



# Fundraising Pack



“  
Make a  
difference today  
by fundraising and  
help thousands of  
Orphans & Widows  
across the  
world!”



/orphansinneed

# Thank you for choosing Orphans in Need!

“Every day 5,760 more children become orphans, abandoned at constant risk of abuse.”

“Every day, 3,280 more children are being trafficked, sold into the drugs trade or prostitution.”

“Every day 38,493 more children age out with no family to belong to and no place to call home.”



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## What we do?

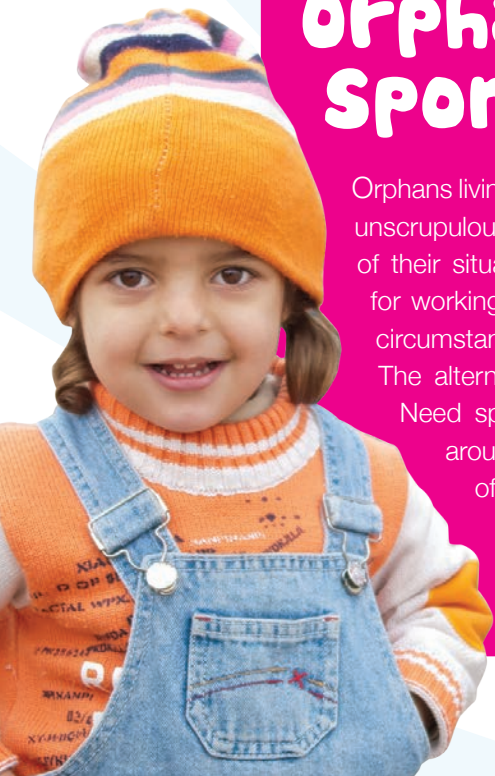
Orphans in Need is a registered UK charity committed to helping some of the world's most needy and destitute people; orphans and widows. We currently work in 14 countries by providing support, running or financing a number of poverty alleviation projects

in Asia and Africa. Our aim is to help them break the cycle of poverty and give them chance to become independent. Our main projects include orphan sponsorship, widow and orphan food packs – we currently sponsor over 9,000 orphans, providing them with food, shelter, clothing, medical care, and education.



## Orphan Sponsorship

Orphans living in poverty can be exploited by unscrupulous criminals who take advantage of their situation. Children receive pennies for working long days in often dangerous circumstances. But they have no choice. The alternative is starvation. Orphans in Need sponsors thousands of orphans around the world. The generosity of our donors pays for shelter, food, clean water, sanitation, clothing, education as well as medical care.



## Orphan & Widow Foodpacks

The majority of people living in poverty in the developing world are widows and their children. The economic, cultural or social reality is such that men are the main breadwinners. If they die, women and children often struggle to survive and have to beg help from others or go out to work. Education, play and other childhood pursuits are a luxury they cannot afford.

OIN provide food packs to help widows and orphans affected by poverty. Foods are selected according to local availability and taste and we ensure that they are nutritionally beneficial and sufficient for one month. Each pack contains: rice, flour, oil, lentils/pulses, spices, tea, sugar, vegetables and soap and sanitation products.



# How you make a difference

Here are the stories of three orphans whose lives you have helped to change

## Karamo's Story

9 years old, Gambia

“Karamo's father passed away when he was only 3 years old. His Grandma was too old and poor to look after him, so Karamo was forced to walk the streets to look for food. He would often go without food for days.

Thanks to your support, Karamo is now sponsored by 'Orphans in Need'. He has healthy nutritious meals every day, goes to school and enjoys playing football with his friends.”



## Farahd's Story

13 years old, Afghanistan

“Following the loss of his father 4 years ago, Farahd was forced to take on the burden of looking after his helpless mother and 3 younger siblings at the tender age of 9.

He would wade through rubbish tips in search for food, desperately trying to earn a living by washing cars and shining shoes. Farahd became victim to malnutrition, psychological and emotional trauma.

With Orphans in Need sponsorship, Farahd and his family are now receiving the desperate financial support they need, allowing Farahd time to now attend school instead of struggling for survival.”



