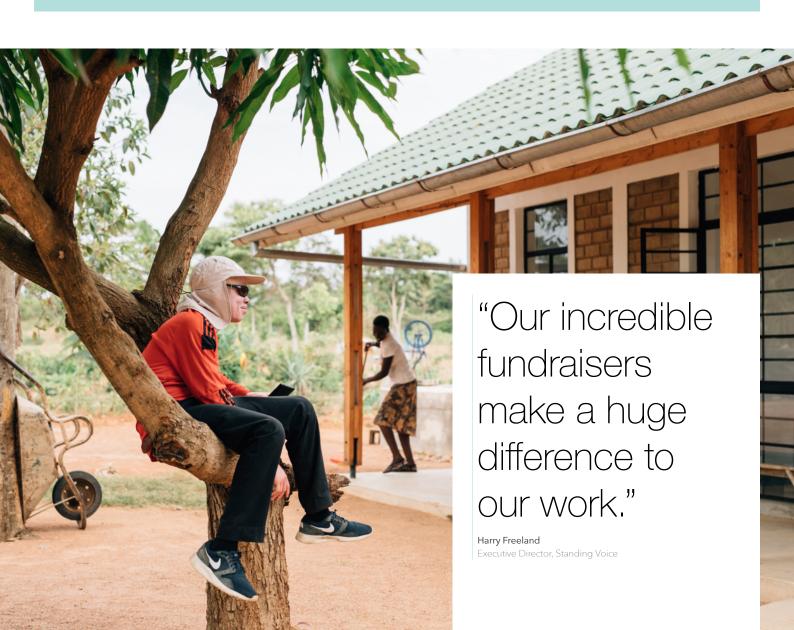
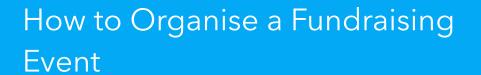


Thank You

Thank you for giving up your time to raise funds for **Standing Voice**. We are incredibly humbled and grateful for your support. In choosing to fundraise for **Standing Voice** you have become an integral part of our movement to **end human rights violations** against people with albinism in **Tanzania**. The funds you raise will help us deliver our essential programmes in **health**, **education**, **advocacy** and **community**. This short guide includes a list of fundraising ideas, advice on how to organise a fundraising event, and additional information to help make your fundraising successful!





Before you start, think very carefully about what you would like to do. The most important questions to ask yourself from the outset are 'what are my strengths and skills?' and 'how can I turn something I enjoy into a fundraiser?' The answers to those questions should inform your decision-making and help ensure your

fundraising is a success.

Step 1 Who, what, when and where?

Who will you be targeting for sponsorship and donations?

What will you be doing and why have you chosen that particular event? Share your ideas with those who know you well and can give honest feedback.

When do you plan to hold the event and why? Will you have enough time to plan properly? Does your chosen date clash with any other important events?

Where is the event to be held? Is the venue suitable for the activities that are to take place? Can your target audience easily access the venue? Is the venue free?

Making Your Event a Success

Step 2 Event planning

- What will your **fundraising target** be and how have you arrived at this figure? Be realistic but also ambitious, as you will almost certainly surprise yourself.
- Are there any **other ways to raise** additional funds on the day? What about a raffle or auction at your event?
- Identify what equipment and resources you already have and what you will need. Will costs be incurred? Do you have anyone who can help you? Can they provide any of your required resources for free or at low cost?
- Create a budget for your event to monitor your spending. Think creatively about how you can minimise costs. Pull in as many favours as you can!
- Take all health and safety, licence and permission considerations seriously. Do you need any licenses, first aid cover, or insurance?

Step 4 On the day

- Do you have a **team** ready to help and have clear duties for them all?
- Have you made contingency plans for any potential obstacles?
- Have an attendance list so you know who has supported you on the day.
- Do you have Standing Voice **information** and literature available for people to learn more about the cause you are supporting?
- Make sure you **thank** all supporters for attending, helping, and donating on the day.

Step 3 Promoting and publicising your event

- How can you attract your target audience to support you?
- Get anyone and everyone you know to help **promote** your event e.g networks of friends, family, colleagues past and present.
- Get in touch with **Standing Voice** so we can promote your event!
- Could you write a **blog** about your event?
- How about writing a press release and contacting local newspapers and radio stations?
- Are there any local 'What's On Guides' that you can advertise in?
- Publicise your event with all the social media channels that you use and keep people regularly informed with your progress.

