

THANK YOU! ARTS & CRAFTS STALL AUCTION OF PROMISES BARN DANCE BIKE RIDE BINGO BOOK SALE BRIDGE DRIVE BBQ CAR BOOT SALE CAROL SINGING COFFEE MORNING CONCERT DARTS MATCH DIET DOG WALK DRESS DOWN DAY GOLF DRIVE JUMBLE SALE KARAOKE LITTER PICKING LOTTERY MURDER MYSTERY NEW YEAR'S RESOLUTION ODDJOBS PAINTBALL PANCAKE PARTY PANTOMIME PHOTO COMPETITION QUIZ NIGHT RAFFLE REUNION TALENT SHOW TEA PARTY BIKE RIDE BINGO BOOK SALE BRIDGE DRIVE BBQ CAR BOOT SALE CAROL SINGING COFFEE MORNING CONCERT DARTS MATCH DIET DOG WALK DRESS DOWN DAY GOLF DRIVE JUMBLE SALE KARAOKE LITTER PICKING LOTTERY MURDER MYSTERY NEW YEAR'S RESOLUTION ODDJOBS PAINTBALL PANCAKE PARTY PANTOMIME PHOTO COMPETITION QUIZ NIGHT RAFFLE REUNION TALENT SHOW TEA PARTY TREASURE HUNT WINE TASTING ARTS & CRAFTS STALL AUCTION OF PROMISES BARN DANCE BIKE RIDE BINGO BOOK SALE BRIDGE DRIVE BBQ CAR BOOT SALE CAROL SINGING COFFEE MORNING CONCERT GOLF DRIVE JUMBLE SALE KARAOKE LITTER PICKING LOTTERY MURDER MYSTERY NEW YEAR'S RESOLUTION ODDJOBS PAINTBALL PANCAKE PARTY PANTOMIME PHOTO COMPETITION AUCTION OF PROMISES BARN DANCE BIKE RIDE BINGO BOOK COFFEE MORNING CONCERT DARTS MATCH DIET DOG WALK DRESS DOWN CRAFTS STALL AUCTION

FUNDRAISING PACK

THE DIFFERENCE YOU ARE MAKING: 'In my job I often find myself crying out for something that's positive – that shows a better side to humanity and gives small grounds for hope. I really feel I found that during the visit I paid to the VSO programme in the Philippines.' **JOHN SIMPSON, BBC WORLD AFFAIRS EDITOR** CRAFTS STALL AUCTION OF PROMISES BARN DANCE BIKE RIDE BINGO BOOK DRIVE BBQ CAR BOOT SALE CAROL SINGING COFFEE MORNING



Sharing skills
Changing lives

THANK YOU!

If you're reading this, then you've decided to dedicate some time to supporting VSO, and we're extremely grateful. The valuable work that VSO volunteers carry out around the world wouldn't be possible without help from people like you.

GETTING STARTED

Helping poor people improve their lives is a serious matter. But raising funds to enable it to happen can be a lot of fun. We've learnt over the last 50 years that the key to fruitful fundraising is to use simple ideas that appeal to you. So this pack is designed to share some recipes for success and some tried and tested methods that will make others happy to help children, women and men around the world.

GET YOUR FACTS STRAIGHT

- VSO is an international development charity that works in over 30 of the world's poorest countries.
- We find experienced professionals to live and work with communities to make lasting change to quality of life. They achieve progress through long-term partnerships and projects.
- All volunteers work towards specific aims in education, HIV and AIDS, disability, health and social well-being, secure livelihoods, or help ensure that the interests of all members of society are heard by the people who govern them.
- The average age of a volunteer is 41. 25% of volunteers come from developing countries.
- At any one time, there are 1,500 volunteers at work across Africa and Asia.

THE DIFFERENCE YOU CAN MAKE: 'I won't forget for the rest of my life the help provided by VSO volunteers that I needed for the transformation of education. There is a meeting of minds between VSO and the Ministry which has produced such valuable, strategic work.'

GENNET ZEVIDE, MINISTER OF EDUCATION, ETHIOPIA

GET ONLINE TO GET ON TARGET

HARNESS THE POWER OF THE INTERNET

The internet has made many everyday tasks easier and faster. The same is true for fundraising. You can send a personal message and gather cash at the click of a button, so the time you would have spent contacting people individually is free for planning your fundraising activities.

