

# Fundraising **Toolkit**

An Introduction and Guide to  
Fundraising for the Starehe Centres in Kenya

# Thank you

For signing up to raise  
funds for Starehe!

Your fantastic decision to help raise funds that will transform the lives of some of Kenya's brightest but poorest children is greatly appreciated. Without people like you we would not be able to secure the futures of these remarkable schools.

In this pack you will find some ideas and practical information to help your fundraising efforts. More information on the work of the Appeal, the achievements of both schools and the stories of some of the students can be found in the literature that accompanies this pack and on our website at [www.starehe.org](http://www.starehe.org).

If you would like to discuss the challenge you are undertaking in more detail or if you have any queries at all we are available at the end of the phone or via email. Please don't forget to document all your fundraising and training efforts over the coming months, keeping us updated with your progress and sending in plenty of photos along the way.

Thank you again for choosing Starehe – and good luck with your fundraising efforts!

**The StareheFuture Team**

# An Introduction to Fundraising

Whether this is your first foray into fundraising or you are a frequent fundraiser, we thought we would give you a few ideas to get you started. The suggestions we have made below could help raise funds on the basis of selling tickets or products or asking participating friends, family and colleagues to make a contribution, putting the profits you make towards your overall target:

## An **A to Z** of fundraising for Starehe...

**A**frica themed day,  
Auction

**B**ake cakes & sell them  
to your colleagues,  
Bring & buy sale

**C**ocktail party,  
Cream cracker  
eating contest,  
Collection box on  
reception

**D**ress down day in  
the office

**E**aster egg hunt

**F**acebook – an excellent  
way to reach out to  
your wider network!

**G**ala dinner

**H**alloween party

**I**ce cream eating contest

**J**umble sale,  
Jamhuri Day – celebrate  
Kenyan independence!

**K**enyan banquet

**L**end your time or  
expertise in exchange  
for donations

**M**ini-olympics

**N**ame that tune – hold a  
music quiz in your  
lunch hour!

**O**bstacle course

**P**ack bags in your local  
supermarket

**Q**uiz night in your  
local pub

**R**affle

**S**wear box,  
Sweepstake

**T**ug of war,  
Three-legged pub crawl

**U**nwanted gift sale  
through ebay or a  
car boot sale

**V**ariety show

**W**ash cars

**X**-factor – have a  
singing competition!

**Y**uletide party

**Z**ip it – do a  
sponsored silence

**get in touch**

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# A few fundraising dos and don'ts...

Fundraising can range from something simple like keeping a collection box on your desk at work to organising a jumble sale in your spare time.

Below is a short list of fundraising dos and don'ts to help you along your way:

## DO...

- **Spread the word** – encourage friends, family and work colleagues to come along and help out or participate in any fundraising activities you are able to organise. Ask them to send your fundraising page to people they know so as to widen your reach!
- Ask your boss about **matched funding**. Many companies offer their employees a matched giving scheme to support employee fundraising – find out whether your company has one and raise even more money! (Please contact me if you would like some advice on this).
- **Pool your resources** – ask your friends if they are able to offer a suitable venue free of charge for fundraising events or if they can donate theatre tickets, dinner for 2 or a bottle of champagne that could be used as raffle prizes.
- Add a bit of sparkle to an average day **at the office** with some fundraising activities – bake some cakes and biscuits and sell them to your colleagues, start a sweepstake on a major sporting event or organise a dress-down day.

## Don't...

- **Take risks** – be aware of security if you will be carrying money around with you in public.
- **Fundraise without permission** from the relevant authorities – please bear in mind that both street and house-to-house collections are illegal without the relevant licences, and remember to ask permission from the owner if your activity is on private property.
- **Be afraid to get in touch!** We want to hear about what you are up to and will be happy to be a sounding board for any ideas you may be unsure about.
- **Forget** to take lots of pictures and have fun!

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# Your fundraising target

When embarking on the challenge of raising money for a charity it is important to set a target to aim for, as a motivation both for you and for those who are sponsoring you.

This target will of course be determined by the size of the challenge you are undertaking and by the potential audience you are able to reach with your fundraising activities.

Some employers run a scheme whereby they will match a certain percentage of funds raised by their employees. This is particularly true of larger corporations, and we would recommend talking to your manager to see how your company might like to support you.

Between our many active individual fundraisers – who are embarking on many different challenges from marathons and triathlons to organising gala dinners and work sports days – we hope to endow free places at Starehe forever. This means that generations of children to come could benefit from your fundraising efforts!



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# Collecting your sponsorship money

Now that you have made your fantastic decision to fundraise for Starehe you may want to create an online space where your friends, family and colleagues can sign up to support you. We would advise that in the first instance you set up an online fundraising page where they can make their donation quickly and efficiently with the click of a button.

The website we recommend is Virgin Money Giving ([www.virginmoneygiving.co.uk](http://www.virginmoneygiving.co.uk)), which allows you to set up and personalise your own page free of charge.

On the Virgin Money Giving Website click on the 'Start Fundraising' button (at the top). Follow the instructions on the screen as they take you through each stage of the registration process: You will need to fill in the details of your fundraising activity, the charity you are raising for (Starehe UK) and your personal details. Finally you will be asked to write a message to donors that visit your page, and to personalise your page with a picture too!

For a bit of inspiration you can visit our Appeal Manager, Lisa Robinson's page at [www.virginmoneygiving.com/lisarobinson](http://www.virginmoneygiving.com/lisarobinson)

Once you have set up this page you will have a place you can refer potential sponsors to and are ready to start collecting money!

An alternative way to collect sponsorship money, bearing in mind that not everyone will have access to the internet, is via the StareheFuture Sponsorship Form provided in this pack.

Ask your sponsors to fill in their details and pay you either by cash or by cheque. You can then pass this money on to us by sending a cheque payable to Starehe UK, making a direct bank transfer, or by making a payment online via the Big Give website. Please do call or drop us an email to discuss any such payments so that we can acknowledge receipt of the funds and credit you appropriately.



# giftaid it

Through the magic of Gift Aid we can increase your supporters' donations by 28%!

By asking those sponsoring you to fill in a gift aid form or tick the relevant box on your sponsorship form or on your Virgin Money Giving page, the majority of your sponsors will be able to add 28% to the value of their donations, provided they pay Income or Capital Gains Tax in the UK.

So that we can ensure our claims are accurate and fully comply with the regulations as set out by HMRC, please keep an accurate record of all your offline sponsors using the form provided, and enclose a copy along with any funds that you send in to us. You can also add the amount you have raised offline to your Virgin Money Giving page so that your target as it is shown on the site is up to date and accurate.

Please note that your online sponsors will not have to fill in your sponsorship form as Virgin Money Giving will process their gift aid – they just have to remember to tick the box.

If you would like more information on how Gift Aid works, please visit the official website at [www.direct.gov.uk](http://www.direct.gov.uk) and search 'Gift Aid'.

## Lastly...

Thank you again for undertaking this challenge and for your sterling efforts to raise money for the boys and girls of Starehe. We hope you find the fundraising information in this pack useful, and once again if you would like to discuss anything at all please don't hesitate to get in touch.



\*Correct at time of going to print, December 2009

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The StareheFuture campaign is being generously supported by Shell International which is funding material and administration costs, ensuring that supporters' gifts can be directed straight to both Starehe schools.

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