



Fundraising for Build Africa

build-africa.org



Incredible people like you are transforming schools in rural parts of Africa, making them safe, healthy and inspiring places to learn.



Thank you so much for choosing to fundraise for Build Africa. You're now part of one amazing community of supporters: **#TeamBuildAfrica**

The money and awareness you raise will mean more children in rural Africa can go to school and get the opportunities they deserve.

Fundraising can be a challenge, but it can also be extremely rewarding and very, very fun. This pack is bursting full of tips and ideas to make your fundraising a huge success.

If you have any questions or need any help with your fundraising, please contact our team by emailing events@build-africa.org.uk or by calling **01892 519 619**.

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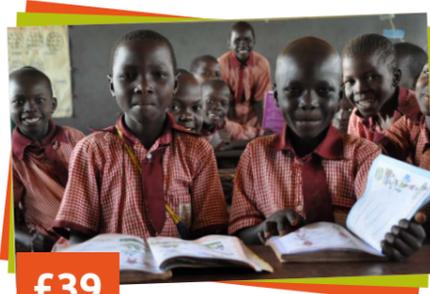
"As ever, I'm raising money for Build Africa who I have been supporting for over 20 years. Last year took my total to over £70,000 ... and I'm still running." Richard, fundraiser

Every child in school. Every child learning

Build Africa believe in the power of education to help end poverty. We work to give children the education they need and fight the inequalities that stand in their way.

We partner with remote and rural communities where children are leaving school without vital basic skills. Our unique approach helps parents and teachers to create sustainable, effective schools and to nurture their children's learning.

Our vital education work can only happen because of people like you. Your time, energy and passion help make the ambitions of children in rural Africa unstoppable. For more info, visit www.build-africa.org/what-we-do/our-approach



£39

could provide a 2-seater desk with seats creating a clear, safe workspace for children to learn, giving them the chance to concentrate on their education.



£75

could provide 60 curriculum-based literacy and numeracy books for a classroom of children desperate to learn.



£100

could provide solar power to a classroom to supply off-grid electricity for lighting, heating and internet connectivity, engaging students and empowering them with digital skills.



£506

could provide a school block with a vital water supply which keeps children clean, hydrated, happy and healthy.



£1,114

could provide a new water tank for a whole school, ensuring children stay hydrated, healthy and happy during their school day



£2,557

could provide 5 pit latrines in a school which would serve 250 children, helping prevent the spread of diseases, and offering girls dignity and privacy which directly improves school attendance.

Getting started

From bake-sales and bingo nights to head-shaving and leg-waxing, dress-up-days at school or dress-down days at work, whatever you're planning we'll support you every step of the way.

Everything you need to kick-start your fundraising is right here including how-to guides and tips on publicising your event. We've also got resources like posters and sponsorship forms on our website, ready for you to download.

Research your idea

Think about who you'll be asking for donations and what sort of activity will appeal to them. Talk to family, friends, colleagues and neighbours about your plans and get them to help you with ideas.

Talk to your potential supporters

Tell your friends and family you're fundraising for Build Africa and find out what kind of support they might be able to give you (i.e. perhaps they can donate a prize, help you with a venue or equipment, print tickets, or help with publicity).

Make a plan

Think about how much you want to raise and start planning. The earlier you begin planning, the easier your fundraising will be.

Draw up a to-do list with dates to complete tasks, and, depending on your event, a budget to keep you on track. Please don't plan to spend too much money as this not only puts pressure on you but will result in less fundraising at the end.

Decide what you're going to do and when you're going to do it. Set yourself realistic deadlines and review your progress regularly to make sure you're on track.

Get started straight away

The sooner you start telling people, the more money you can raise!



If you have any questions or need any help at this stage, please contact our fundraising team by emailing events@build-africa.org.uk or by calling **01892 519 619**.

Get sponsored

Asking people to sponsor you can be a quick and easy way to reach your fundraising target. Here are some simple but super effective tips:

Ask everyone

Explore every opportunity and get everyone involved. Challenge your friends and family by suggesting an amount to donate. Involve your local community – the pub, football club, your gym or groups such as The Scouts or Girl Guides.

Go online

The easiest way to collect sponsorship money is online. Set up your own fundraising page (see page 10 about how to do this) and make the most out of your fundraising.

The “old fashioned” way

Pass our sponsorship form around the office or your friends and family. Always put the most generous sponsor at the top of your form to encourage others to match them. Remember to send us your form once you have collected the money as well, so we can add Gift Aid to the donations.

