



AGAINST HUNGER

FUNDRAISING PACK





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For almost 40 years, across nearly 50 countries, we have led the global fight against hunger. Thanks to the fantastic fundraising efforts of supporters like you, we can continue to save the lives of children and work with communities to create a world free from hunger.

Chock full of event ideas, top tips and info about the work we do, this pack has got everything you need to make your fundraising a success.

So have a look through, get planning and get fundraising – **our Action Against Hunger starts with you!**

FOR ACTION

Action Against Hunger is a global humanitarian organisation that takes decisive action against the causes and effects of hunger.

We save the lives of malnourished children. We ensure everyone can access clean water, food, training and healthcare. We enable entire communities to be free from hunger.



**FOR
POSITIVE
IMPACT**

© Lys Arango for Action Against Hunger



£13

**COULD PROVIDE
AN EMERGENCY KIT
INCLUDING A BLANKET,
SOAP, BUCKET AND
TARPAULIN AT TIMES
OF CRISIS**



£42

**COULD PROVIDE THE
NUTRITION TREATMENT
NEEDED TO SAVE THE
LIFE OF A SEVERELY
MALNOURISHED CHILD
AND NURSE THEM BACK
TO HEALTH**



© Marvin Castañeda for Action Against Hunger



© J Asenbrennerova for Action Against Hunger



£140

**COULD FUND THE
REHABILITATION OF A
WELL FOR A COMMUNITY
TO IMPROVE ACCESS TO
WATER**

FOR KICKING THINGS OFF

KNOW YOUR TARGET

Once you know what you're aiming for it's easier to think about how to get there.



START EARLY

The longer you have to plan, prepare and publicise, the more money you can raise!

GET ONLINE

Set up an online fundraising page using [JustGiving](#) or [Virgin Money Giving](#) and send the link to all of your family and friends.

BE SOCIAL ON SOCIAL MEDIA



Post about your fundraising online and make it personal – say why you're raising money for Action Against Hunger and thank everyone who donates. Posting thank you messages to your sponsors is often a more effective prompt to visit your page and donate than frequent status updates asking for donations.

GIVE SOMETHING BACK

People are more likely to donate larger amounts if they feel they are getting something out of it. Be it a pub quiz, an auction or a cake sale, making an event of your fundraising is sure to bring in the bucks.

SPREAD THE WORD

Don't just tell everyone you know about your fundraising but use local newspapers, radio and TV to raise awareness of your efforts. The more people that know about it, the more money you can raise.

GET A LITTLE HELP FROM YOUR FRIENDS



Think about your networks – your friends, colleagues, family and local community – and see what they can do to support you. Make a list of everyone you're connected to and think about how they can give their time, contacts or goods to help your fundraising efforts.



ASK THE EXPERTS

The [Action Against Hunger fundraising team](#) are on hand with all the support, hints and tips you need to succeed.

FOR FANTASTIC FUNDRAISERS

TRESCO PRIMARY SCHOOL SPONSORED WALK

Pupils from Tresco and Bryher Primary School organised a fantastic fundraiser as part of their Farm to Fork school project.

"The children all made cakes and sold them around the island, coinciding with all the workplaces' tea breaks. We also met the arriving ferry on Tresco Quay and sold cakes to everyone who got off the boat!" explains teacher Susanna Gates.

"Our main fundraising opportunity was doing a sponsored walk around Tresco island, which took us about 4 hours, stopping for ice cream and lunch breaks, which made a very enjoyable day."

"We love doing anything for a cause and learning about the wider world. It's wonderful to know that our actions can have a positive impact somewhere in the world. It makes us feel more connected, especially as we are 30 miles off mainland UK."

Susanna's advice for schools considering supporting Action Against Hunger: "It's a great way to make topics more real and meaningful for children. Go for it!"



**RAISED
£1,100**



LAUREN BROWN – BAKE SALE

Getting others involved with your fundraising isn't always easy but Lauren Brown's family decided to rise to the occasion with their baking bonanza.

"My gran and the family have, for the last few years, held a coffee morning and cake sale to raise money for a chosen charity. This year, I asked my gran if we could recreate this for Action Against Hunger."

"I had to plan to do certain parts in advance, such as letting people know when the event was and giving

leaflets to my gran to try and get people to come as well."

"The event was so successful partly because of the guests being so generous, partly because of the good weather and partly because there was more than one aspect to it. We had a raffle, and people donated for a slice of cake, coffee and tea too."

"I enjoyed meeting so many new people, eating the leftover cake and also having the chance to spend more time with my family whilst also fundraising."



**RAISED
£460**



URVASHI ROE – SPONSORED PLAYLIST

Instead of asking for sponsorship for her marathon efforts, sporty supporter Urvashi Roe asked friends and family to donate £5 to pick a track for her running playlist.

