

aware  foundation

Fundraising Pack



EDUCATION FOR CHILDREN IS A RIGHT, NOT A PRIVILEGE

www.theawarefoundation.org

THANK YOU

For choosing to fundraise for **AWARE**

This booklet is full of ideas, advice and tips to help you make your event as successful as possible. We will be here to support you every step of the way – **feel free to contact us for any help or advice.**

EDUCATION FOR CHILDREN IS A RIGHT, NOT A PRIVILEGE




AWARE reaches out to children in deprived communities throughout India by using education as a way of transforming their lives for the better. It also provides street/runaway children and orphans with a protected childhood so that they can go on to make well-informed decisions in life.

Thanks to generous donations from the Indian community and supporters in the wider area, **AWARE** has successfully created projects that ensure education for these children is a reality.

Several hundred children of various age groups and with different needs are being supported by the Foundation's funding of a number of projects and organisations.

RAISING FUNDS WILL ALLOW US TO SUPPORT:

- **Project 26/11**
Helping to educate and rehabilitate victims of disaster.
- **Samadaan Shelter Home**
Rehabilitating children of HIV+ parents.
- **Karunagram Abode for Street Children**
Aiming to wean street children away from the streets to a path of responsible and all-round development.
- **Swapath Trust: School Retention**
Providing motivational, tutorial and extra-curricular support to children who need it.
- **Swapath Trust: Higher Education**
Meritorious students at University level are supported both financially and through guidance and counselling.
- **Swapath Trust: Special Rehabilitation**
Supporting children financially whilst addressing problems arising through other specific socioeconomic conditions.

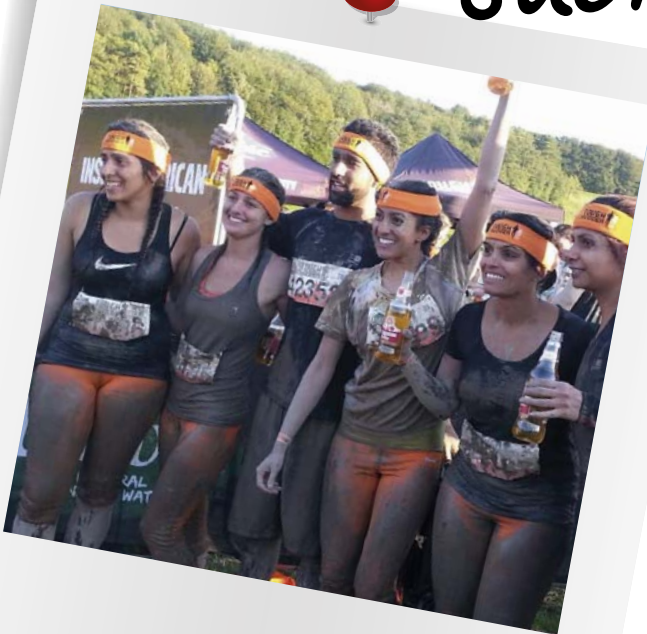
 info@theawarefoundation.org  [01732 848 327](tel:01732848327)  www.theawarefoundation.org

 [The Aware Foundation](https://www.facebook.com/TheAwareFoundation)  [@theawarefound](https://twitter.com/theawarefound)

YOU WILL MAKE



such a difference



£30



The monthly running cost of a School Retention Programme for children who need learning support. The centres also provide educational counselling, motivation and extra-curricular activities.

£5

£5 will cover all costs for one child at a shelter home for a week.



£50

If you manage to raise £50 your money is enough to support the complete rehabilitation of two children at a shelter home.

£200

With the Higher Education Support Programme, financial donations pay for fees, textbooks and hostel accommodation. To support a college student, the monthly cost ranges between £50.00 and £200.00.



GETTING STARTED

WHAT

Hold a brainstorming session with friends or colleagues to refine your fundraising idea.

WHERE

Find the ideal place which suits the activity.



WHY

Tell them about **AWARE** – use blogs, social media and anything else you can think of.

