



# YOU CAN HELP CHANGE LIVES

Fundraising Pack

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

learning for **life**  
give an education, change a life

# LET'S GET FUNDRAISING!

Dear Supporter,

Thank you so much for your interest in fundraising for Learning for Life. It is the generosity of people like you that has enabled us to provide and support education, healthcare and livelihoods in South Asia, through schools, adult vocational training, women's empowerment and local community participation, for over 20 years.



This booklet is full of inspiration, helpful advice and tips on how you can make the most of your fundraising activity – whatever you choose to do for us!

We've divided the booklet into nine sections, which are:

- |   |          |
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We will be here for you every step of the way. If you want to discuss your fundraising ideas, or request more materials to support your activity, please get in touch.

Email: [info@learningforlifeuk.org](mailto:info@learningforlifeuk.org)

Phone: 020 7385 8765

Thank you again for your support.

Minaxi Desai

Chair of Trustees

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

# THANK YOU FOR CHOOSING TO SUPPORT LEARNING FOR LIFE!



We are delighted that you have chosen to support our work. Our success really is down to the kindness of our supporters, who enable us to raise vital unrestricted funds that allow us to continue running the charity and working with our project partners.

Since its inception in 1994, Learning for Life has been actively engaged in the fields of education, healthcare, women's rights and empowerment, child labour elimination, community capacity-building and advocacy for excluded communities in South Asia.



We work with local partners to provide catch-up education for working children who have never been to school or have dropped out, training for teachers, vocational training and reproductive health services for women, and capacity-building and rights awareness for communities. We provide our local partners, who understand local issues, with the skills and support to help communities set up and manage practical and sustainable projects that meet their real needs.

## DID YOU KNOW?

- In June 2015 LfL was recognised for its **innovative Floating School project** in Bangladesh by the Bond International Development Awards.
- Over the past twenty years our small but dedicated team has improved the lives of close to **three million people**, through our projects initially based in **Pakistan** and **Afghanistan**, and now more focused in **Bangladesh, Nepal** and **India**.
- LfL works with highly experienced **partner organisations** in South Asia, including **Community Support Association of Nepal (COSAN)** and **Rural Self-Reliance Development Centre (RSDC)** in Nepal, **Tomorrow's Foundation** in India, and **People's Oriented Implementation Project (POPI)** in Bangladesh.

# A-Z OF IDEAS

Ideas in bold are explored further on the next page

## A

Aerobathon  
Afternoon tea  
Apprentice day  
Art exhibitions  
Auction  
Auction of promises

## B

Bag packing  
**Bake off**  
Barbecues  
Barn dance  
Battle of the bands  
Beard growing  
Beauty night  
Bike ride  
Bingo  
**Birthday celebrations**  
Board game marathon  
Book sale  
Bowling  
Bridge tournament  
Bring and buy sale

## C

**Cake sale**  
Car boot sale  
Car washing  
Carol singing  
Children's party games  
Christmas cards  
Christmas fair  
Clothes swap  
Coffee morning  
Comedy night  
Concerts  
**Cooking competition**  
Craft fair  
Cycle to work

## D

Dance event  
Darts match  
Dinner party  
Disco  
Dog walk  
**Dress down/up day**

## E

Easter egg hunt  
**eBay your items**  
Eighties night

## F

Face painting  
Fashion show  
Festival  
Fêtes and fairs  
Film night  
Five-a-side football match  
Fright night  
Fun run  
**Fundraising milestones**

## G

Garage sale  
Garden party  
Give up chocolate!  
Golf day  
Guess the baby photo  
Guess the number of sweets in the jar

## H

Halloween party  
Head shave  
**Heads or tails**

## I

International evening

## J

Jazz night  
Jumble sale

## K

Karaoke  
Knitting marathon

## L

Line dancing  
**Live Below the Line**

## M

Masked ball  
Murder mystery  
Music event  
Moustache growing

## N

Name that tune  
Netball tournament  
**Non-uniform day**

## O

Open garden  
Office party  
Office Olympics

## P

Pamper day  
**'Pay what you feel' meal**  
Photography show  
Plant sale  
Poetry recital  
Pub quiz

