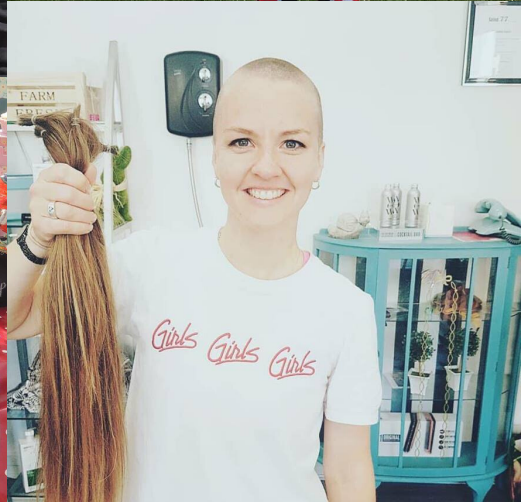


# FUNDRAISING PACK

A GUIDE WITH HANDY TIPS TO HELP YOU RAISE FUNDS FOR  
TUMAINI CHILDRENS CHARITY



# CONTENTS

1. THANK YOU
2. WHAT WE DO
3. FUNDRAISING IDEAS
4. A TO Z IDEAS
5. HOW TO CREATE A FUNDRAISER
6. TOP TIPS
7. RAISE MONEY WHILE YOU SHOP ONLINE
8. HOW TO COLLECT YOUR SPONSORSHIP MONEY
9. POSTER TEMPLATE
10. SOCIAL MEDIA POSTER
11. SPONSORSHIP FORM
12. GET THE WORD OUT



@tomainichildrenscharity

Hannah Ellis: 07896871902

Charity Number: 1154999

[www.tomainichildrenscharity.org](http://www.tomainichildrenscharity.org)

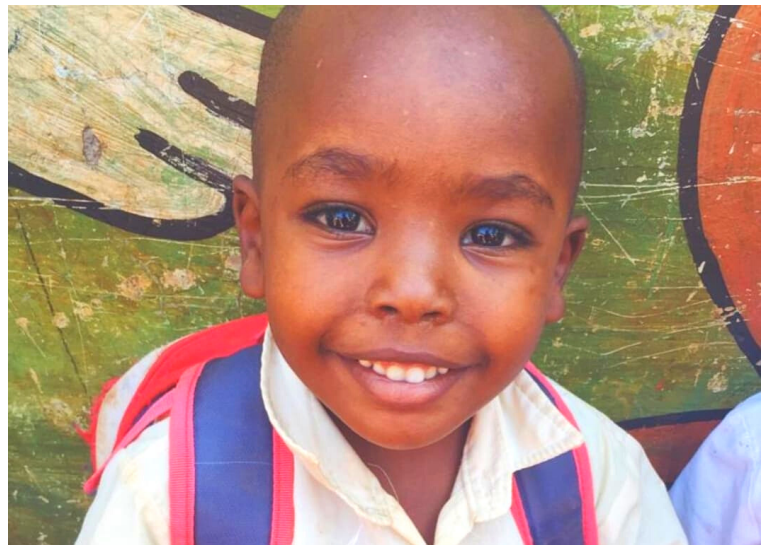
[ukteam@tomainichildrenscharity.org](mailto:ukteam@tomainichildrenscharity.org)



# THANK YOU

We are so grateful for your willingness to support us! Your fundraising will help us in our mission to provide education, food, shelter and care to children from some of the poorest and most deprived areas of Kenya.

We solely rely on private sponsors and fundraising from the public, with out you we could not continue this life changing work. On behalf of all the children whose lives will be transformed by your efforts – Thank You & Good Luck!



# WHAT WE DO

Tumaini Childrens Charity is solely run by volunteers, we provide financial support to Tumaini Brooks School Kibera, Kenya. It costs over £115,000 a year to run Tumaini Brooks and we have plans to open a new school in the Maasai too. Tumaini Brooks has 560 students and this number increases every month.

Many of our students at Tumaini Brooks board at the school, some have families to return home to but living at the school ensures safety, 3 meals a day and a bed. The care the children receive at school is vital for their future and with your help, we will be able to continue this rewarding work.

Without this, the boys main option would be a farm hand and the girls too, although child marriage rate is very high in Kenya too. Teen pregnancy and abandonment is rife.

We work directly with the Alice and David Hinga, the Directors and Patrons of Tumaini Brooks School. Both of them have dedicated their lives to this cause and we believe that with our support, their vision for these children and many more to come, came come to fruition. Our goal is to support and enable the rising generation in Kenya to break the poverty cycle that they are trapped in.



# FUNDRAISING IDEAS

**Anything that raises money for a charity is fundraising. The main way to do this is by participating in a sponsored event or challenge or holding an event of your own. Some examples are shown below.**

## BAKE YOUR WAY TO SUCCESS

The bake sale is a classic fundraiser that cannot fail!  
Get crafty in the kitchen and have fun!

