government to develop a motorcycle helmet standard, later approved in 2010.

2009
- The Cambodian Government partners with AIP Foundation to call for the Decade of Action for Road Safety.

2010
- The Cambodia Helmet Vaccine Initiative (CHVI) is launched by AIP Foundation, the World Bank, and FIA Foundation.
- Prime Minister Hun Sen endorses CHVI’s passenger helmet campaign “One Helmet. One Life.” on national television.
- AIP Foundation attends UN General Assembly for a resolution proclaiming 2011-2020 as the Decade of Action for Road Safety; Cambodia signs the resolution.

2011
- FIA Foundation and CHVI produce a documentary with Global Road Safety Ambassador Michelle Yeoh, who meets with Minister of Public Works and Transport to advocate for a passenger helmet law.
- AIP Foundation issues a call to road safety stakeholders to request the inclusion of child helmet use in the draft law. The Minister of Public Works and Transport consents.
- AIP Foundation launches a new passenger helmet campaign, “Always Care. Always Wear a Helmet.”

2012
- AIP Foundation’s research finds that 98% of the public is in support of a passenger helmet law.
- AIP Foundation co-supports the National Road Safety Committee to finalize the draft traffic law with the Council of Jurists.

2013
- AIP Foundation submits a Joint Statement with Handicap International and the Coalition for Road Safety to the Minister of Transport appealing for the law to be passed.
- The statement is mentioned in the UN Secretary-General’s report, Improving Global Road Safety.

2014
- AIP Foundation presents a study to the Government demonstrating that 561 fatalities could be prevented, 10,574 head injuries avoided, and US$98,618,422 saved by 2020 if the law is passed by 2014.
- AIP Foundation launches a global internet campaign to collect pledges in support of the enactment of the law.
- The Cambodian Government adopts the draft traffic law.
- AIP Foundation’s President meets with the heads of Commission of the National Assembly and Senate and provides scientific evidence to advocate for their approval of the draft traffic law.
- Cambodia’s National Assembly and Senate both approve the draft Road Traffic Law.

The new Road Traffic Law is approved and signed by the King of Cambodia on January 9, 2015.
Walk Wise, our project in Kai County of Chongqing Province, seeks to improve the road safety environment for students and their communities by focusing on five key components:

1. Road safety education in schools
2. Simple and effective road modifications
3. Public advocacy
4. Stakeholder engagement and capacity building
5. Research, monitoring, and evaluation

Walking School Bus increases community awareness of pedestrian safety

Nearly 50,000 Walk Wise students, 2,000 teachers, 1,200 parents, and 120 traffic policemen celebrated China’s 3rd National Traffic Safety Day in December. To practice and promote pedestrian skills, ten schools participated in the “Walking School Bus,” where students and supervisors walk to school along safe routes carrying road safety signs to educate the community.

Road treatments and safety modifications improve the road environment near vulnerable schools

ARRB Group provided their technical expertise to develop a School Environment Modification Manual. Road treatments such as speed bumps, road signs, and painted pedestrian paths were implemented at 18 primary schools through a small-grant program. These evidence-based treatments are low-cost and appropriate around schools.

Innovative summer outreach attracts thousands

AIP Foundation reached students and their families during the summer months by hosting outdoor road safety awareness events in four townships. In July alone, over 1,000 community members received road safety information through interactive games, activities, educational videos, and introductions from the township government and police departments.

68% of Walk Wise students said they felt safe on their way to school, compared to 28% at the beginning of the school year.

Road safety education delivered to more children in Kai County

After completing 1,440 road safety classes among 18 primary schools during the 2013-2014 school year, Walk Wise has scaled-up to improve the road safety environment at 38 schools for the 2014-2015 school year.
During the 2013-2014 school year,

- 24,947 students participated,
- 242 teachers were trained,
- 49,894 parents and community members engaged, and
- 70 government partners and stakeholders were involved

in the Walk Wise project.
New campaign launches nationwide dialogue on child helmet use

AIP Foundation and Save the Children together launched The 7% Project to increase child helmet use and helmet wearing awareness through education, behavior change strategies, and enforcement. Helmet wearing K-pop group Crayon Pop performed for more than 1,600 fans to generate further excitement. Since the launch, nearly 10,000 supporters have pledged to wear helmets on motorcycles.