WHEN

If your event is not a particular occasion, choose the ideal date and time for people to attend! Make sure that there's nothing happening already that day (holiday, national charity day, etc...) that might clash.

WHO

Consider who to invite and who your event is suited to. Also, take into account practical issues around space and what your maximum number of guests might be. Inviting local celebrities may get you news coverage.



SPONSORS

See if you can secure in-kind donations (venue, facilities or prizes) for your event/activity.

THINK BUDGET

Know your budget, set realistic targets and make sure all the costs are covered – you do not want any surprises! Your income should be at least two or three times the cost.

FUNDRAISING

Ideas



Dress down day

Organise a dress down day at work and get everyone to pay £2 - an easy way to raise money with minimal effort.

Bring and buy sale

Organise a bring and buy sale. It's also worth asking local businesses if they have any unwanted goods to donate.

Caption competition

Find a funny picture from your last office event and hold a caption competition.

Cream cracker race

How many dry cream crackers can you eat in a minute? Or challenge a like minded colleague and race one another, not the clock!

Film night

Turn your living room into a cinema. Charge for entry, popcorn and drinks. You could also have a post movie quiz that people pay to enter.

Fitness-athon

To stay fit and healthy, organise a fitness-athon. Get sponsored to spend as long as you can doing your chosen activity. Get family or friends involved as a tag team to make it last for as many hours as possible!

Guess the amount of sweets in the jar

Or any number of items that will fit into something! Or perhaps how much it weighs?

Just say no

Abstain from something you love and get sponsored for doing it.

FUNDRAISING

Ideas



Keep it clean

What about a good old fashioned swear box? Or perhaps ban an expression that's taking over office conversation, 'to be honest' I think this is a great idea...

Music concert

Ask about for any talented friends or family who would be willing to perform. Depending on their skill you could charge either to enter or to exit!

Penalty shoot-out

Challenge friends, neighbours and passers-by to a beat the goalie competition. Pay to play.

Quiz night

Why not organise a quiz night at a local pub or hall for friends and family. Maybe see if local businesses will donate some prizes for the winning team!

Book sale

Bring in your old books and have a sale.

Recipe book

Get everyone you know to give you their favourite (tried and tested) recipes and with a bit of reformatting put them all together and get them printed for re-sale.

Small change collection

Ask people to empty their pockets and donate their small change – it will soon add up.

Treasure hunt

Another classic. Draw a pirate treasure map and get people to mark with an X where they think the treasure has been hidden.

FUNDRAISING



Ideas

Sports sweepstakes

Why not arrange a sweepstake for large sporting events like the Grand National or Wimbledon in your office or between friends and family.

Cocktail evening

Either hold this at home or at a local venue and get people to pay for a ticket to the event or pay per drink. Having great fun whilst raising money!

Ladies that lunch

Contact a local venue to get a set meal price per head and charge people to come and enjoy a ladies lunch - always a popular event that you will be sure to get lots of friends and colleagues to join in.

Sporting event

May it be a football tournament, a walk, cycling or a brutal endurance challenge - why not take it on and raise money at the same time. AVARE will be able to help you with all the necessary literature for such events.

Raffle

Ask friends, family and local businesses if they have any prizes they could donate and have a raffle - always a favourite!

Garage sale

Why not clear out all those items you have been meaning to sell and hold a garage sale. Print off some leaflets and post to neighbours to get maximum sales!

These are just ideas so

*feel free to
get creative*

and think of your own

WHY NOT JOIN IN ONE OF OUR EVENTS?

We have regular events running through the year, so if you would like to join us, just check out what we have planned on our website or facebook?

PROMOTE *Your event*

VISIT OUR WEBSITE TO DOWNLOAD
www.theawarefoundation.org



**CREATE A FUNDRAISING PAGE ON
BTMYDONATE**

AND FOLLOW THE LINKS TO PROMOTE YOUR EVENT THROUGH:

**SOCIAL
MEDIA**

**IPHONE/
ANDRIOD
FUNDRAISING
APP**

**UPDATING YOUR
EMAIL
SIGNATURE**


KEEP IT

Safe and legal



FOOD

If you are serving food at your event, check local hygiene rules and regulations and ensure you offer alternatives for those with food allergies or dietary restrictions.