JUSTGIVING

VSO has teamed up with the online fundraising service Justgiving. It uses a simple step-by-step method that allows you to create a web page about you, your activity and VSO's work. You can include a photo, an online sponsorship form and a totaliser to keep track of progress – and be up and running in your coffee break. To get started, go to www.justgiving.com/vsofundraising

STAND OUT FROM THE SPAM

The internet allows rapid communication, but it pays to think twice before hitting 'send'. Keep the tone friendly. Mention something that shows you are making a sacrifice (eg the time you're putting in to get fit before a trek). Don't be afraid to send a couple of reminder emails, but include some news to make it a softer request.

REMEMBER TO KISS: Keep It Simple, Supporter! The quicker people grasp why you are fundraising, and the easier you make it to donate, the more pledges you will receive. Include links to real-life examples that show how VSO makes a difference. Emphasise that any amount is welcome. It's best to use a blanket email for friends and family. Acquaintances and 'cold' contacts respond better to a letter followed up by a phone call.

Tania Caeto sent an email to her friends and family with a link to her Justgiving page. Cash raised = £3,000

MAKE THE MOST OF YOUR CONTACTS

FAMILY AND FRIENDS

Friends and family can be a great financial and emotional support. Maximise the help they can give you by making them your ambassadors. Make sure they are happy explaining how VSO works and what you're doing, then arm them with sponsor forms and get the ripple effect working. It often helps when you're asking people for a cash donation to remember that you are not asking for yourself; you're asking on behalf of all the people whose lives you want to help change.

COLLEAGUES

Fundraising in the workplace can help you make contacts in the organisation and boost morale. Promote your fundraising for VSO on the intranet, newsletter and staff noticeboards. Throw an office party or hold a dress-down day. Ask your employer to match the money you've raised. And make the most of Friday night drinks, when people are naturally in a more generous mood!

COMMUNITY

Ask your local pub, gym or your place of worship to hold a collection box for you. Offer to talk to nearby schools about VSO. Write to small local businesses asking for a lump sum (large chains often reserve their support for a specific charity). Aim high and follow up with a call later. You can download sample letters from our 'Fundraising' web page.

THE DIFFERENCE YOU CAN MAKE: 'When I was a student I was taught by VSO volunteers. Then I taught with them. Volunteers leave a lasting memory. They equip people with skills so when they leave the skills remain here'.

ROSE KAATAH, DISTRICT GIRLS EDUCATION OFFICER, UPPER WEST GHANA

GET THE WORD OUT

THE 4 'W'S

The key to simple but effective fundraising. Tell people:

- WHAT you are doing
- WHEN it is happening
- WHERE the venue is
- WHY you are doing it.

LOCAL AREA

We can send you collection boxes and blank posters for you to fill in. Try to display them in 'high traffic' zones - your local corner-shop, library, community centre, reception at work...

LOCAL MEDIA

Regional newspapers will fall gratefully on a story supplied in a press release format (there is a template on the 'Fundraising' section of our website). Send it to the right editor about two weeks before any specific event. Offer to provide photos, and don't be afraid to send in a write-up afterwards. Get your story on the air waves too - why not offer to be interviewed on your local radio station?

WE CAN HELP

Keep us posted - we often use interesting fundraising stories in our publicity to encourage other people to put on their own events. And if you have any questions or would like advice, don't hesitate to get in touch.

Gillian Bradley hosted an afternoon tea and barbecue, which were publicised locally. This led a local company to donate €150. Cash raised = €1,932.16

THE SCIENCE

THE LEGAL BIT

To collect money in public or private venues, run raffles or for any event involving alcohol, you'll need to get certain permissions. Call us (see contact details opposite) or find out more on our 'Fundraising' web page. We can't accept liability for any events, so do consider taking out insurance. VSO is a registered charity no. UK 313757/IRL CHY 15048.

BE SAFE

It's better to be safe than sorry. Always visit a venue where you're holding an event. Ask the owner about safe exit routes and contact numbers in case of emergency. Have a first aid kit with you on the day and ensure children are supervised.

