

FUNDRAISING PACK



**Thank you so much for considering raising some funds for
Joshua Orphan and Community Care**

We guarantee that over 98% of the funds we receive are sent straight out to Malawi to help where it is most needed.

The following few pages will hopefully serve as a starting point to help you to decide which activities you would like to do to try and raise funds for Joshua.

This document is just a starting point though. We are sure that you will also form your own ideas either from experience or a flash of inspiration. Often the most successful ideas are the most unique or original!

We are here to help you as much as we can, so don't hesitate to let us know if you need any materials such as photos, logos, presentations or leaflets.

Aside from that, please stay in touch with us to let us know how your fundraising is going – your stories can help to inspire others to do the same.

Once again, a heartfelt thank you for every penny you raise. It really will make a difference to the children and communities we work with in Malawi.

Good luck!

Heather Rayment

Some General Advice

Planning

This is extremely important if you are going to be successful in reaching your target. Sit down and start to brainstorm some ideas after reading the suggestions below. There are many different ways you can raise money, whether that be through sponsored events, running a raffle or organising a dinner party.

Once you have decided on what you are going to do you will need to formulate a plan. Only you can decide which ways you think will suit you best and which will be most effective. Take your time to read through this pack and look at some of the ideas we have suggested. Make sure you are happy with the type of fundraising you want to do. You may feel more comfortable organising an event where people pay for a ticket for a dinner and have a lovely time whilst also supporting Joshua. However, you may prefer not to be involved with the technicalities of organising a big event and might want to do something more straightforward such as a cake bake or coffee morning.

Whatever you decide we think that one of the most important things is to make it something you will enjoy - as your enthusiasm will be guaranteed to make the event you choose a success.

Research

It is important to make sure you have an idea of exactly what Joshua do and the ways in which any money you raise will benefit the communities we work with. Donors may well ask you questions about what their money will be used for and how it will help. Make sure you feel happy explaining this to them. If you are not sure, then feel free to drop us a line and we can help you answer any tricky questions or fill in any gaps you may have. E-mail heather@joshuainmalawi.org.uk

Fundraising Themes

You might choose to support a particular area of Joshua's work, such as our feeding programmes for children or our school farm initiatives.

Alternatively, you may be fundraising for a particular project, which your organisation will be supporting.

Both of these options are very much appreciated and we can guarantee that we will let you know how and where your money has been used.

If you would like further information about Joshua their website provides some useful facts about our work, as well as Malawi as a whole www.joshuainmalawi.org.uk.

If you have specific questions about any of our projects or would like to discuss a fundraising 'theme' for your events, then contact Heather on: heather@joshuainmalawi.org.uk

Materials

Once you've decided on your event, you will want to start promoting it! We have some basic materials which we can send you to help you promote the Joshua Orphan Care Trust – including powerpoint presentations, a 2 minute DVD about Joshua, leaflets, posters, our logo and photos.

Just contact us for more details and we'll be happy to send across anything you need to help promote and sell your event.

We have included a Gift Aid Form and template Sponsorship Form as part of this pack.

Virgin Money Giving

If you decide to organise a sponsored event, you may like to use an online donation site to help your sponsors donate money quickly and easily.



Joshua is a member of Virgin Money Giving and through them you can very easily set-up your own personal fundraising page for any sponsored event you organise.

To do this just visit: <http://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1002082> and they will take you through the easy steps to set up your own simple fundraising page. When asked to choose the charity you are supporting just enter the Joshua Orphan and Community Care. You can then send this webpage link to all your friends and family and ask them to sponsor you by donating online.

Any funds your family and friends donate online will be sent directly to Joshua Orphan and Community Care and you can easily keep a tag on how your fundraising is going by looking at your fundraising page.

Gift Aid

Gift Aid is a simple way of adding an extra 25% to your donations – with no extra cost to yourself or your donors. If any of your donors pay tax, then please ask them to fill in one of our Gift Aid forms and send this back to us on the address at the bottom of the form.

By doing this, we can claim back 25% on top of their donation from the government through the Gift Aid scheme.

