

Putting the fun in FUNdraising!

Your guide to organising an activity in aid of Self Help Africa

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Anyone can do it, anytime...and it's great fun

What ever the weather and wherever you live, there's always something you can do to support Self Help Africa. Your event or activity doesn't need to be ambitious - it can be as simple as having friends over for a cup of coffee, selling junk at a car boot, or wearing fancy dress for the day! Usually it's the simplest ideas that work the best. As long as you are enthusiastic about what you are doing, then it's sure to be an enjoyable event which will raise some money at the same time. If you need some inspiration, this pack is full of ideas, as well as other hints and tips to make your activity successful.

Running a fundraising activity will give you a great sense of achievement as every penny will help to make a dramatic difference to the lives of families in rural Africa. As well as putting your spare time and talents to good use, organising activities will look great on your CV because it involves a range of skills. Fundraising can be a great social occasion as it brings your friends, family and local community together. You could get a 'committee' of friends together to help organise your activity, which can become a social get-together in itself.

How we can support you

We do our best to meet new volunteers at least once during the year. But as we are a very small team based in Shrewsbury, this is not always possible. We hope that this pack, along with contact on the telephone and email will enable you to get off to a flying start. We'd love to hear about your plans - you can ring our office in working hours. Just call 01743 277170 or email infouk@selfhelpafrica.org.

Resources

The resources listed below might be helpful during your fundraising. To order any of the resources for free, please ring the fundraising team on 01743 277170 or email infouk@selfhelpafrica.org.

- Collecting tins/buckets
- Small collection envelopes (good for collecting donations at an attendance event)
- Leaflets about Self Help Africa's work
- A JPEG file of the Self Help Africa logo to use on your poster and fliers
- A3 poster with black space to advertise your activity
- Self Help Africa t-shirts
- Sponsor form



Why your support is vital

Approximately 80% of Africans live in rural areas. They rely on the land for their food and livelihoods, but farming and food production is very difficult. In Ghana for example, there is one rainy season from May to September with drought lasting for 6 – 7 months of the year. Rainfall is not reliable - sometimes rains fail or dry spells occur during the cropping season. Combined with unsuitable farming methods, this means that the harvest typically provides enough food for five months of the year, with a hunger period of five to six months. Families survive this period by rationing their food and seeking income as seasonal workers in other parts of the country.

Self Help Africa seeks to improve the lives of some of the poorest rural communities through sustainable farming and income generating initiatives. Self Help Africa works in nine countries (Burkina Faso, Eritrea, Ethiopia, Ghana, Kenya, Malawi, Togo, Uganda and Zambia) to ensure that people have the skills they need to grow enough food to feed themselves, earn a living and manage their own future.

Over the last 25 years, our low-cost, sustainable solutions, have allowed some of Africa's most marginalised rural families to anticipate a future free from hunger and poverty. We have made significant progress, but millions more still need our help. And we can't do it without you. Because we are a small charity, every penny makes a huge difference to the communities we work with. Your support is vital if we are to continue to enable families to have a better life in rural Africa.



The difference you can make

£10 could provide a woman at one of our projects with the training and equipment to make an **improved mud stove** that uses less wood. Not only will this reduce deforestation, but also means she will have more time to grow food or run a small business.

£25 could provide a family with **an improved breed goat** and the training needed to care for them.

£30 could provide a family with the training and materials needed **to start beekeeping**. Honey offers a valuable source of income and bees play an important role in pollinating other crops.

£50 could provide a **bicycle for a community volunteer** (agriculture, livestock, HIV/AIDS or small business focus) to enable him/her to reach many more families and projects in a working day.

£100 could **support a family (typically 6 members) for a year** with training, seeds, livestock and other inputs needed to improve their lives.

£200 could provide a community with **small scale irrigation** and training to water their crops. This could be a treadle pump, a rain water collection tank or a contribution to a borehole or well.

In 2009, over 92% of our income was spent on charitable activities.



Getting started

What shall I organise?

It's completely up to you! Your event or activity doesn't need to be big or complicated. Perhaps start with inviting a handful of friends to something like BBQ, open garden or dinner party. Think about your hobbies and interests and how you could introduce a fundraising element to them. How about a photography exhibition, a tennis tournament or a cake sale? We've provided some more ideas on the next page.

Where should it be held?