AIP Foundation's advocacy for the inclusion of road safety reaches international audience

This year, we formed an alliance with the road safety stakeholder community in Thailand and submitted a joint letter to the Thai Ambassador to the UN, advocating for the inclusion of road safety within the Post-2015 Development Agenda. Thailand has since supported the inclusion of road safety in Post-2015 proposals.

Road safety development advances

AIP Foundation met with emerging provincial stakeholders and began to develop the new Street Wise program based on the success of our pedestrian safety program in China. Baseline assessments of road safety behavior, knowledge, and the road traffic environment were conducted at five schools in Singhanakorn District of Songkhla Province and conclusions will be used to guide road safety curriculum development for target schools throughout 2015.
School-based helmet initiatives reached **28,010** individuals directly.

Over 1,600 K-pop fans attend the launch of *The 7% Project* in Bangkok, where international and Thai stars encourage children to wear helmets on motorcycles.
Innovative project reaches vulnerable industrial zone communities

A new Traffic Safety Project in the Nghi Son Economic Zone was piloted this year, designed to reduce the number of road crashes and prevent traffic-related deaths and injuries in Mai Lam, Hai Thuong, and Tan Truong communes in the Tinh Gia District. Through school- and community-based Traffic Safety Days and motorcycle driver training courses, the project reached 11,302 children, teachers, parents, community members, and government partners.

Pedestrian safety education saving lives

This year, we educated 45,820 students across Ho Chi Minh City on pedestrian safety using in-classroom trainings and photo competitions as well as safety booklets, traffic simulation corners, and reflective caps that increase students’ visibility on the road. The rate of students’ sidewalk use increased from 35% to 80% after implementation, and the rate of students using crosswalks increased from 66% to 78%.

Enhancing awareness and strengthening nationwide involvement

AIP Foundation trained policymakers and journalists to improve child helmet regulation and awareness in Vietnam. Following a successful training in late 2013, journalist trainees produced over 80 news articles, features, and TV documentaries by June 2014. Government policymakers applied the training by developing enforcement communications strategies.

Road safety knowledge spreads across Vietnam

Based on our Helmets for Kids success in increasing helmet use among students, Helmets for Families launched to further increase quality helmet use and awareness among communities. During the 2013-2014 school year, parents exchanged 4,289 sub-standard helmets for subsidized quality helmets and attended workshops on the importance of standard helmets.

"Children also need a helmet." public awareness campaign raises child helmet use

Our three-year campaign combining child helmet advocacy, enhanced enforcement, and communications concluded this year. Child helmet use increased across Hanoi, Danang, and Ho Chi Minh City from 18% to 38% upon completion of the campaign. Reports show that 94% of respondents across target cities had heard about or seen components of the campaign, 88% recalled its key message, and 99.7% knew about the regulation stating that children 6 and older must wear helmets on motorcycles. At the conclusion, the National Traffic Safety Committee began to develop a nationwide Child Helmet Action Plan with support from AIP Foundation.

Substandard helmets, lack of pedestrian infrastructure, and low child helmet use rates are widespread across Vietnam.

**VIETNAM**

| Population: 87,848,460 | Number of motorized 2-3 wheelers: 36,102,943 | Estimated annual road traffic deaths: 21,651 | Estimated annual road traffic injuries: 433,020 |

"Children also need a helmet." public awareness campaign raises child helmet use

25,452 quality helmets were distributed to students, teachers, and parents during the 2013-2014 school year.