"I used Spotify and downloaded the playlist after each song was added. I spread the word, and it seemed to catch on. It struck a chord and was a bit of fun, I was using social media and along with the suggestions my network saw that my total was growing at the same time as the playlist."

"Some donors were kinder than others, some songs are motivational, some were deliberately annoying!"

"When I heard Eye of the Tiger it not only got my tempo up but made me think of my best friend, so it helped two times over!"

Urvashi's advice for others: "It doesn't take too much effort but it can be really successful, I had 3 hours-worth of songs and it boosted my fundraising by £500. Don't listen to the whole playlist before the day of the event as it helps to save it for the day, but do make sure it works – get the right tool for your device."

**RAISED
£500**



MIKE BLAIZE – PUB QUIZ

Mike got together with friends to organise a charity pub quiz to raise funds for his cycling challenge.

"Our group had taken part in a few pub quizzes before and we wanted to give our supporters a way to carry on their support and get something back, like win a bottle of bubbly."

"We sat down together and planned with quite a bit of time in advance. We worked out what we needed to do like pick and book a venue, invite guests, create the quiz, secure prizes and raffle prizes. We divided up the tasks and went for it."

"As the room was full it had a great atmosphere – we invited our colleagues but each person in the group brought at least another two teams which was great."

Mike's pub quiz advice: "Plan, plan early, speak to the team at Action Against Hunger about materials and advice, and make sure that you are putting the word out and filling the room."



**RAISED
£800**



A-Z OF FUNDRAISING IDEAS

STUCK FOR FUNDRAISING IDEAS?
CHECK OUT SOME OF OUR FAVOURITES:



Afternoon Tea, Aquathlon, Abseil, **Auction: get local businesses, bars, restaurants and shops to donate prizes or experiences for you to auction off. See if a local bar, restaurant or community hall will donate the space to hold the auction and try to make a profit on any food or drink sold at the event too!**



Beach Party, Blind Date, Bag Packing, Burns' Night, Barn Dance, BBQ, Bike Ride.



Car Wash, Ceilidh, Cocktail Party, Collection, **Cake Sale: whether it's at work, school or university, as part of a coffee morning or at a local event – people never get bored of cake!**



Dinner Party, Darts Match, Dog Walking.



Easter Egg Sale, Eurovision Party, **Enterprise Challenges: get creative at school or with friends and see who can raise the most money in a set amount of time setting up a mini-business and taking on your own Apprentice-style challenge.**



Fashion Show, Fun Run, Fancy Dress, Football Tournament.

Gig, Garden Party.



Halloween Party, Head Shave, Holi Festival Celebrations.



International Evening, It's a Knock-Out.



Jail Break, Jumble Sale, Jewellery Making.



Karaoke Night.



Lottery, **Lent Challenge: ask people to sponsor you to give up something.**



Man VS Food, Movie Night, Marathon.



N

Netball Tournament, **Non-Uniform Day:** ask your school if they'll hold a non-uniform day to help you fundraise. If everyone pays a pound to dress in their own clothes for a day then you can raise a great amount!



O



Open-Mic Night, Odd Jobs.

P



Pancake Party, Panto, **Plant Sale:** ask if you can sell food and drinks or hold a collection at the interval of your community panto.



Quiz.

R



Raid, Rounders Tournament, Raffle, **Run Against Hunger:** use Action Against Hunger's fundraising materials to organise a sponsored run at your school and learn more about our work in the process.

S



Sponsored Silence, Second-hand Book Sale, Sweepstake, Sponsored Swim.

T



Take Me Out, Talent show, Tombola, Treasure Hunt.

U



UV Party.

V



Valentine's Day Match-Making.

W



Waxing – legs, chest, full body! Wine and Cheese Night.



X-Factor Competition, Xmas Raffle.



Yoga Workshop.

Z



Zoo Party, Zumbathon.





NAMUSA & SAMAKOUN NOMOGA

Namusa Nomoga, a mum of four, grows salad, tomatoes and onions in her little vegetable garden, whilst her husband works as a seasonal farmer. Sadly, her son, two-year-old Samakoun, suffered from undernutrition, a condition that is life-threatening if left untreated.

"I noticed that something was wrong with Samakoun when he developed a temperature. He wasn't able to keep his food down and then he stopped eating altogether. He usually smiles a lot and he likes to play, but suddenly he became very weak."

Worried about her youngest child, she went to the local health post established by Action Against Hunger and our partner, the innocent foundation.