## SHOWCASE YOUR TALENTS

Put on a talent show and invite amateur singers, dancers, musicians and magicians to take part. You can then sell tickets to friends and family of the talented participants.

## SSSHHH!

A sponsored silence is a sure-fire way of raking in the cash, especially if you're known as a bit of a chatterbox! It's also a great opportunity to explore other forms of communication. You could try drawing instead of speaking or communicate through the medium of mime!

## HOLD A CLASS

Do you know a Yoga, Zumba, Pilates teacher or Personal Trainer?. Ask them to donate their time to run a class. Advertise the class amongst your family, friends and community to attend the class for a donation.

## TEST YOUR ENDURANCE TO THE LIMIT!

This fundraising method is not for the faint-hearted!  
Take on a fun run, bike ride or endurance challenge and ask your friends, family and colleagues to support you with a donation. Or test your nerve with a nail-biting skydive or bungee jump.

## SERVICE AUCTION

Do you have a special skill that's much in demand? Maybe you can service a bike or give guitar lessons. Maybe you're willing to take on a task that others don't want to like doing the gardening or washing a car. Let your friends and family know that your services are up for auction and that the money raised will go to a good cause. Keep prospective bidders updated whenever a new bid is made to up the ante!

## FANCY DRESS

Organise a fancy dress day at work. Charge your colleagues a small fee to dress up and double it for anyone who doesn't take part. Make sure you get your boss involved! Dress as your childhood hero, bad-taste and under the sea are all great themes.

## COCKTAIL EVENING

Invite your friends, neighbours and family round for an evening of cocktails. Ask each person to make a small donation and to bring their favourite spirit. Then work together to come up with creative new concoctions!

## FILL A WATER BOTTLE WITH COINS

Get a used water bottle and put any change that you have into it. When it is full count the contents and then donate the amount online at <https://www.tumainichildrenscharity.org/> You could even give your friends, family, school or work place a full water bottle and encourage them to do the same. Have a competition to see who can fit the most money into the bottle. Give a small prize the person who saves the most!



# A TO Z OF FUNRAISING IDEAS

- A** Aerobic Events  
Art & Crafts Stall  
Assault Course
- B** Baby Picture Quiz  
Badminton Competition  
Ball  
Barn Dance  
BBQ  
Bingo  
Book Sale  
Bridge Evening  
Bring a £1 to Work  
Bring and Buy Sale
- C** Cake Sale  
Car Boot Sale  
Car Washing  
Coffee Morning  
Concert  
Cricket Match  
Cycle Ride
- D** Darts Evening  
Dinner Party  
Dog Show
- E** Easter Egg Raffle  
Eating Challenges –  
doughnut on a string?  
Exercise Bike Virtual Marathon
- F** Fete  
Football Tournament
- G** Garden Party  
Golf Tournament  
Gym Challenge
- H** Hair – shave, dye, wax  
Halloween Party  
Horse Show
- I** It's a Knockout
- J** Jazz Night  
Jewellery Making / Selling  
Jumble Sale
- K** Karaoke Night  
Knitting
- L** Lawn Mowing  
Line-Dancing  
Loose-change boxes
- M** Masterclass – cooking  
Mastermind Quiz  
Mufti Day  
Music Festival
- N** Nearly New Sale  
Non-uniform Day
- O** Odd Jobs
- P** Parachute Jump  
Pet Show  
Pub Quiz
- Q** Quit Something for Sponsorship  
Quiz  
**R** Racing Night  
Raffle  
Rounders. Match  
Running Events
- S** School Quiz  
Service Auction  
Silly Games Afternoon  
Swear Box  
Swim-a-thon
- T** Talk by Famous /  
Interesting Person  
Tennis Tournament  
Tombola  
Treasure Hunt
- U** Unwanted Gift Sale
- V** Virtual Sports Challenges
- W** Washing Cars  
Wedding Anniversary –  
Donations not presents  
Weight – Guess the Weight  
Wine Tasting
- X** X-Factor Talent Competition



# HOW TO CREATE A FUNDRAISING EVENT

## A simple guide to creating a successful fundraising event

- 1 Decide what you want to do. Draw on your skills, perhaps expand upon a hobby or a skill you already have.
- 2 Set a date. Think carefully about when most people will be available and if there is any other major event on at the same time. Remember – organising an event takes time, often longer than you anticipate.
- 3 Think about where to hold the event. Will there be adequate parking? What if the weather is bad? Plan for all eventualities.
- 4 Publicise your event. Social networking is an excellent tool for spreading the word. If you are selling tickets consider setting up a friends/committee to help. Put posters in local shops and businesses. Most people are happy to help charities. Use the poster template which is part of this pack.
- 5 Tell us about it. We can help publicise your event. Links can be included to your fundraising page or contact details.
- 6 Set up a web-based fundraising page for online donations. You can add photos and write your own personal message.
7. If it is a large event, please contact us for banners/flags.