## Kadiatou's Story

11 years old, Mali

“Kadiatou lost both of her parents only a day apart from each other when she was only 6 years old. Her and her 4 brothers were left dependent on their poor uncle. Unable to afford the fees, Kadiatou was pulled out of school and she often resorted to begging on the streets for food.

Thanks to your support, Kadiatou now attends, and is excelling in her studies, at a middle class school. Access to regular meals and healthcare means that Kadiatou no longer suffers from malnutrition.”



# A-Z Fundraising guide

Raising large amounts of money for charity can seem extremely daunting at the outset, but with a positive attitude and some imagination you will be amazed how soon the money starts coming in. Here's an A to Z guide to help you get started.



**A** Hold an auction, organise an aerobics marathon, participate in a sponsored abseil or set up an arts and crafts stall.

**B** Turn your trash into cash with a bring and buy sale, hit the courts with a badminton tournament, face your fears and take part in bungee jump

**C** Organise a small coffee morning, bake a few cakes and sell them to friends and family or charge them for a charity car wash



**D** Krispy Kreme offer special low rates for doughnuts sales, organise a Dress Down Day at your school or workplace, or hold a darts match

**F** Organise a fashion show charging for admission and get sponsors, or challenge your mates to Five-a-Side football



**E** Email all your friends and ask for a small donation, think back to your school days and have egg and spoon race, or join us on one of our expeditions



**G** Get sponsored to give up a vice, hold a garden party, charge a small entrance fee and fundraise at the end; or take part in 'Gather to Give'

**H** Get sponsored to shave your head, take part in a hula-hoop contest, or sell your unwanted belongings in a household sale

**I** Hold an International themed evening, cook a dish from each country, set up indoor games and charge an entry fee

**J** Set up a page on Just Giving and circulate the link to raise funds, or take part in a Jogathon and get sponsored for every mile you jog



**L** Get your workplace to sponsor a loud tie day, invite your family and friends for a luncheon and ask them to make small donations



**K** Take part in our kayaking challenge, or have a karaoke competition amongst friends, put your needles together for a knitting competition



# A-Z Fundraising guide

**M**

Take part in a marathon, or hold your very own quirky Madhatters' tea party, you can double funds raised by asking local businesses for match funding

**P**

Show-off your skills in a sponsored penalty shoot-out, offer private tuition - sell your skills; teach French or Flamenco

**S**

Soak the manager/teacher - pay per sponge, take part in a swimathon and get sponsored per length, or fill up a smarties tube with coins!



**V**

Organise a variety show and give your friends a chance to showcase their talent, offer a valet service to your friends and family or hold a volleyball tournament

**W**

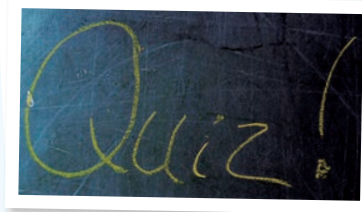
Take part in our sponsored walks, spend a weekend window cleaning for friends and neighbours and ask for a donation

**Y**

Yes day - say yes to everyone's demands (within reason!) and ask people to sponsor you to do so or if you have a talent for yo-yoing then try a sponsored yoyo competition!

**N**

Ask your local school to organise a 'Non-Uniform' day or you can nominate your friends to do a sponsored challenge



**Q**

Hold a Quiz night, or have a bit of quiet with a sponsored silence or you can quit something in return for sponsorship

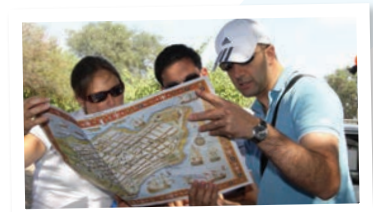
**T**

Hold your very own talent show - charge entry and offer prizes, toy sales can be big fundraisers in the run up to special occasions



**U**

Unwanted gifts - get your friends to donate items and have a boot sale, get your colleagues to wear a uniform for the day - everyone donates for the privilege



