



SCHOOLS FUNDRAISING PACK 2009



About Village Aid and the Africa Matters Appeal

Village Aid is an international development charity that Derbyshire and schools should be proud of! Started 19 years ago by a 6th former from Lady Manners School in Bakewell, Village Aid has helped over 50,000 people in 500 communities break free from poverty.

Africa Matters was launched on the 9th July 2008 with the aim of raising over £100,000 to support Village Aid's fantastic work in West Africa.

Our approach to development is unique; we believe that:

- African people are best able to deal with their own problems
- African communities should set the agenda for their own development
- Small scale is the right scale

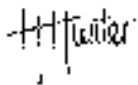
Our approach to fund-raising with our supporters isn't very different; we believe that:

- you know what will work in your schools and communities
- you know what will fit well and when best to do it
- if every school in the East Midlands and South Yorkshire did one fund-raising event per year for Village Aid, we could double the amount of people we help!

So we've put together this pack to give you a few ideas and suggestions, gained through experience, aimed to help you make the best of your fund-raising events.

Thank you for your interest in supporting the Africa Matters appeal. Please visit www.villageaid.org to find out more about our projects.

Kind regards



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A Step-by-Step Guide to Successful Fundraising

1) Have a Goal

A bit of healthy competition will encourage your fund-raising!

All schools will receive a thank you letter and certificate to show the amount raised, but how about working towards one of the following awards? If everyone knows what you're aiming for, it will also help you to choose an event that's right for your hopes and requirements



Bronze Award - for schools who raise £100 and over

Silver Award - for schools who raise £500 and over

Gold Award - for schools who raise £1000 and over

2) Choose an Event

Think of an event that you'd like to organise - if you're stuck for ideas, have a look at our A-Z guide:

A	Archery competition, Auction of promises, Art competition, African style party* (* raised £800 at Lady Manners school!)
B	Bingo night, Basketball, Bake a cake, Bring and Buy sale, Book sale, Book exchange, Boat Race
C	Ceilidh, Carol singing, Christmas card sales, Coffee morning, Choir concert, Come dine with me week (teachers / adults), Comedy night, Clean a car
D	Disco, Drama production, Dog show, Dress as an African day, Dress your Best day, Debating competition
E	Easter Egg hunt, Egg and spoon race, Eating baked beans with a cocktail stick
F	Fencing duel, Fete, Fancy dress day, Fashion Show, Fun run, Face painting, Fasting
G	Grow your own vegetables competition, Grease Party, Gymkhana, Golf Day, Guess the ... (weight of cake / no. of jelly beans etc.)
H	Hurling competition, Hockey match, Highland dancing, Hairy leg wax, Horse racing night (adults), Horse Show
I	Ice skating party, Inline skating disco, International themed day, Inter-house sports leagues, It's a Knockout



J	Juggling competition, Jumble sale, Job swap (Head swaps with pupil for the day etc.)
K	Karaoke, Kite flying, Kick boxing, Karate, Knitting
L	Line dancing, Language-athon
M	Mini marathon, Mad Hatters Tea Party, Mini golf, Masked Ball, Music event
N	Non uniform day, Nancy (from Oliver) singing competition, National Country Day Celebrations
O	Oprah night, Opera Night, Obstacle race, Odd job day, Odd clothes day
P	Pancake flipping competition, Pyjama Party, Pin the tail on the Elephant (or any African animal of your choice!)
Q	Quiz night
R	Raffle, Read-a-thon, Rugby penalty kicks
S	Sports Day, Slave auction, Strictly Come Dancing, Switch party, Sponsored Silence, Stand up comedy
T	Trainers day, Talent Show, Teddy bears picnic, Throw wet sponges at staff
U	Unwanted gift sale, University Challenge
V	Valentines day disco, Variety show
W	Window clean, Women-only event (i.e. cosmetics party), Well water walk (walking a mile with a bucket of water), Where's Wally?, Welly wanging
X	Xylophone-playing, X-factor show
Y	Yacht-building and racing, Yodelling
Z	Zzzzz, sponsored sleep over!

We welcome your ideas to add to our list!



3) Make sure it'll work

It's really important that you make sure your chosen event will work in your school or community. A number of factors need to work together to ensure an event is successful. We've put together a check-list but remember that every event is different so make sure *you* have checked everything out.

Issue	Research Needed	Outcome/Further Action
Event		
Venue		
Resources		
Timing		
Health & Safety		
Permission/ Legal Issues		
Marketing		
People to run event		
People to attend event		



4) Plan it

Days of interest - Develop some original ideas to tie in with the following:

- World Literacy day - 8th September
- World Food Day - 16th October
- World Aids Day - 1st December
- Human Rights Day - 10th December
- Gambia National Day - 18th February
- Ghana Independence Day - 6th March
- No Smoking Day - Second Wednesday of March
- World Day for Water - 22nd March
- World Malaria Day - 25th April
- World Environment Day - June 5th

You'll have heard it before but it's true - failure to prepare is preparing to fail! Although it's great to be creative and want to do something original, unless you follow this up with careful preparation and research, it won't be as successful as a tried and tested safer option, so make sure your event will suit the talents and demands of your group. Assign people to different roles so that you don't waste time duplicating the same tasks; use this table if it helps.

Role	Name	Responsibilities	Deadlines
Coordinator			
Deputy Coordinator			
Researcher			
Marketer			
Secretary			



5) Publicity

It's crucial that your "target market" knows about your event. Think about the best way to publicise your event; if you want to persuade your friends to come to a bake sale at school, you could ask if you could give a talk to your class or in assembly and hand out samples of your produce to draw them in! If it's being held in the wider community, think about where people will see or hear information - the post office, doctors' surgery... ALWAYS make sure you get permission, though, and please only use Village Aid's logo after receiving the OK from us!

If people keep seeing information about your event and Village Aid, they're more likely to turn up and to remember what you're raising money for. So, decide what materials will help you and fill in the form below. Then give it to the relevant member of staff who can submit an order form to us.

6) Do it!

After all your hard work before the event, make sure you have enough people on the day to make it run smoothly and to help everyone involved have a great time; the more people enjoy it, the more money you'll raise!

7) Money

After the event, get a member of staff to check your takings and send us the money raised. Please return any unused materials we sent so that we can spend as much of your funds as possible on our projects. We really appreciate your effort and know that it will go a long way in improving people's lives.

THANK YOU!





Order Form

For materials to aid your event

School name:

Staff contact:

Address:

Telephone:

Email:

Number of Students a) at school:
b) involved with event:

Proposed Event:

Approximate Date:

Details:

Available Materials - please specify quantity desired

Balloons:

Village Aid literature:

Collection Boxes:

Pin Badges (£1 each):

Please return to;
Village Aid
Unit 1B, Riverside Business Park
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Derbyshire, DE45 1GS
For more information, email Helen@villageaid.org or call (01629) 814434