This can make a huge difference to us, so please use these forms wherever you can. We have included a copy in this pack, which you can print out or photocopy as many times as you need.

Fundraising Ideas

As we mentioned before, there are many different ways to do fundraising. The following is a list of potential avenues that you may wish to pursue. Once again, it is by no means an exhaustive list, so do let us know of any new ideas you have that work!

For schools:

- **Non-uniform day/Dress up day** – pupils pay £1-2 to not wear school uniforms for a day or to dress up for the day around a particular theme (e.g. super-heroes day) – all proceeds to Joshua
- **A week of porridge** – two pupils recently volunteered to eat only porridge for a week in support of the children in Malawi. It was a huge success and they made over £700 in sponsorship money.
- **Ask your parents to make a monthly donation** – long-term funding is something Joshua desperately needs. Asking parents or teachers to donate £5 a month can really make a huge difference to us.
- **School Ball/Dance in aid of Joshua** – this could be a Xmas or summer ball. Or even an event just in aid of Joshua!
- **Sales Auction/Auction of promises** – This is a fun way to fundraise – collect a list of ‘promises’ from people, such as an offer to valet a car, tidy up someone’s garden, do some maths tuition or do a makeover. These ‘promises’ can then be auctioned off to the highest bidder on the day of the auction. Your promises can range from simple offers to larger promises, such as a free weekend in a parents holiday cottage or trip in a teacher’s canal boat for example.
- **Cake Bake** – a quick and fun way to raise funds
- **Walk to school week** – Children in Malawi do this everyday without even thinking about it. Maybe a group of you can walk together every day for a week, instead of using the car or bus.
- **Water day** – Why not challenge yourself to spend a day using the same amount of water that a child in Malawi has to use. This equates to slightly less than one standard bucket of water. This has to cover drinking, washing and any water for cooking. Gets you thinking and can raise funds through sponsorship.
- **Event Sponsorship** – run a marathon, climb the height of Mount Mulanje, swim the Shire River – there are lots of options. Try and have a Malawi theme or link if you can.
- **Tuck Shop in aid of Joshua** – One for the entrepreneurs! If you buy snacks from a local Cash and Carry or even make homemade snacks to sell at school, you can donate all the proceeds after costs to Joshua. If you did this for one term, you’d be surprised how much you can raise!
- **Teacher v Pupil** – Any event where pupils take on the teachers. Could be a sporting event such as football, hockey or cricket or a more academic event such as a Mastermind or a Countdown style quiz. As well as the competition, whoever raises the most money to support their ‘side’ also wins!

For Groups/Organisations:

- **Dinner Parties** – Take the idea of “Come Dine With Me”. Ask 5 of your friends or colleagues to each run a dinner party for Joshua over the course of a few weeks. On each night every guest is asked to donate an amount to the host for what they feel the dinner was worth. Obviously, all proceeds go to Joshua. You don’t have to reveal who received the most donations of course!
- **Run a Ball** – This is obviously one for people who enjoy organising slightly bigger events and are confident they can source enough guests to cover the running costs. However, if you already run an annual or bi-annual Ball or Party for your group you could find out if it could be run in aid of Joshua.
- **Church Events** – Most churches have events around the year dedicated to certain charities. You could offer to give a talk about Joshua and raise funds through donation boxes. Xmas also offers a good time to try and raise funds within the church.
- **Coffee mornings** – If you have a regular coffee morning group, offer to do a talk about Joshua. We can provide a presentation or photos to help you describe what Joshua do. Your friends may then be interested in setting up a regular standing order to Joshua or making a donation.
- **Work dress up day** – pick a theme such as a colour, or film theme or year. Colleagues can donate £2 to dress up for the day.
- **Sales Auction/Auction of promises** – This is a fun way to fundraise – collect a list of ‘promises’ from people, such as an offer to valet a car, tidy up someone’s garden or do a makeover. These ‘promises’ can then be auctioned off to the highest bidder on the day of the auction. Your promises can range from simple offers to larger promises, such as a free weekend in a colleague’s holiday cottage or trip in a friend’s canal boat for example.
- **Raffles** – These can generate good funds, especially if you manage to get some good prizes donated from colleagues, friends or other organisations.
- **Event Sponsorship** – run a marathon, climb the height of Mount Mulanje, swim the Shire River – there are lots of options. Try and have a Malawi theme or link if you can.
- **Cake Bake** – a quick and fun way to raise funds in the office or at your regular meetings.
- **Team challenge** – do an event together as a team. It could be something simple like running a 5 km together, or more adventurous such as climbing a mountain. Just make sure you know what you are doing and that you’ll be safe!
- **Pub Quiz** – why not pop down your local and see if they would be interested in letting you hold your very own quiz night. They receive a pub full of punters and you can ask for £1 entry fee from everyone. Why not ask a local restaurant for some vouchers that you can give away to the winning team?