Gift Aid

Thanks to Gift Aid, tax can be claimed back on all your qualifying donations – adding an extra 25p for every £1 received. So, if you raise £100 we can increase it to £125!

Adding Gift Aid is easy. You just need to ask sponsors to read the Gift Aid statement and, if they're eligible, tick the box on the sponsorship form and complete their home address with a postcode. Gift Aid doesn't count towards your minimum sponsorship pledge but is a huge bonus for the charity.

For donations to be eligible, a sponsor must be a UK taxpayer and have paid as much in income or capital gains tax as they are donating to you.

Sadly, we can't claim Gift Aid on company sponsorship or where a sponsor has received goods or services (such as a ticket to an event) in return for their donation.

Fundraising at work and matched-giving

The best company to ask for sponsorship is the one you work for.

They may even agree to match the amount you raise up to a certain level through their Corporate Social Responsibility scheme. If they don't, they could still sponsor you with a one-off donation.

Don't forget to share your fundraising message with your colleagues so you can get all departments or sites involved. This can be as simple as adding a fundraising message to your email signature.

Think about approaching suppliers or clients you work with, or that your friends and family deal with. But, always make sure you get permission to approach them from whoever manages the relationship.

Let them know what publicity you can offer them in return for their support or offer them the chance to give something other than sponsorship – such as donating a raffle prize.



**Fundraising is easy
when the cause is
so amazing.**

Every child in school. Every child learning.



Inspirational ideas

There are so many ways you can raise money. The only real limit is your imagination. Whether you're a runner, a knitter, young or old, take inspiration from these fundraising ideas!



Office fun-raising

- National lottery bonus ball challenge: Get colleagues to pay per balls between 1–59; two bonus balls drawn on Tuesday's draw = two winners splitting the takings, less a donation to Build Africa. Rollover weeks increase the winnings!
- Walk, run or cycle to work: Donate your fare or fuel money for a week by taking the scenic route to work on foot.
- Guess the baby: Ask everyone in your office to send you a baby photo of themselves. Charge colleagues to guess which baby is who. The most correct guesses wins a prize.
- Guess the time: sweepstake the exact time (hour, minute, second) of when an office baby is born, or how long it takes for a colleague to complete a time-challenge (marathon, cycle).



Solo challenges

- Shave your head: Ask people to sponsor you to get your hair cut short or shaved off entirely.
- Eco fines: Raise money and save the environment too! A penalty fee for every time you, friends or family forget to turn off the light, leave a computer running or forget to recycle.
- Ditch your fix: Collect and donate the money you would normally spend on your morning coffee or your favourite snack.
- Pop-up shop: Open a pop-up shop on eBay, Facebook or in your own home. You could sell cards, hampers or even your own homemade crafts, then donate the profits.
- Sell a service: Ask for donations in exchange for your time – you could make the teas, mow the lawn, babysit, or charge for lifts.



"Fundraising is an amazing thing that makes a real difference to the lives of so many young people in rural Africa." **Matt, challenge event fundraiser**



Challenges for kids

- Helping hands: Do pocket money chores in exchange for donations for Build Africa.
- Goal!: Hold football-themed challenges, such as keepy-uppy or consecutive goal scoring and get sponsored £1 for every completed challenge.
- Donate the money you would have spent on your after school snack for a whole month.
- Teddy bear picnic: Invite your friends (and their teddy bears) to a picnic. £1 for every invitation.



At school

- Silence is golden: Get the teachers to do a one minute silence a day for a week.
- Squeaky clean: Get the students to clean their teachers' cars at lunch time at £5 per car.
- African colours day: Wear your own black, green, red and/or yellow clothes for a £1 donation, or face a fine of £2.
- Bag packing: Ask your local supermarket if you can hold a bag packing day for Build Africa.
- Money buckets: Collect money in Build Africa buckets after your school assemblies, concerts or plays.



Challenges for friends

- Charity quiz night: Host a quiz night at home or in your local pub.
- Board game challenge: Get 10 teams of four to pit their wits against each other in a series of well-loved board games with each team pledging £10 to sign up.
- Challenge local clubs and groups to a 1,000 challenge – picking any activity and linking it to 1,000 (e.g. 1,000 star jumps, 1,000m relay swim, 1,000 people holding hands).
- Blast from the past: Hold an old-school style sports day with friends and their families. Don't forget to include a bean-bag toss, sack-race, three-legged race and egg-and-spoon race.