## Q

Quiz evening

## R

Race night  
RAG week  
Raffle  
Record breaker

## Recycle clothes

Rock climbing  
Rugby cup  
Running event

## S

Silent auction  
Spelling bee  
Sponsored silence  
Sports day  
**Street party**  
**Sweepstake**

## T

Talent show  
Teach your skill  
Tennis tournament  
Theatre production  
Themed party  
Treasure hunt  
Trek

## U

Unwanted gift sale

## V

Valentine's party  
Variety show  
Volleyball tournament

## W

Walks  
Wine tasting

## X

X-Factor

## Y

Yogathon

## Z

Zumbathon

# EASY FUNDRAISING IDEAS

## 1. Birthday celebrations

If it is your birthday during the time of your fundraising and you're feeling generous, why not ask for donations instead of presents? Alternatively, you could ask anyone who would have bought you a drink/coffee/lunch on your birthday to donate that amount to your fundraising instead. These small donations can really all add up!



## 2. Live Below the Line

Challenge yourself to live on £1 a day for 5 days, and ask people to sponsor you. This is a hard, but manageable challenge – people are usually happy to sponsor as it is certainly difficult, and it also helps people to reflect as well as donate. Remember to update your fundraising page and/or social media with pictures

of your meals, or even a video diary to bring in more donations!

## 3. Sweepstake

Learning for Life has a sweepstake treasure map that is perfect to drum up some interest among colleagues or family and friends. First, you pick the square where the treasure is hidden and must not tell anyone! Each person then donates £2 per square to guess where the treasure is. If all squares are filled, the correct guesser wins £50 and you have raised £150! If you would like a map, please get in touch.

## 4. Cake sale/Bake Off

Cake sales are a popular and failsafe way to raise a bit of money. But why not go one step further and take some inspiration from the *Great British Bake Off*? You could add some friendly competition, by asking bakers to pay a small entry fee. Their



bakes would then be judged, with the winner receiving either a prize or a certain proportion of all funds from the bake sale, and the rest going to LfL.



## 5. eBay or recycle old clothes

There are various companies that will give you money for your old belongings. One example is *Cash4Clothes*, but it may be worth checking if there are any others in your local area. You won't get a lot of money, but if you're doing a clear out anyway and have bags of old things, then *Cash4Clothes* can help you top up your fundraising a little! Alternatively, if the clothes are in good condition or worth a lot, you will make more on eBay, so you could sell here and then donate the profits to your fundraising.

## 6. Heads or tails

This is a great little game to play at any event that you are holding. It works best with 15+ people, and it is very simple and easy to manage. Everyone stands and you ask that people choose either 'heads' (shown by putting their hands on their head) or 'tails' (shown by putting their hands on their behinds). You then toss the coin, call out the result, and those who guessed correctly remain standing. All others sit down and have been eliminated. You continue this process until you have only one person still standing, and they are the winner! The prize could be a nice bottle of wine, a gift certificate, etc. (preferably something that has been donated!), and people pay to take part – it is up to you how much, and you can either leave envelopes/baskets on tables, or collect as people come in.



## 7. Street party

This is a great way to get the neighbours together and raise some funds at the same time. Charging small amounts for various activities can really all add up! You can do lots of family-friendly activities such as face painting, guess the sweets in the jar, a bring a buy sale, a treasure hunt, apple bobbing, etc.

## 8. 'Pay what you feel' meal

You can either host this as a small dinner party, or as a larger community event. Perhaps pick a theme or cuisine, and prepare a feast. Guests can anonymously 'pay what they feel' for the food (by donating in baskets or envelopes). This keeps the event inclusive, and you may find that those that can give very generously. To keep your costs down, and to combat food waste, try using as much donated food as possible – ask local shops, or get in contact with organisations such as *FareShare* who collect food that would otherwise go to waste. This is great, especially for fruit, vegetables and dry goods, but do of course check that it is safe for your guests first! Please see [pages 8-9](#) for more information on preparing food for the public.

