

Fundraising Powerkit



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ADRA-UK has a rich history of faithful volunteer supporters who went door-to-door canvassing for donations. This is still the way some of you prefer to help, and it is still GREATLY appreciated!

Many supporters have asked us for additional fundraising ideas, and this Fundraising Powerkit has been produced in response to that request. Participating in a fundraising activity to benefit ADRA-UK is a great way to make a difference and can be very rewarding. In these pages you'll find some excellent ideas. Choose those you like or change them to suit yourself. Be creative and HAVE FUN!

You may access additional resources to help with your activity or event at <http://adra.org.uk>, and if you need information you don't see there, give us a call; we're glad to help in whatever way we can.

Telephone: 01923-691723 or email: info@adra.org.uk

THANK YOU!

I want to THANK YOU for choosing to partner with us in touching the lives of those who are suffering the results of calamity and poverty.

When we understand that it's really our brothers and sisters who are suffering, most of us want to do something to help – personally. Unfortunately, because of the sheer number of people affected by disasters and poverty, this is simply not possible.

The good news is that agencies like ADRA-UK have the capability to mobilise resources to benefit the thousands and sometimes millions of individuals affected by poverty and disaster. I've seen the life-changing events that can occur when people care enough to act, and I am proud to be a part of that process.

Come explore through these pages the many large and small creative ways in which we can work together.

Thank you for helping ADRA-UK empower the poor around the world and in The British Isles with the resources, skills and opportunities to live a better life with dignity and hope.

Sincerely,

Bert Smit
Executive Director

WHAT DO WE DO?

ADRA-UK empowers the poor around the world and in The British Isles with the skills, resources, and opportunities they need to become self-sufficient through DEVELOPMENT projects and provides RELIEF to people when disaster strikes.

ADRA is working to change the world,
and we need **YOU** to join us in fighting poverty.

CHECK IT OUT

POVERTY SIMULATION (duration: three days)

- Turn off the water and electricity and block the door to your bathroom;
- Eat meals according to the Three Day Food Rations Challenge; (see below)
- Wear only the clothing currently on your body;
- Take all the furniture out of the room except for a few blankets, one table, and one chair;
- Don't use any TVs, computers, or video games;
- Don't read anything, since you would probably not be able to read;
- Allow the family to use a total of only £5.00;
- Carry a 20 L bucket of water around the block* once each day and use only that water for your family's washing, cooking, and drinking needs. Need more water? Carry another bucket!

*really this should be two miles, but we'll give you a break!

THREE DAY FOOD RATIONS CHALLENGE

Collect the standard rations for each individual who's participating. The daily ration is:

Cereal (flour, rice, cornmeal, oatmeal, etc.) – 400 grams

Pulses (beans, lentils, etc.) – 50 grams

Oil (vegetable oil) – 50 grams

Salt – 5 grams

Water – 5 L

(NOTE: the cereal and pulses should be unprocessed; no breakfast cereals, no cans of beans)

Eat only these rations for three days. Use your imagination for meal preparation. Want to increase the challenge? Use only one pot and prepare the food on a small cook stove, fire pit or barbeque.

Even though this is a simulation, you'll notice:

- How it feels to have no other options but to eat the little food you were given;
- How much stress hunger places on relationships, parenting children, carrying on "normal" tasks;
- How much food we normally consume, our wastefulness, and how much variety we expect in our diet.

Key:



Minimal time and effort required.



Moderate time and effort required.



Substantial time and effort required.

