



wasteaid Fundraising Toolkit

Thank you for choosing to raise money for WasteAid. Your money will directly help people in the poorest countries to deal with waste in their local communities – improving their environment, health and income.

Running a fundraising event is fun and doesn't need to take up too much time. Follow our simple steps, and good luck!

1. Choose your fundraising activity

You might want to brainstorm ideas with friends or colleagues to decide on what will work best. There are lots of tried-and-tested ideas, such as sponsored walks, bake-offs and quiz nights, as well as some well-suited to fundraising for WasteAid – why not add a litter-pick in to your sponsored jog? This is your opportunity to get creative and choose something that will spark people's imaginations.

2. Decide when and where

The more time you have to prepare (and get sponsorship), the more successful your event is likely to be. Try to avoid clashing with other popular events, and if you're inviting people it's a good idea to stick to weekends or evenings when people have more spare time.

If you need to book a room or hall, don't forget to mention it's to raise money for WasteAid – some venues will offer discounts for charities.

3. Get a team together

Ask friends and colleagues to help with the organising and running of the event. The more people you can involve the better, and it means you don't have to do all the hard work yourself. Find out what people's skills are – an artist could design the poster, people could bake cakes or make souvenir stickers, maybe there's a budding photographer who could take some great photos (don't forget to share them with WasteAid), and finally someone needs to be responsible for collecting and paying in the money.

4. Set a target

Decide how much you want to raise and work out different ways to collect money from people. You might want to charge an entrance fee, for example, and then sell refreshments alongside. If your fundraising plans are longer than a one-off event, why not create a poster with a fundraising thermometer, showing people how quickly you are moving towards your target.

Some businesses will match-fund the amount you raise, so it's worth asking your employer or local businesses if they'd like to help out.

5. Promote your event

Posters in local shops, doctors' surgeries and the post office are a good place to start as lots of people will see them. Social media also makes it easy to get the word out – you could create a Facebook event, a twitter hashtag – don't forget to link it through to @WasteAid! Emailing your contacts and writing a small article for the local newspaper are also good ways to raise awareness, and support, for your event. Always mention that WasteAid is a registered charity.

6. Be safe – and legal

If you're planning a raffle as part of a bigger event then you won't have to register it with your local authority. Tickets must be sold at the event, and the draw needs to take place at the event too. The raffle organiser isn't allowed to win any prizes or have any other kind of benefit from the raffle.

If you are planning on selling food or alcohol at your event you may need permission from your local authority so it's best to check with them first.

If there are under-16s at the event, they cannot sell raffle tickets, and people must not take or use photos of under-16s without their parent's permission. If you are under 16, ask your parent to contact WasteAid before you begin any fundraising activities.

It is also worth considering whether you will need a first aider, insurance or a risk assessment, depending on what activity you have planned.

7. Send WasteAid your money

You can pay in your funds via www.wasteaid.org/donate or through www.justgiving.com/WasteAid or make a cheque out to WasteAid, and send it, along with the paying-in slip below, to: **WasteAid, 8 Zealds House, 39 Church St, Wye, Kent TN25 5BL, UK**. Please let us know your event and/or organisation details in the reference so we can track the monies raised.

Gift Aid: If you ask donors to complete their details and tick the Gift Aid box on any sponsorship forms or donation envelopes you use, we can receive extra funds from the government. For example, if you Gift Aid a donation of £20, we receive £25 in total. Please send completed sponsorship forms to us, even if you pay over the phone or online.

A personal thank you: If you want to thank a particularly generous or helpful person who supported your fundraising, please let us know and we can send out a personalised letter.

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PAYING IN SLIP

PLEASE COMPLETE IN BLOCK CAPITALS



Name: _____

Address: _____

Telephone: _____

Email: _____

Event name: _____

Event date: _____

If your event was held at a workplace, school or community group, please let us know its name here:

I have raised money for WasteAid UK! I enclose (please tick all that apply):

Cheque made payable to WasteAid UK for £ _____

Sponsorship forms

I raised additional money from my event and paid it WasteAid UK another way.

I paid £ _____

I raised money online: yes / no

If yes, my page is:

justgiving.com/ _____

I have extra money to send in at a later date: yes / no

Please return this form to: **WasteAid, 8 Zealds House, 39 Church St, Wye, Kent TN25 5BL, UK.**

WasteAid will store and process your information in accordance with the Data Protection Act. WasteAid is a charity registered in England, No. 1160263. Registered address: 483 Green Lanes, London, N13 4BS, UK