

Fundraising with ActionAid

actionaid

FUNDRAISING NEWSLETTER
NOVEMBER 2008

Welcome to our final newsletter of the year! Thank you for signing up for one of our exciting 2009 overseas events. We are delighted to have you on board and look forward to taking you out to see our work first hand soon!

2008 has seen our supporters travel the world, trekking and building in Peru, India, China, Tanzania, Nepal and Cambodia as well as the Lake District on our first ever UK trek. This is my first year working at ActionAid and it's been a pleasure for me to get to know so many inspirational people.

It's amazing how time flies by so we are here to help you prepare for your trip. Inside you will find fundraising stories and top tips, ActionAid news, updates on our events and lots more!

I hope you enjoy your newsletter and if you have any comments on what else you would like to see in the future do let us know. We want to do as much as we can to support you.

Emma

Christmas fundraising ideas

Make the most of the festive good cheer with some seasonal fundraising events to give a great sponsorship boost as we go into 2009!



- Ask for sponsorship instead of a Christmas present – I'm sure you won't miss another pair of socks or a chocolate orange for just one year.
- Put on a pantomime (great fun if you have time and know lots of budding actors!)
- Offer a present wrapping service, charging a small fee per present wrapped.
- Organise a fancy dress day at work with a Christmas theme, you could also sell chocolate Christmas goodies and hold a raffle to bring in some more funds!
- Get a group of people together and go out carol singing. We can provide you with collecting tins and you can order extra ActionAid t-shirts for all your singers. I'm sure your neighbours will love a bit of a festive cheer delivered to their doorstep.
- See if you can organise a collection at your local panto, selling mince pies and mulled wine at the interval.



Happy fundraising and Happy Christmas from all of us in the fundraising team!

A credit card that pays for more than your shopping!

Another way for you and your friends to support us is to sign up to our credit card. ActionAid and the Co-operative bank have been working together for over 5 years, raising over £150,000 to date.

For every account opened, the Co-operative will donate £15 to ActionAid and for every account opened between 17 October and 30 November, the Co-operative will double their standard donation giving an immediate £30 to ActionAid.

£15 could train two local people in basic healthcare in Mozambique.

A further **£2.50** will be donated, if your account is used within six months – which could provide a jotter and a pen for fourteen children in a non-formal school in Ethiopia.

So, if you want to put your money where your mouth is please go to: www.actionaid.org.uk/companypartnerships (terms and conditions apply).

Fundraising on the edge!

Taking part in an ActionAid First Hand Experience is all about experiencing something different, changing your life as well as the lives of others.

28 year old Cassie Wolfinger decided she wanted to make a difference when she embarked on one of the biggest adventures of her life – ActionAid’s trek to the home of the Dalai Lama. Cassie’s job in television could not be any further away from the deepest parts of the Indian Himalaya - this was a real challenge!

Her journey to India started with raising her sponsorship and her creative streak and media background proved really useful in helping her fundraising.

To kick start her fundraising Cassie organised ‘On the Edge’ - a night of live bands on Thursday 16th October at Parker McMillan in London’s Old Street. She booked four bands and a DJ and charged an entrance fee of £5, all of which went to ActionAid.



Cassie also put collecting tins on the bar and the bar agreed to do a special cocktail for the evening with £1 for each one sold going to ActionAid.

Cassie signed up for the event with her mum, as they both wanted to do something together to help ActionAid. With double the amount to fundraise they needed some exciting ideas to bring in their sponsorship and this did just the job!

The event was a huge success, raising sponsorship towards Cassie’s £3100 fundraising target and getting lots of publicity.

So far Cassie and Lesley have raised over £6000 between them - a wonderful achievement!

Cassie, Lesley and the other 15 volunteers on the trek get back from India at the beginning of December so we can’t wait to hear they got on .



A word of advice from past fundraisers have given is ‘*work to your strengths and cast your net wide*’. If you know people in the music business approach local bands and clubs, if you have contacts at a local school get them involved with a non-uniform day, if you belong to a leisure centre talk to them about sponsored cycles, swims or runs.

Find out what your friends and local community are interested in and design events they would like to come to. People are much more likely to help you and support a good cause when it involves doing something they enjoy and can easily help with.

Our new name!

We are delighted to tell you about our re-launch of our overseas challenge events!



Supporters always tell us that what they find so special about our events is how they bring you closer to ActionAid’s work.

From the newsletters and updates you receive before setting off, to the experience of spending time in the areas we work, visiting an ActionAid project and seeing how your money is making a real difference to lives - this is what really makes our challenges so wonderful and rewarding.

With this in mind we really wanted to bring this element out so decided we needed a new name for our treks and builds that

could reflect this We came up with **First Hand Experiences!** Whether you choose one of our amazing treks or incredible builds, you’ll meet and work with the people you’re raising money for, experiencing ActionAid’s work firsthand.

Have a look at our new webpage www.actionaid.org.uk/experiences. We have also added short films, fundraising tips and interviews and quotes from participants to really try and bring the First Hand Experience to life! Do have a look, you have all of that to look forward to!

