



# Fundraising Toolkit



We provide long-term care for more than 60,000 children in our 444 SOS Children's Villages in 124 countries around the world. The villages are made up of family homes where SOS Mothers provide the love, guidance and security the children need for their sound development. Our additional facilities at the SOS Children's Villages as well as outreach programmes help almost 1 million more children and their families in the surrounding areas. These include family tracing programmes for child soldiers, community nurses for child-headed families affected by HIV/AIDS, counselling, hot food, clothing and advice for street children and safe shelter for unaccompanied children following natural disasters like the Asian tsunami.

SOS Children is a non-governmental and non-denominational organisation, funded mainly through voluntary donations. In order to continue to provide long-term loving care for orphaned children around the world we rely on the generosity of our supporters and ongoing fundraising activities across the UK. Read onto find out how support the work of SOS Children through fundraising.

## **Contents:**

2. A – Z of Fundraising
3. Events
4. Sponsorship/  
Charity Challenges
5. Sponsorship Form
6. Publicity and Press
7. The Finances
8. Return Form

SOS Children is the working name of SOS Children's Villages.

Reg. Charity Number: 1069204



**SOS Children's Villages**  
the world's largest orphan charity



# A-Z of Fundraising Ideas

**Afternoon tea – put the kettle on and bake up a storm!** Aerobics marathon...As new sale... Auction...Art exhibition for local artists

**Bike ride – get sponsored and choose a scenic route...** Barn dance...Balloon rides...Baked bean bath...barbecue...Bingo evening

**Car boot sale – cash in on your unwanted belongings** Coffee morning...Carol singing... Cricket match...Concert...Coconut shy

**Dinner party – entertain your friends for a donation** Duck race...Disco...Darts tournament... barn Dance...tea Dance...Drama....Donation in lieu of birthday presents.

**Easter egg hunt – play an edible version of hide and seek!** Eating marathon...sponsored Eyebrow shave...Evening of Entertainment

**Football tournament – your local community cup!** Face painting...sponsored Fast... Fireworks...Film evening...Fancy dress...Fine box.

**Golf day – pay to play during the day and donate at dinner!** Garage sale...Garden party... Guest speaker...Games night.

**Head shave – the end to bad hair days!** Halloween party...Hoopla...Home-made jam or cakes...Holly wreaths

**International evening – dinner, dances and songs!** Inflatable bouncy castle...Ironing marathon...Indoor craft market...

**Jailbreak – fastest team to find their way home wins!** Jazz festival – play your own or stage local musicians...Jazz quiz

**Karaoke – your own personal Pop Idol contest**  
Entry fee and prizes for different categories... sponsored scarf knitting

**Line dancing evening – get a caller and away you go!** Left-handed day...London marathon...

Local amateur dramatics

**Medieval evening – meade and jousting anyone?**

Marathons...Mini Olympics...Mothering Sunday-lunch...Mile of pennies...Murder Mystery party.

**New year's resolutions** – get sponsored and stick with them!

**Outward bound – go on a climbing, hiking or camping trek** Open garden...Offering refreshments...Opera night...Orange juice stall

**Pub quiz night – pay to test your general knowledge** Pancake race...Paintballing... Playstation Play-off...Pantomime...Party

**Race night – place your bets in aid of SOS!** Raffle...sponsored Ramble...Refreshments... Recycling collections

**Swear box – at work or at home - £1 for every \$!@\*£!** Skydiving...Scavenger hunt...Shave the balloon...Sponsored silence....Street party

**Tennis Tournament – rival Wimbledon at your local club** Treasure hunt...Tombola...Ten-pin bowling...Tuck shop...Talent show

**University students** – put on a buffet lunch near lectures

**Vegetarian for a week** – learn to love greens!

**Win a day off work raffle** Wine tasting competition – test your tastebuds!

**Xmas card stall** – sell our range of cards or make your own!

**Yuletide party** – mince pies and mulled wine

**Zodiac evening** – invite an astrologer to give horoscopes

**Can you think of any other ideas? Tell us about them. Call Caroline on 01223 365589 or email [caroline@soschildren.org](mailto:caroline@soschildren.org)**





# Fundraising Events



Sinem Gocman organised an SOS day at her work place Specsavers in Edmonton, London, at which £1 from every eye test was donated to SOS Children. Cakes/scones/popcorn were sold outside the shop and children could donate to get their faces painted. The local press came along to publicise the event and it was featured in the Specsavers Magazine. She raised an amazing £178!