A HELPING HAND FROM THE TAXMAN

For every pound donated, the Inland Revenue will give VSO an extra 28 pence if the donation is eligible for Gift Aid. We can only access these funds if you use the official VSO sponsor forms with the correct legal wording. The donor must fill in their own details (including a full home address), sign their name and tick the Gift Aid box.

You can download sponsor forms and Gift Aid declaration forms from our 'Fundraising' web page.

To make a Gift Aid donation, the donor must be a UK taxpayer, and what they pay in income tax or capital gains tax must at least equal the amount VSO will claim in the tax year. Do call us if you have any questions.

Please note that you cannot count the money you raise through Gift Aid towards a fundraising target for a VSO Challenge.

PAYING IN YOUR MONEY

BY POST. If you collect all your donations and send us the total amount in a single payment we can claim Gift Aid **provided** you send in your sponsor form at the same time. Include your name and your registration number (on your registration confirmation letter) or your volunteer number. Make your cheque payable to 'VSO' and send it with any forms to VSO Response Unit, 317 Putney Bridge Road, London SW15 2PN, UK*. Please do not send cash.

BY PHONE. You can call us on 020 8780 7500* and use MasterCard, Visa or Maestro, but paying over the phone means we cannot claim Gift Aid.

* See opposite for Republic of Ireland contact details.

WE'RE BEHIND YOU ALL THE WAY

FUNDRAISING SUPPORT

We've created a part of the VSO website dedicated to fundraising. Here you'll find top tips, resources, descriptions of VSO's work, testimonies from volunteers and other fundraisers, fundraising guidelines, sponsor forms, order forms for collecting tins, badges, press release templates, model approach letters and much much more. We are adding to the 'Fundraising' section all the time, so have a look and keep checking in as you are on the way to your target. www.vso.org.uk/fundraising



GET IN TOUCH!

- VSO Events and Community Relations
317 Putney Bridge Road, London SW15 2PN
+44 (0)20 8780 7289
events@vso.org.uk / www.vso.org.uk
- VSO Ireland
Office 335, The Capel Building, St Mary's Abbey, Dublin 7
+353 1814 7070
info@vso.ie / www.vso.ie

If you are going to be a VSO volunteer, please contact:

- VSO
Harborne Hall, Old Church Road, Birmingham B17 0BE
+44 (0)121 428 1614
volunteer.fundraising@vso.org.uk

THE DIFFERENCE YOU CAN MAKE: 'As President of VSO, I have seen first hand the profoundly important work our volunteers do to help people to help themselves in some of the world's poorest countries. The incredible breadth of that work depends on support from people like you.'

JONATHAN DIMBLEBY, PRESIDENT, VSO

THANK YOU! ARTS & CRAFTS STALL AUCTION OF PROMISES BARN DANCE BIKE RIDE BINGO BOOK SALE BRIDGE DRIVE BBQ CAR BOOT SALE CAROL SINGING COFFEE MORNING CONCERT DARTS MATCH DIET DOG WALK DRESS DOWN DAY

Karen Davies ran a face painting stall at a local fete. Cash raised = **£272.88**

GOLF DRIVE JUMBLE SALE KARAOKE LITTER PICKING LOTTERY MURDER MYSTERY NEW YEAR'S RESOLUTION ODDJOBS PAINTBALL PANCAKE PARTY PANTOMIME PHOTO COMPETITION QUIZ NIGHT RAFFLE REUNION TALENT SHOW TEA PARTY

Sarah Barnett held a quiz night. Her employer matched the total. Cash raised = **€1,010.27**

BIKE RIDE BINGO BOOK SALE BRIDGE DRIVE BBQ CAR BOOT SALE CAROL SINGING COFFEE MORNING CONCERT DARTS MATCH DIET DOG WALK DRESS DOWN DAY EASTER EGG HUNT FINES FUN RUNS FOOTBALL TOURNAMENT FUN RUN GARDEN PARTY GOLF DRIVE JUMBLE

Lorraine Finney organised a non-uniform day at school and a ceilidh. Cash raised = **€2,006.40**