## 9. Non-uniform day

If you work in an office or school, organise a dress-down day, where people can wear jeans & trainers if they donate a couple of pounds. Alternatively, organise a dress-up day with a theme!



## 10. Fundraising milestones

This is a fun and easy way to boost your fundraising. There are two options: 1. Set milestones and personal forfeits to encourage people to donate, e.g. 'When I reach £500 I'll spend a day dressed as....'. Or 2. If someone donates over a certain amount, they can either receive something (e.g. a personalised poem written by you – totally free!) or they can choose something (a song for your marathon playlist, for you to give up something, etc). e.g. 'If anyone donates over £30, they can choose an item of food for me to give up for a whole week'.

# PLANNING & ORGANISING AN EVENT

## 1. Pick an idea

Pick something you enjoy and play to your strengths - if you love being active, you could organise a sponsored run/bike ride or a sports tournament. Perhaps social events are more your thing, so how about arranging a cheese and wine evening or bingo night? Or get crafty and bake cakes or make cards to sell. You'll find lots of ideas and inspiration on [page 4](#).



## 2. Plan your activity

Even the simplest of activities need some planning and preparation. Don't be afraid to ask friends, family and colleagues to help you. Plan the date in advance, and avoid clashes with other local or national events such as Red Nose Day. Allow enough time to source and book any

suppliers, travel or accommodation cheaply. If you need a venue, can you get one for free? Ask local schools and community centres. If possible, try to make sure the venue can both be accessed easily by public transport and has parking available.

## 3. Promote it!

Once the details are decided, it's time to drum up lots of interest from friends, family, workmates and all your social contacts! The more people you tell, the more donations you'll attract. See [page 8](#) for ideas on getting your news out there, from posters and flyers, to blogging and social media.



## 4. Pay in your money

Once the fundraising is over, it's time to collect donations and send them to us. If you've raised funds online through BT MyDonate or Virgin Giving (for the London Marathon) then all donations will be sent directly to Learning for Life. If you've collected donations yourself, then there are several ways you can transfer the funds to us. See [page 10](#) for more details.

## 5. Tell us all about how you did!

Get in touch with us at LfL and tell us how much you raised, send us pictures and tell us how it went! We'd love to share your success with our friends and supporters – you may inspire someone else!

# RAISING MONEY

**Armed with your great idea, it's now time to think about how you are going to raise money through your activity or event.**

It is important to set a budget, and stick to it! It's a good idea to aim to raise at least three times as much as you spend. To make things easier for you and to raise as much as possible, you'll need to keep a record of all your costs and the money you have made, and also remember to ask for a charity discount or a donation of goods from any suppliers.

**Be organised:** If at all possible, it is always advisable to collect any money either before the event takes place, or on the day/night. Collecting it after the event is that bit harder and a lot slower.

**Maximise donations:** Look at ways you can maximise the money you raise, such as holding a raffle or mini auction during your activity. Also, don't forget to check whether your employer runs a matched giving scheme. Many companies offer to match any fundraising done by employees, and this is a very easy way to increase your donations.

**Gift Aid:** Anyone making a donation or sponsoring you, who is a UK taxpayer, can Gift Aid their donation. This means that we can claim back 25p tax from for every £1 they donate! This can significantly increase donations. If you use a sponsorship form (see below), make sure that people tick the Gift Aid box and provide their full home address (and other information, as below), as this is needed in order to claim.

**Sponsorship Forms:** We can provide you with a sponsorship form, which also has that important Gift Aid tick box to help increase your sponsorship total. Remember to take it everywhere with you as you never know who might sponsor you! There are a couple of things to bear in mind with the sponsorships forms:

- In order for us to claim Gift Aid, we need each sponsor's title, first name, last name, full home address (we cannot claim Gift Aid on business addresses), postcode, Gift Aid declaration and donation amount.
- Please ensure the details of each donation are recorded accurately by your sponsors in their own handwriting – forms in the same handwriting/printed are not valid for Gift Aid!

