



Fundraising Toolkit



WELCOME

to Team Village Aid - it's great to have you on board!

Thank you for choosing to support us. By joining our global community, you're doing something amazing to tackle poverty and inequality, and enabling people to improve their futures.

This toolkit contains lots of inspiration and tips to support you on your successful fundraising journey.

Who we are

Village Aid is a small international development charity based in the heart of the Peak District.

What we do

We work together with communities in rural West Africa, providing access to the tools and resources that people need to break the cycle of poverty and gain independence over their lives. Here are some of the brilliant things we do:

- We work to improve agricultural livelihoods by promoting farming and business skills, and increasing access to markets
- We enable access to clean water, WASH products and services, and improved hygiene practices
- Through our small loans programme, we provide the start-up capital necessary for a new enterprise
- We defend and promote human rights through reducing conflict and building peace between communities



Stories

Ama

Awlimet is an entrepreneur, business owner and single mother in Berboano Village, Ghana. She sells food, clothing and other essentials to her local community.

As a small business owner and a woman, she was considered 'un-bankable' by most investors. Without funds to make the renovations she needed to protect her store from shoplifting, her business was running at a loss.

When Village Aid supported the set up of a Community Savings microfinance group in her village, Ama was quick to become a member. She borrowed a small loan with a low interest rate, which she repaid in three months. This extra money paid for the renovations, and now Ama

runs a secure and successful store.

Ama's success has created a ripple effect through her village, inspiring others to follow her entrepreneurial lead. **"I've become a symbol for people in the community to emulate. My sister who is in a nearby community also saw the impact and decided to join a Savings group,"** she says.

With a secure income from her business, Ama no longer needs to ask her father or friends to lend her money. She invests her profits in her children's education and in living a happier, healthier life. **"Now people respect me,"** she says. **"Some of my friends ask what I'm using to look so good! I tell them: It's because I have peace of mind and I'm more relaxed."**

Alieu

lives in Kunkajang, Gambia. When he grows up, he wants to be a Policeman.

Alieu used to have to take a lot of time off school. He would often get stomach ache, sickness and diarrhoea. His family all washed their hands, but used the same bowl of water.

Through our WASH work, we taught Alieu and his family about hygiene and handwashing. We taught them how to build a tippy tap and how to keep water safe to drink and use.

Since using a tippy tap, Alieu's family no longer get sick. Alieu can go to school and his parents can work and look after their children, without needing to spend money on medicine.

Alieu now has lots of energy to play! When Alieu's friends come to visit, he tells them all about how the tippy tap stopped them getting sick. Now his friends want to start using one too!

"I've become a symbol for people in the community to emulate"



"I want to become a policeman!"

Ideas

Want to give your support, but not sure how exactly? Here are some quick ideas to inspire you...



Pack

Double your do-goodery. Organise a bag pack at your local supermarket to support local shoppers and get closer to hitting your target.



Think

Bring some brains together to solve perplexing problems and recondite riddles at the quiz night you've masterminded.



Ride

Boost your balance from two wheels. Sign up for one of our RideLondon places, enter a road race or even a triathlon.



Quit

Fundraise with a fast. Boot your bad habits, prove the naysayers wrong and wow the sceptics with your staying power.



Feast

On a home-cooked feast with friends. Ask your guests to donate the price they would have paid for their favourite restaurant meal.



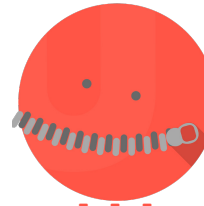
Meet

Gather up your nearest and dearest to exchange some baked goodies for their spare readies.



Crank

The speakers up at your fundraising soiree. Broadcast a battle of the bands or crank up the caller at your barn dancing hoedown.



shhh

Stage a sponsored silence (but don't forget to say thanks to your donors afterwards!)



Win

Set up a sweepstake for your friends and colleagues – speculate on Eurovision, Wimbledon or maybe the Grand National to scoop up some change for your donation bucket.



