



Education for a brighter future

Registered charity no. 1099058

Fundraising Guide

Practical guidance
and advice for impactful
fundraising activities



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Thank you!

Thank you for choosing to support Edukid!

At Edukid, we believe that every child deserves the opportunity to learn, grow, and thrive, regardless of their circumstances. Our mission is to empower children living in poverty through education, providing them with the tools and resources they need to build a brighter future.

We know that your fundraising activities are capable of making a huge impact, even within communities based overseas. Through relatively small actions, you have the power to transform lives. This guide aims to show you how.

In this fundraising pack, you will find various ways you can get involved to make a significant impact on the lives of children in need. With your help, we can transform lives and create lasting change!

Thank you for joining us on this journey to help remove the barriers to education for children living in poverty!

If you need further support or guidance, head to our website at www.edukid.org.uk.

Can't find what you're looking for? Reach out to us at any time at office@edukid.org.uk



Getting Started

Ideas & Planning



Create a list of ideas for your fundraising event or activity.

A great idea is to use your hobbies and interests and consider any clubs or organisations you are involved in.

We have created a list of ideas to inspire you on the following pages, or you can see what other events people have organised on our **blog**.

Inspire Others



Tell others about what you are planning and explain who you will be supporting to inspire them to join your cause. Use **Edukid Youtube videos** and **life stories** to engage your audience.

- **Share your story**
- **Just giving page**
- **Family and friends**
- **Social media**

Run Your Event



Ask for help and support from family and friends.

Keep your supporters updated with your plans and progress.

Stay positive and keep going! You are making a huge difference.

Get Inspired

We know that coming up with new and exciting fundraising ideas can sometimes be quite difficult. That's why we have created a list of interesting ideas that you can use to fundraise for Edukid and to support us in making a difference to hundreds of children within our programmes.



From Home;

- Car washing for your community
- Weeding your neighbour's gardens
- Maid for the day (sponsored)



At School

- A non-school uniform day, or a pink themed day to represent Edukid
- Sell ice lollies on sports day and donate



At work

Remember that many companies offer employees 'matched' fundraising. Speak to your HR department to find out if this something your company offers.

- Baking competition
- Office raffle
- Team fitness challenges (see our race to our international projects challenge)
- 'Donate your coffee'
- Themed fancy dress days!



At University

- Quiz and Curry nights at your local pub
- 24 hour Badminton / tennis / cycle tournaments at your local gym.
- Silent disco at your SU



Get Inspired



Events That Will Get Your Community Involved;

- Bingo night with a raffle
- Bring and buy sale
- Afternoon cream tea
- Quiz and pudding night
- Disco/dance night
- Virtual quiz
- Scavenger hunt/ Easter egg hunt
- Karaoke night
- Music night (ask local musicians to play a charity gig at a local venue)
- Collection buckets in shopping centres
- Organise a colour run/ paint throwing or water fight.



Simple and Effective;

- Bake sale
- Game/ challenge (eg. Guess the sweets in a jar)
- Bag packing at the local supermarket (with permission)



Small Group Activities;

People love getting together for a good cause. Can you tell your family and friends about your fundraising target and invite them over for a donation based...

- Cinema evening
- Pamper night
- Games night
- Auction of promises



Get Inspired



Sports Based

For those sporty members amongst us, why not use your hobbies and make fundraising fun, and even a little competitive!

- Sponsored cycle (Ride to Break the Cycle)
 - with permission, put an exercise bike it in the hallway of their local supermarket and ask for donations from passers-by for their challenge.
- Sponsored run/ walk/ swim – Take a look at our virtual events on www.edukid.org.uk/fundraising
- Sponsored Football/Netball event
- Get your local football team involved and play a game in fancy dress. Get your observers to donate to your cause.
- Get your clubs involved!
- Danceathon



For the Artists

For the musicians, artists and performers taking part, why not use your talents to do something a bit different? :

- Busking
- Gig night
- Ticketed theatre production.
- Auction off your art or photographs!
- Sell homemade crafts, jewellery or ornaments.



Virtual Events

You can run, walk, swim, row or cycle to one of our international projects, and you have a month to complete the distance! You can choose from the following projects:

Uganda

Start from Kampala, the capital city of Uganda and make your way to our project in Gulu. This is a total of 335 km.

Cambodia

Start from Phnom Penh the capital city of Cambodia and make your way to our projects in Siem Reap. A total of 318 km.

Peru

Start from Lima, the capital city of Peru and make your way to our project in Imacita. This is 1,200 km.



Inspire Others!

To encourage maximum engagement with your fundraising campaign, you need to tell your story so people know what you are doing and why you are doing it!

