



2021 ADRA Appeal Instructions

ADRA-UK
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If you need more information at any point:

1. **check our special ADRA Agent page at www.adra.org.uk/agent**
2. email us on info@adra.org.uk
3. call us Monday-Thursday 10:00-12:00 at 030 30 40 10 17

2021 ADRA Appeal Information

Thank you!

Thank you for being part of the ADRA Appeal in 2021. Your support in changing the lives of thousands of people in the UK and overseas is invaluable to helping people thrive.

This year, with your help, we aim to raise over **£500,000** through our ADRA Appeal, enabling us to support even more people in need, both here at home and overseas. Together, we can do it!

This information booklet provides instructions and resources to help you prepare and run a successful ADRA Appeal campaign in your church and in your community.

We Are Here to Help

We trust that this booklet will answer many of the questions that may arise. If you need further assistance, please call the ADRA-UK office on 030 30 40 10 17 Monday-Thursday from 10:00 – 12:00. Alternatively, email us on info@adra.org.uk.

Social Media

Follow us on **Facebook:** facebook.com/adrauk, **Twitter:** twitter.com/adrauk and **Instagram:** instagram.com/adra.uk. Why not 'hashtag' us when you share your ADRA fund-raising activities on social media. We usually share our events or news on social media first, so follow us to be kept up to date with the latest stories.

Agent webpage

There is a dedicated webpage for ADRA Agents with a lot of useful information. This will hopefully help you in your activities as a local ADRA Agent. Find this exclusive information at www.adra.org.uk/agent

Coming back in 2021

It's been a tough year for businesses and charities alike. With the great fall in donations, more than ever we are working hard to put every penny where it counts. As a result, the 10% reversion will not be back this year. We are however, working very hard through our I AM Urban arm to apply for external funding which are available for community outreach programmes. So please keep an eye out as we publish more details on this as it happens.

Thank you for helping to make the world a brighter place!

Door-to-door collection

Remember that door-to-door collections are not permitted, and it is important to remind your members that they should not go out to collect this year. They can continue to fill their home tins or return their home tins from last year. See Home Tins in the following section for more information.

Campaign Overview for Your Diary

This year the Appeal continues to be affected by the pandemic, and as such. we are continuing to provide support and encourage fundraising online with more traditional fundraising tentatively planned for the latter part of the year. As door-to-door collections are not taking place, the Appeal will run until 31 December this year giving lots of time to plan and get involved.

ADRA 2021 Appeal

- Launch date 27 March: launch presentation 15:00-15:30 on our social media channels

Together in SPRING

- IMPACT Newsletter (Printed – in the Messenger)
- 2021 ADRA Appeal video
- Direct Debit / donation form
- Fundraising manual (virtual and actual)
- Agent instructions
- Reporting Spreadsheet
- Recorded Sermon

Together in SUMMER

- Pathfinder Honours
- Walk Together Sundays
- IMPACT News (Digital)

Together in AUTUMN

- Giftbox Campaign
- Autumn 'Do' Activities
- IMPACT News (Digital)

Together in WINTER

- Project Appeal
- Winter Warmer Activities
- IMPACT News (Printed)

Campaign Resources

The following resources are available for you to use throughout the ADRA Appeal. You can use them to encourage participation and ask for donations from your local church and community. If you need help with any of these, please contact us!

Bulletin / Announcements

Use these weekly promotion messages and include them in your streamed church services or Zoom calls or small group meetings:

For inclusion in bulletins – Sabbath 6 March

Together

Re-imagine the ADRA Appeal

Due to COVID-19 there will be no door-to-door campaign this year. Instead run a fundraising event or try your hand at one of ADRA's new, exciting and COVID-safe fundraising activities developed to help your church serve and connect with your community. **Check out the new fundraising activities and start your fundraising at adra.org.uk/get-involved/fundraising**

Let's do this together. Because only together, we can.

For inclusion in bulletins – Sabbath 13 March

Together

The ADRA Appeal needs you!

