

## Rob Palmer

Finding new ways for the world's poor to earn money



**Not all advances to change the lives of thousands of people are medical ones. In rural Ghana it is an idea rooted in Economics that is making life easier and better.**

Like many of the villages in the Ashanti Region, Otaakrom is without a telephone. Inhabitants have to walk long distances, often on foot to call for a doctor, contact their relatives or make important business calls.

Rob's idea was to pilot a study giving an elected member of the community a mobile phone, usually one of the poorer women. The mobile was then used as a means to generate income for each woman as she could sell 'air-time' to the other community members. Three rural communities benefited and the project proved a success for both the women and the villagers.

Outstanding students like Rob Palmer have the ideas, the energy and the determination to make studies like this one a success.

We awarded him a grant of

# £300

Without it he said,  
"This project would not have been possible"

## the edinburgh campaign

enlightenment in the 21st century

# WITH YOUR HELP we can continue to make holes in the dark



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New economic ideas



Medical research

A win for diplomacy



# WHO ARE THE PEOPLE MAKING HOLES IN THE DARK TODAY?



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## Dr James Oliver & Matthew Simmons

Predicting the likelihood of a heart attack or stroke



**Diseases of the circulation, including heart attack and stroke, are the UK's biggest killers. Dr James Oliver and Matthew Simmons want to find new ways of improving the accuracy with which it is possible to predict whether an individual will have a heart attack or stroke. If doctors had an accurate way to measure risk, better preventative measures could be taken and fewer people would be killed by the disease each year.**

The team is interested in the relationship between two enzymes and the health of an individual's blood vessels, and how this links to blood pressure and cholesterol.

A grant from the Edinburgh Fund paid for the general running costs of the study.

Preliminary findings indicate that there is a link between the enzymes they are studying and blood vessel dysfunction. We now know that more research in this area could improve our understanding of why some people are more susceptible than others to heart attack and stroke.

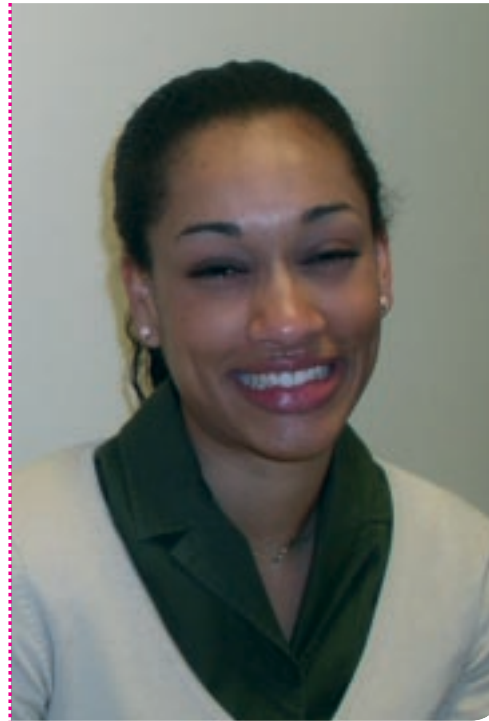
A gift of

# £50

is sometimes all it takes to help a student or member of staff test a new theory

## Ariel Toptsikiotis-White

Putting the University of Edinburgh firmly on the diplomatic map



**Sometimes, what begins with a small project grant can turn into an exciting international success, as Ariel Toptsikiotis-White can testify.**

When the University of Edinburgh Model UN Society was invited to participate at the Harvard World Model United Nations Conference (WorldMUN) in Egypt, Ariel and nine others leapt at the opportunity to debate key global issues alongside nearly 1,000 delegates from the world's top universities.

The small project grant they were awarded contributed to otherwise prohibitive travel costs. Without this funding, Ariel would not have gained valuable experience and insight in a field that she regarded as integral to both her studies and her career path. Nor would she have brought home her impressive Diplomacy Award.

Ariel points out that the prestigious 5-day conference also gave the students a chance to raise the international reputation of the University in global diplomatic circles. So much so that they recently won their bid to host WorldMUN 2005 in Edinburgh, already predicted to be the most highly attended WorldMUN conference yet.

Achievements like this just serve to show what a big difference a small project grant can make for individuals, societies and the University of Edinburgh alike.

A gift of

# £250

can help confirm the University's world-class reputation through events like this one

## Achievements made possible with the help of Alumni like you

- **Two Biological Science students help save rare and endemic plants in the Peruvian Amazon from extinction.**
- **Two Engineering students ensure that a rare 11th century Buddhist temple and its precious contents are preserved for future generations.**
- **Research is underway to develop new compass technology based on the geomagnetic sensory networks of bees.**
- **Pioneering imaging techniques are under development to allow researchers to 'see' deep into the human body without the need for invasive techniques such as biopsy.**

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