Top Tips For Telling Your Story

- Refer to the Edukid projects document to provide more information about the specific details of the project you are fundraising for.
- Provide any statistics that you have so that supporters know the impact that their contribution will make.
- Use Edukid videos and images to help to tell the story about the people you are supporting.
- Ask Edukid for any additional information you would like to include to help to tell your story.

Sharing your story

- Use social media whether that is your own or your family and friends.
- Create posters and put them up in your community - see our examples that you can use, or create your own. You can add a QR code generated from your justgiving link.
- Contact your local newspaper or radio station to tell them about what you are doing to increase interest.
- Talk about what you are doing in your school, workplace or local club.



Fundraising Stories



A local primary school student took on the VERY brave challenge of cutting her beautiful hair to raise money for Edukid!



- Darcey raised £456 by completing a sponsored silence and raising money for sanitary towels for girls living in poverty with a lack of voice.



Becca and family have raised £5,000 by completing various marathons across the UK to ensure a new bore hole can be installed in Koch Goma School, Uganda.



Natalie has raised over £17,000 to ensure children in Uganda have solar lights to help them revise in the evening and improve their grades!



- Truro High School for Girls raised £3,000 by organising a colour run in school!



Charlie raised over £600 by completing a virtual sponsored cycle from the capital of Uganda to Edukid's project in Gulu.



Freya raised over £200 for her trip to Uganda by selling handmade recycled crafts!

Jess took on the brave and adrenaline filled skydive to raise money for her trip to Uganda with EDUKID!



Programmes You Can Support



Educational Support

Raise money to provide a child with educational support in Cambodia, Peru and Uganda.



University Scholarships

Raise money to support students through their university degree course.



Zero Hunger

Help to provide a daily nutritional meal to pupils enrolled in our programme.



Solar 4 Students

Raise money to provide families with sustainable light so that the children can continue to do their homework once it is dark.