Run a trivia night. Hold a concert. Share your unique talents with a masterclass. Whether you run these in person, or online to adhere to COVID-19 regulations, these are just some of the ways you can help people experiencing hardship hang on to hope this ADRA Appeal. **Your fundraising for the 2021 ADRA Appeal will help us continue our work! Visit our website at adra.org.uk/get-involved/fundraising**

Let's do this together. Because only together, we can.

For inclusion in bulletins – Sabbath 20 March

Together

In South Sudan, girls drop out of school by grade two or three to help their mothers with domestic chores and prepare for an early marriage. Radio programmes produced by ADRA, educate parents and community leaders about the dangers of early marriage and promotes the importance of education for all, including girls. ADRA youth groups teach young girls their rights and encourage them to stay in school. **Your fundraising for the 2021 ADRA Appeal will help us continue our work! Visit our website at adra.org.uk/get-involved/fundraising**

Let's do this together. Because only together, we can.

For inclusion in bulletins – Sabbath 27 March

Together

Yemen is in crisis! Because of conflict, the price of food has risen dramatically. Even though they work hard, people struggle to feed their families. Children fall sick from a lack of nutritionally balanced meals. ADRA is helping people get through this emergency by providing cash so they can afford to buy healthy food for their families. **Your fundraising for the 2021 ADRA Appeal will help us continue our work! Visit our website at adra.org.uk/get-involved/fundraising**

Let's do this together. Because only together, we can.

For inclusion in bulletins – Sabbath 3 April

Together

In Ghana, people produce cashew nuts to make a living. By teaching new methods of growing, harvesting, and marketing, ADRA is helping people vastly improve their income. These newfound profits are being invested into better nutrition, health care, and education for their children. **Your fundraising for the 2021 ADRA Appeal will help us continue our work! Visit our website at adra.org.uk/get-involved/fundraising**

Let's do this together. Because only together, we can.

For inclusion in bulletins – Sabbath 10 April

Together

Did you watch the ADRA Appeal video? Did you read IMPACT news? The stories we tell are not just about ADRA. They are also about us. It is only TOGETHER that we can help and change people's lives. Your financial support of ADRA's work is critical – especially now, as traditional fundraising methods are not possible. Your gifts are making a real difference in people's lives – overseas, as well as here in the UK. **Your fundraising for the 2021 ADRA Appeal will help us continue our work! Visit our website at adra.org.uk/get-involved/fundraising**

Let's do this together. Because only together, we can.

Media Resources for Download

(These are all available from adra.org.uk/agent)

ADRA Impact News – This is our newsletter which is published 3 times a year for distribution in church. It has a lot of information about ADRA's work and can be used for all fundraising activities during the Appeal.

The print Spring Edition was included with the Messenger distribution. The digital copy is also available on our website: <https://adra.org.uk/our-stories/>. Further editions will be published online as per the campaign outline.

Appeal Video – Both a long and short version of the 2021 Appeal Video are available for download from the Agent Webpage. Play these in your Zoom meetings/services and share them on your church website or social media channels.

Bulleting/Announcement Inserts – A download is available of the announcements provided above, if needed.

ADRA Sermon - A fully illustrated sermon by Pastor Bert Smit is available on the Agent Page which you can use to promote ADRA in your churches. This is available in both Video and Audio format. Theme: Love, Mercy, Justice Scripture: Micah 6:8

E-Tin – This is a shareable graphic which you can send to friends, family and church members directing them to make a donation directly to ADRA online. This can be shared through social media such as whatsapp or by sending it as an email. Remember to ask for a copy of the receipt (which they will automatically receive when providing an email) in order to include it in your church's reporting.

Planning Resources for Download

Progress Chart – Track your church’s fundraising achievements by using a progress chart. You can download a printable version from the Agent Webpage or use one of the following online services to create one for your website or save it as an image to include in your presentations.

