



FUNDRAISING GUIDE



"I do not know who or where they are, but someone somewhere believes that if they support a girl in Ghana to access education, then she'll be able to transform the world around her. And, if someone out there is sponsoring me to be the light in my community, then I do not need to be convinced before I go out and shine my light."- **Jennifer De-Graft Ninson, CAMA Talent and Engagement Officer**



Thank you for being a champion of girls education and welcome to our global community of gamechangers.

Today, 52 million girls across Africa are out of school. Poverty is the greatest barrier girls face in accessing education, but together we can address this.

For an individual girl, education changes everything.

It's her right, and it unlocks her power to determine who she will become and what she will do with her life.

For the world, education can change our planet's future. It has been proven time and again to advance health, social justice, economic development and even our ability to tackle climate change.

Educated women can do amazing things, launch climate-smart businesses, become health workers, run schools, and lead governments. By becoming a champion of girls' education, you're helping to make the world a better place for everyone and ensuring many more girls will have the opportunity to attend school this year!

CAMFED is on a mission to change millions of lives.

How many school days can you support?

I'm Esnart, from Lilongwe in Malawi. I excelled in primary school, achieving high grades and was selected to attend a secondary school with boarding facilities (for students coming from far away, like me) in Zomba district. However, my mother could not afford the fees and all the additional items I would need like books and uniforms. That's when CAMFED stepped in to support me.

Read more about Esnart's story [here](#).

"In the future I want to be independent, to help my family, and develop my community and country."



Just 67p can keep a girl in school for one day!

The money you raise during your fundraising activities will help keep more girls like Esnart in school.

£40 = 60 school days, could keep a girl in school for one term and provide her with school fees, uniform, transport, food and essentials like menstrual products.

£120 = 180 days, will ensure she has everything she needs for one year of school.

£480 = 720 days, or four years of school. From her first day through to graduation, support her to become a leader of change in her community.

By supporting CAMFED School Days you join a growing movement of like-minded people committed to supporting vulnerable girls in rural communities across Ghana, Malawi, Tanzania, Zambia and Zimbabwe to go to school, learn, thrive and lead change.

Making the world a better place for everyone.



There are many ways you can help keep girls in school; below are some ideas and resources to support your fundraising activities.