"I went to see Kindiaba, the local health worker, who weighed and measured Samakoun, and took his temperature. She told me that he was ill with undernutrition and needed special treatment. She asked me to feed him Tica-de-keni [ready-to-use therapeutic food used to treat undernourished children] and to come back for follow-up treatment once a week. After just a few weeks, Samakoun had recovered. Today Kindiaba still supports us. Before Kindiaba arrived, we had to walk for many hours to seek treatment for our children."

For mothers like Namusa, the project has changed her family's life already: ***"The arrival of the health team has made a huge difference to our community. Children in the village no longer die from disease. They recover when they're ill. And I feel more at ease. I'm less worried for my children now."***

FOR MAKING A DIFFERENCE

© Ben Stevens, i-Images for Action Against Hunger

FAMAKAN KIABOU

Famakan Kiabou, a community health worker, was deployed to the village of Kourounan, Mali to provide the village with direct access to basic healthcare for the first time. Famakan works hard to assess, treat and refer children with pneumonia, diarrhoea, malaria and undernutrition in the area.

"I still remember my first week here in Kourounan, when a lady called Awa brought her little boy Khali to me," Famakan explained. *"Khali was listless and suffered from severe undernutrition. I checked in on him every week and provided Awa with high-energy ready-to-use therapeutic foods to feed him. With this simple treatment, children can quickly regain their health."*

"Khali made a full recovery and to this day we share a very special bond. He was the first undernourished child I treated here in the village. I'm very fond of him."

"Last year things were difficult. There's no water and sometimes there wasn't enough food to go around. Many families struggled to feed their children and many of them fell ill and needed treatment. Now the situation is better. We can prevent and treat disease early and parents can come to see me when their children are feeling unwell. Less children fall seriously ill now."

Together with the innocent foundation, Action Against Hunger are revolutionising the way malnourished children are diagnosed and treated, paving the way for health workers in Mali to reach all malnourished children, no matter where they live.



© Ben Stevens, i-Images for Action Against Hunger

FOR BEING ORGANISED

NOW THAT YOU'VE GOT A FUNDRAISING IDEA IN MIND IT'S TIME TO GET PLANNING! WE'VE COMPILED A HANDY CHECK-LIST TO HELP YOU.

WHAT IS YOUR FUNDRAISING ACTIVITY?

- ☒ Decide on the idea and name of your fundraising event

WHERE WILL THE ACTIVITY TAKE PLACE?

- ☐ Create a list of venue/location options
- ☐ Contact relevant people and companies to secure the right venue for you
- ☐ Book a venue (in plenty of time before the big day!)

WHO DO YOU NEED TO MAKE THE EVENT A SUCCESS?

- ☐ Decide who you would like to take part in/contribute to your activity
- ☐ Contact any local companies, groups or people that you want to help with your event
- ☐ Promote your event via social media, posters, leaflets, local press or by talking to people directly

WHAT DO YOU NEED TO RUN THE EVENT?

- ☐ Make a list of materials you need to run the event
- ☐ Speak to a member of Action Against Hunger staff about charity-branded posters, flyers, balloons etc. that you can use

HOW WILL YOU RAISE MONEY?

- ☐ Create an online fundraising page. For larger scale events, you might want to use a ticketing site such as [Eventbrite](#)
- ☐ Decide a ticket price or a suggested donation amount
- ☐ Use [Action Against Hunger fundraising figures](#) from this pack to make sure people know how their donations are helping

WHAT TO DO AFTER THE EVENT?

- ☐ Thank everyone that came or contributed
- ☐ [Pay your fundraising in](#) to Action Against Hunger
- ☐ Let us know how you got on!

NOTES

FOR FOLLOWING THE RULES

Although fundraising is all about fun, there are rules and regulations you need to be aware of. When organising fundraising events or activities for Action Against Hunger it's your responsibility to make sure that they comply with all legal requirements and safety standards. Action Against Hunger doesn't accept any liability for events run in aid of the charity, however we are on hand to help you with information, advice and materials – so if you have any questions don't hesitate to [get in touch](#).

FOR PLANNING

When you've thought about the activities you might like to do and what you'd like to raise from them it can be tricky to work out how to fit it all in. You might want to use our planning chart below to help you decide what to do and when to do it.

ACTIVITY	DATE	PLANNING NEEDED	PLANNING TIME	TARGET	NOTES
Christmas cake sale	December	Arrange venue. Find recipes. Get volunteers for help Baking and selling. Transfer money raised.	1-2 weeks	£80	

FOR PAYING IN FUNDS

Whether you've held a raffle, organised a street collection or had a cake sale it's important to know how to send the money you raised to Action Against Hunger. There are a few ways to transfer funds to us so just pick the one that works best for you!

