

HOW YOU CAN HELP

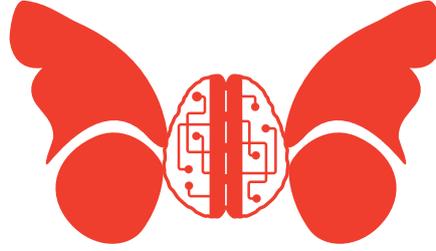
It's a big world out there and we want the children to get an understanding of what possibilities there are for them. So if you're passionate about what you do for a living why not come and share that love for your work with the children?

Tell them about your typical working day, the good the bad, the memorable and maybe even the ones you'd rather forget. But help to bring something to life for them that they may not have considered or even known about.

Perhaps we could arrange to come and visit you? Just an hour or two in a place of work would give the children insights and help them decide their own paths. For example, if a child is interested in becoming a doctor imagine how useful it would be for them to visit a surgery or hospital.

We're also really keen on apprenticeships and practical 'hands on' ways of testing different career paths. So if a child has an interest in becoming a builder learning how to join two pieces of wood together or laying a brick would be really important for them to try.

And if you or anyone you know offers apprenticeships do please get in touch. Learning a craft or a skill can be so important for the future, anything from answering the phone to painting a wall, or even learning how to fish...



MISSION/CORE PRINCIPLES/ VALUES

So, what now for The Fishing Rod Foundation?

We're starting small but we have big plans for The Fishing Rod Foundation, like building a school for example, and this is why we need your help. Because to date The Fishing Rod Foundation is privately funded with donations from Edith Derlon's design projects and products.

But don't forget that for us, and the children, help is a two-way street. So whatever you do for The Foundation you're entitled to something in return. Whatever it is we'll decide, with you, what would be most appropriate.

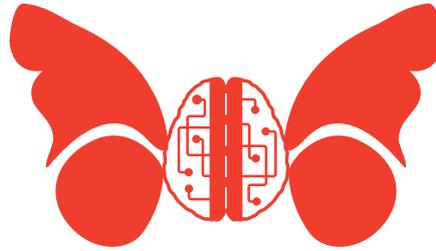
NOW THE FOUNDATION IS SPONSORED PRIVATELY BY EDITH DERLON

For each Edith Derlon/The Esion product from idea, to product design, to product development down to each product we sell, we maintain alignment to our core values and principles and support the fundamental ideal of helping children discover their true talents in life and develop them into skills and careers they can share.

At The Esion we believe in the Fishing Rod approach to life.

An ancient proverb says, "If you give someone a fish, you feed them for a day; if you teach them how to fish, they will never be hungry again." Using this analogy, if we can unlock children's potential at an early age by providing them with the best possible environment regardless of social background, economic status, geographical location and ability then we believe we can empower them to serve themselves and society better.

At The Esion we seek to partner with those who have a passion for something great.



TOGETHER WE CAN BUILD A BETTER FUTURE

The Fishing Rod Foundation for Children really does rely on your generosity of spirit to help the children become what they can be. There are so many ways you can help to improve their lives and futures, here are just a few:

Your time, even just an hour to meet the children and talk with them would be amazing
Any equipment, books, computers or furniture you no longer need would be great
Financial donations, whatever you can afford, large or small it will help
Apprenticeships, odd-jobs, or one-off projects to give them a taste of work

And of course if you have any other ideas do contact us to let us know.

We look forward to hearing from you, please visit



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