Cycling: get sponsored to hop on your bike for a charity cycle



Afternoon tea: get baking and hold an afternoon tea with friends or family



Mountain climb: rise to the top with a mountain climb challenge



Fancy dress day: hold a fancy dress day at school or work for a donation



Etsy: use your crafting skills to sell your awesome creations on Etsy



Dinner party: pick a theme and host your own charity dinner party

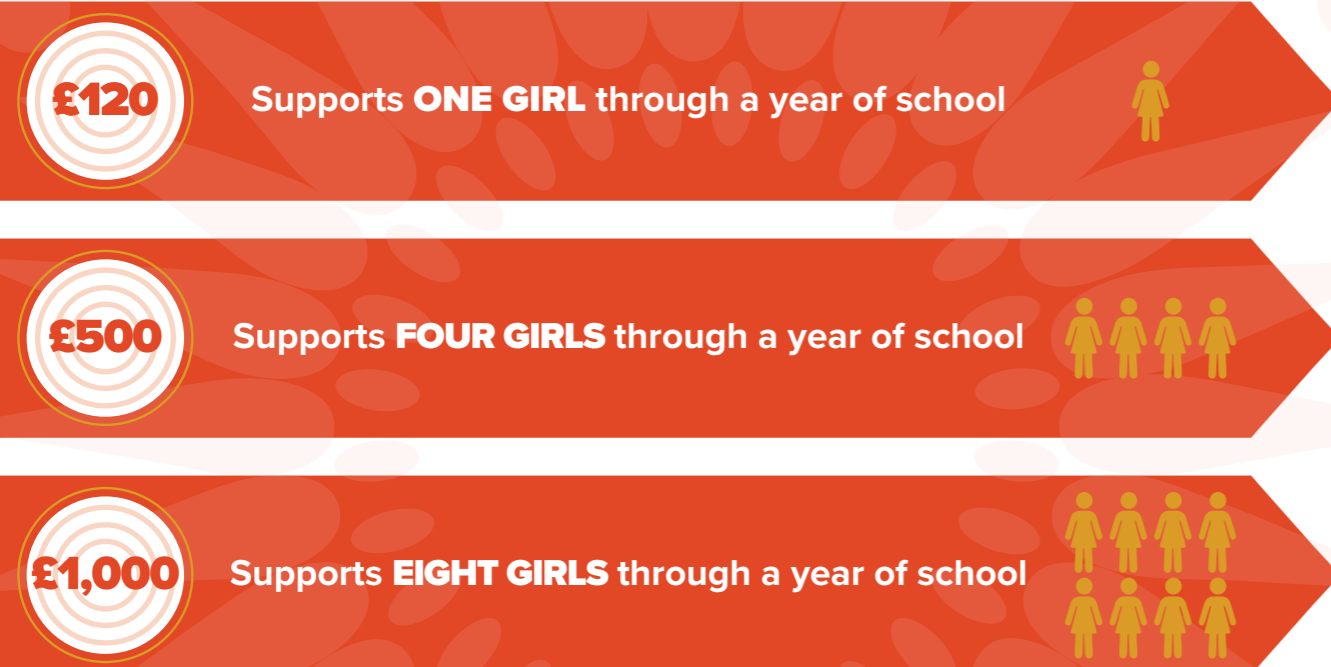


Run, walk, swim or cycle

Have you got your own place in an organized event? Are you planning to run a marathon or cycle the length of the county? Maybe you want to do a skydive or organize a sporting event supporting girls' education.

The first step is to set up your online fundraising page, it won't take long and is a simple way to collect donations ahead of your event. Here are some tips to help get the most out of your fundraising page -

- 1. Set a target:** it sounds obvious, but people who set a target raise almost double that amount! Not sure what target to set? Here are some suggestions of how many girls you could support through school with your target:



Your fundraising means that marginalized girls across Africa can be supported with school fees, uniform, transport, food and essentials like stationary and menstrual products.

- 2. Upload photos:** add your profile photo so that your friends and family know that it's you. Customize your page with CAMFED imagery so that everyone knows who you're fundraising for.

- 1. Description:** share why you are doing this challenge and a bit about CAMFED, feel free to use and customize the paragraph below

Today, 52 million girls across Africa are out of school with poverty the greatest barrier to girls accessing an education.

For an individual girl, education changes everything which is why I am proud to support CAMFED [with my xxxx].

CAMFED supports millions of vulnerable girls from rural communities across Ghana, Malawi, Tanzania, Zambia and Zimbabwe to attend school. With education, as young women and leaders in their communities they can do amazing things like running climate-smart businesses, becoming health workers, lawyers, and teachers changing the status quo for the next generations of children.

With your support we can stand with this movement, and ensure more girls get the opportunity to go to school. Thank you for your support.

- 2. Update your supporters:** if you are doing a sports based challenge, link your Strava to keep your supporters in the loop with your efforts. For an event you can share updates and photos in posts within the feed.
- 3. Fundraise:** we will send you helpful materials and information to support your fundraising, including a social media toolkit.

Join our [Strava Club](#) to become part of a community of other people raising money to ensure more girls can go to school. Whatever distance you are covering, share your activity and celebrate with a group of like-minded individuals supporting CAMFED.



TUNAINUANA: Together We Rise

This inspiring 12-minute film features the story of Lydia, a girl from rural Tanzania, who lost her mother at a young age, but whose perseverance helped give rise to a sisterhood of change leaders across Africa.

It's a message of love, hope and solidarity, that centers lived experience and community, and explores the power of female education to transform our world.