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In Vietnam, road traffic crashes cause approximately 22,000 fatalities and more than 433,000 injuries each year. Many of those dying are children. Across Vietnam’s major cities, 38% of children wear helmets. Road injury is the #1 cause of death for young people aged 15 to 29 and the #2 cause of death for children aged 5 to 14.

Students use a 15 x 20 meter mobile traffic simulation canvas and equipment to practice pedestrian skills in a controlled environment.
Advocacy leads to revision of Traffic and Road Safety Act

The Uganda Helmet Vaccine Initiative supported the Uganda National Bureau of Standards in passing a motorcycle helmet standard in 2012. This standard provides the government with a tool to assure quality helmets and better enforce existing legislation.

The Uganda Helmet Vaccine Initiative attended stakeholder workshops in May 2014 to support the revision of the current Traffic and Road Safety Act. The Initiative’s recommendations on helmet use laws and regulations, such as the inclusion of the Uganda Helmet Standard in the Traffic and Road Safety Act, were included in the revised draft sent to the cabinet for approval. A committee was established with Uganda Helmet Vaccine Initiative representation to ensure full stakeholder engagement and completion of the process.

Successful multi-year helmet wearing campaign expands to reach wider audience

Building on the Uganda Helmet Vaccine Initiative’s three years of experience promoting helmet wearing and road safety in Kampala, AIP Foundation launched phase III of the “Your life is your wealth—wear a helmet!” campaign.

AIP Foundation organized road safety workshops for 600 boda boda (motorcycle taxi) operators under the campaign, focusing on road crash prevention, proper helmet use, and defensive driving. All attendees received a quality helmet.

In Uganda, motorcyclists were reported in 2009 to be more likely to die or be seriously injured than any other type of road user.

In Uganda, motorcyclists were reported in 2009 to be more likely to die or be seriously injured than any other type of road user.

TANZANIA

Population: 44,841,224  Number of motorized 2-3 wheelers: 451,304  Estimated annual road traffic deaths: 10,162  Estimated annual road traffic injuries: 203,240

An estimated 557 injuries occur on Tanzania’s roads each day.

AIP Foundation provides support and technical expertise on helmet safety

In October, AIP Foundation’s President met with the Permanent Secretary of the Prime Minister’s office, along with an agriculture expert from Tanzania Prisons Service and Coordinator of the Helmet Vaccine Initiative Tanzania to further discuss the establishment of a government-owned helmet factory in Tanzania. AIP Foundation will provide technical support on the helmet factory, to be established under Tanzania Prisons Services in Dar es Salaam. Based on AIP Foundation’s successful Protec factory model in Hanoi, Vietnam, the plant will create jobs for the physically disabled and those within the prison system while providing high-quality, tropical helmets to the regional market, including Kenya, Uganda, and Ethiopia.
## Financials

### Annual Report 2014

#### Programs
- Budget: $2,696,911

#### Operations
- Budget: $885,300

#### Fundraising and Development
- Budget: $116,189

#### Income (USD)

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
<td>Bilateral and Multilateral Agencies</td>
<td>$359,462</td>
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<tr>
<td>Foundations and Non-Profit Organizations</td>
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<td>Corporations</td>
<td>$1,562,436</td>
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<td>Individuals</td>
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<tr>
<td><strong>Total income</strong></td>
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#### Expenditure (USD)

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<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Programs</td>
<td>$2,696,911</td>
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<tr>
<td>Operations</td>
<td>$885,300</td>
</tr>
<tr>
<td>Fundraising and Development</td>
<td>$116,189</td>
</tr>
<tr>
<td><strong>Total expenditure</strong></td>
<td><strong>$3,698,400</strong></td>
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</table>
SUPPORTERS

Our important work would not be possible without the strong support of committed companies, governments, organizations, and other stakeholders.