Get sporty

- Go trek: Challenge yourself to a 100km walk – get sponsored per km or per day.
- The Tour Team: Get cycling with a group of friends on a road trip of a lifetime.
- How far can you go: Set your own swimming tag team and see how many lengths you collectively manage?
- Fly your flag: Host your own mini Olympic Games and collect donations for participation.

Whatever activity you decide to do we can send you fundraising materials like balloons and collection tins. Just contact us with your requirements at events@build-africa.org.uk

Online fundraising

Online fundraising is an easy, cheap and fast way to raise money! By far the best way to collect sponsorship, it gives your friends and family a secure way to donate to you.

It's all collected in one place, so you can monitor your fundraising target, while all the money you raise will automatically be transferred to us at the end of your campaign – so you don't have to do anything afterwards. In fact, more money is raised this way than with the traditional paper sponsorship form.

Setting up your fundraising page

You may already have an online account set up which is great. Create a new event and away you go!

If you haven't set up an fundraising page, we recommend using Virgin Money Giving. Make this one of the first items on your to do list!

If you are already registered with Virgin Money Giving, sign in with your login details and jump to Step 3. If not, you'll be required to create an account at this point.

Creating a fundraising page is easier than you might think - just follow the simple steps below:

1. Go to <http://bit.ly/BuildAfrica> VirginMoneyGiving and click on 'Start fundraising'
2. Enter your name and contact details.
3. Complete 'What is your fundraising challenge' by either
 - creating your own
 - searching for an organised event and selecting it.(If your event isn't listed click on 'Doing something else' and manually enter it)
4. Search for your charity: type 'Build Africa' into the charity box and select.
5. Answer the question about whether or not Build Africa is contributing to your event costs (this determines if your donations are eligible for Gift Aid).
6. Tick if you are happy to be contacted by Build Africa (remember: we can support your fundraising with t-shirts, vests and promotional materials).
7. Upload some photos - it is proven it will encourage people to donate if they can see you.
8. Set your fundraising target.
9. Share your story – add photos, videos and stories to bring your challenge to life. Talk about Build Africa's work and why you've chosen to support us – make it personal.



Making the most of your fundraising page

Email everyone in your address book. Your page will have a unique web address so send it to everyone you know and ask them to make a donation. Remember, people are busy and you might have to ask them more than once.

Share your page. Post a link to your fundraising page on Facebook and Twitter. You can also add a link to your fundraising page on your own website or blog if you have one.

Don't forget to write a personal 'thank you' that will automatically be sent to everyone who sponsors you.



Publicise your event

Publicity is a key element of successful fundraising. The more people who know you are doing something amazing for Build Africa, the more support you can potentially receive.

In your publicity, it can be helpful to explain the difference your fundraising is going to make to the children in rural Africa, so please do refer to the What We Do pages on our website for more information.

If you want to publish something, either in print or digitally, make sure you use some great high resolution photos and make it newsworthy, original and interesting!



Shout about it

You are doing an amazing thing – be proud! Don't be shy in shouting about what you're doing and why.

- Contact your local press to get the word out and your community involved.
- Download our **press release** template – just add the details of your event.
- Add a line about your challenge to your email signature (you can include our logo and a link to your online fundraising page).
- Text or call your contacts who may not be on social media.
- Put a collection box in your office reception along with a poster.
- Don't forget to share stories and photos after the event. This can be just as powerful.
- Keep in touch and share your fundraising journey with us so we can support you.



Go social

Remember – the people most likely to donate are your friends, so social media is a great place to start telling them what you’re doing.

Using Facebook, Twitter, Instagram and LinkedIn is a great way to spread your fundraising message online. And, it’s free!

Top tips:

- Share your fundraising page with friends and family, and tell them why you’ve chosen to support Build Africa.
- More visits come to VirginMoneyGiving pages from Facebook than any other social media, so remember to update your status regularly.
- If the link you want to share is too long, use a service such as bit.ly to shorten it.
- Post photos or videos of your training or preparation online.
- Thank everyone who donates with a quick social media shoutout.
- Be social! The most engaging posts online are the ones that make your followers laugh or get them to think. Don’t be afraid to have fun with your fundraising.

Feel free to use these readymade hashtags:

I’m on

#TeamBuildAfrica! Help me transform lives!

#BuildAfricaHero needs your help!

#UltimateChallenge

#EpicChallenge

#ChallengeOfALifetime

#IncredibleFundraisingChallenge

#Fundraising

#EveryChildInSchool

#EveryChildLearning

Remember to follow Build Africa and tag or mention us so we can see what you are doing and say thank you.

 www.facebook.com/buildafrica

 [@BuildAfrica](https://twitter.com/BuildAfrica)

 [@BuildAfrica](https://www.instagram.com/BuildAfrica)

 www.linkedin.com/company/build-africa

The legal bit

Thank you for all you are doing to support Build Africa.