BRIGHT IDEAS



- **Chocolate Tasting Party:** Get a selection of chocolates donated or purchase them at wholesale, then hold a tasting party. Charge admission.
- **Crafty Donations:** Use your talents to knit/crochet/cross-stitch/sew/quilt etc. items and sell them with the proceeds going to ADRA.
- **Clean Up Poverty Car Wash:** Get a group of volunteers together, make signs for advertising, then have fun washing cars (for a fee, of course). See if a local petrol station will let you set up on their property. Alternative: Ask a local car wash to donate the proceeds from one day or week to ADRA-UK.
- **Jumble Sale:** Get some of your friends or neighbours together and hold a big jumble sale.
- **Hair For ADRA-UK:** Find people to sponsor your haircut and then have your head shaved.
- **Sell your old mobile phone:** Trade your old mobile phones in at www.tradeinmymobile.co.uk , get the refund, and send the funds to ADRA-UK.
- **Give It Up:** Choose something you want to give up (smoking, swearing, coffee, junk food, etc). Add a specified amount of money (eg. 50p) to a jar each time you participate in that activity. Get your colleagues to join in.
- **Matching Funds:** Many employers/businesses will match gifts raised by their employees or customers. Ask your employer to support your efforts, and notify fellow employees of the opportunity to maximize their giving.
- **Now and Forever:** Name ADRA-UK as a beneficiary of a life insurance policy, or of your estate. Contact us for further details!
- **Beverage/Snack Stand:** Set up a stand and sell donated drinks or snacks during an event.
- **Give at the Office:** Request that any work-related donations made on your behalf be directed to ADRA-UK.
- **Dress-Down Day:** Donate a specified amount for the privilege of dressing in casual clothing at work or school for a day.

- **Monthly Donation:** Call ADRA-UK or go www.adra.org.uk and set up an automatic monthly donation with your credit card or bank account.
- **Sing for Someone:** Get a group of friends together and go carolling. Take ADRA-UK brochures to hand out and ask for donations to support the needy around the world.
- **Special Shows:** Plays, circuses, concerts, and other special shows afford great tie-in opportunities for ADRA. Pick a show that will appeal to your market, buy a block of tickets at a reduced rate and sell them at regular price, with the difference going to ADRA.
- **Stamps:** Collect postage stamps and sell them to collectors.
- **Virtual Fun:** Hold a networked computer games night and play games against your friends. Charge a fee to participate.
- **Presents for ADRA:** Ask friends and family to donate to ADRA for your birthday/ anniversary/ wedding/ graduation or other special occasion instead of purchasing a traditional gift.

BRIGHT IDEAS

- **Challenges:** Test participants against an outside measure such as time, distance, speed, or amount completed.
- **Berry Delicious:** (Strawberry/Blueberry/Raspberry) Invite friends to a fruit and ice cream social, charge an admission fee or ask for a donation to go towards an ADRA-UK project. Get food items donated.
- **Book Club:** Organise a regular book club in your neighbourhood. The books read could be those on international development, poverty, etc. or maybe just travel. Either charge a membership fee or ask for a donation to ADRA-UK.
- **Hat/Funny Hair Day:** Organise a hat or funny hair day in your school or workplace and get everyone to give a 'mufti' donation to participate.
- **Canvassing:** Take courage and go out to collect from door-to-door, either by yourself or as a team. Hint: go to the same territory every year and your donations will increase.
- **Cash-in Extra Food:** Most college/university campus dining halls are operated by a food service company that contracts with the school to prepare and serve meals. Designate a special day to focus on the issue of world hunger or poverty, and ask students to give up one meal. Make arrangements with the food service company to donate a percentage of the cost of that meal to ADRA-UK. (Generally the company cannot donate the full cost since they need to cover their normal overhead expenses and pay cafeteria staff.) You can also arrange to collect the unused portions of student meal plans at the end of each semester and donate those funds to ADRA-UK.
- **eBay Auction:** Auction some of your hidden gems on eBay and donate the profits. ADRA-UK is a registered charity on eBay.
- **Goody Bake:** Get a group together and bake some goodies (bars, cookies, cupcakes, etc) and hold a bake sale. For Christmas, make up paper plates or small tins of a variety of goodies, wrap in

coloured cellophane and go door-to-door selling them. Make project information cards to hand out. People love home baked goodies! Hint: many people have allergies, so include an ingredient list on your goodies.