Abbott
American International Group (AIG)
ARRB Group, Ltd
Atlantic Philanthropies
Australian International School
Australian Red Cross
Australian Volunteers for International Development
BEC-TERO Music
Chevron Corporation
CLEAR
Courtyard by Marriott Bangkok
CrossRoads Programme
DENSO
Elite Model Management South East Asia
Evaristti Studios
FedEx Express
FIA Foundation
Ford Motor Company
Global Giving
International Federation of Red Cross and Red Crescent Societies (IFRC)
Johnson & Johnson

Manulife (Cambodia) PLC
Marriott International, Inc.
Nghi Son Refinery & Petrochemical Limited Liability Company
Pandora Production Company Limited
Princeton in Asia
Road Safety Fund
Rotary Club of Bangkok South
Safe Kids Worldwide
Save the Children
Sealed Air
SIGMA Elevator (Thailand) Co., Ltd.
Solvay
Thai Airways
The Embassy of Sweden in Hanoi
The Global Road Safety Partnership
The Task Force for Global Health, INC
The UPS Foundation
Trails of Indochina
U.S. Centers for Disease Control and Prevention (CDC)
United States Agency for International Development (USAID)-Development Innovation Ventures (DIV)
Vespiario (Thailand) Co., Ltd

In addition, AIP Foundation receives significant support from individuals.

Left to Right: Saul Billingsley, Director General, FIA Foundation; Sean Callahan, Deputy Mission Director, USAID Cambodia; Michelle Yeoh, Global Road Safety Ambassador; Dr. David Sleet, Associate Director for Science, Division of Unintentional Injury Prevention, CDC; Jeff McLean, General Manager, UPS Vietnam; and Mirjam Sidik, CEO, AIP Foundation at a “Head Safe. Helmet On.” helmet donation ceremony in Cambodia.
Help us enable children and other vulnerable road users to stay safe on the roads. Your support can make a tremendous difference. Here are just a few ways you can contribute:

**Outright gifts**
Make a secure online donation via Network for Good: www.asiainjury.org/support/ways-of-giving

**Mail a check donation**
AIP Foundation
C/o Bank of America
8690 East Broadway Blvd.
Tucson, Arizona, USA
85710-4014

**Fundraising support**
Work with us on organizing benefit events and other fundraising activities.

For more information or to discuss new partnerships, please contact our International Development Director Colin Delmore via email at colin.delmore@aipf-vietnam.org or via phone (84-8) 6299 1409, ext. 117.

**How your support is used**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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<tbody>
<tr>
<td>$5</td>
<td>Provides a child with a reflective jacket, increasing his or her visibility walking to and from school.</td>
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<tr>
<td>$15</td>
<td>Provides a child from a high-risk traffic area with a Protec helmet and traffic safety education.</td>
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<tr>
<td>$50</td>
<td>Provides 200 students with traffic safety handbooks, equipping them with road safety knowledge.</td>
</tr>
<tr>
<td>$100</td>
<td>Hires a healthcare professional to speak to parents and the community about the importance of child helmet use.</td>
</tr>
<tr>
<td>$250</td>
<td>Secures billboard space to share life-saving road safety information with the public.</td>
</tr>
<tr>
<td>$1000</td>
<td>Provides 2,000 students with knowledge on how to protect themselves by funding a teacher training workshop.</td>
</tr>
</tbody>
</table>

Larger donations, in-kind contributions, and partnerships have the opportunity to create even greater impact. We appreciate all support to bolster our efforts.

**Find out more**

For more information about our work and how you can support our mission, please visit our website: www.asiainjury.org or email us at info@aipf-vietnam.org.
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Celebrating 15 years of road safety achievements.
AIP Foundation employs both international and local experts in program implementation, monitoring and evaluation, and a variety of other fields to ensure that our interventions are efficient, effective, and based on the real needs of the communities we work in. Our growing team helps to ensure AIP Foundation remains a reputable, leading international NGO in road safety.

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To provide life-saving traffic safety knowledge and skills to low- and middle-income countries with the goal of preventing road traffic fatalities and injuries.

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