- <https://www.sumac.com/free-fundraising-thermometer>
- <https://www.coolfundraisingideas.net/thermometer/>

Instructions to Create a Fundraising Page – Use this resource to familiarize and share instructions with your members on setting up a fundraising page. This is the easiest way to raise money for ADRA as it’s automatically paid to us and tracks donations for your reporting in real time. Page owners can even add offline donations to their total.

Fundraising Handbook – This comprehensive booklet sets out how to run several fundraising events both virtual and in person. This is available both on the Agent Webpage as well as the Fundraising Webpage. Share this with your church members to help them plan their events.

Fundraising Resources – For all your fundraising needs you can direct your members to visit our new Fundraising webpage: <https://adra.org.uk/get-involved/fundraising/> here they will be able to find all the resources needed to plan their own fundraiser for ADRA.

Fundraising Sponsorship Forms 1 and 2 – Forms for sponsorships if not completing an online fundraising page.

Fundraising Ideas Flyer – A digital flyer you can share or use in your communications to promote the appeal.

Fundraising for children – Children can still get involved with the Appeal this year through fundraising. They can complete extra chores or even go gadget free while being sponsored.

Pathfinder Appeal Award – Pathfinders can complete a special badge by fundraising and completing AY requirements. Details are available on www.agent.adra.org.uk and badges can be ordered by Club Directors from <https://pfclub.co.uk> .

Home Tins – Home tin labels are available upon request from our office. We encourage members to use the tins throughout the year to collect small change for ADRA. Many tins may be sitting at home as a result of last year’s lockdown, so encourage members to keep collecting and set a date later in the year for returns.

As many households are also now going cashless you can also suggest doing a **cashless home tin** where they commit to set aside a certain amount per month for ADRA and make an **Online Donation** at Appeal time or you can even encourage them to sign up for a **Direct Debit** at adra.org.uk/donate .

Collecting Home tins during social distancing measures later on this year

If you are collecting home tins ensure that this is done at a safe distance.

Perhaps open a room at church where members can drop their tin and leave.

Teams can count together, if observing social distancing.

For those that are unable to leave their home, they can either hold onto their donations for counting at a later date, make a bank transfer or write a cheque in lieu of the total in their tin. They can also make an online donation or phone donation directly to the office, but a copy of the receipt must be provided to the agent to include in their report if they want it to count as part of the church collection.

Reporting Spreadsheet – This spreadsheet is available for completion in order to calculate the total raised by your church and kept for future reference by ADRA. If you wish to have a total recorded for your church this year, then you must complete the reporting spreadsheet. Instructions on how to complete this is provided inside the document itself. Download your copy from www.agent.adra.org.uk

Printed copies of the Reporting Spreadsheet are available on request from the office: info@adra.org.uk

Gift Aid Declaration Form – These can be used where cash or cheque donations have been received and the members want to gift aid their donation.

Other resources

Certificates of Appreciation – Give a Certificate of Appreciation to each volunteer who contributed to your local church's ADRA Appeal. This acknowledges and encourages the participation of people in your church. A certificate is also a useful addition to CV's and other portfolios. The certificates can be downloaded from www.agent.adra.org.uk

Other promotional resources can also be downloaded from:
www.agent.adra.org.uk

Steps for Running the ADRA Appeal Campaign

Plan your fundraising activities and set your fundraising targets. If you need help, get a team together and confirm who will do what such as separating the reporting for fundraising pages or online card donations, or how and when to encourage your fundraisers.

Make sure your ADRA Appeal Treasurer(s) reads and views all instructions and understands the importance of their role in managing ADRA Appeal funds and how to report them. Instructions can be found inside the **Reporting Spreadsheet** or send your questions to **accounts@adra.org.uk**.

Set your **financial target** to motivate collectors and fundraisers. This is often already **set by the conference**. However, you are free to set your own goals. Multiply the number of church attenders by 25. This will encourage your church to take on the £25 fundraising challenge. Tell your church their individual target (£25) as well as the total church target (£25 x number of attendees), so that everyone can see it is attainable! Share with your church what your target can achieve and how it will help your church personally connect with your local community.