## Before the event:

- ◆ Do something you will enjoy and keep it simple.
- ◆ Think about where you are going to hold the event – seek advice from your local council about health and safety/licences/first aid requirements
- ◆ Get other people involved – it is so much more fun when you are part of a team. Make sure everyone knows what tasks they are responsible for and agree a realistic timetable.
- ◆ Think about who you want to invite or get involved – how many people do you need to make it a success?
- ◆ Have a contingency plan. For instance, if it rains and it is an outdoor event what are you going to do?
- ◆ Keep track of your finances – see our ‘money’ section on page 7.
- ◆ Timing – be careful when you pick your date and time, make sure you’re not clashing with a local or national event like the FA Cup Final.
- ◆ Successful fundraising needs good publicity – see the ‘press and publicity’ section on page 6.

## During the Event:

- ◆ If you need a float make sure you have plenty of small change.
- ◆ Take lots of photographs.
- ◆ If people make donations don’t forget to ask them to sign the gift aid form.

## After the Event:

- ◆ Make sure you thank everyone who helped and came to your event.
- ◆ Keep a record of all the contacts you made during the event.
- ◆ Send the money you raised to SOS Children with the form on page 8.



Kettlefields Primary School organised a cake sale using ingredients from around the world. The money they raised from the day was used to sponsor a Child’s Village in Malawi.

## Some tried and tested fundraising Ideas:

**Schools** - non-uniform days, talent/fashion shows, library fine boxes, sponsored events.

**Companies** - win a day off work raffle, donate an hour’s pay, charity challenges.

**Community groups** - coffee mornings, jazz nights, tennis tournaments.

**Individuals** - car boot sales, wine tasting, collections.

## How SOS Children can support you:

- leaflets/newsletters
- posters
- t-shirts
- SOS bunting
- collecting tins
- collecting envelopes
- sponsorship/gift aid forms
- speakers
- help with press releases
- advice and support

**Contact Caroline on 01223365589 or [caroline@soschildren.org](mailto:caroline@soschildren.org)**



# Sponsored Events & Charity Challenges

## UK Challenges

SOS Children has places in the **British 10km** and the **London Triathlon** in July/August. Check out [www.thebritish10klondon.co.uk](http://www.thebritish10klondon.co.uk) and [www.thelondontriathlon.com](http://www.thelondontriathlon.com) for more information about the events. If you are interested in getting involved contact the SOS office.

We are on the waiting list for the London Marathon and the Great North Run. However, if you already have a place in these or any other challenges and would like to do it for SOS Children we would love to hear from you.



Johnny Chatterton did the Mont Blanc half Marathon in June 2006 raising over £600!

## Overseas Challenges

You can climb Kilimanjaro, trek the Sahara or cycle from London to Paris for SOS Children by signing up for an Open Charity Challenge. Lots of different companies run not-for-profit trips on behalf of SOS Children.

[www.discoveradventure.com](http://www.discoveradventure.com)  
[www.charitychallenge.com](http://www.charitychallenge.com)  
[www.acrossthedivide.com](http://www.acrossthedivide.com)  
[www.worldexpeditions.co.uk](http://www.worldexpeditions.co.uk)

**Contact Caroline on 01223 315667 or email [caroline@soschildren.org](mailto:caroline@soschildren.org)**

## Top Tips:

- ◆ It is best to ask people for sponsorship face to face, but phone and email are also good. Perhaps your friends and family can also pass your sponsorship form around.
- ◆ Ask your employer to match the amount you raise. This is tax efficient for them and can double the amount you raise.
- ◆ Always try and get a generous donation at the top of your sponsorship form. Other people are likely to follow their lead!
- ◆ If you need a letter of authorisation for your event please contact **Caroline on 01223365589 or [caroline@soschildren.org](mailto:caroline@soschildren.org)**

**Sponsored events** come in all shapes and sizes. You might want to organise a sponsored spell at school, run a marathon or walk the Great Wall of China.

**Sponsorship forms:** Please find a sponsorship form on page 5 of this pack. You can photocopy it if you need more copies. If the person sponsoring you is a UK taxpayer, SOS Children can reclaim the tax you have paid on your donations. This increases the donation by almost a third at no extra cost to you or the sponsor. Just get them to tick the gift aid box on the sponsorship form.

**www.justgiving.com** is a simple and effective way for supporters to generate event sponsorship. It is an online version of a sponsorship form. You can create your own page free online and add text about your event with a picture. SOS Children is registered with Just Giving so some standard information about our charity is added automatically. You then simply email the link to friends, family and colleagues who can donate securely on line. The donations and gift aid are paid automatically to SOS Children.



The boys of St Bedes, Worth School in West Sussex, did a sponsored row all the way to Botswana, over 8000km. Between then they raised over £10,000 for SOS Children's work in Botswana.

**£12.50 pays for a nurse to visit an HIV/AIDS affected family for a whole year in South Africa. She will provide the families with advice, care and health education.**





# Publicity and Press

Successful fundraising needs good publicity. If people don't know about the event they won't come. It is also a great way of spreading the word and getting more people involved in supporting the work of SOS Children.