Indoors or outdoors, at home, in a local hall, pub or field? Think about the type of event you're holding and who you plan to invite. If it's a small gathering of friends and family, you could do your fundraising at home. If you're looking to organise something on a larger scale, you might want to consider a venue such as a local school, hall, church, hotel or pub. If you need to book a venue, check availability, capacity, facilities and parking. See if the owners will let you use it for free. Do you need to apply for any licenses? See the 'Be legal and Safe' section.

When should it take place?

There are some activities which take very little time to plan - for example a collection at a supermarket or university campus, a dinner party for friends or a guess the baby photo competition at work. For bigger events, give yourself enough time to prepare and think about whether it would be better at a weekend or school holiday, evening or day time. Make sure it doesn't clash with another major event in your local area and think about the time of year – you could make the most of the good weather in summer, or organise an event to coincide with an occasion like Halloween, Pancake Day, Christmas or Easter.

Who will come?

Word of mouth usually works best. Depending on the event, you could invite friends and family, work colleagues, or members of your gym, church or social group. You could email your friends about your event, add it to facebook, or update your instant messenger status. You could ring your local paper (find details in the yellow pages) and ask them to include details of the event and how to attend or get tickets. Fliers and posters are relatively cheap and easy to produce. Display them at home, at work, at your gym or at the venue. Fundraising materials you produce should include 'In aid of Self Help Africa. Registered Charity Number 298830'.

Who can help me with my fundraising?

It's usually a good idea to ask family and friends to get involved. You could get a group of friends together and make planning the event an excuse for few social get-togethers. Make a list of tasks, how many helpers you need and who will do what. Perhaps your group of friends could go on to form an informal 'committee' and organise regular events.

How can my employers or local business help me?

Approaching local businesses and the company you work for is a great idea and it's always worth asking for freebies like raffle prizes or venues that can help make your event more successful – remember you can offer anyone who supports you some free publicity in return. Also, many employers offer a scheme where they will match either some or all of the money that you have raised, so it's worth checking. If they are unable to do this, they may offer you a donation towards your target.

How can I raise money and what's my target?

How you raise the money depends on the activity. For an attendance event you could charge an entrance fee, sell tickets or have a collection. Sponsorship is another way to raise money and works well for 'challenging' like head shaving, cycling or trekking. You could also take a collection tin to events to collect spare change on the day. Having a rough target in mind is a good way to help you achieve the most from your fundraising. Make sure you think about how much you will spend on your event – you should be looking to spend a maximum of £1 for every £3 raised. Keep track of everything you spend as you go along, and try to avoid paying any costs until you have got in most of the money from the event.

Sponsored events

If your fundraising involves getting sponsorship, ask your friends, family and colleagues for donations. You can collect sponsorship with a paper form (which we can send you) and by creating a free personalised sponsorship page online at www.justgiving.com/selfhelpafrica/raisemoney where all funds go directly to Self Help Africa. Remember that if your sponsor is a UK taxpayer and has given their full home address and postcode and ticked the Gift Aid box on the sponsor form, Self Help Africa can reclaim an extra 28 pence for every £1 donated!

The big day

Make sure you have enough helpers for events. Have a back up plan in case of bad weather, let people know what they are raising money for (we can send leaflets and posters), and enjoy yourself! After the event, remember to thank everyone who helped or donated prizes.



Fundraising ideas

For even more ideas visit www.selfhelpafrica.org/selfhelp/Main/50ways.htm

Quick and easy

Coffee and cakes morning: simple and easy to arrange and can be held anywhere. Can be combined with raffle, or craft sale. You may need to borrow cups and kettles.

Cake sale: combine with a coffee morning, sell to colleagues or get a stall at a fete or local school. It's a golden oldie, but still a wonderful way to fundraise and catch up with friends.

Baby competition: ask colleagues to bring in baby photos of themselves and pin them on a board. People pay to guess who's who!

Car boot sale or jumble sale: clear out old junk and get a pitch at your local car boot for a small fee.

Ebay sale: sell online and donate profits directly to Self Help Africa. Visit <http://pages.ebay.co.uk/ebayforcharity/index.html>

Collect at your local supermarket: see the 'collections' sections below for advice

Evening entertainment

Barn dance: charge an entrance fee and have a raffle or a bar.