**BT MyDonate and Virgin Giving:** If you are asking for sponsorship for an event, an easy and efficient way to collect money is to set up an online fundraising page on a platform such as BT MyDonate, or Virgin Giving for the London Marathon. We use these two sites as they charge lower fees than other similar sites. On this page you can detail your fundraising and the target you are trying to reach. This is the easiest way to raise money, as the donations are transferred directly to Learning for Life, and Gift Aid is automatically claimed. Remember to personalise your page with pictures and your personal story to make it more engaging.



Visit <https://mydonate.bt.com/charities/learningforlife> to set up a page.

# PROMOTING YOURSELF!

**Be proud of yourself, and don't be shy about sharing what you are doing!**

## **Tell us!**

The LfL team will always support you throughout your fundraising, so please do let us know your plans! We can promote you through our network, via our website, social media or even a listing in our newsletter. However, unfortunately we cannot sell tickets for an event on behalf of a supporter.

## **Social media**

Social media is a really simple way to let all your friends know what you're doing. Facebook, Twitter and Instagram make it really easy to share your story and the link to your fundraising page. If you're taking on a challenge such as the London Marathon, you could even start a blog tracking your training and fundraising progress. Also, you can post updates on the LfL Facebook page and spread the word that way too!



## **Use your own contacts**

Tap into your own contacts, by asking friends, family and colleagues to spread the word for you.



## **Inform local newspapers and radio**

Local newspapers will often run stories about people in the area who are doing their bit for charity, especially if it is something wacky or challenging, so it's always worth getting in touch!

## **Advertise everywhere you can**

Display posters and flyers in local shops, supermarkets, work places, libraries etc., to gain maximum exposure. Send details of any events or other fundraising activities to

community newsletters and local listings websites, as well as putting it on your company's intranet.

## **Be clear about the details**



Specify what you're doing and where, the exact date and time, prices, how to get tickets, how to get there, etc. Don't forget to also share information on what Learning for Life does, so people fully understand the work that they will be supporting!

## **Take lots of photos on the day**

You can use these afterwards for local media and we can put them on our website. Or why not make a short video, send it to us and we can post it on our YouTube channel!

# KEEPING IT LEGAL (& safe!)

The most important thing with fundraising is to have fun with it. Both yourself, and whoever attends your event, should enjoy themselves, as that will encourage people to continue supporting Learning for Life! However, there are also some slightly less fun things that are important to bear in mind.

**Charity statement and logo:** All publicity materials should state 'in aid of Learning for Life, Registered Charity Number 1105277' but please be clear that you do not represent the charity. If necessary, we can send you a formal letter giving you authority to fundraise on our behalf. We can supply our logo and guidelines on how to use it for you to use. Please also make sure that you have permission to use any images or text.

**Collections:** If you plan to collect in the street, in a public place or by going from house to house, you will need a licence from your local council. Their website will provide details of how to apply for one. It is illegal to collect funds in this way without a licence.

**Contractors:** Make sure that any suppliers and venues have the right experience and can show you a certificate to show they comply with any insurance and health and safety standards.

**First Aid Cover:** Consider whether you will need first aid cover. Also, think about whether you need to notify the Police or Fire Service in advance of your event. See the contact details on the [following page](#).

**Food Hygiene:** Please see the [second link](#) on the 'Useful Links' section on the following page if you will be preparing food to members of the public.

Contact your local council for food hygiene regulations and take a look at the website: [www.food.gov.uk](http://www.food.gov.uk)

**Handling Money:** Always make sure two people are present when counting cash and moving money. If it's dark, ask the venue to store the money in their safe overnight and keep it until a time that's best for you.

**Licences:** You'll need to get a temporary event licence if you are going to provide alcohol or refreshments between 11pm and 5am in an unlicensed venue. You can get one from your Local Licensing Authority.

**Photo Consent:** Make sure that you get permission from anyone that you take a picture of at your fundraising event. You will need permission (preferably written) from parents before taking photos of children.

**Raffles and Lotteries:** Small raffles can be held as part of a larger event and are a great way to maximise the amount of money that you raise. You do not need a licence provided:

- 1) You sell tickets and draw your raffle on the day at your event,
- 2) Tickets are not bought or sold by young people under 16 years of age
- 3) At least 20% of ticket sales goes to Learning for Life (after expenses)
- 4) The prizes are not cash or worth more than £250.