- **Hike for ADRA-UK:** Organise a hike and have people pay to participate or get sponsors. You can set up ADRA stations along the way where people can learn about various projects/people and wildlife in project countries/food, etc.
- **Karaoke Night:** Charge admission to listen to amateur musicians sing. (it's more entertaining than it sounds!!)
- **Photography/Videography Contest:** Select a topic and have people pay an entry fee to submit original photographs or videos. Ask local professionals to judge the entries and choose a winner.
- **Movie Night:** Host a movie night at your house, charge for the snacks and take donations.
- **Top Pizza:** Get local pizzerias to provide pizzas with the understanding that people will vote on which is the tastiest/cheesiest/best crust, etc. Arrange samples by category and sell tickets to the "judges". Tally the votes and announce the results. The pizzerias may be very willing to participate for the good publicity. Consider presenting an official "Top Pizza" certificate for those judged to be winners. (You can also try this with donuts, pies, or other baked goods.)
- **Pancake Breakfast:** Set up a couple of tables at a fair and sell pancakes or accept donations for ADRA. Sunday morning brunch or tea (from 11-12) works well.
- **Rice Thursdays:** Arrange with school administration to designate Thursday (or another school day) lunch for a month as "Rice Thursdays". Have students pay £2,00, (which is donated to ADRA) or an amount you choose, for one bowl of rice for lunch. Explain that approximately 60% of the people in the world have one bowl of rice per day. This exercise provides the opportunity for good discussions about world hunger.
- **Marathon/Half-Marathon:** Organise a marathon/fun run. Consider asking a local running club for help or sponsorship.
- **Races:** Anything that moves can race and raise money for charity. Possibilities include boats, plastic ducks, paper airplanes, cars, animals, insects, beds (hospital), grocery carts, wagons, etc.
- **Recipe Book:** Ask friends/co-workers to contribute favourite recipes for a recipe book and then sell it. Go to www.gatebook.com for some examples.
- **A-Thons:** Almost any sport or activity can become an "a-thon". Participants get sponsorship for participating or completing the whatever-a-thon.
- **Second Life:** For those who enjoy life in the virtual realm, Second Life offers the opportunity to set up various areas of donation (Nonprofit Commons, Commonwealth Island). You may wish to organise fundraisers such as the American Cancer Society's annual virtual Relay for Life which raised \$115,000 from 1,700 participants in 2007. For help setting up your virtual site/fundraising event, once you are in Second Life, navigate to the TechSoup Group, where you will find a mentor who will help you find your way in the virtual world. www.secondlife.com

- **Trivia night:** Host a trivia competition and charge an entry fee.

BRIGHT IDEAS


- **ADRA Famine:** Participants raise money through donors and sponsors and then go 30 hours without food, so that they can have a real taste of what hunger is like. During this time they engage in different activities, from community service projects to volunteer work, to study, depending on how the event is planned. You may specify a particular ADRA-UK project, or designate the money to go to “Where Needed Most”.
- **Amazing Race:** Charge an entry fee to teams comprised of 2-4 individuals each who then race to be the first to complete all their assigned tasks. Provide the choice of a physical task or a more cerebral one at each station as often as possible. This is best if it is an all-day event and should cover several miles of territory. Vehicles may be provided with or without a driver. Get a local business to sponsor the event and provide a prize to the winning team.
- **Art Show:** Find local artists who are willing to participate in an art show/sale. Have them display their work and ask them to donate all or a portion of any sale. Advertise well and charge admission.
- **Auction:** Obtain donations from local businesses (gift vouchers or merchandise) and auction them off.
- **Beat the Goalie Penalty Shoot-Out:** Players pay for the chance to score a goal. If you can get a celebrity goalie, better still. Charge admission for spectators.
- **Benefits Auction:** Auction vacation days, free parking, and other HR benefits.
- **Car/Bike Show:** Get your local club of car or motorcycle enthusiasts to agree to display their vehicles to benefit ADRA. If anyone in your group has a connection with the management of a car/cycle dealership, consider asking for the donation of a vehicle to be auctioned off. (Advertise so people come prepared, and make sure the bidding begins fairly high) In exchange, give the company prominent mention in printed materials.
- **Celebrity Luncheon:** Ask a local celebrity to donate his/her time to speak/perform at a luncheon. Sell tickets.
- **Concert/Talent Quest:** Hold a concert or talent quest and charge an entry fee. You will probably have to offer a prize of some sort so be sure to get one donated.
- **Country Dinner:** Choose a country in which ADRA-UK works and feature food, entertainment, and decorations from that country. Charge admission.
- **Crazy Auction:** When a bid is made, the bidder must toss the amount bid into the pot immediately. The auctioneer then raises the bid and the auction continues until bidding stops. The item goes to the last bidder. The bidding can start at 2p and end at £2.00, but £11.00 might have been raised through bids. Be sure to explain the process clearly before the bidding starts and also provide a “bank” where bidders can break large notes into smaller ones or into coins.