Other hints and tips

Family and Friends

You may find it embarrassing asking family and friends for money even though it is for a very worthy cause. However, few would say no to sponsoring you to doing a parachute jump or for cycling coast to coast in England! If you manage to get £5 from fifty people you will have made it more than worth your while. Family and friends are also often keen to help in other ways, such as printing or selling raffle tickets or helping to organise a party or concert. They might also know companies or friends who might be able to help you in some way. Don't exploit your family and friends, but be aware that they are often more than willing to help and most of them may also have good contacts who may also be willing to help.

The Media

Local radio stations and newspapers are sometimes very helpful. If you are happy to talk about what you are doing, particularly if it has a local angle, then they may be inspired to help your efforts by putting a story in the local paper or mentioning you on the radio. This helps to spread the word about Joshua and hopefully will encourage other people to do the same. You may also receive responses from people who are keen to offer other assistance in terms of fundraising advice.

Communications

Make sure you use the web to advertise and promote your events. Using a Just Giving site makes it quick and easy for people to donate and saves the pain of collecting sponsorship money. Promoting events through E-mail, Facebook and Twitter are also a good way of reaching lots of people and making sure you get sponsorship or good attendance at an event. If you are not comfortable using such technologies you can always ask a friend or relative to help with this.

Setting up your own webpage if you have someone in your group who knows about this is also an excellent way to look professional and serious about what you are doing and promote why you are raising funds.

Entrepreneurial Ventures

This is something, which is largely down to your imagination, but it is certainly worth giving it some thought. In the past volunteers have had a range of success, including designing and selling t-shirts or Christmas cards, as well as organising parties, cake sales, running a school tuck shop, a silent auction or doing car boot sales.

Teamwork

Raising money as part of a group can mean you can share the burden of fundraising. Breaking down your total fundraising target into smaller chunks makes it much more achievable. Running group events also means you can work together to organise a bigger event than just doing something on your own – plus it's much more fun doing it with other people.

What now....

We hope that these notes have given you some helpful ideas to get started on. Once again good luck and do give us a ring if you need any further advice or have any fantastic ideas that we could add to these fundraising notes in future.

GIFT AID DECLARATION

Name of Charity	
Details of Donor	
Title Forenames Surname.....	
Home Address	
I want the charity to treat any donations I have made since 6 April 2002, and all donations I make from the date of this declaration as Gift Aid donations, until I notify you otherwise.	
I understand that I must pay an amount of UK income tax and/or capital gains tax at least equal to the tax that the charity reclaims on my donations in each tax year (currently 25p for each £1 given).	
Signature	Date / /.....

NOTES

1. The UK Government will add an extra 25p for every £1 donated.
2. You can cancel this declaration at any time by notifying the charity.
3. If in the future your circumstances change and you no longer pay sufficient tax, you should cancel the declaration by notifying the charity.
4. If you pay tax at the higher rate you can claim further tax relief in your Self Assessment tax return.
5. If you are unsure about whether your donations qualify for Gift Aid tax relief, ask the charity, or refer to the HM Revenue & Customs website (www.hmrc.gov.uk/incometax/relief-gift-aid.htm).
6. Please notify the charity if you change your name or address.

Please return to:

Joshua Orphan and Community Care

c/o Mrs B H Butler, Dene Cottage, Woldingham Road, Woldingham, Surrey CR3 7LA

or email: berry.butler@viewnet.co.uk