ODDJOBs PAINTBALL PANCAKE PARTY PANTOMIME PHOTO COMPETITION QUIZ NIGHT RAFFLE REUNION TALENT SHOW TEA PARTY TREASURE HUNT WINE TASTING ARTS & CRAFTS STALL AUCTION OF PROMISES BARN DANCE BIKE RIDE BINGO BOOK SALE BRIDGE DRIVE BBQ CAR BOOT SALE CAROL SINGING COFFEE MORNING CONCERT

Fiona McLeod sent friends and family tubes of Smarties. She asked them to replace the chocolate with coins. Cash raised = **£1,563.09**

GOLF DRIVE JUMBLE SALE KARAOKE LITTER PICKING LOTTERY MURDER MYSTERY NEW YEAR'S RESOLUTION ODDJOBS PAINTBALL PANCAKE PARTY PANTOMIME PHOTO COMPETITION QUIZ NIGHT RAFFLE REUNION TALENT SHOW TEA PARTY TREASURE HUNT WINE TASTING ARTS & CRAFTS STALL AUCTION OF PROMISES BARN DANCE BIKE RIDE BINGO BOOK SALE BRIDGE DRIVE BBQ CAR BOOT SALE CAROL SINGING COFFEE MORNING CONCERT

DARTS MATCH DIET DOG WALK DRESS DOWN 'VSO has changed so many lives. It inspires people to go on and do so many different things. I see the result of that in many of the people with whom I work and the places where I work.'

HILARY BENN MP, FORMER SECRETARY OF STATE FOR INTERNATIONAL DEVELOPMENT

THE WORK YOU'RE MAKING POSSIBLE

RESCUING THE HEALTH SERVICE IN MALAWI

There are only 94 doctors working in the public health service in Malawi, caring for a population of 12 million. In some rural areas there is one doctor for every 400,000 citizens. The maternal mortality rate is among the highest in the world. Life expectancy is 37 years. VSO is working on a new programme designed to help rescue this health service in crisis.



Dr Tjitske Dijkstra is one of 30 VSO doctors and nurses supporting Malawi's own efforts to avert a total collapse of the service. She works in Ntcheu District Hospital, teaching and training her colleagues as well as providing desperately needed medical expertise.



Alongside her boss, District Medical Officer Dr Jonathan Ngoma, Tjitske has to make life and death decisions every day. She finds the situation heartrending, but she knows that she is at the heart of an initiative that can make a difference for every child, woman and man in the country.

"One time I sat down with an intern to say 'This is very good, but perhaps this needs to be changed a little bit' and he replied 'This is the first time that someone has ever told me how I am doing and it is really nice to get the feedback'.

We have three interns at the moment and I am working with them all the time, teaching them on the spot. They are translating and they teach me small things. You learn from each other's culture and you realise how much you value those friendships. The nurses say 'I'm happy that you are here' and call me at night if they get stuck. I feel very happy that they do that."



LIVES YOU'RE HELPING TO CHANGE

GIVING CHILDREN A COMPLETE PRIMARY EDUCATION IN CAMBODIA

VSO volunteers have been actively involved in transforming Cambodian education since 1991. They train teachers and advise on the curriculum so that more children benefit faster - and long after the volunteers leave. Volunteers work with poorly-paid but dedicated teachers, the Ministry of Education and with one another to help provide a quality education for all.



Matt Innes trains teachers in using visual aids, role-play and other techniques that make learning fun and effective for children. He often travels several hours a day on terrible roads to reach remote primary and secondary schools. The children are delighted with the new approach, saying that they like groupwork, they have more tasks to do in class, and that the classrooms have interesting pictures on the walls.



"My bosses actually read my lesson plans and discuss them with me - that's an ideal situation. As soon as people understand what we're aiming to do, they're behind us 100%. Many staff have very low confidence in their abilities, and it's important to encourage as much ownership of the work we do amongst our local Khmer colleagues as possible, so that it is sustainable.

This placement stretches me to the limit. I sometimes stand up in front of 75 adults for a day and try to give them ideas that will give them immediate results. I need to rack my brains - do they need to know this? If they do, how am I going to teach it effectively? I'm absolutely shattered a lot of the time but it's very rewarding when people say "Thank you, that's just the type of training we were asking for."