- **Cultural Food Night:** Hold a cultural food potluck dinner. Ask participants to bring dishes from different parts of the world and charge admission or sell the food.
- **Fashion Show:** Buy clothing from charity shops for a fashion show with student models. Sell tickets and then auction off the clothes at the end of the evening.
- **Favours Auction:** Get people to donate their time and talents to be sold to the highest bidder. (a gourmet dinner for two, leaf raking, painting, snow shovelling, etc.)
- **Fun Fair:** Hold a day-long fun fair featuring all kinds of games and exhibits. Depending on the financial status of your target participants, consider charging an entrance fee and charge again for specific activities such as: mini-golf, dunk tank, arm wrestling competition, relay and other races, exhibits, face painting, ring/ball toss, and contests (apple eating, watermelon eating/seed spitting, egg toss, etc.).
- **Fur Ball:** Plan a dinner event in which guests bring their leashed dogs. Entertainment can include activities such as bobbing for bones, obedience demonstrations, etc. Insist that all dogs have proof of current vaccinations, and consider asking a local vet and a first aider to be on hand for mishaps.
- **Golf tournament:** Approach local golf course management and offer the opportunity for positive PR. Ask for reduced rates or green fees. Get as many sponsors as possible (for prizes, specific holes, etc.) and publicize throughout the community. Golfers like to golf, so you just need to provide the details.
- **Haystacks at the Fair:** If your community has a Fair, ask to provide a food booth in the concession area. Get volunteers to help prepare and serve haystacks for ADRA-UK. A haystack is a vegetarian meal consisting of layers of some or all of the following: corn chips, kidney/pinto beans or chilli, cheese, sour cream, salsa, lettuce, tomato, olive, avocado, pickle, onion, cucumber.
- **Hunger Banquet:** As guests enter, they randomly draw a ticket assigning them to a high, middle, or low income group and are served a corresponding meal. 15% of the guests are in the high income group and are served a scrumptious gourmet meal. 25% are in the middle income group and eat a simple meal of rice and beans. 60% of the guests are in the low income group and must wait in line for small portions of rice and water. Charge admission. This is an excellent way to educate people about poverty and hunger.
- **Iron Chef:** Ask two or more chefs to participate in a competition. Provide each with a box of the same ingredients (the chefs don't know what the ingredients are ahead of time) with which they each must create a dish in a specified amount of time in front of an audience. Sell tickets and choose judges who have a good knowledge of gourmet cooking.
- **Music Concert:** Ask your friends who are musicians or who know musicians to donate their time and talents for a worthy cause. Try to get well-known performers. Publicize and charge admission.
- **Sports Event:** Organise a charity sports game (hockey, soccer, softball) with your local community league, or with the children's team and charge admission or charge a participation fee to each team.
- **Treasure/Scavenger Hunt:** Host a treasure or scavenger hunt, charge an entry fee.

