Fundraising Guide
Firstly, a huge THANK YOU for fundraising for Raleigh International. We know that fundraising can seem like a daunting task so we’ve designed this guide to show you how achievable and fun it can be.

We hope that you will find plenty of inspiration and useful tips in the following pages, but if you’d like any more advice on fundraising please contact us – our details are at the back and we’re always happy to help. So good luck! Your Raleigh journey starts now…

Welcome to Raleigh’s guide to fundraising!
Why fundraise for Raleigh?

Last year over 180,000 people around the world benefitted from our programmes. The money you raise will help us continue to create lasting change and transform lives in some of the world’s poorest communities.

Raleigh works at a grassroots level. This means working in partnership with rural communities and local organisations to make small changes that can have a big impact. We work on a number of different types of projects but always focus on three main areas: access to safe water and sanitation, protecting vulnerable environments and building resilient communities.

So, what does that lasting change look like? Think of it as a ripple effect. Access to a safe water source doesn’t just mean less disease; it means healthier children who can attend school more regularly; mothers who spend less time walking to collect water and therefore have more time and energy to earn a living for their family; and families whose healthy crops give them a surplus to sell and invest back into their livelihoods.

The story of La Laguna in Nicaragua helps to show how sustainable change works:

La Laguna is a rural village in a drought-stricken area of Nicaragua. Community members are dependent on rainfall to ensure healthy crop growth - without it, a poor harvest would almost certainly lead to a year of struggle. The only water source was a long walk away and would often be contaminated.

Raleigh worked with the community and local organisation, El Foro, to install a water system that would bring safe water to households. Most importantly, a committee was established to manage the system in the future.

Raleigh’s work builds resilient communities. A resilient community is one where healthy and engaged individuals participate actively in a welcoming, sustainable environment that has strong links to neighbouring communities and the government.
La Laguna community:

Jackson, 19, is studying renewable energy with El Foro:

“Before, I worked in agriculture, so every day I spent collecting water I had to get somebody to go to work in my place. Now I have those days when I can work. I used to have to spend ten days a month collecting water; I would go by bike with empty jerry cans and come back by bus, and this would take three to four hours. This is now ten days extra per month that I can work or study. This water has changed my life. I am in charge of maintaining the water system for four months, which is a lot of responsibility. Then I am going to train and teach somebody else to take over this job.”

Saida, 44, bakes biscuits to sell to provide for her family:

“Before this project…I had to walk for an hour to fetch water every day. I would collect water in a 20-litre jerry can and carry it on my shoulder. I still have pain and numbness down my right arm from carrying the water for so many years but I don’t need to do it anymore.”

Not only does Saida now have extra time to raise income, but the safe drinking water is an essential ingredient to her recipes.

Noé, 35, is a father of a family of five in the neighbouring community of Circo de Piedra which shares the water system:

“I’ve had to carry jerry cans full of water since I was ten years old, so this project has brought me such a great sense of ease that my children may not have to be doing the same for much longer… We’ve learned a lot of things from the volunteers living here, such as the importance of hygiene and washing our hands with soap to stop us getting ill… and about water conservation and different ways we can use our water wisely without wasting it. (My son) Joer said that he’s excited because he now has more time to take a shower every day and get to school on time, or even early!”

Nicaragua is ranked as the third most vulnerable country to climate change in the world, and many of the communities we work with are already feeling its effects. By working together to address this issue we hope build the resilience of rural communities.
Why do we work with young people?

More than half of the world’s population, 3.5 billion people, are aged under 25. In some countries, this accounts for 87% of the population. Young people are the most important resource the world has yet they are often undervalued, underestimated and expected to underachieve. We’re working to change that.

We believe that empowering the next generation is the best way to bring about lasting change. Through working side by side, young people and communities are inspired to build a sustainable future. Participants experience first-hand how grassroots development can transform our world for the better. They develop the skills and confidence needed to keep making a difference long after their placement ends and Raleigh continues to support volunteers with this journey.

Today half of the world’s population is under the age of 25. Young people are often particularly vulnerable to the many problems caused by poverty. However, they are also best placed to take up the challenge of addressing these issues. That is why Raleigh works with them!
It’s important for you to know where the money you raise is going. This is so that you can confidently and in good faith ask your family and friends to support your fundraising efforts.

