

# Shine Relief Trust 2017-18



**SHINE FUNDRAISING UK-NZ-MALAWI**

Walks, runs, clothes parties, coffee mornings, sponsored events and child sponsorship, all help to fund our activities at Shine Village and projects in local schools and across the community of Kuntumanji, Malawi.

To take part or host an event contact us [www.shine-relief.org](http://www.shine-relief.org)

Details on current income generating projects / to place an order contact

UK 07762243302 | 01482 328196 | [deborah@shine-relief.org](mailto:deborah@shine-relief.org)

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# FUNDRAISING PACK

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

This document is just the beginning though. We are sure that you will also come up with your own ideas either from experience or a flash of inspiration. Often the most successful ideas are the most unique and 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.

Make sure you keep in touch with us to let us know how your fundraising is going – your stories can help 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.

## **Some General Advice**

### **Planning**

Planning is vital if you are going to be successful in reaching your target. There are many different ways you can raise money, whether it's a sponsored event, running a raffle or organising a dinner party. Sit down and start to brainstorm some ideas after reading the suggestions below.

Once you have decided on what you are going to do you will need to formulate a plan. Only you can decide what will suit you best and 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 great time. 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**

Make sure you have an idea of exactly what Shine does 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. It's important you feel happy and prepared to explain 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 [deborah@shine-relief.org](mailto:deborah@shine-relief.org)

### **Fundraising Themes**

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

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

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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 Shine, our website provides some useful facts about our work, as well as Malawi as a whole [www.shine-relief.org](http://www.shine-relief.org)

## Materials

Once you've decided on your event, you will need to start promoting it! We have some basic materials which we can send you to help you promote Shine – including PowerPoint presentations, a two minute DVD, 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.

## Just Giving

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

You can easily set-up your own personal fundraising page for your event.

To do this just visit: <https://www.justgiving.com> which will take you through the steps to set up your own simple fundraising page. You can then send your webpage link to all your friends and family to ask them to sponsor you online.

Any funds your family and friends donate online will be sent directly to us and you can easily keep up to date on how your fundraising is going by looking at your page.

## Gift Aid

Gift Aid is a simple way of adding an extra 25% to your donations – with no extra cost to you 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.

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 raise money. Below 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!

## For schools:

- **Non-uniform day/Dress up day** – pupils pay £1-2 to wear whatever they like for a day, perhaps even to dress up around a particular theme (e.g. super-heroes)
- **A week of porridge** –volunteer to eat only porridge for a week in support of the children in Malawi.
- **School Ball/Dance**– this could be a Christmas or summer ball. Or any sort of dance or party
- **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 a garden, undertake 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 every day 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 which covers drinking, washing and any water for cooking. A great way to gets you thinking as well as raising 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**– 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 Shine. 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!

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## For Groups/Organisations:

- **Dinner Parties** – Take the idea of “Come Dine With Me”. Ask five of your friends or colleagues to each run a dinner party for Shine 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. 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 Shine.
- **Church Events** – Most churches have events around the year dedicated to certain charities. You could offer to give a talk about Shine and raise funds through donation boxes. Christmas 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 Shine. We can provide a presentation or photos to help you describe the work we do. Your friends might wish to set up a regular standing order to Shine or make 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 a 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 race 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 ensure their pub is full of punters and you can ask for £1 entry fee from everyone. Perhaps 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 for a parachute jump or cycling coast to coast in England! If you manage to get £5 from 50 people you will have made it more than worth your while. Family and friends are 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 could be willing to help.

### **The Media**

Local radio stations and newspapers can be 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 Shine 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 Just Giving makes it quick and easy for people to donate and saves the pain of collecting sponsorship money. Promoting events through email, Facebook and Twitter is also a good way of reaching lots of people and making sure you receive plenty of 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.

Setting up your own webpage is also an excellent way to look professional 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 successes, including designing and selling t-shirts or Christmas cards, organising parties and cake sales, running a school tuck shop or a silent auction and car boot sales.

### **Teamwork**

Raising money as part of a group means you can share the responsibility of fundraising. Breaking down your 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 you started. Once again good luck and do get in touch if you need any further advice or have any amazing ideas that we could add to these fundraising notes in future.

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## Sending in the money you have raised by cheque

Please follow these steps when sending in the money you have raised at your event.

1. Count the money you are sending with a witness, and complete sections B and E together.
2. Complete the rest of the form.
3. Return the completed form with a cheque made payable to 'Shine Relief Trust' to: Suite 228 Queens House, Paragon Street, Hull, HU1 3NQ

Help us to claim Gift Aid on donations made by your guests by ensuring they have completed the gift aid declaration and filled in their details correctly on your sponsor form or donation envelopes.

Section A – Your details	
Title:	First name: Surname:
Address:	
Postcode:	
Daytime phone no:	Email:
Section B – Details of the money you have raised	
<b>How did you raise the money? Do attach an extra sheet if you need.</b>	
Run <input type="checkbox"/>	Other sponsored event <input type="checkbox"/>
Clothes Swap <input type="checkbox"/>	Other Event <input type="checkbox"/>
Details:	£
	£
	£
If you have any photos or press clippings from your event please do email them to us at <a href="mailto:info@shine-relief.org.uk">info@shine-relief.org.uk</a>	<b>Total</b> £
Section C – Thanking the right people	
I have more money to send in from my event: Yes / No <i>(If you indicate 'yes', we won't send you a certificate until you tell us you have sent your final money).</i>	
Is there someone involved in your fundraising who deserves a special mention? Please do let us know and we will do our best to include them in our thanks. Name: _____	
Section D – Confirmation	
The Charity Commission requires that the fundraiser and a witness each signs to confirm the accuracy of the above amounts.	
<b>Name of fundraiser:</b> _____	<b>Signature</b> _____ <b>Date:</b> _____
<b>Name of witness:</b> _____	<b>Signature</b> _____ <b>Date:</b> _____
Thank you for your support!	