Early March:

You will have received access to the ONLINE ADRA campaign supplies by early March. This year we are not sending any physical items so please check your email, and the online pages for access to all the available resources. Appoint an assistant to help if you do not have online access.

Look through all the materials available and familiarise yourself with the Reporting Instructions.

We can send you a physical Reporting Spreadsheet, but you must read the accompanying instructions on how to use it this year.

If you have any questions you can call us on **030 30 40 10 17**, so we can help or email us: info@adra.org.uk

Recruit ADRA Appeal fundraisers by promoting the Appeal before it starts and by showing the video and announcements in your online meetings, also by sending emails, using social media, doing presentations and directly asking fellow church members to get involved.

- Have a look at all of the resources available this year;
- Read all of the instructions provided, especially the reporting instructions from **www.agent.adra.org.uk**
- Prepare your weekly promotion and meetings to help setup fundraisers. Including sharing all the relevant fundraising resources with your members.
- Run brainstorming sessions to come up with fundraising ideas.
- Connect members who want to run similar events or who have skills that can work together.

During the Appeal:

Collect, Fundraise and Celebrate!

- **Keep a note of all the fundraising pages being setup and record these on your Reporting Document.** See the instructions in the Reporting Book for the correct reporting, receipting and banking of funds.
- **Publicise fundraising events being held during your online meetings.**
- **Encourage your members during their fundraisers.** You can debrief them after their events asking how it went, what experiences they had, how they saw God lead and what they have learned and can improve on next time. Affirm everyone for their efforts and provide encouragement.
- **Collect fundraising photos from your members** Share these in your weekly meetings and also share them with ADRA (info@adra.org.uk) for possible inclusion in our Impact News or other publications. Use the hashtags #makeachangeUK and #adrauk on Instagram and Facebook.
- Make sure all volunteers are familiar with ADRA-UK's collection procedures as well as the Fundraising Regulator rules for engaging with the public;
- Share the **Frequently Asked Questions** section of this booklet. Your fundraisers should be able to answer any questions from the general public and friends and family;
- Local media is interested in events happening in the area. If you are doing a fundraiser for ADRA why not inform your local radio, newspaper and television stations. Sample press releases are available on request. Follow up with a phone call, to see if they need additional information.

During 2021:

- Thank your fundraisers throughout the year and report any fundraising activities back to your church;
- Organise time during church services to thank and affirm your ADRA Appeal fundraisers;
- Share with your church how much your fundraisers raised and whether you are on target to reach your goal;
- Tell stories from fundraisers and how they saw God lead.
- Hand out Certificates of Appreciation. Don't underdo it! Everyone needs affirmation and encouragement as they serve God;
- Don't forget to send your success stories and photos to your Conference office, local newspaper and to ADRA-UK (info@adra.org.uk);

Mid December:

- Finalise any fundraising activities.
- Finalise all donations and deposit the funds according to the Treasurer's procedures.
- Ensure all fundraising pages have been checked and totals are recorded
- **Send your completed Reporting Spreadsheet to ADRA by email to info@adra.org.uk and copy accounts@adra.org.uk.** If you are completing a hard copy you can request a freepost envelope to return your report to the office. Ensure that the report is finalised and that any Gift Aid details are included;
- Thankfulness! At the end of the ADRA Appeal, thank each person for their efforts and spend time in prayer, praising God for His providence and celebrate your success (e.g. have a virtual social event or plan a celebration later on in the year). Perhaps a great activity to do during the festive season!

This year there will be no 10% return however community projects can still contact I Am Urban (cboldeau@adra.org.uk) for details on ongoing financial help, training and resources for community hubs.

Making Bank Deposits

Home Tins – Only if safely possible to do so should you arrange a return of Home Tins.