Dress

Glam up at a gala dinner, chuck on your Christmas jumper or fashion a fancy dress Friday at work to encourage your pals and colleagues to cough up some cash.



Match

Increase your target twofold by asking your employer to match your donations.

£50 could support a woman in rural Ghana to receive business training, and a small loan to start her business. The ability to earn a steady income will be life-changing for her and her family.



It costs **£14** per person for a new borehole to be drilled, fitted and maintained. This means much less time is spent fetching and carrying water – and more time to earn, learn and play.



£10 buys a packet of drought resistant seeds. If the rains don't come, these seeds will still grow, providing a reliable source of food and income for the whole family.



Tips

However you choose to hit your target, we're here to help you along every step of the way. To make sure you get the most out of fundraising activities, we've put together a list of our top tips for success:

Set a target

The best way to stay motivated and persuade your supporters to get behind you. Think about your timeframe to select an achievable figure – you can always increase it if you hit your target early!

Planning

Running a fundraising event can become expensive so make sure you set out a budget before you begin. A great way to keep costs down is to ask local companies for support – they might give you a donation or maybe a raffle prize.

A good rule of thumb is to try to raise three or four times what you have planned to spend to make sure your efforts are truly maximised.

Timing

With any event that you organise, timing is key. You'll need to think about the best dates when your friends, family or other supporters will be free to join you.

Don't forget to factor in seasonal or weather issues that you might need to plan for when you settle on a date.

Go online

In our digital world, the best place to drum up support is often online. Set up a Virgin Money Giving page or JustGiving page to share your story, build a social media buzz and watch the donations roll in.

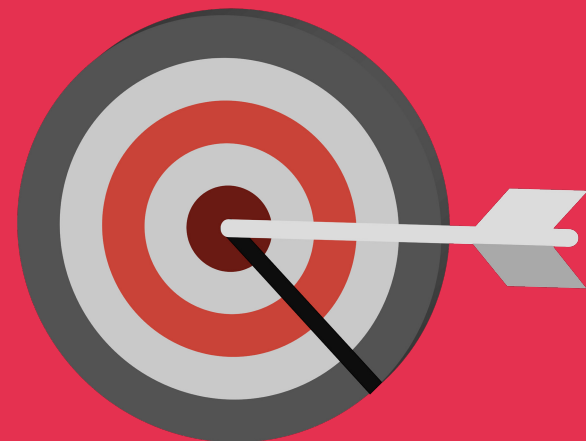
Share your story

There's no 'I' in TeamVA – the secret to success is your supporters. Let them know what you're up to and share your journey with them. Every little success is something to shout about. Post your updates, share your snaps and make some social media noise about your milestones.

giftaid it

Don't forget to ask those donating to tick the Gift Aid box if they are a UK taxpayer. We'll be able to claim an extra 25p on every £1 donated – at no extra cost to you. It's the simplest way to make the money you raise mean even more.

(NB. We can only claim Gift Aid on donations from individuals, not companies or organisations. We also cannot claim Gift Aid on donations made in return for goods and services [e.g. tickets to events, raffles and auctions].)



Donating

Congratulations on completing your event!

We're sure you've had a whole lot of fun and made a whole load of memories to go with the money you've raised. The excitement isn't over *just* yet – here's how you can send over your donation.

Online

Any money raised online via Virgin Money Giving is paid directly into our bank account.

If you would like to pay in money via our website visit **villageaid.org/donate**.

By post

Make your cheque payable to 'Village Aid' and send to:

Village Aid, Aldern House, Baslow Road, Bakewell, Derbyshire, DE45 1AE.

Please include a note telling us all about your fundraising – we'd love to hear about what you've done and you may even get featured online!

Over the phone

If you'd prefer to pay in your fundraising over the phone, then give us a call on **01629 814434**.

And finally...

Don't forget to say a big **Thank You** to everyone who supported your event.

Whether you share photos and videos online or pop a note in the post, show them how much you value your team. It can also be a gentle nudge to remind those who haven't yet donated to do so.

If you need any further support or have any other questions, please give us a call or email:

annie.hinton@villageaid.org

Thank you!





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