- **Vegetable Soup Sale:** (ideal for World Food Day) Approach local farms or businesses and ask them to donate vegetables. Hold a soup making party at someone's house then sell the soup for \$5+/- a bowl.



TRY IT!

Try It

Plug In: Brainstorm with your friends, family, co-workers, and fellow students about your great event idea. Ask yourself, "How feasible is this idea? Will people I know be interested in this event?" If you are planning a  event, be sure to create an event timeline so you meet all your planning needs.

Power Up: Events can be time consuming, so the key to success is having great volunteers. Make a list of the skills, attitudes, and knowledge your volunteers should have, and estimate how many you will need. Personally recruit people who are energetic, have time to contribute to your event, and are dedicated to and enthusiastic about ADRA. This enthusiasm will rub off on everything they do. If you ask directly, most people are glad to help.

- Continually support and recognize the importance of each volunteer;
- Demonstrate your respect for the value of your volunteers' time by planning carefully. Be flexible and work around your volunteers' needs and time demands as much as possible.
- Know your volunteer's particular area of interest and try to fit their assignment to their interests.
- Encourage, support, and highlight the value of your volunteers. Remember, you can't do anything without them.

Reflect: Set realistic and attainable financial goals for your event. If you are planning a  or  event, complete a budget including revenues, expenses, and net funds. Be sure to think of unexpected costs that might occur.

Illuminate: Know your audience. To whom do you want to sell the event? Will they be interested in this type of event? Are you setting a reasonable selling price for your target audience?

Regulate: Schedule your event on a day and at a time when people will come. Be sure to check the days and times of other community events to ensure a good attendance at your event. If you want theme ideas, take a look at the Special United Nations Days*.

Switch On: Talk to businesses you know (vendors, clients, suppliers, employers). Break down your event into sections and determine the funds needed for each section. Many companies will support your efforts by sponsoring all, or an element, of your event. For example, golf tournaments can attract tee-hole and buggy sponsors. A concert could attract a stage sponsor and a music sponsor.

Amplify: Even if you have the greatest event the world has ever seen, it will be wasted if no one knows about it. Use as many means as possible to publicize: local TV and radio stations and newspapers (these may offer a free "community calendar" type of service, so be sure to check into that), posters, media releases, emails, verbal announcements, flyers, editorials, newsletters, intranet updates, internet postings, progress thermometers, letters, displays, blogs, websites, faxes, phone calls, and bulletin inserts all help to spread the word, create momentum, and celebrate successes!

Generate: Record your efforts through careful bookkeeping, photographs, videos, media clippings, etc., and then share your stories. ADRA-UK would love to celebrate your success on our website and in our publications.


Recharge: Evaluation and debriefing are essential for any event – even if you aren't going to do that exact type of event again. Tell us what worked well and what didn't, so we can pass along tips to others. Be sure to do the paperwork that includes collecting and reporting information for tax receipts.

Transform: Remember to collect your funds securely. Once you have done so, write a cheque for the amount and send it to **ADRA-UK, Stanborough Park, Watford, WD25 9JZ** within 30 business days post-event.

Boost: Thank You, Thank You, Thank You! Accept our sincere appreciation and be sure to pass on our appreciation to your team and to all those who participated and helped. You have done a wonderful thing for the people ADRA-UK serves!

*in the Downloads section of our website

WE CAN HELP!

- We have lots of stuff you can use. (Brochures, DVDs, newsletters, and other Annual Appeal materials)
- We can provide you (at cost) t-shirts, pens etc. as available. Give us a month's notice because we may have to order supplies.
- We can give you information on our programmes and projects.
- Depending on the type of event, we may be able to provide a support letter to use when requesting donations or sponsorship. Please contact us well in advance for assistance.
- We may be able to provide a guest speaker or representative for your  event.
- We provide can provide Gift Aid forms and receipts for donations.

Once you've chosen your event, be sure to check out important fundraising resources (including info on what we require) as well as Event Timeline, Budget, and Thank You Letter samples at www.adra.org.uk

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