Your safety and wellbeing is our priority, so with this in mind, please follow these fundraising guidelines and ensure you adhere to all laws and health and safety regulations when organising and holding your event.

Liability

Please make it clear that you are fundraising in aid of Build Africa and that your activities are not representative of, or organised by the charity. Build Africa cannot accept any responsibility for your event or anyone who participates in it. We advise that all fundraisers seek advice regarding public liability insurance if your event involves the general public. Most venues will have their own insurance, but you need to protect yourself and your audience. There are a range of companies available to provide this. Contact us if you require further information on this at events@build-africa.org.uk

The Health and Safety Executive has further information on how to ensure your event is organised efficiently and safety at <https://www.hse.gov.uk>

All promotion of your event should clearly state whether all funds raised at the event will go to the Build Africa or whether any money will be used to cover any costs, e.g. “Ticket price of £20 will cover dinner and entertainment and fundraising on the night via raffle and auction will raise money for Build Africa.”

Licenses

You may also require special licences from your local council to sell alcohol or if you are planning on having any sort of entertainment (music and dancing). Licenses are normally free for events with charitable purposes.

If selling food, contact the Environmental Health Department at your local council for advice. Every person involved with food preparation and serving must have a basic understanding of food hygiene.

Cash collections

The legal minimum age for the public collection of money is 18 years old in London and 16 years elsewhere.

All street collections or collections on public property will need to be registered with the local authority and the police, who will issue a collection licence.

Those on private property will require the permission of the property owner/manager. We will need to see a copy of this license/permission before issuing you with charity collection boxes or buckets.

Please do not conduct any door to door requests for donations or sponsorship in aid of Build Africa. These require a license from local authorities and we do not support this activity.

Raffles and lotteries

There are strict laws relating to raffles and lotteries and in some cases a licence from your local authority is required for a public lottery or raffle.

Private lotteries and raffles do not need to be licensed as long as tickets are sold to friends and family, members of a club or organisation, or to staff within a workplace.

Raffles held at social events do not need to be licensed as long as the raffle is not the sole reason for the event, tickets are only sold on the premises and the winners are all drawn and announced at the event.

Raffle or lottery tickets must not be sold by, or to, anyone under 16 years.

To make sure your raffle is legal and as successful as possible, please take a moment to read guidelines from the Gambling Commission at <https://www.gamblingcommission.gov.uk>