DONATE



ONLINE FUNDRAISING

Online fundraising pages are a great way of collecting donations without having to deal with cash in person. Action Against Hunger is registered with online fundraising sites [JustGiving](#) and [Virgin Money Giving](#) – decide which site works best for you, personalise and promote your page and the funds will come straight to us – simple!

COUNTING CASH

All funds raised at events need to be counted by yourself and a witness before they can be paid in. [Get in touch](#) with a member of the Action Against Hunger Team after the event to receive a counting sheet for you to fill in.



BANK TRANSFER

If you want to deposit the money directly into our bank account, please include your name in the bank transfer reference and use the account details below:

Bank Name: **Cooperative Bank**

Sort Code: **08-92-50**

Account number: **65027015**

CHEQUES

If you'd prefer to enclose a cheque, please make it payable to Action Against Hunger and send it to us with a letter including your name via mail to:

Public Fundraising Team
Action Against Hunger
4th Floor
6 Mitre Passage
London
SE10 0ER



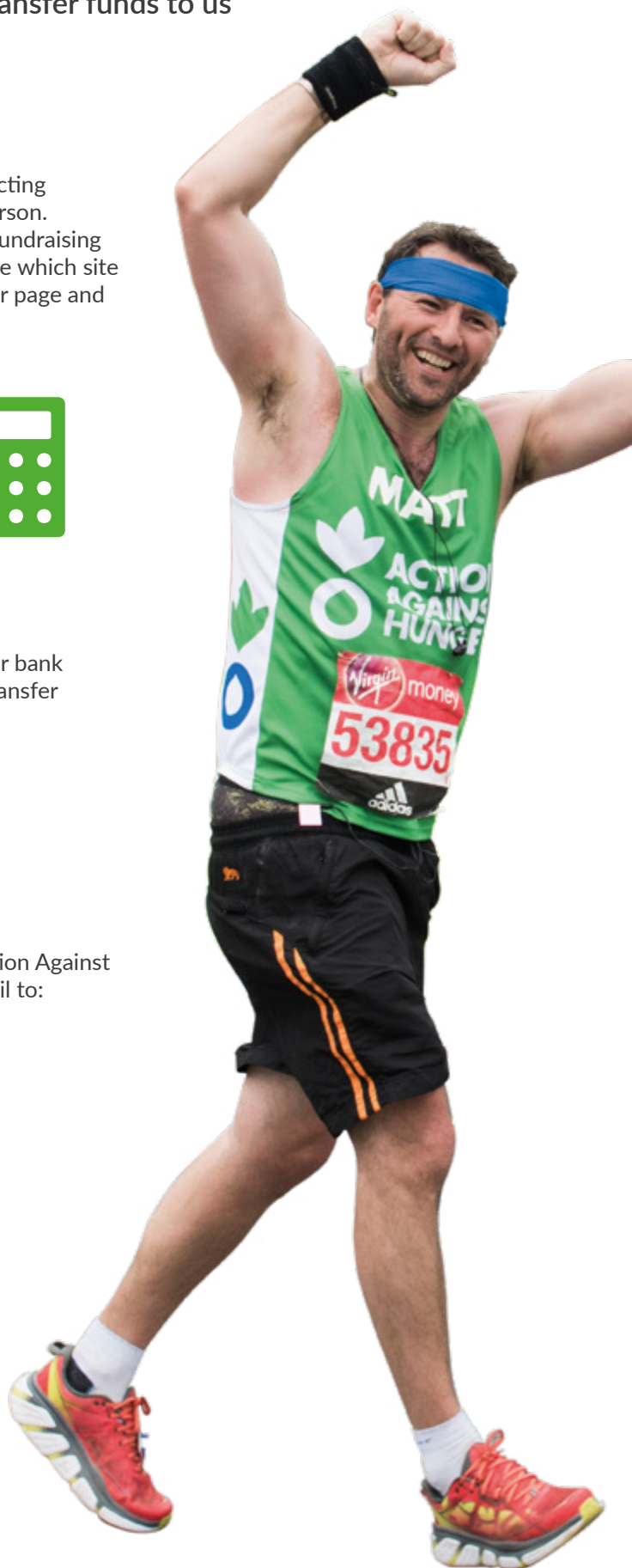
CARD PAYMENTS

To make a card payment over the phone call **020 8853 7571**

MATCHED FUNDING



If your employer would like to match your fundraising efforts, please ask them to use your name as a reference when making any transfers to the above account number, so that we can attribute this to your total, and let us know about their donation via community@actionagainsthunger.org.uk





**FOR FOOD.
FOR WATER.
FOR HEALTH.
FOR NUTRITION.
FOR KNOWLEDGE.
FOR CHILDREN.
FOR COMMUNITIES.
FOR EVERYONE.
FOR GOOD.
FOR ACTION.**

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