Party: how about a theme? 50s, 60s, 70s or 80s, Eurovision, a letter of the alphabet, fancy dress, karaoke, bingo, murder mystery, clothes swapping, or a games evening. Charge an entrance fee or ask for a donation.

Cheese and wine evening: taste homemade wine, have prizes and cheese donated. Try a Guess the Wine's Country game. Charge admission and for entering games. You could team up with a local wine merchant.

Quiz night: easy to organise and very popular. Add a raffle with donated prizes to raise extra cash. Organise the venue yourself or see if you can collaborate with your local pub.

Dinner party: you could theme it on African food or get everyone to bring a dish. Use the Dinner 4 Good website to invite guests and collect donations online: www.dinner4good.com/SelfHelpAfrica

Auction of promises: get friends and family to donate their services such as cooking dinner, gardening or massage for the highest bid

Choir concert: rent or borrow a church or hall and invite local choirs and an audience.



Great for kids

Sponsored Walk, run, silence or read: we can provide sponsor forms

Homes clothes day: ask every child to pay £1 to wear home clothes for the day

Bucket of pennies: spend a month or so trying to fill a bucket full of pennies or ask each student to try and fill a smartie tube full of pennies

School Disco: have fun dancing the early evening away with a school disco

Pin the pennies on the Goat! Create a large drawing of Goat, Pig or Chicken (or any other livestock that families in Africa benefit from) and cover the animal in pennies – you can even choose which livestock animal your donation will go towards.

Face Painting: ask children to pay £1 to have their face painted



Outdoors

Garden party or BBQ: invite friends and family to enjoy tea, cakes or sandwiches in the sun
Treasure hunt or nature trail: great for children

Daring

Head shaving, beard shaving or leg waxing: (for men!) Get sponsored.

Parachute jump or skydive: Something you've always wanted to do? Find your local centre at the Parachuting Society website www.bpa.org.uk/links.htm. It costs about £280. Plan in advance, save up and get sponsored!

Crafty

Art/photography/pottery competition or exhibition: You could choose a theme, charge a small fee to view the displayed work and then auction it off

Knitting, jewellery, face painting: take your talents to a craft fair, coffee morning or fete

Make a book or calendar: ask friends for their favourite recipes, photographs, local walks, local history, or anything else you are interested in. Put together a small book or calendar and sell it at fetes and events.

Energetic

Tennis, football, golf or kite flying tournament: charge teams to enter and offer prizes to the winners.

Dog walking: Get a puppy sponsored for its first ever proper walk!

Sponsored run: find a local 5k, 10k, half marathon or full marathon. Go to the Runners World website to search for an event in your area: www.runnersworld.co.uk/defaultevents.asp?sp=&v=2.

Tell everyone!

Local media (radio and newspapers) are always interested in hearing about things happening in the community. You could send a press release to your media about your event. Modify the template below with your own details and quotes. Get the most important points at the top of the page (who, what, when, where, why) because sub-editors cut from the bottom up. Ring the newsdesk or editor at your local paper and ask them for the best person to email your press release to. The newspaper contact details can be found in the yellow pages or in the newspaper itself.

Sample press release: amend and email to your local newsdesk

(An exciting title) **Local resident organises quiz night to raise funds for families in Africa**

A *(your area)* resident is set to host/take part in **(event)** on *(date)* at *(location)* to raise money for Self Help Africa— a charity dedicated to improving the poverty-stricken lives of those living in rural Africa.

(Your name) has been inspired to *(organise an event)* to raise money for Self Help Africa because....*(write about your motivations)*

(your name), says he/she is looking forward to raising his/her target of (£....) to help aid the charity and its work. He/she said: *(change to your own quote: "I've always wanted to organise a quiz, but this is the first time I've actually done something about it. I would like to encourage as many people as possible to get involved and attend the event. It will be a really fun evening, and the raffle prizes are fantastic")*

"I'd like to thank everyone that has helped organise and donated prizes far." *(Details of how to attend)*. The money *(your name)* raises will go towards providing the some of the poorest rural families with the skills they need to work their own way out of poverty for good.

