

Add your voice to the  
fight against poverty!

# SINGING FOR ACTION

## Official Fundraisers' Guide



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# Make every note count!

Whether you have the X-Factor, dream of starring in a West End musical or simply fancy showing off your Elvis impersonation, by **Singing for Action** this December you can help millions of people living in poverty.

It's easy to get involved, so whether you go carol singing with friends, get together with colleagues for a karaoke night or organise a collection at a show or concert, every penny raised will be used to give poor people the skills and resources they need to work their own way out of poverty.



## Great ways to raise money

### ...at school

- Turn the tables on your teachers and hold your own version of X-Factor with you as the judge!
- Ask classmates or colleagues to dress up as their favourite pop idol – get everyone to pay to take part and give a prize for the best likeness.
- Organise a collection at a school concert or show, you could even ask people to pay to hear their favourite songs.

### ...at work

- Organise a karaoke competition and ask each person to donate to take part.
- Hold a music quiz using the questions available on our website [www.actionaid.org.uk/singing](http://www.actionaid.org.uk/singing)

### ...anywhere

- Hold a singathon or 24 hour music event – get friends and family to sponsor you to perform non stop and you can even charge people to watch.
- Get a group of friends together and try carol singing at a local shopping centre or school fair.
- Organise a band night or invite people to see your group or choir perform.





# Top tips

## Fundraise online

Remember that if you are getting sponsored or would like to collect your donations online, you can now set up your own personal fundraising web page in a matter of minutes at [www.myactionaid.org.uk](http://www.myactionaid.org.uk).

## Order more materials

We are always happy to send you any additional materials to support your fundraising, so whether you need collecting tins, stickers, posters or t-shirts, simply complete and return the resource order form in this pack or call 01460 238 000. You can download the latest resources at [www.actionaid.org.uk/singing](http://www.actionaid.org.uk/singing)

# How your support will help ActionAid

Every penny you raise by **Singing for Action** this December will help transform the lives of people living in poverty. In the developing world your money can have a long-lasting, far-reaching impact. Instead of giving handouts, we support the families, friends and neighbours of children like Sofi (pictured right), as they work hard to build a better future.

Officially, seven year old Sofi doesn't exist. She was born in one of Calcutta's poorest slums – and, because her birth is not registered, she has no right to schooling or medical care. She spends her days picking rags to make a few rupees for her family. Almost every week the police evict her family, beating them and breaking their few possessions.

But for a couple of precious hours a day, Sofi attends an ActionAid supported club where she's learning to read and write. She studies hard because she wants to be a policewoman – a policewoman who is kind to poor families like hers.

Simple things like good nutrition, health check ups, the chance to go to school and protection from exploitation can fundamentally change the life of a child. With your support, we can work with poor communities to make these things possible – and give youngsters a vital chance in life.



**£10** could ensure that a child in Africa can get the rice, beans and maize they need for a whole week, enabling them to grow up strong and healthy.

**£30** could pay for a year's education for the child of a migrant family in India.

**£60** could provide a nutritious meal for a street child, every night for a year, at an ActionAid street shelter in Delhi, India.

**£120** could help a community care for an abandoned child in Rwanda for two years.



## Publicise what you're up to

Promoting your event is a great way to increase the number of people who attend. It will also help you raise even more money to support ActionAid's work and generate greater awareness of the fight against global poverty.

### Here is a quick guide to promoting your event

- 1. Complete and display your event poster in your local area.** You can download more posters from our website [www.actionaid.org.uk/singing](http://www.actionaid.org.uk/singing) or photocopy the one you have!
- 2. Tell everyone you know about your event.** The more people that know the more you will raise.
- 3. Make your event really stand out** by ordering an ActionAid t-shirt using the resource order form or in our online shop.
- 4. We'd love to see how your event went** so don't forget to take plenty of photos.
- 5. Contact your local media** – a great way of getting more people to attend your event is by telling the local press/radio about it.

For further help and advice on press and media coverage contact the ActionAid press office on 020 7561 7627.

## Paying in the money you raise

Every penny raised by **Singing for Action** will be used by ActionAid to help transform the lives of people living in poverty. By sending us the money you raise with the payment form (enclosed) you can ensure it will be put to use immediately. If you have lost your form or require another call us on 01460 238 000 and you will be sent another.

### By Post

Please make all cheques payable to 'ActionAid' and address them to: **Singing for Action, ActionAid, Freepost BS4868, CHARD, Somerset, TA20 1BR.**

### Online

Log onto [www.myactionaid.org.uk/sfa/donate](http://www.myactionaid.org.uk/sfa/donate) and you can pay in any funds you have raised or make a donation using your credit or debit card.



# actionaid

Singing For Action, ActionAid,  
Freepost (BS4868) Chard, Somerset, TA20 1BR  
01460 238 000 [singing@actionaid.org.uk](mailto:singing@actionaid.org.uk)

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