It’s a common misconception that your fundraising target directly funds your individual placement; this is not the case, nor does it fully cover the costs of your participation. In fact, the costs of developing and running our programmes are met through a combination of grants and corporate partnerships as well as the efforts of Raleigh’s fundraising team, alumni and you and your fellow volunteers.

You can read further details on how Raleigh spends its funds here.
How do I get started?

There are lots of things to consider when fundraising so your first step is to make a plan to keep you on track.

Choose your activities

What type of fundraising activity suits you? Make use of your existing skills and hobbies to fundraise. Are you keen sports person? Do you enjoy baking? These are great ways to fundraise because you can enjoy yourself at the same time.

Recruit a support team!

Encourage your existing network to support you – friends, family, work colleagues or fellow students. Even if people don’t have much money to give they may be happy to help by donating their time or skills instead.

Be organised

Think about the amount of time you have before your expedition; decide how many activities you can realistically do and how much you think you’ll raise from each event. This will ensure you stay on track to meet your fundraising target and won’t need to panic later on.

Top Tip:

Break down your fundraising target into small chunks, completing a variety of activities over time.

“We shall not finally defeat AIDS, tuberculosis, malaria, or any of the other infectious diseases that plague the developing world until we have also won the battle for safe drinking water, sanitation and basic health care.”

Kofi Annan, United Nations Secretary-General
Check your costs
You need to make sure your activities will make money. When organising an event, budget carefully and minimise costs as much as possible.

Spread the word
Publicise your fundraising to maximise your efforts – social media and local newspapers can really help with this. You can find more detail on this later in the guide.

Ask us for help!
Keep us up to date with your plans so we can help you as much as possible. We have lots of resources available in this guide and will be able to send you other useful items like collection tins, postcards and balloons to make sure you have maximum impact!
Recipe for success

If you’re struggling with where to start, dinner nights and bake sales can be a great way to kick off your fundraising. Get your friends and family involved in the cooking and ask them to donate ingredients.

What’s the idea? ‘Come Dine below the Line’ Dinner Party
Who did it? Ashley, Borneo Total raised: £116

1.2 billion people worldwide live below the poverty line, surviving on less than £1 a day. Ashley sold tickets to a ‘Come Dine below the Line’ dinner, with a budget of 33p a head, as she knew it would be a fun way to engage her friends in an issue that she cared about and raise money at the same time. “It was great to see my friends’ reactions when they heard about the budget for dinner. On the menu was sweet potato dhal with homemade chapattis, followed by banana with melted chocolate and washed down with tap water.”

What’s the idea? Bake Sale  Who did it? Arthur, Tanzania Total raised: £154

Arthur held four cake sales over a couple of weeks in his workplace. “I work in an office with about 50 people, and around three o’clock everyone needs a bit of sugar. I’m sure it would also work well in a university, college or school too.” Arthur enjoyed the baking and found that through buying cheaper ingredients and putting a bit of effort into presentation, he was able to make a good profit.

Ashley’s Top Tip: Go for visual impact to show people how little 33p a head can buy – my ‘dessert’ was three slices of banana each on a massive plate. It certainly prompted discussion!

Arthur’s Top Tip: Don’t price items; just say “please give generously”. If your co-workers/friends are as generous as mine were, they’ll give more on average than you might have asked for.”
Selling unwanted items can be a great way to raise some extra funds and clear out your clutter before going away.

**Car boot or garage sale**

Local car boot sales are great as they have a good audience of people ready to buy and only charge a small fee to set up. Garage sales can also be a success; advertise in your community so your neighbours know when and where it will be held.

**Online selling**

Online selling using eBay or Facebook can be very successful, as they can reach a large amount of people. We are a registered charity on eBay, so you can opt to have your profits transferred directly to us. If you’re using social media, remember to add a link to your donation page; whether you’re an experienced seller, or just have some stuff lying around, all sales can contribute directly to your fundraising target. Visit the eBay for Charity website, search for Raleigh and list your items through our page. Just be sure that your eBay email is the same as the one you have provided us with so that we can credit your account.

---

**Top Tip:**

Ask family and friends to donate items to sell. Make posters to publicise your event and distribute flyers to your neighbours.
Big effort, big reward

Larger events can be a real focal point for your fundraising campaign. As well as bringing in lots of funds in one go, they can generate loads of momentum and awareness about what you’re doing. The key is to get as many people to your event as you can. An event can require a lot of planning, but it will be well worth it on the night!

