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Hi there!

Welcome to our slightly out of date, but handy none the less, fundraising pack from 2006. First off, we would like to begin with a massive thank you for choosing to fundraise for Educate for Life. 2006 was a landmark year in the history of our organisation. With people like you we took the first steps to building our first school in India, upon which many more will be modelled. This year, 2008 sees that school alive and well with 100 children, 4 teachers and lots of people with big ideas for making Educate for Life a truly excellent thing, and big energy to do a little bit more to help the lives of hundreds then thousands of the world's poorest and most deprived, lives which will be turned around because of the help and support you provide- definitely something to be proud of!

It is a common misconception to think of fundraising as dull, difficult and a lot of work. True, it can be, but it doesn't have to be! And here at Educate for Life we sincerely believe that fundraisers should be fun, easy to organise and really rewarding. To help you achieve this we have produced this pack full of ideas, tips and advice to make things as easy as possible for you. Of course the information in this pack isn't exhaustive and there are many other great ways of doing a fundraiser that aren't included. So use your imagination, get in touch if you think of something we should add and keep us informed of your fundraising plans so that we can help and advise you along the way.

Get stuck in, make a difference and have a great time! With all our thanks and best wishes,

Ed and Ash  
Co-Founders of Educate for Life

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## 1 / Introduction

This document has been published in order to make it as easy as possible for you to plan, organise and run an enjoyable and successful fundraiser. These fundraisers can happen anywhere- at work, in the community, at your school or within your circle of family and friends- and they can take lots of different formats. To make it simpler for you to plan a fundraiser relevant to you, we have separated the fundraising process into a few simple stages:

- 1 / Developing an idea
- 2 / Publicising
- 3 / Organising the fundraiser
- 4 / Getting the funds to us

Please note that for some sorts of fundraising, such as raffles, licensing restrictions will apply so just read through Appendix C to ensure a smooth fundraiser.

Whatever you decide to do, just remember that fundraising should be FUN and that we are here to help you every step of the way. Get more advice and ideas about the ways you can raise funds by calling us, e-mailing, writing or simply visiting our website. All of our details can be found at the top of the document.

**Good luck and happy fundraising!**

## 2 / Ideas for fundraising

### At school

Educate for Life is about giving people a chance at an education and a better life. Where better to find support of the causes of the charity than in the school- a place where children have all the opportunities we are fighting for in less privileged places. Make Educate for Life your school's charity and try out some of the ideas below to see just how easy it is to make a difference.

#### Non-school uniform day

Organise a day in school where everyone gets to come in non-school uniform and collect a pound for charity from each pupil (and the teachers of course!)

#### Parents vs. teachers quiz night

Or how about organising a quiz night in which the parents pit their heads against the teachers? It can make for a great laugh and each team enters by donating £5 or £10 to Educate for Life.

#### Parents vs. teachers sports day

Organise a sports day for the 'oldies'! It doesn't have to be traditional sports; you could make them compete in an egg and spoon race or a roly-poly 100m. Get everyone involved in the school and the rest of the community to attend the event and contribute to Educate for Life.

#### Class competition

Arrange a competition like a quiz or five-a-side football competition between classes and charge a small entry fee, which goes to Educate for Life.

#### Sponsored marathon

Organise a school swimathon or runathon, in which you run a 100 km, or swim 10 km, in relay and get sponsored lots to do it. 100 km may seem like a long way but if there are 10 of you doing it is isn't so bad but everyone you ask to sponsor you will think it is lots and give you more!

#### School fair

Get some friends together and organise a school fair. Make the sale of tickets an inter-class competition, with the class selling the most tickets to the fair getting a prize outing or such like.

#### Charity raffle

Organise a raffle for any pre-existing event at your school and send the proceeds off to help under-privileged children around the world.

#### School ball / disco

Hold an end-of-term ball or disco and charge people a few pounds to come in which can go to Educate for Life. Everyone will have lots of fun and it is a good way to reach lots of people about Educate for Life.