## Local media

A really great website for getting a list of media contact details for your area is [www.mediauk.com](http://www.mediauk.com). Put your geographical area in the search box in the left hand corner of the homepage and up comes a list of magazines, newspapers, radio and television stations serving your region.

It is a good idea to develop a positive relationship with a member of the news desk at your local paper, radio and television station.

Most local media are looking for stories to fill their time and space — if you give them a good story and a photograph they'll be pleased to feature it.

## Local networks

Can you involve a celebrity or the mayor? A locally respected person always helps attract more people.

It is worth shouting about your fundraising activity in cafes, shops and other busy places using flyers and posters.

Another good way to advertise your event is on local websites. The BBC has great local websites — check out this one for Cambridge:

<http://www.bbc.co.uk/dna/actionnetwork/C24377>

Here is another example of a community website from Leicester:

<http://www.leicesterontheweb.com/mynews/news/default.asp>

Find the websites for your area and post information about your event.

## Posters and flyers

- ◆ Remember to cover **Who, What, Why, Where When**.
- ◆ Keep the information clear and concise.
- ◆ Ask a local business to photocopy or print your publicity for free in exchange for a small acknowledgment on the bottom of the poster.
- ◆ Remember to include our **registered charity no. 106924** on all publicity.
- ◆ The main type face we tend to use is Ariel.
- ◆ Our main strap line is 'The world's largest orphan charity'.
- ◆ If you need a copy of our logo please get in touch with the office.

## Press releases

- ◆ It is a good idea to phone news desks before and after sending the press release.
- ◆ Make sure you cover **Who, What, Why, Where, When**.
- ◆ Include a quote. This could be from SOS Children commenting on our work. Alternatively you might want to comment on why you got involved in supporting SOS Children.
- ◆ Do include the previously agreed (with SOS Children office) statement of project (s) for which funds will be raised.
- ◆ Do include the standard paragraph explaining who we are:  
SOS Children's Villages provides family homes for children who have no one else to care for them. We currently care directly for 60,000 orphaned or abandoned children in 444 unique children's villages in 124 countries around the world. Almost 1 million people also benefit from SOS outreach programmes, which include nurseries, schools as well as medical and social centres. SOS Children's Villages also runs emergency relief programmes in situations of crisis and disaster and continues to support families in Pakistan and tsunami-affected countries.
- ◆ Remember to include a contact name for more information about the event and the contact details of SOS Children, St Andrew's House, 59 St Andrew's Street. Cambridge, CB2 3BZ (T) 01223 365589 (E) [enquiries@soschildren.org](mailto:enquiries@soschildren.org)





# The Finances

## How would you like to support us?

- ◆ You can make an unrestricted donation to SOS Children and we will spend the money where the need is greatest is at that time.
- ◆ You can support our work in a particular country, village or on a particular issue. For more information about how and where we work please go to our website at [www.soschildrensvillages.org.uk/sponsor-a-child/sponsorship-directory/](http://www.soschildrensvillages.org.uk/sponsor-a-child/sponsorship-directory/) If you are interested in supporting a particular project please contact the SOS office.
- ◆ You may be interested in using the money raised to sponsor a child or village. For more information about sponsorship you might want to visit our website [www.soschildrensvillages.org.uk/sponsor-a-child/](http://www.soschildrensvillages.org.uk/sponsor-a-child/)

## Expenses

All costs incurred when setting up an event, including publicity, are legitimate. You should try and keep a accurate record all costs claimed against an event and wherever possible receipts. Personal costs incurred in setting up an event, such as phone calls and travel costs are legiti-

mate, but no remuneration other than these should be claimed. You can cover the costs of the event out of the income generated at the event.

## Money matters

Cheques can be made payable to SOS Children's Villages, SOS Children or World Orphan Week. Please return you money along with the completed form below to:

SOS Children  
St Andrew's House  
59 St Andrew's Street  
Cambridge  
CB2 3BZ

Every UK tax payer can increase the value of their gift by almost a third at no extra cost by signing a gift aid form. SOS Children can then reclaim the tax paid on the donation. Please remember to get anyone who makes a donation at your event to sign a gift aid form. These are down loadable from the website.

If you have any questions please do not hesitate to contact **Caroline** on **01223 365589** or email [caroline@soschildren.org](mailto:caroline@soschildren.org)



**Thank you!**



# SOS Children's Villages

the world's largest orphan charity

Please return this form along with your cheque/s to:

SOS Children  
St Andrew's House  
59 St Andrew's Street  
Cambridge  
CB2 3BZ.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Type of Event: \_\_\_\_\_

Amount Raised: \_\_\_\_\_

Is the money for a particular village/country/project? \_\_\_\_\_

I've enclosed photographs of \_\_\_\_\_

Learning points or tips for others? \_\_\_\_\_

Did you receive the support you needed from SOS Children's Villages? \_\_\_\_\_

Is there anything else you would like to tell us? \_\_\_\_\_