What’s the idea? - Indian themed dinner and raffle
Who did it? Emily, India
Total raised: £1,000

Emily hired her local village hall and cooked a curry for 50 people in her local community, charging £15 per head. She arranged for local supermarkets to donate the food and friends and family helped out with organising and cooking at the event. Alongside the meal, she delivered a presentation about Raleigh and held a raffle with prizes donated by local shops.

Emily’s Top Tip: Get your friends and family involved and make your event relevant to Raleigh’s work or your expedition country.

Between 1990 and 2012, almost 2 billion people obtained access to improved sanitation. However, 1 billion people still resort to open defecation. Raleigh’s work aims to reduce this practice in rural communities.
Big effort, big reward

What’s the idea? Trainopoly
Who did it? Carrot, Borneo and India, Serene, Borneo
Total raised: £2,000

Imaginative Malaysian volunteers Carrot and Serene used local train stations to make a real life monopoly game called Trainopoly! The 60 participants travelled between stations in Kuala Lumpur, completing tasks and answering questions at each stop. The winning team won a free flight, donated by Cebu Pacific Airlines. Carrot also pitched his story on a live reality TV show in Malaysia who gave him some extra funds to round up to his target.

Quiz
Try hosting a quiz at your local pub, community hall or school. We can provide you with a letter identifying you as a Raleigh fundraiser to help you in approaching venues. Invite as many people as you can, and charge a small entry fee for teams or individuals. You can also do extra fundraising activities on the night, such as a raffle or charity auction.
Challenge yourself

A classic and proven way to fundraise is to challenge yourself to do a sponsored event. From marathons and cycle rides to adrenaline pumping extreme sports and obstacle courses, sponsored challenges can be a great way to fundraise as people can identify with the lengths you are willing to go to raise funds.

What’s the idea? World record-breaking ladder climb
Who did it? Keith, Malaysia
Total Raised: £1,800

Volunteer manager, Keith, set his fundraising standards high by challenging himself to scale the height of Mount Everest in 24 hours, climbing up a ladder at a local fire station over 1,000 times. He managed to climb an incredible 43,435 feet and broke the world record in the process!

Top Tip:
Let your local media know about your challenge as they may give you free publicity and support.

Photos: SWNS

More of the world’s population have a mobile phone than a toilet. Many of our sanitation projects provide rural communities with improved latrines.
Challenge yourself

What’s the idea? Three Peaks Challenge
Who did it? Tom, Malaysia and Tanzania
Total raised: £1,800

Tom completed the Three Peaks Challenge as part of his fundraising activities, climbing the three highest mountains in the UK in the space of 24 hours. “I wanted to do something that would really challenge me and prepare me for expedition. It proved to me that I could achieve so much more than I thought as it was the first time I had climbed a mountain.”

What’s the idea? Coffee themed 350km cycle
Who did it? Merle, Costa Rica and Nicaragua
Total raised: £2,800

As part of her preparation for expedition, Merle read a lot about Costa Rica and Nicaragua and discovered that coffee is a major export product of the region. Merle’s last name, Boontje, means ‘Little Bean’ in Dutch, so she came up with the idea of cycling 350km from the north of her home country, the Netherlands to the south of the country, dressed as a Costa Rican coffee bean. ‘Big Bean’, Merle’s dad, joined her on the trip and friends and family sponsored her online. “It was a beautiful ride. In Holland, individual fundraising is quite rare and very few people know about Raleigh’s work. I tried to fundraise anyway and felt proud to have succeeded; I had overcome my first Raleigh challenge!”

Over 2.3 billion more people have gained access to an improved source of drinking water since 1990, but 748 million people still draw their water from an unimproved source. Raleigh’s WASH programmes focuses on communities’ access to safe water in rural areas.

Tom’s Top Tip:
Push yourself out of your comfort zone - people will be impressed with your efforts and more likely to support you.
Be creative

Whether you’re a budding Banksy or a mini Mozart, use your natural talents by doing something creative for your fundraising.

What’s the idea? Selling homemade paintings
Who did it? Ellie, Nicaragua
Total raised: £350

Ellie wanted to give something back in return for donations so, having always enjoyed art, decided to paint a variety of scenes on mini canvases that she found in an art shop for 99p. She sold them at Christmas markets, her local pub and church as well as on Facebook. She asked for a minimum £5 donation in exchange for each painting but found that people usually donated more.