Hair raising events bring in sponsorship!

People come up with all sorts of ways to reach their fundraising target but this year there has been a bit of a theme that's been helping people bring in sponsorship – removing hair in aid of a good cause!

Salvo Xerri, a doctor from Crawley, came up with a brave idea of raising funds for the Nepal build by shaving off his moustache which has adorned his face for over 30 years!



A bit reluctant to shave it off, Salvo asked friends, family and local people from the town to make a donation for their vote, either a 'yes' to shave it off or a 'no' to keep it.

The result was a resounding yes – the moustache was going to have to go!

The grand 'shave off' took place in the centre of Lourdes in France one evening in July, with lots of his sponsors turning up to see the new Salvo! His wife and children had never seen him without his moustache so it was going to be quite a shock for them, but all in a good cause. Salvo raised an extraordinary £2800, nearly all of the sponsorship he needed to set off to Nepal!

However he did only last one month without his faithful moustache and by the time of the build in November it was back in pride of place!

Recent graduate, Ellie King, shaved off most of her hair in July as part of her fundraising activities for the trek to the home of the Dalai Lama. Ellie's hair raised over £300, helping to take her up to her target of £3100.



Over a few drinks Lucy Lukins from Cambridgeshire, managed to rope in a friend to wax his chest in a pub return for customers donating to her fundraising for Nepal. It brought in some extra sponsorship and got the people in the pub talking about ActionAid and wanting to find out more!

You don't have to remove your hair to raise funds (you could try dying it pink or growing a beard), the important thing is to do something different from what you would normally do, to do something fun and to do something to show your sponsors your dedication in raising funds.

Back for more!

After working at ActionAid for 10 months one thing I have noticed is how dedicated and loyal our supporters are. It's been an absolute delight to get to know all our fundraisers and to discover how many of our supporters come back for more after doing their first overseas event!

By the end of this year we will have taken 19 people on their second, third or fourth overseas challenge and on our trip to Nepal alone we had five return participants, Jacky King, Sue Pengilley, John and Diane Varian and Liz Black, which is fantastic!



Jacky is departing on her third trip next March and Sue's First Hand Experience Nepal was trip number five! Thank you all of you who have come back for more!

Liz working hard in Nepal

If you want to contact these fundraising experts to find out more about their experiences or get some top tips do let me know and I can send you their contact details. It can be really good to talk to someone who has 'been there'.

You can read about Jacky and Sue's experiences on our website, 'Our supporters' www.actionaid.org.uk/firsthandexperiences.



Jacky and Diane helping build houses in Nepal

Adventures this Autumn!

In September a small group of dedicated supporters set off on the fourth ActionAid trek across the Great African Rift Valley in Tanzania. The group really earned their sponsorship, covering around 15 - 20kms a day, in temperatures of around 30 degrees! But despite the challenges, the dramatic and beautiful scenery of wild countryside, Maasai villages, and majestic volcanoes rising above the horizon, kept everyone going to complete their challenge with a great team spirit and sense of achievement!

A few weeks later in October we saw a group of to scale one of the Seven Wonders of the World – the Great Wall of China. The group worked really hard, scaling the steep ups and downs of the wall and walking for approx 8 hours a day! But despite the challenges they faced, everyone had a fantastic time, with beautiful scenery and camaraderie keeping them going to complete the trek with a real sense of pride!

Both groups also visited an ActionAid project at the end of their treks to see first hand how their sponsorship is making a real and lasting difference to the lives of those living in poverty. As well as completing the treks, everyone in the



group had to commit to raising a minimum of sponsorship of £2900 - £3100 . We are delighted that so far the groups have raised nearly £63,000 between them – fantastic!

If you know someone who might be interested in trekking in China, Tanzania or Kenya please contact me for more information.

Coming up in 2009

First Hand Experiences

Vietnam, March 2009

We still have a few places left on this exciting trek through Vietnam. If you know anyone who might be interested in signing up please ask them to contact me direct, we would love to have them on board!

South Africa, September 2009

During this unique challenge you will work with local people to help build a much-needed community centre which will have a positive and lasting impact for generations to come. We promise you an experience you will treasure for years to come.

India, October 2009

Experience two very different sides of India with a stunning five day trek through the foothills of the Himalaya followed by two days getting your hands dirty working side by side with the local community to renovate a street children project helping to improve the lives of local children.

Nepal, November 2009

During this unique challenge you will work alongside local people to help build much needed homes for Kamaiya people — former slaves left with nothing.

Sukulu Malawi!

Help us fight climate change with our new schools product to get children involved in fighting the effects of climate change. With one school's support we can help four primary schools in Nsanje, Malawi to adapt to climate change so local children can get the education they deserve.

It would be wonderful if you could tell your local school about this exciting project! The funds a school raise will help make school buildings safer, provide fresh drinking water and a guaranteed food supply for local children.

actionaid.org.uk/sukulumalawi

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Get in touch

If you have any questions about your fundraising, preparing for your trip, ActionAid's work or anything else please don't hesitate to contact me:

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