RISK ASSESSMENT

Identify any hazards and evaluate any potential risks. A common sense approach to safety should be taken at all times.



ALCOHOL

Ensure you have appropriate licences to sell alcohol. Please check with your venue.



FIRST AID

Ensure you have adequate cover available for the scale of your event and follow any Health and Safety regulations specific to the venue.

RAFFLES & LOTTERIES



If you are planning to hold a raffle or a lottery, check to see if you need a special permit to hold it at your event.



LICENSES

Check the local rules and regulations to see if you need to obtain any special licenses, such as public entertainment, charity collection or alcohol licenses.

TELL US ABOUT *your activity*

Please email* us, with details and photo's of your event:

info@theawarefoundation.org



Things to include in your email:

1. Name
2. Telephone number
3. What your activity was
4. How much you raised
5. Date of the event
6. Attach pictures of the event
7. Let us know if you give us permission to tell your story

Alternatively pop all that information in a letter and post it to us at:

**AWARE Foundation, Urmila, Teston
Road, Kent, ME19 5NB**

**Good
luck
with your
event!**

HOW TO SEND US *the money you raised*

If you are planning an event where people can sponsor you, we would advise setting up a page on our BT mydonate page. This will allow people to sponsor you in a secure environment and for you to see how you are doing! Find our page at: <https://mydonate.bt.com/charities/awarefoundation> just follow the online prompts to set up your page.

1) Donate via our BT mydonate page

Find our page at: **<https://mydonate.bt.com/charities/awarefoundation>**

To the right of the page you will see an option to 'donate now'. Follow the on screen instructions, and don't forget to tell us how you raised the money.

2) Pay via your Bank

If you are running an event where people will be paying you cash, it is really important to bank it as soon as possible. After your event, please make a deposit using the following details:

Bank: **HSBC Sevenoaks**
Account Name: **The Aware Foundation**
Account No: **71548131**
Sort Code: **40-40-32**
Reference: **xxxxxxxxxxxxxxxxxx**

2) Pay by cheque:

If you wish to pay by cheque please make the cheque out to The AWARE Foundation and send it to:

**AWARE Foundation, Urmila, Teston
Road, Kent, ME19 5NB**

FRSB

give with confidence

So we can keep track, please scan or photograph the paying-in slip and email* to **info@theawarefoundation.org** including details of your event, who took part and how much you raised.

*We would like to send you occasional updates via email about our fundraising activities as this is the most cost effective way. If you would not like us to contact you please let us know.

WHAT NEXT?

Once you have emailed us all about your event it's time to let everyone know how well you did!

A BIG THANK YOU!

We obviously want to say a big thank you to you for fundraising on our behalf but we recognise you need to say thank you to those who helped you achieve your results. With that in mind we have a thank you letter, you can download from our website, to pass onto all those you wish to thank.

www.theawarefoundation.org



**The Aware
Foundation**

Other fund raisers love to hear about the efforts others are making, the good and bad things that happen and hints and tips on how to organise an event. Putting a post on our Facebook page helps motivate them to get cracking with their own event. It's also an opportunity to say thank you to those who sponsored or helped you. Photo's are always an added bonus!



@theawarefound

Twitter is great for little bits of information on how you are doing as you prepare for your event, what's going on while it's happening and to let people know how you did. You can also upload images and get more people to sponsor you or come along to join in as the event is happening.



ORGANISE YOUR NEXT EVENT!

We hope it won't be long before the fundraising bug bites again and we are here to support you. You may wish to run the same event again, making it an annual event in you and your friends' calendars, or you may fancy trying something else. You could join in with one of our events or scan through our ideas list and choose something new! Either way keep us informed as we love to hear what you are up to.



Thank You

aware  foundation

W: www.theawarefoundation.org E: info@theawarefoundation.org

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