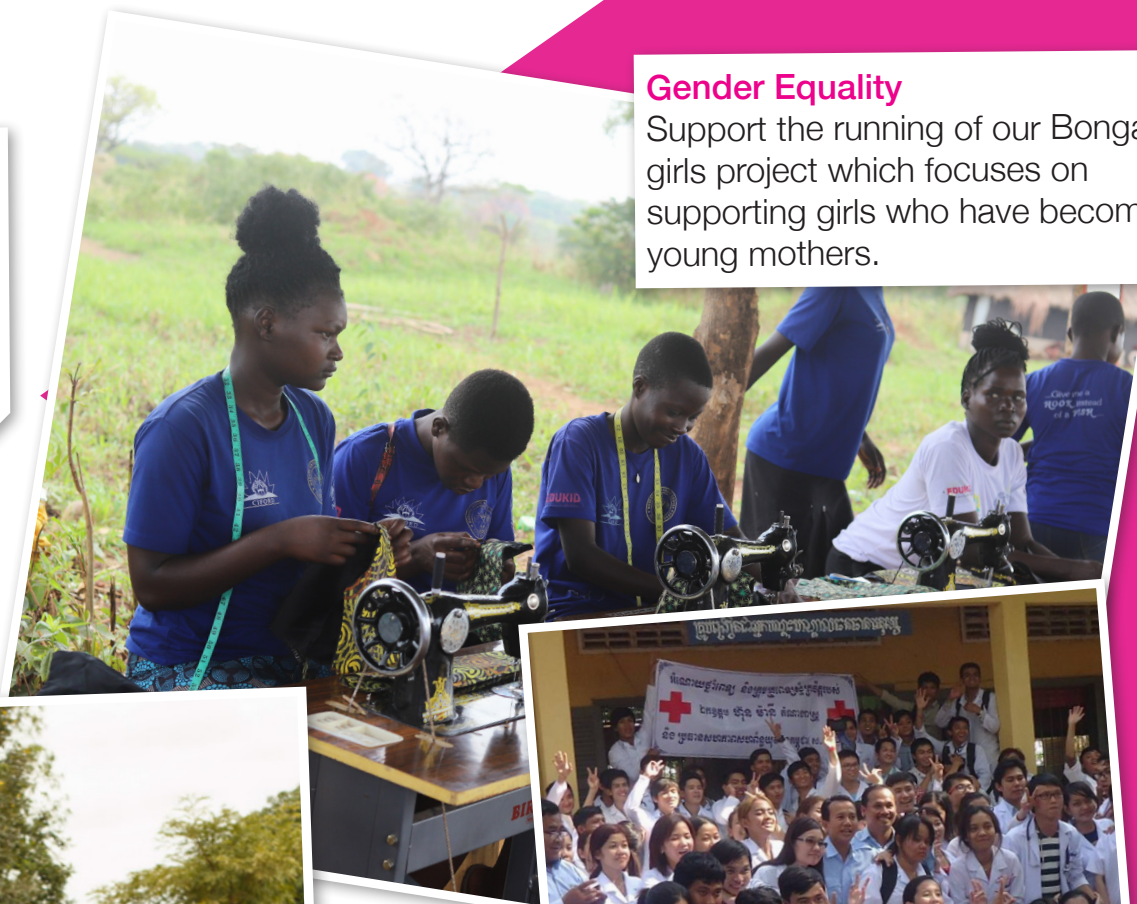
Clean Water

Many families we work with don't have access to clean water. Help us to place water filters and bore holes in local partner schools and villages.



Tree Planting

Fund the planting, rearing and harvesting of banana trees that will produce 5 years of fruit and help families become financially self-sufficient.



Gender Equality

Support the running of our Bonga girls project which focuses on supporting girls who have become young mothers.



Emergency Medical Care

Many families don't have the funds to be able to seek medical care. Help us to help them stay healthy and prevent and treat diseases.

Your Impact

Your fundraising can have a huge impact on the communities we work with in Cambodia, Peru and Uganda. Hear how this support has made a difference to lives of young people around the world.

Bonnie's story: from street child to doctor

Bonnie grew up in the slums of Phnom Pehn city in a poor family meaning that she had more responsibility in contrast to the average child. She would have to contribute to the family income in some way each day instead of going to school. She spent her days baking cakes to sell as well as collecting plastic bottles cans to earn a very little wage.

Since Bonnie has received educational support from Edukid she has had a great education and has now graduated with her degree in medicine. She continues to live in the slum, where people there have extremely limited access to healthcare, and now runs a community medical centre from her home.



William's story: How fundraising for the food programme in Peru has impacted William's education.

William is aged 9 and in class 4 of primary school. William's family was living in severe food poverty and William had stunted growth as a result. Now that he gets a nutritious meal at school, their grandma has felt relief that the small amount of food they have can go further and that William's health is improving. William said that he really enjoys the school lunch, and that he can focus on his school work more each afternoon with a full stomach! William's teacher shared that he doesn't miss days of school anymore, and that his performance in school has really improved!

Gerald's story:

Gerald grew up living in extreme poverty and although he was old enough to be in school, he had been forced to drop out as his family simply could not afford schools fees or the equipment needed to continue his education.

With fundraising support, Edukid has been able to make sure that Gerald could go through primary school, and he has now excelled his way through secondary school and university.

Gerald has recently graduated from university with a Bachelor's degree in Mechanical Engineering! Since graduating, Gerald has been working and training in a local garage, where he has been using his skills to gain invaluable hands-on experience. Using his skills, he is also working at a local college teaching students about Mechanical Engineering. He is passionate about sharing his skills and knowledge with the next generation of learners.



Fundraising Support

The best way to promote your fundraising event is by setting up a JustGiving page.

Now you can launch your page and ask your friends and family to share it on their social media with your community! You can generate a QR code when you select “print” on your just giving page which you can use on your posters.

Remember!

- Use Edukid logos, images and banners supplied in this pack
- Keep your supporters updated with any progress
- Update your page with photos of your event and tell people they can still donate!
- Thank your supporters for their contributions

To make a bank transfer

The Edukid bank details are below for you to transfer any additional fundraising:

Edukid, Lloyds Bank plc, Blackheath London Branch

Sort Code: 30-90-89

Account Number: 42774960

In the reference please type PER for payments to Peru, UGA for Uganda, or CAM for Cambodia, followed by your surname. If you do not mind where your donation is allocated, just enter your surname.

To set up a Just Giving page

- Go onto <https://www.justgiving.com>
- Click on “start fundraising” and then “Yes, I’m fundraising for a charity”.
- Search for “Edukid” and select our charity.
- Select “I’m doing my own activity”.
- Fill in the information requested.
- Click “yes, my page can claim Gift Aid”

You must then ‘Edit your page’ and ‘save’ each box as you edit.

- Enter your fundraising target.
- Write a page summary including: A) What you are doing, B) Why you are doing it.
- Go to ‘Media’ at the top of the page and change the cover photo.
- Launch your page and ask your family to share it on their social medias with your community!

Additional Support

You can contact Edukid at any time for support with your fundraising. Also, remember to tag Edukid in any social media posts and share photos of what you have been doing!



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www.linkedin.com/company/edukid-education-for-a-brighter-future/