Step 5 After the event

- Thank everyone who has supported you! Let them know how the event went, including pictures or videos if possible. Tell them how much you raised and what the impact of your efforts will be on Standing Voice's beneficiaries.
- Let us know how you got on and please send any pictures and videos as we love **celebrating** our supporters' amazing efforts.
- And last but not least ... don't forget to send in the money you have tirelessly raised. You can do this via online donations (<u>here</u>), cheques or BACS Bank Transfer. Please do not send cash! In any case, please contact us before making a decision.

Fundraising from A to Z

R

K

P

R





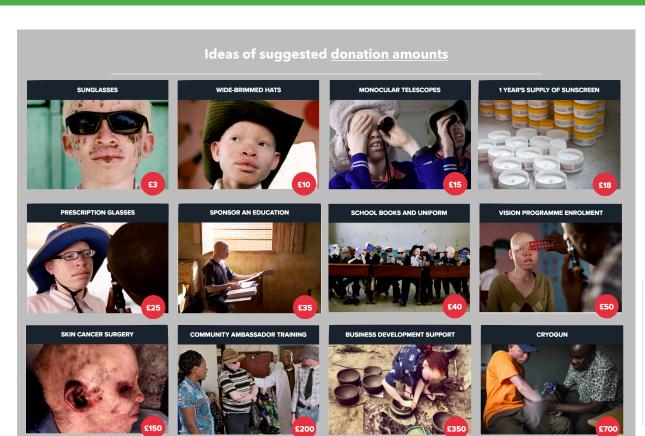
Fundraising Pack



Resources and Information for your Fundraiser:

- Our <u>website</u> is a great source of information! You can read in more detail about <u>albinism</u> as a condition as well as look further into how our projects work:
 - **Health:** Skin Cancer Prevention & Vision
 - Education
 - Community: <u>Umoja Training Centre</u> & <u>Tailored Support</u>
 - Advocacy: Global Advocacy & In The Shadow Of The Sun
- Our <u>newsletters</u> give a contextualised overview of Standing Voice and the success of our latest programmes throughout East Africa.
- You can also view a list of further <u>resources</u> and articles on our website that may be useful to your fundraiser, including:
 - Gift Aid Declaration Form
 - In The Shadow Of The Sun Poster
- Our social media channels may also be of use and a good way to stay connected with our latest work:
 - <u>Facebook | Twitter | Instagram | Vimeo | Exposure</u>
- Alternatively, try and connect people to our <u>donations</u> page!

Donation Guidelines



We also have a wonderful opportunity for volunteers to join us in the summer for a skills workshop, which you can find here. If you or anyone you know would like to get in involved, please fill out this form and send it to us at info@standingvoice.org.

For More Inspiration

As inspiration for your fundraising efforts, take a look at the stories of some of the amazing people we work with, whether they are beneficiaries of our programmes out in Tanzania, past volunteers, people who have put on fundraisers for us in the past, or supporters and partners of our organisation. If you would like to read more of these inspirational stories, please visit our Exposure page.

Beneficiaries of our Programmes:







<u>Vedastus</u> Risiki <u>Paschal</u>

Past fundraisers:







Magda Kate Deidre

We are Here to Help

You are never alone when fundraising for Standing Voice, as we are always here to help.

You are now part of our movement to defend the rights of people with albinism and we want to make sure you feel supported in your fundraising efforts.

We can help you with your JustGiving online donations page, and send you pictures of our work and beneficiaries for maximum impact. We are also happy to help you promote your fundraising efforts and events and provide you with Standing Voice literature and information e.g. leaflets, photos, videos, and information on our work that will help you communicate our cause. Just ask us to send these over when needed!

The Standing Voice UK team are always on the end of the phone to give you help and advice. Whether you need support with brainstorming ideas, event planning, publicity, donation collections, or anything else for that matter we will always work with you to ensure your fundraising is a success!

Standing Voice Arch 3 Fieldworks 274 Richmond Road London E8 3QW United Kingdom

02072494111

info@standingvoice.org