Child safety

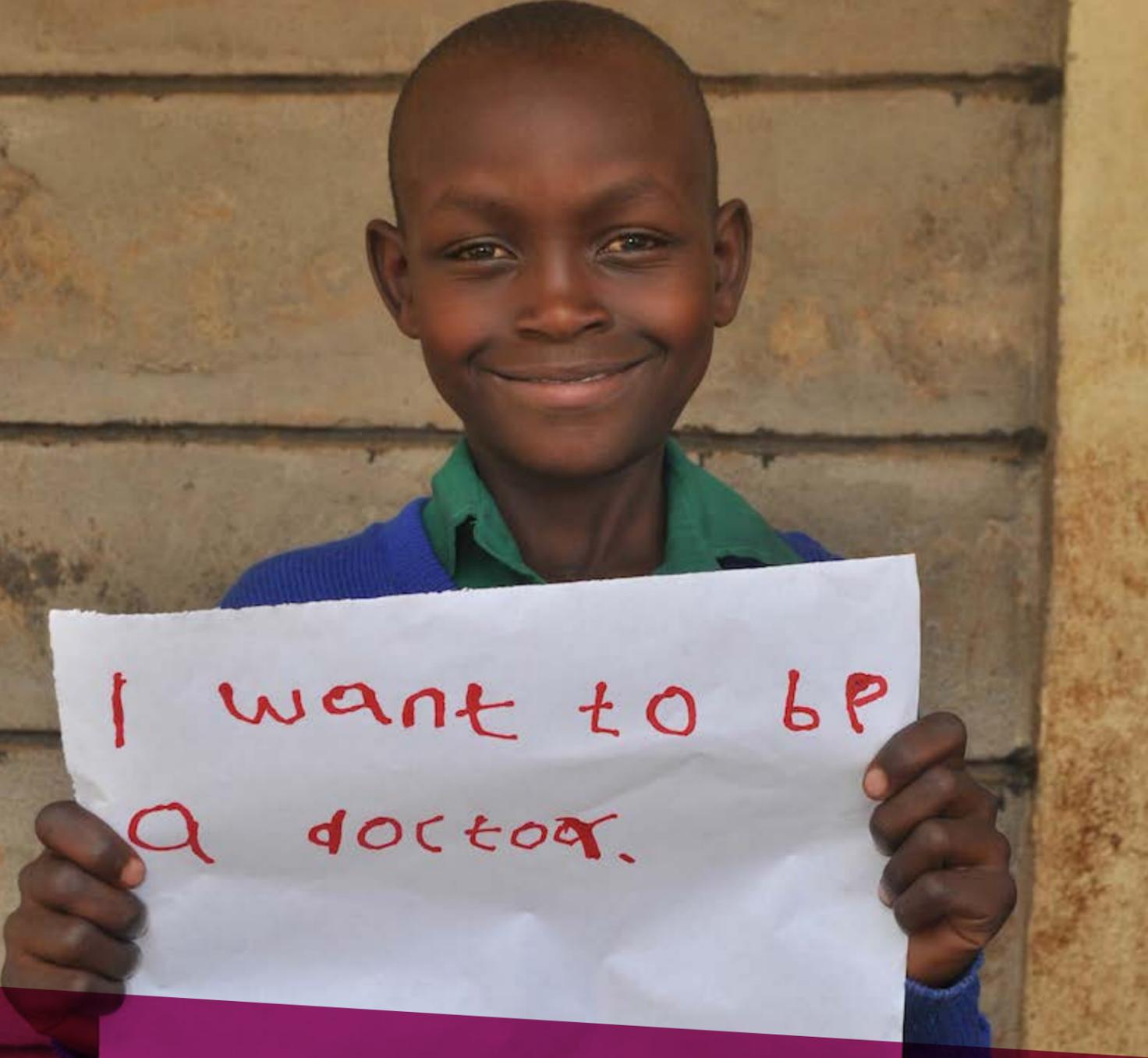
Ensure that your event is properly and adequately supervised. Where children are involved, this should include providing proper adult supervision and carrying out appropriate background checks if adults are to have unsupervised access to children.

Useful resources

If you need any further information, please refer to the Fundraising Regulator Code of Practice <https://www.fundraisingregulator.org.uk/code>

If fundraising outside of the UK please check your local fundraising laws and best practice guidelines.

Contact us for any further advice at events@build-africa.org.uk or on **01892 519 619**



Let's make the ambitions of children in rural Africa unstoppable.

Every child in school. Every child learning.

build-africa.org

Registered Charity No. 298316.



Build Africa branding guidelines

Build Africa is recognised by our logo and so it is important that it is used correctly and consistently.

Please follow the guidelines below when using the Build Africa logo to promote your event or fundraising. Please request approval of any promotional material from the fundraising team before it is printed, distributed or shared with the public by emailing events@build-africa.org.uk

- Always use the original Build Africa logo which you can download from our website. Do not change the colour or add any words to it.
- The Build Africa logo should never be smaller than 13mm in width. Do not animate, rotate, stretch or crop it. Do not add effects such as shading or outlines to the logo.
- The Build Africa logo should not be placed on a complicated background. If it cannot be placed on a plain white or orange background, always ensure that it is placed on a background that contrasts suitably with the orange outline of Africa.
- Always leave clear space around the Build Africa logo to ensure that there is a marked differentiation between our logo and other elements on the page. The clear space is determined by the height and width of the A in Africa.

Download the logo from our website:



Build Africa wording

We've also include some standard wording about Build Africa that you can use when talking with your friends and family about the difference your fundraising will make. You can cut and paste this into your social media posts too.

Build Africa believe in the power of education to help end poverty. They work to give children the education they need and fight the inequalities that stand in their way.

Build Africa partner with remote and rural communities where children are leaving school without vital basic skills. Their unique approach helps parents and teachers to create sustainable, effective schools and to nurture their children's learning.

Build Africa help vulnerable children in Africa get the right infrastructure, teaching and family support so they can get the most from their time at school and go on to lead productive, healthy and happy lives.

Every child deserves a good education.



Education has the power to transform a child's life, give them a more prosperous and healthy future, and help their entire community beat poverty and inequality. Put simply, an education can change everything. Your fundraising will help give every child the opportunities they need and make sure that nothing stands in their way.

Thank you and good luck!

For more information or support please contact the fundraising team at events@build-africa.org.uk or **01892 519 619**.

build-africa.org

 **Like us on Facebook**

 **Follow us on Twitter**



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