What’s the idea? Calendars and a concert
Who did it? Anna, Tanzania
Total raised: £5,760

Anna used some of her holiday wildlife pictures to create a photography calendar online. She had the production costs sponsored by a local business so that all of the £10 she charged per calendar went directly towards her target. Anna sold most of the calendars in person, to family, friends and neighbours, whilst asking family members to sell them in their work place. She also hosted a classical music concert and arranged sponsorship from a wine company to provide drinks for guests.

Ellie’s Top Tip:
Account for the costs of your materials to make sure you make a profit. You can also offer bespoke items for an additional donation.
Be creative

What’s the idea? Raleigh themed mugs
Who did it? Heather, Costa Rica and Nicaragua
Total raised: £400

Volunteer manager Heather was looking for interesting ways to raise money but also promote some of Raleigh’s projects. She came across the idea of custom made mugs on Pinterest. She made a design for each country Raleigh works in, drawing the designs using permanent pens and baking the mugs at low heat in the oven to fix the colours.

Heather’s Top Tip:
Consider the time you will need to make your product versus the money you will raise to ensure you are embarking on a manageable fundraising idea.

We’ve lost 50% of the planet’s original forest cover (which absorbs CO2 and retains water), mostly in the last 30 years. Raleigh’s work in Costa Rica and Malaysian Borneo helps conserve and restore threatened rainforests.
Apply for a grant

There are many different types of trusts and foundations that offer grants to volunteers. They range from national and international organisations to local community trusts. We have gathered together a list of some trusts we are aware of to help you get started, but there are many more out there! Each organisation will have different eligibility criteria and application process. This is often via an application form or cover letter. You can access a template and list of trusts [here](#).

Top tips

- Target foundations in your local area. In the UK, [The Rotary Club](#), [The Lions Club](#) and [The Women’s Institute](#) are widespread organisations that are often keen supporters of young people embarking on this type of fundraising.

- Call or send them a hand written letter, you will be more likely to get a response.

- What is in it for them? They may want you to give them something back in return for their sponsorship. You can offer to do a presentation on return from your placement so they can find out more about the type of work that Raleigh International does.

- Keep in touch - working with these organisations is a brilliant way to stay involved in your local community.

Collectively, women and children around the world spend 200 million hours a day collecting water. Our water programmes allow Tanzanian children to spend less time collecting water and more time at school.
A-Z of fundraising ideas

A
Art exhibition
Awareness raising speech

B
Bag packing
Busking
Barbeque
Babysitting

C
Cake sales
Coffee mornings
Coin collecting
Car washing
Christmas carolling

D
Disco
Dance competition
Dog walking
Darts competition

E
Eating contest
Easter egg hunt
End a bad habit

F
Facebook posting
Fancy dress party

G
Five-a-side football tournament
Face painting
Garden party
Guess the weight of the sweet jar
Give something up

H
How long can you hoola?
Head shaving

I
Ironman challenge
International food evening
Indoor games night

J
Jumble sale
JustGiving page
Jazz night

K
Karaoke night
Knitting sale

L
Leg waxing
Live Below the Line
Litter picking
Lawn mowing

M
Marathon
Movie night
Murder mystery night
Mastermind event

N
Non uniform day
Netball competition

O
Obstacle course race
Office collection day
Online auction

P
Parties
Picnic
Public presentation
Pyjama day at work
Penny raffle

Q
Quiz night
R
Raffle
Rugby tournament
Race night

S
Skydive
Sponsored silence
Swear box

T
Triathlon
Think outside the box
Tea party

U
University challenge
Unwanted gift sale

V
Vegan for a week
Variety show

W
Writing to a local organisation
Write to local businesses
Wine tasting
Window cleaning

X
Xmas stall

Y
Yes man/woman for a day

Z
Zumba-thon
Spreading the word

When you are fundraising it's important to spread the word so people know why they're donating. It may help to maximise your donations as well as raising awareness of Raleigh.

**Donation pages**

Online giving pages are quick to set up and are a really simple way for people to donate or sponsor you. It means that anyone can donate whenever they want and can leave messages of support and encouragement. You can personalise your page with updates about what you’re doing, and you can also upload pictures of your fundraising activities. You can fundraise for Raleigh via [JustGiving](https://www.justgiving.com) or [VirginGiving](https://www.virginmoneygiving.com); for help setting up an online donation page and for images and logos for your page click here.