Here's how to get started:

- 1. Request your screening pack [here](#):** we will send over an email with your link to the film as well as a pack containing promotional materials, a discussion guide and fundraising ideas.
 - 2. Find a venue:** whether you're hosting friends at home or screening the film at school, make sure you have a venue agreed, setting a date and time.
 - 3. Invitations:** using the template in your screening pack, invite your guests.
 - 4. Set up your fundraising page:** follow these steps to set up a page on a platform of your choice.
 - 5. Set your target:** consider how you might fundraise and set your target. You could ask for a suggested attendance donation or use some of the ideas from the screening pack to fundraise on the night.
- Did you know the average school year is 180 days? How many school days could you support? Why not set your fundraising target at £120 and keep a girl in school for a whole year?**
- 6. Host your screening:** don't forget to tag us in photos from the night @camfed on social media.

Looking for inspiration? Search #Tunainuana or #TogetherWeRise to see what others have done!



Host an Event!

Want to fundraise or spread awareness about CAMFED within your community? Why not host an event! You could take inspiration from our ideas on page 6, screen a video from our website to help your guests understand our mission or reach out to us for ideas via community@camfed.org

Here are a few tips on how to get started:

- 1. Set the scene:** find a venue, whether it is in your own house or you're hosting in another venue. Choose a date (make sure to check the weather) and invite your guests to join you. You can get your friends to bring something along to help!
- 2. Advertise your event:** we have plenty of fun resources to help you get started, [just download what you need](#).

3. Fundraise:

- **Bottle Tombola:** charge 67p a go, and keep a girl in school for a day!
 - **Food & Drink:** support 5 School Days by charging £3.50 for refreshments.
 - **Sell tickets:** £5 ticket would support a girl in school for 8 days.
- 4. Host your event:** don't forget to tag us @camfed on social media so we can celebrate with you.
 - 5. After the event:** once you've tidied up from your event, count up the donations you've received and use the info at the back of this book to pay in your fundraising in whichever way suits you.

Need inspiration? Check out our ideas on page six!



Keeping things safe and legal

Collections:

To collect money in a public place you might need to apply for a street collection license. Visit the [government website](#) for all the details on how to apply. If you are collecting on private ground such as a supermarket, shopping center or train station you'll need permission from the landowner or manager. If you are planning on holding a collection, please [get in touch with us](#) so we can advise the best way to do this.

Raffles and Lotteries:

Raffles are a great way to boost fundraising, but there are a few things to be aware of. All tickets must be sold at the same amount.

- If you hold a small raffle at an event, and sell tickets on the same day as the raffle is drawn you don't need a licence.
- If you want to sell tickets in advance visit [gamblingcommission.gov.uk](#) for more information on applying for a license.
- Tickets can only be sold to people aged 16 and over
- No more than £500 can be deducted from the takings to cover the cost of prizes.

Handling money:

- Always have two people count the money you raise.
- Store money in a safe and secure place
- Pay it into the bank and send it into us as soon as possible after you've raised it

Organizing Events:

If you are organizing an event to boost your fundraising you can find helpful resources to make sure your event is safe and legal on the following websites:

- Visit [this website](#) for advice if your event involves food and drink
- [Health and safety executive](#) have useful event safety checklists
- [St John's Ambulance](#) or the [Red Cross](#) for first aid support and advice
- Visit [this website](#) for advice on events that involve entertainment

If you ever have any questions then please do email us community@camfed.org.

Paying In:

While you're basking in that post fundraising glow, don't forget to send us all the donations you worked so hard to raise. It's quick and easy.



Online: you've taken cash donations, bank them into your own account then use our [online form](#) to pay in the total. Select 'Paying in Funds' from the drop-down so we can be sure thank you!



Fundraising page: pay in on your fundraising page whether it's FundraiseUp or JustGiving. If you haven't got one, you can set one up [here](#).



Post: send us a cheque made payable to 'CAMFED INTERNATIONAL' to 20 Station Rd, Cambridge CB1 2JD along with the [paying-in form](#). Please do not send cash through the post, we don't want those vital funds to get lost!



Matched giving: ask your employer if they'll match your fundraising total, pound for pound. Loads of companies are quite happy to do this, so don't miss out! Find out if your employer is a matching gift company [here](#).





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