**O**

Charge a fee for any odd jobs around the house, take part in a sponsored obstacle course, hold a fundraising origami workshop for kids

**R**

Organise a readathon and get sponsored to read books or if you're the adventurous kind organise a raft race

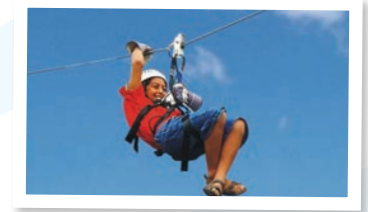


**X**

X-ercise - get your local gym to organise a work-out-a-thon, X marks the spot - organise a treasure hunt with every team paying to enter

**Z**

Zip wire find a local, organised zip-line event and get your adrenaline pumping or take part in Zany clothes day - dress up!



# Event Ideas

Here are some super simple, yet ingenious, fundraising ideas our volunteers have come up that you could use to boost your fundraising!

## Games Nights

You can invite friends over to your house and play games such as Cluedo, Monopoly, Scrabble, Ker Plunk, Jenga etc and charge your friends an entrance fee.



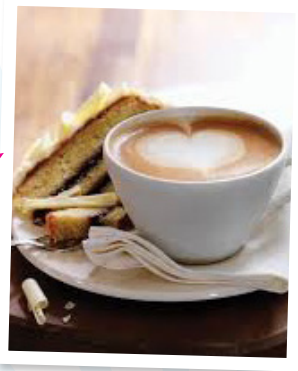
## Challenges

Scale the towering Mount Ben Nevis, or hike through a spooky forest in the dark! Are you brave enough? To take part in any of the Orphans in Need challenges please contact:

[events@orphansinneed.org](mailto:events@orphansinneed.org)

## Coffee Mornings

You can put the kettle on and open your house to your friends and family. You can also do a 'bring and buy' sale and all money raised can go towards your target. Your friends, family and neighbours can all chip in for your good cause.



## Zumbathons

Ask your friendly Zumba instructor if they will give up their time and hold a half day or whole day session for you. Let people know what percentage of their ticket is going to your charity. Works for any exercise class/gym session

## Come Dine with Me

Put your culinary skills to the test by serving a fabulous fundraising dinner for friends and family. Instead of flowers and chocolates, tell your guests to bring a minimum donation of £20 - It's for a good cause!



## Bake Sale

You can bake load of scrumptious sweets and treats and sell them to your family and friends or perhaps at your workplace. All the money raised can go towards your target!

# Organising your event!

Here are some super simple, yet ingenious, fundraising ideas our volunteers have come up that you could use to boost your fundraising!

## Pushpa Raised: £1000

“ Pushpa found out about local events happening near her home and decided to hire a stall. With the help of few friends and the support of Orphans in Need, Pushpa sold sweets and home-made arts and crafts, and was able to raise a whopping £1,000! ”

## Nasihah Raised: £5000

“ If you want to help a great cause but are strapped for time, why not raise sponsorship funds without having to leave your bedroom? Nasihah created a Virgin Money Giving page, circulated the link to all her friends on Facebook, and regularly posted statuses about the cause. Her quick and simple method of fundraising allowed her to raise an incredible £5,000! Great job Nasihah! ”





# Promote your event!

Here are some great ideas for you to promote your event.

## Promote your page

Whether through Facebook, Twitter or word-of-mouth, let the world know what you're doing to maximise support and those all-important funds! You can share your Just Giving page link on every social media site. Remember to first get the donations of family and friends to get the ball rolling.

## Text-Raise

Simply text all your friends and ask them to sponsor '£5' or '£10' and you'll reach your target within days. There is an option to set up text giving on your Just Giving page, which will provide you with a unique code that your sponsors can donate to via text.

## Keep your cause in the limelight!

Don't forget to keep everyone posted with regular updates as to how you're progressing in preparation for your event or challenge. Regular Facebook updates and tweets are a sure-fire way to ensure this!