When collection tins are returned to the ADRA Agent, they will need to be opened and the contents counted. This should be done in the presence of an independent witness. We recommend that one of the Treasurers assists the ADRA Agent in this process.

If arranging for the return of Home Tins we suggest the following safety measures:

- Churches provide a day or evening in the week that people can drop off their home tins.
- Consider social distancing measures for those coming to the church. Such as setting a table by the door, not allowing members to enter the building or creating a queue system.
- Count in small groups or social bubbles.
- Make sure to wear masks and sanitise hands and surfaces.
- For those that are unable to return home tins due to not leaving their homes consider arranging contactless collection from their front door.

Taking Money to the Bank – Once all the cash and cheques are ready for banking, please complete one of the HSBC paying in slips issued to you by ADRA-UK. (Available on request info@adra.org.uk) Please ensure that the total amount of cash and cheques to be banked agrees to that shown on the paying in slip before you go to the Bank.

Once the bank deposit has been made, you will be issued with a stamped receipt stub or printed receipt. Please keep this safe and return it by post along with a printed copy of the completed 'Banking' section of the in the **Reporting Spreadsheet** attached to it. This part is important as it acts as evidence of banking and also allows ADRA-UK to correctly allocate funds against your Church.

Please note people should not be making unnecessary journeys into the bank at this time (March 2021) so trips to the bank should only be made if they are planned for additional reasons. Later on this year it should be easier to attend the Bank.

Managing Credit Card and Cheque Donations

Cheque Donations - If someone wants to donate via cheque, please ask them to make it payable to 'ADRA-UK'. Record the donation in the **Reporting Spreadsheet** and give the receipt to them for the amount on the cheque. Treat the cheque in the same way you would a cash donation.

Credit Card Donations - If someone wants to donate using a credit card, you can ask them to make a donation online at <http://adra.org.uk/donate/> or by calling ADRA-UK on 030 3040 1017. Alternatively use the E-tin to use the direct donation link for the Appeal: <https://app.donorfy.com/donate/C4311R6V76/2021appeal>

If you are reporting these donations for your church total, make sure that you provide the relevant evidence to verify the donation such as getting a copy of the receipt from them which they will receive upon making their donation. Further information is provided in the **Reporting Spreadsheet**.

Unreported donations cannot be allocated towards any church and will be treated as anonymous Appeal donations.

Promotional Information for the 2021 ADRA Appeal

These are examples of how your gift can be used by ADRA to help people in the UK and overseas to thrive.

How Will My Donation Be Used?

£5 – Provide a healthy meal at a UK community centre for the homeless or provide essential food supplies at a local foodbank.

£10 - Even the most basic toilet construction can help save lives by keeping waste away from living spaces, which means less disease and better health. Toilets and basic hygiene training, such as handwashing, are critical in preventing diarrhoea. Did you know that this is one of the leading causes of infant death arounds the world? These are scary facts we can help change!

£20 – The gift of education lasts forever - but quality education is often impossible for refugee children when schools lack resources, families can't pay tuition fees and discrimination is common. Providing books, uniforms and supplies prepares a child for school and for the future. £20 could keep a refugee child in school for a month!

£35 - Goats are little animals that can bring about big change. Aside from providing nutritious benefits for a family, milk and dairy products from a goat can also be sold to pay for school tuition and other important needs. Even the manure is valuable as an effective fertilizer.

£50 - Every minute counts in a disaster, so being prepared to respond immediately is critical to saving lives. Having supplies and active plans for emergency food, access to clean water, temporary shelter and hygiene kits to prevent the spread of disease are vital. Long-term rebuilding of communities, infrastructure, and livelihoods are also just as important.

Your contribution to the 2021 ADRA Appeal will support projects in Zambia, South Sudan, Yemen, Thailand, Myanmar, Ghana, Sri Lanka and in the UK. Visit our website www.adra.org.uk to learn more about the impact of your donation.