ENDS

For further information, please contact *(Your name, number and email address)*

Editor's note: *(this includes any relevant additional background information)*

Self Help Africa works with local communities in nine countries across Africa to find solutions to the causes of rural poverty. We are committed to helping people grow enough food to feed themselves all year round, improving opportunities for people to earn a living , and ensuring people have the skills they need to move out of poverty and to manage their own future

Self Help Africa is registered with the Charity Commission, number 298830. Self Help Africa, Second Floor Suite, Westgate House, dickens Court, Hills Lane, Shrewsbury, SY1 1QU. Tel: 01743 277170.
infouk@selfhelpafrica.org | www.selfhelpafrica.org



Be legal and safe

There are laws that govern all charity fundraising activity. Here are some that may be relevant to the activity that you are organising. If you have any questions, please call the fundraising team on 01743 277170. If you are running any fundraising activity that involves the public, you are responsible for ensuring that it complies with all the legal requirements. Self Help Africa cannot accept any liability for any activities run in our name.

Raffles

- For small raffles that are part of a bigger event, you don't need a licence as long as you sell tickets at the event and have the prizes drawn on the night too (no cash prizes though).
- For larger raffles, or where you wish to sell tickets to the general public, you must apply to the local council before hand for a licence permit. You will have to obtain an application form from the council – have a look on the council's website.
- Tickets must not be sold by anyone under the age of 16.
- Contact the Gaming Board of Great Britain for more information: www.gamblingcommission.gov.uk

Collections

Collections can bring in substantial amounts of money and your presence reminds the public that Self Help Africa is working hard for families in rural Africa. Please follow these guidelines to make sure your collection is legal, safe, and fun!

- Street collections: In law, a street collection is one held in a public place or on public property. All volunteers must get permission from their Local Authority before collecting. If you wish to carry out a street collection, please contact the fundraising team on 01743 277170 for more guidance.
- If you plan to hold a collection on private property, such as a pub or supermarket, you need to get permission from the owner or manager. These can be obtained by visiting the property with a letter addressed to the manager stating your intentions. Please contact the fundraising team on 01743 277170 for more guidance.
- Please don't collect money door-to-door. This is illegal without a license.
- If you wish to collect you must use a Self Help Africa collecting tin and carry an ID card (please call us for tin and ID card)

Alcohol and entertainment

- If you are planning to serve alcohol at your event, you need a liquor licence, which you can apply for from the local council. It takes about 2 weeks to be granted, so plan in advance. Visit your council's website or give the licencing department a call.
- If your event involves singing or dancing please contact your local council as you may need a Temporary Events Notice or Public Entertainment Licence. This licence costs around £25.

Health and safety

Safety advice varies depending on the event you are planning and the venue. Here are some points to consider to ensure your event, and everyone attending it, is safe. Think about potential risks involved and how to prevent problems arising during your activity:

- Venue: If you hold an event in a venue such as a community hall or pub, it will be governed by its own health and safety guidelines. Make sure you adhere to these. Do not exceed the capacity limit and ensure there is good access. Does the venue have adequate parking, toilet facilities and disabled access? Where are the fire extinguishers kept?
- First aid: do you need a first aider present, or is it enough to have a first aid box? St John's ambulance may be able to help. Make sure you have a phone in case of an emergency.
- Food: at a one-off event you don't need a licence to sell food, but you should follow Food Hygiene Regulations. These can be found www.food.gov.uk. Ensure food is stored and handled safely following hygiene rules. Label food that contains nuts or anything else that people may be allergic to.
- Money: make sure you have a lockable box to keep money in.

Paying in the money

Please follow these simple steps to keep our admin costs low:

- Please don't send cash through the post.

Here are the different ways to return your donations:

1. Pay the money directly into our bank account. Please contact us for details.
 2. Pay all money you've collected into one bank account and write a cheque payable to 'Self Help Africa'. Send the cheque to: Self Help Africa, Second Floor Westgate House, Dickens Court, Hills Lane, Shrewsbury, SY1 1QU.
- Include any sponsorship forms you have used so we are able to claim Gift Aid – this means your gift could be worth almost 30% more.
 - Enclose a note with your name, address, postcode and details of your event so we can thank you properly for your fundraising help.
 - Email any photos of the event to infouk@selfhelpafrica.org – we'd love to use them on our website or in our newsletter.

Any questions?

Please feel free to contact us:

Self Help Africa, Second Floor Westgate House, Dickens Court, Hills Lane, Shrewsbury, SY1 1QU

Tel. 01743 277170

Email: infouk@selfhelpafrica.org

Thanks a million!