## Primary school and nursery

Many of the suggestions above could be used to fundraise with younger children as well, but here are a couple more ideas...

#### Face painting

Have a school or nursery event and offer face-painting for a donation to charity.

#### Teddy bear day / picnic

Arrange a day in which all the kids can bring their favourite bears in. Each bear can make a donation for its day of classes.

## In the workplace

Fundraising in the workplace is nice and easy, much fun and a brilliant exercise for team building and morale- you could even get your employers to add a percentage to what you raise. Here's how...

#### Payroll giving

An excellent way of continuously supporting

Educate for Life. If your company has a Pay as you Earn (PAYE) system for deducting Income Tax, you can use the same system to contribute directly from your pay check to charity. The best thing is that by donating through payroll giving you donate before paying gross tax and thereby effectively increase the value of your contribution without paying a penny more!

### **Fun fines**

Try fining the last person to arrive and the first person to leave work £2 and raise £20 a week for charity! You could also start a swear pot or a fine for the privilege of using your mobile phone at work.

### **Change jar / collection box**

Have a jar in which staff can donate their loose change or leave a collection box into which shop customers can drop their change.

### **Half day off auction / raffle**

Have a charity raffle or auction for a half day off work at the end of the week or on the day of an important World Cup match. Raffles generally raise more money but might not be as entertaining as an auction. You could make it a weekly thing.

### **Fancy / casual dress day**

Leave the suits and pencil skirts at home and have a day of casual wear or fancy dress at work. Just a couple of pounds each in the Educate for Life collection jar.

### **Inter-department / management vs. staff quiz**

£10 a team, a quiz master, you know how it works....Who's the smartest of them all?

## **In the community**

There are huge numbers of ways to fundraise in your community. Some of the above can be used, but here are a few more ideas to get you on your way.

### **Quiz night**

Organise a quiz night at your local pub or community hall and make into a regular event at

which half the money goes to Educate for Life and half is prize money.

### **Jumble sale**

Have a jumble sale or car boot sale with proceeds going to Educate for Life.

### **Bucket collection**

One bucket and a bunch of people dressed up spreading the Educate for Life vision. Try the local high street or do a pub-crawl.

### **Car washing**

Get together with some friends and family and organise a car wash at a local supermarket or big car park. You could charge £4 per car and raise lots of money in just one day.

These are just some of our ideas and we are sure that you will have many more. Get your thinking cap on, be creative, and get out there to have some fun, raise some money and help people in poverty.

Did you come up with any other ideas? Tell us what they are and we will include them in the next edition of this fundraising pack!

## 3 / Publicising fundraiser events

### Local press

The best way to publicise an event is to inform the local press. Most of the time they would be delighted to publicise an up-coming local event for charity and would probably cover the actual day of the event as well.

It is really important to make sure that you publicise the event. As much as wanting money for building and maintaining our schools, we want just as much for people to hear about Educate for Life and what we are doing, and one of the the best ways to do this is through the media.

Make sure you give them ample notice so they can plan the coverage and do your event justice. A couple of weeks is usually adequate.

When you contact the media there a few standards questions they will ask you and it is worth having the information ready to tell the reporter.

- 1 / The name of the event
- 2 / Where is it?
- 3 / When is it?
- 4 / What is it?
- 5 / Why are you raising money for Educate for Life?
- 6 / Who will be involved?

## 4 / Organising the fundraiser

How to organise a fundraiser varies from event to event and person to person and so we leave it to you to manage and organise as you see fit. If you'd like any help from us though, or need a little advice, we're more than happy to do so, just get in touch.

Below are a few general points to make sure that the your event runs as smoothly as possible.

### Plan ahead

Start planning your event well in advance of the date so that you can publicise and have as smooth running a day as possible.