What We Are Doing in 2021

In Ghana, people produce cashew nuts to make a living. By teaching new methods of growing, harvesting, and marketing, ADRA is helping people vastly improve their income. These newfound profits are being invested into better nutrition, health care, and education for their children.

Many communities in rural **Sri Lanka** don't have clean water for drinking, cooking or bathing. ADRA is building 20 new, gravity-fed water systems that is bringing pure water from mountain springs to water points throughout the community. ADRA is building bathhouses in the villages where people can take a shower in private. ADRA Community gardens allow people to grow organic vegetables that are providing nutritious, balanced meals for their children.

Many of the shoes, clothes and other products that we buy here in the UK, are produced by people working in the factories of **Thailand**. Many of the factory workers are migrants from Myanmar. They are often exploited and treated poorly, especially women. ADRA is working with partner agencies, and the workers to improve the factories' safety conditions and ensure that everyone is paid fairly and treated well.

In South Sudan, girls drop out of school by grade two or three to help their mothers with domestic chores and prepare for an early marriage. Radio programmes produced by ADRA, educate parents and community leaders about the dangers of early marriage and promotes the importance of education for all, including girls. ADRA Youth groups teach young girls their rights and encourage them to stay in school.

Yemen is in crisis! Because of conflict, the price of food has risen dramatically. Even though they work hard, people struggle to feed their families. Children fall sick from a lack of nutritionally balanced meals. ADRA is helping people get through this emergency by providing cash so they can afford to buy healthy food for their families.

Community Hubs are local church-based organizations here **in the UK** that help people in need in their own communities. Through feeding programmes, food banks and clothing exchanges, hubs are making a real difference here in the UK. Our "I Am Urban" programme has helped 73 UK church community hubs since 2018. When the pandemic hit in 2020, ADRA scaled up support by providing funding, training and access to resources.

Frequently Asked Questions

While fundraising for the ADRA Appeal you may encounter several questions and/or comments. Your thoughtful answers may help people decide to support ADRA's work. Here's some ideas to help you encourage people to give.

Who is ADRA? Is it Registered and Accredited by the Government?

ADRA stands for 'Adventist Development and Relief Agency'. We are a registered charity in England, Wales, Scotland and the Isle of Man.

What is the ADRA Appeal?

For over 100 years we have been collecting funds to help people in need. The Annual ADRA Door-to-Door Appeal is approved by the Home Office as a national collection to help people living in poverty but this year we are taking the fundraising online due to the pandemic.

Is ADRA Part of a Religious Organisation? / Does ADRA Only Help Adventists/Christians?

ADRA-UK is the worldwide humanitarian arm of the Seventh-day Adventist Church. But it supports people in need regardless of religious affiliation, race, gender or political affiliation.

Does the Money Support Evangelism?

No. ADRA-UK does not engage in evangelism. It solely works in community development and emergency response to help people in need.

I Only Give to Charities that Look After People in the UK

ADRA also helps people in UK through initiatives such as community centres, disability support projects, crisis relief, food banks and soup kitchens. Ten percent of what we raise will benefit our local food bank, soup kitchen shelter etc.

Where Will this Money Go?

Donations collected as part of the ADRA Appeal will support ADRA's development projects and disaster relief overseas and community projects in the UK. Our ADRA Appeal fund supports many projects (see the website for details).

How Much of My Donation Actually Goes to the Project?

ADRA is responsible with how it uses its funds. It uses volunteers such as me to fundraise and minimise the cost of fundraising. ADRA also provides all its financial information on its website and on the UK Commission website, which you're most welcome to look at. They are very transparent and get audited every year. In 2019 94% of our income was spent on our humanitarian projects (latest audited data).

Why Isn't ADRA as Well-Known as Other Aid Organisations?

While ADRA doesn't have a strong presence in the media, our presence is felt in the countries where we work. By keeping our advertising costs low – by not paying for advertising on TV, radio, newspapers etc., we are able to put the money where it really needs to go! We are able to make a huge impact because we put almost every pound raised back into our projects and project support activities.