If this is not the case, you will need a lotteries licence from your local council and will need to follow very strict guidelines on printing up the tickets. If this is what you are planning, please visit the following website for further guidance:

<http://www.institute-of-fundraising.org.uk/guidance/fundraising-disciplines/auctions-raffles-lotteries-and-gamification/raffles-and-lotteries/>

**Risk Assessments:** Please ensure that your event is organised efficiently and safely, as Learning for Life cannot accept any responsibility for your event, nor for anyone who participates in it. You should conduct a risk assessment to ensure that you have proper plans for the safety of participants. The key things to consider are potential accidents, fire exits, special equipment, an identifiable first aider and handling money safely.

**Supervision and insurance:** Ensure that your event is properly supervised. Where children are involved, this includes:

- Providing proper adult supervision
- Ensuring that the child's parents/guardians have given their permission for their child to take part

- Carry out appropriate background checks if adults are to have unsupervised access to children
- Consider what insurance cover you need for your event.
- Check the venue's public liability insurance and make sure it covers the owners' liability risks.

The following websites are useful:

<http://www.doitforcharity.com/fundraising-law.aspx>

<http://www.institute-of-fundraising.org.uk/guidance/fundraising-essentials-legislation/>

## USEFUL LINKS

**We have compiled a list of contacts and links that may be useful for you when fundraising for Learning for Life. Here you can find lots more information on how to make sure your event is safe!**

### Health and Safety

Food Standards Agency:  
[www.food.gov.uk](http://www.food.gov.uk)

Catering advice for charity and community groups providing food:

<https://www.food.gov.uk/business-industry/caterers/food-hygiene/charity-community-groups>

Health and Safety Executive:  
[www.hse.gov.uk](http://www.hse.gov.uk)

Safer Neighbourhood department at your local police station:

[www.police.uk](http://www.police.uk)

### Road Safety

Road Running Course Measurement in UK: [www.coursemeasurement.org.uk](http://www.coursemeasurement.org.uk)

The Highways Agency is responsible for the road network in England: [www.highways.gov.uk](http://www.highways.gov.uk)

### First Aid

St. John's Ambulance: [www.sja.org.uk](http://www.sja.org.uk)

Red Cross Event First Aid:  
[www.redcross.org.uk/eventfirstaid](http://www.redcross.org.uk/eventfirstaid)

# SEND US THE MONEY YOU'VE RAISED

**Thank you so much for fundraising for us! Here is how to send us the money:**

**Online with BT MyDonate or Virgin Giving:** There are lots of advantages to setting up a fundraising page on BT MyDonate or Virgin Giving. Everything is done automatically and your page is directly linked to Learning for Life, so you don't have to worry about collecting people's money or details. Also you can add a personalised story, reasons for supporting Learning for Life, images and videos, which really brings your fundraising to life!

**By BACS:** You can use online banking to transfer money raised offline. Please include your name in the reference. Our details are as follows:

Bank: CAF Bank Ltd

Account Number: 00008829

Account Name: Learning for Life

Sort code: 40-52-40

**By cheque:** Send your cheque, made payable to Learning for Life UK Ltd, along with any completed sponsorship forms, to:

Learning for Life, 31 Theobalds Road, London, WC1X 8SP

## **Tell us about your activity**

Please don't forget to tell us all about your event or activity when you send us what you have raised! We'd love to know what you did, so we can say thank you and be inspired by your idea and use it to help others!

# CELEBRATING!

**You've done it! Now it's time to relax and celebrate your success by:**

**Thanking everyone** who supported you, including anyone who attended your event, or donated their money, time, services or products.

**Sending the story to your local media** along with any photographs to tell everyone how much you made. This can also often result in further donations.

**Encouraging others to get involved** and fundraise - now you can see just how easy it is to organise a fundraising event, encourage others to do the same.

**Thank you so much from the Learning for Life team for your support.**



# learning for life

give an education, change a life

Learning for Life is a registered Charity in England and Wales (1105277).

Address: Learning for Life, 31 Theobalds Road, London, WC1X 8SP

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