### Get permission

If you intend to use communal property or property that isn't yours make sure you run it by the appropriate people or authorities. Usually

- 7 / How much money do you hope to raise?
- 8 / Any anecdotal or quirky things about the event.
- 9 / Your contact details (if appropriate)
- 10 / Educate for Life web address and contact details (if appropriate)

It doesn't matter what scale the event is, your local papers will often take interest in even the smallest events, and if it really is a big event then try contacting national papers as well.

### Other publicity

Often a really good way of publicising an event is just to tell everyone you know and ask them to spread the word.

You can also go to local schools, universities and community groups and tell people about what you're trying to do in assembly or at the beginning of the meet.

Alternatively you could try flyering or putting up posters in local shop windows at the local pub.

people don't mind, but it's nice to ask.

### Prepare answers to questions

People will ask what the event is all about and what Educate for Life is all about. Try to have some answers ready for most of the predictable questions, to make life easier when people put you on the spot. If you would like literature about Educate for Life to give to people or for your own benefit please get in touch.

### Publicise

Use the press and everyone you know to publicise the event and make it as successful as possible.

### ENJOY IT!

## 5 / Getting the funds to us

Once the event is over and you've collected all the due moneys there are a few ways that you can get it over to us.

- 1 / Write us a cheque or postal order and send it to us with the attached form. (Appendix 3)
- 2 / Set up a direct bank transfer by speaking to your bank or online.  
Account Name: **Educate for Life**  
Sort Code: **40-07-07**  
Account Number: **81602128**
- 3 / Pay by debit card by filling out the form below. (Appendix 4)

## 6 / Thank you!

Finally a massive thank you for supporting Educate for Life on its path to improving the lives of hundreds of young children and their families. It really is an amazing thing to give just one child the opportunity of an education, so however you've been involved, we are endlessly thankful.

We'd like to keep in touch with you after the event so we can keep you up to date with where the money you have raised has gone, and if you enjoyed it, then hopefully you can do another one again soon!









# / Appendix 5

## Legal notes on fundraising

We don't want to be a drag, but there are a few important rules to follow when holding a fundraising to keep everything running smoothly. Please just take a few moments to read these notes which will ensure that your fundraiser is a successful, legal and safe event.

### Safety

If you are working with children, then make sure they are supervised by trust worthy individuals known to yourself and that the children are in sight at all times with enough adults present to safely supervise them.

It is a good idea when fundraising to try and not carry excess cash with you by depositing at banks or into safes regularly.

### Legality

If you decide to hold collections on privately owned property such as supermarkets, pubs and stations please ask permission for the owner or manager first, more often than not they will be more than happy to say yes, but it is polite to ask. Having their permission also means that you do not need a licence, but you will need a licence from your local authority if you hold a collection in the street or in a public place. This could take some time, so apply early. We recommend you arrange a fundraising event rather than a collection if getting a licence is a problem.

### Raffle

If you are holding a raffle within an event such as a fair, disco, or such like you won't need a licence, so long as long as the raffle is drawn within the event. According to the law there cannot be any money prizes, no limit on the number of tickets sold and, if you purchase prizes, you must not spend more than £250. It is best to get other people to donate prizes to the raffle, that way we can maximise the amount of money going to build schools. You could ask around local restaurants for meal vouchers, or a shop may donate an item like a camera. You could

also get people to donate time for the raffle, like promising to wash the winner's car, mow their lawn or anything you can think of!

For any other sort of raffle you will need to contact your local authority or the Lotteries and Gaming Board.

### Licence

Certain events such as those selling alcohol, or playing music may need a licence. If you are considering arranging such an event please let us know and we'll be able to advise you if you need a licence.

### Insurance

With all your care and planning going into the event hopefully it will be unlikely that anything will go wrong, but if you need insurance to cover your event please arrange this while you are organising it as Educate for Life cannot take responsibility.

If you have any queries at all about your fundraiser, get in touch! We would be delighted to hear from you, help you and answer any questions you may have.