# TOP TIPS

## TO MAXIMISE DONATIONS & SPONSORSHIPS

1. Ask people to tick the Gift Aid declaration on the sponsor form. For every £1 donated the charity can get an extra 25p. You will need their address to claim Gift Aid.
2. Share your fundraising challenge on Social Media with hashtags on the 'Get The Word Out' page with a link to your fundraising page.
3. Ask your employer to match your fundraising. Many larger companies have a matched funding policy and will equal what you raise.
4. Use your noticeboards and intranet at work to let people know what you are doing and who you are raising funds for.
5. Link your sponsorship page to your Facebook and Twitter accounts, regularly post about your progress.
6. Share on social media why you have chosen to fundraise for us and post the link of your fundraising page.
7. Take your sponsor form with you wherever you go and don't be afraid to ask. Every penny counts and soon mounts up!
8. Read our 'What we do' page and be confident in the knowledge you have. Many people think the money they donate is just for 'extras'. Please help them to understand that without our funding and their support, Tumaini Brooks School would close.
9. Share our social media posts, with a link to your sponsor page.
10. Remember to thank people for their support!





# RAISE MONEY WHILE YOU SHOP!



AmazonSmile is a website operated by Amazon with the same products, prices and shopping features as Amazon.co.uk. When you shop on AmazonSmile, Amazon will donate 0.5% of the net purchase price (excluding VAT, returns and shipping fees) from your eligible AmazonSmile purchases. Millions of products on AmazonSmile are eligible for donations to charities by Amazon. You will see eligible products marked "Eligible for smile.amazon.co.uk" on their product detail pages. Recurring Subscribe-andSave purchases and subscription renewals are not currently eligible.



Easyfundraising turns your everyday online shopping into free donations for your favourite cause. How? Just start your online shopping first at easyfundraising, then shop as normal. Our retailers will then make a small donation to say "thank you".

They have 4175 retailers to choose from and so far they've raised over £31 million for thousands of community groups, schools, sports clubs, small and large charities across the UK. Easy!

To register go to - <https://www.easyfundraising.org.uk> and search for Tumaini Childrens Charity (Hope For Children)



# COLLECTION OPTIONS

## ONLINE OR IN PERSON

**You can choose to collect cash payments using our printable sponsor form, Facebook donations, Crowdfunder, Go Fund Me Page or a Just Giving Page.**

Simply visit your chosen website and follow the instructions, search for Tumaini Childrens Charity (Hope For Children) when it asks you which charity you would like to support.

If you collect any cash, please pay those donations directly to:  
Tumaini Childrens Charity (Hope For Children)  
Sort Code: 30-90-54 Account Number: 04563617

Be sure to add pictures and videos (check out the Fundraising page on our website for images you can use) and tell your story of what you are choosing to fundraise for us.

If you are using an online platform listen above, the funds are automatically paid to us so you don't have to worry about anything but your fundraising challenge!



you can even set up a facebook event to keep people who support you up to date!

# I'M FUNDRAISING!



EVENT: .....

WHEN: .....

WHERE: .....

## PLEASE SUPPORT ME BY VISITING MY FUNDRAISING PAGE

.....  
CONTACT ME ON:

.....

# THANK YOU!



**CHARITY NUMBER: 1154999**

# I'M FUNDRAISING!

FOR TUMAINI CHILDRENS CHARITY



**Because every child deserves to have  
safety, food and free education.**



@tumainichildrenscharity

**CHARITY NUMBER: 1154999**

# SPONSORSHIP FORM



NAME: .....

EVENT: .....

DATE: .....

NAME	ADDRESS	PHONE NUMBER	DONATION	GIFT AID?	PAID



# GET THE WORD OUT!



Once you have decided on your chosen fundraising activity, the date it will finish by and how you will collect the money it's time to share share share!

It simple. Just tell your story of why you are fundraising for us and then keep telling that story. Sharing your progress along the way, from preparing for your event or challenge, ups and downs to the end results and how you felt all along the way.

Keep us updated too so we can share your progress on social media.  
Twitter, Facebook, Linked In, Instagram and Email.

We encourage you to take regular photos and videos of whatever you're doing! The more share, the more exposure you give what your event or challenge and us as charity.

Please tag is in every post and use the following tag and hashtags;  
[@tumainichildrenscharity](#) [#isupporttumainichildrenscharity](#) [#fundraisingfortcc](#) [#tcc](#)

Contact the local papers, local news stations, local schools, pubs, leisure centres, libraries and companies. Share with family, friends, colleagues, neighbours and everyone in between!

From all of us at Tumaini Children Childrens Charity and Tumaini Brooks School,

# THANK YOU!