**Social media**

Social media is a great place to start spreading the word. Once you have set up your donation page, share your link with all your friends on [Facebook](https://www.facebook.com), [Twitter](https://twitter.com) or [Instagram](https://www.instagram.com). You will be surprised at the support you get just from posting on social media. Don’t forget to tag us on Twitter @Raleigh_ and Facebook at Raleigh International or Instagram @raleighinternational.

**Press**

Getting an article in your local paper or giving an interview to a local radio station is great free advertising and they love to hear stories of what local people have been getting up to.

If this is something you would like to consider, get in touch with us so we can provide any support you may need. You can find a template press release [here](#).
How to pay your money in

**Online donation page**

We highly recommend that all volunteers set up a donation page as soon as they sign up. They are a well-recognised, secure, quick and easy way for people to sponsor you and for you to submit your funds. Please see [here](#) for our guide on how to set up your page.

**Direct to Raleigh**

You can also pay your fundraising donations in directly to Raleigh by phone, cheque, bank transfer or credit or debit card. For full details of how to do this, please see [here](#).

**GiftAid**

If the person who makes a donation is a UK taxpayer, Raleigh can collect an extra 25% on their donation through GiftAid. Unfortunately, GiftAid does not contribute towards your personal fundraising target. Raleigh claims Gift Aid tax recovery on eligible UK donations which is then applied centrally to our costs. Because not all donations are eligible for Gift Aid, we are unable to include this as part of an individual’s fundraising target. Please contact your volunteer coordinator if you require further information on this.

**Refunds**

Raleigh International is a charity and as such all amounts raised are general donations and cannot normally be refunded to you or your donors. This particularly applies if you decide to withdraw, or are withdrawn for any reason from the programme. If you decide to defer to a later expedition, your fundraising total and deposit will automatically be transferred across to your new expedition.

Please remember: Your fundraising target is the minimum donation required for you to participate overseas. Try and exceed your target if you can! Any additional funding will be used to support our ongoing work.
Keeping it safe and legal

Whatever type of fundraising activity you decide to do we want you to enjoy it as much as possible, so below are a few important things to remember:

Safety first

Make sure that any venue you use has been risk assessed for **health and safety hazards**. Food hygiene is extremely important so please take care in food preparation and ensure you **follow basic food safety rules**. Ensure there is adequate access for people with disabilities.

If you want to sell alcohol at an event you'll need to get a licence from your local council or hold it at a licensed venue. Remember to check! If you are holding an event which will involve children under 18, please remember to get the permission of their guardians and make sure they are properly supervised. Adventurous type? Please make sure you are in good health before undertaking any physical challenges and seek advice from your GP.

Keep it legal

Keep cash secure and make sure it is counted and checked by two people and paid into Raleigh International as soon as possible. Thinking of holding a raffle or lottery? Great idea! Make sure you **read the gambling commission rules first** as there are some strict regulations. Selling food, drink, music or film, or street collecting all require licences and permission from your local council beforehand. Please check what insurance you might need for each type of fundraising activity, especially when using venues or public spaces. Raleigh International does have public liability insurance, however, it does not cover all types of activities (e.g. skydives). Please do get in contact if you do require insurance.

Recycle

Where possible, please try to reuse and reduce the resources you use at any event and remember to recycle any leftover materials at the end.
Get in touch

Need some fundraising support? Got a great idea? Need some materials like a t-shirt, balloons, leaflets and posters or a collection tin? Our team of volunteer coordinators are always happy to help and look forward to hearing from you.

Email your Volunteer Coordinator  Call us on: +44(0)2071831274  Text us on: +44(0)7860022919

Visit our fundraising resources page to find everything you need to get you started!
Thank you!

Raleigh International could not exist without the support of volunteers and friends like you. Your fundraising is essential to our efforts to drive sustainable development in some of the world’s poorest communities. Regardless of how you fundraise, or how big or small your fundraising events are, it all makes a huge difference. We hugely appreciate your hard work!

"I'm very proud to work with Raleigh because it has helped me to have confidence and to believe that I can change my society even though I am young. Raleigh gave me experience on how I can make a positive change in the world."

Lydia, Tanzania, Volunteer
Now it’s over to you!

We hope you’ve found this guide a great source of motivation and inspiration to start your fundraising journey. Now it’s over to you… so good luck! Don’t forget to get in touch and let us know how you are getting on.

We look forward to hearing all about your amazing fundraising efforts!