## Thank people!

After you have completed the challenge, inform all of your friends and family about your experience and thank all those who had supported you. Tag friends who sponsored you to say thank you – it'll appear on their Facebook wall and make them feel appreciated. Email us your photos on Facebook or tweet us [@orphansinneed](https://twitter.com/orphansinneed) to let us know how it went- we'd love to give you a shout-out!

# That bit extra...

## Start a Blog

If you have the time to keep a blog up-to-date, it can be a great way to create a buzz about your event or challenge – and it will help to keep you motivated. There are lots of free blogging sites out there but we particularly like WordPress.

## Video Blog

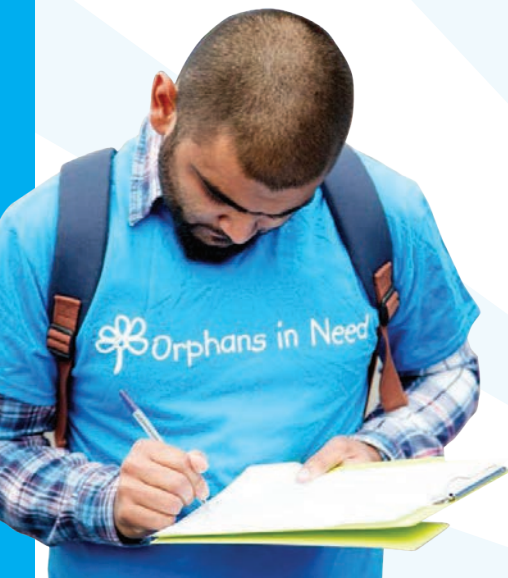
Keep a video blog and update all your friends with your training stories and fundraising activities. They will be more likely to sponsor you if they can see a video of you in training and it's a great way to celebrate some of your successful fundraising events.

## Email Signature

Simple and effective. Add a little message to the bottom of all your emails, alongside a link to your JustGiving page.

## JustGiving™

Create a personalised page, explain what you are doing, the cause you are doing it for, and share your page! Donations made to your Just Giving page means that your supporters can sponsor you instantaneously online so you won't have to worry about collecting cash. Remember to set a high enough target each pound that you raise will go towards helping our orphans and widows. Make your Just Giving page now at [www.justgiving.com/ojn](http://www.justgiving.com/ojn) and follow the on screen instructions.



# Get involved in other ways

Fancy doing something different to raise money for charity? Many of our supporters fundraise for us by participating in sponsored challenges. Our events include various sporting challenges; mountain treks, kayaking challenges, hikes as well as extreme sports such as bungee jumping and sky diving.



## The Grand Canyon Hike

Jet off to Arizona, USA and prepare to trek across one of the seven wonders of the natural world!



## Hike in the Dark

With your headlights on, prepare nerves of steel for our spookiest challenge yet!

## Scafell Pike

Get ready to scale the tallest mountain in England at 3,209 feet above sea level



## Long Lake

Join us as we kayak along the longest lake in England- Lake Windermere.



So if you are in need of an adventure email us at [events@orphansinneed.org](mailto:events@orphansinneed.org) and sign up to our challenges!

# How your school can get involved

Kids 4 Orphans is our nationwide pupil-led campaign in which schools across the country initiate various fundraising activities to raise money for needy orphan children.



67 million young children do not go to school. On average 5,760 children worldwide become orphans every day. They have no means to take care of themselves, are abandoned and alone and are at the risk of suffering abuse.

The money you raise can help take orphan children off the streets and into a safe home, where they will have nutritious meals every day and have a chance to go to school. Your support will ensure that these children are given the opportunity to lead a normal life and are equipped with the means to reach their potential

“67 million young children do not go to school.”

For further information, or to join our campaign, please email us at: [kids4orphans@orphansinneed.org](mailto:kids4orphans@orphansinneed.org) or call 0207 100 8866

## Did you know?

If a class of 30 children all donated £1 to a non-uniform day or school disco raising £30, this money would enable us to send a foodpack to an orphan family, giving them enough food for the entire month!



# Volunteer for OiN!

There is nothing more fulfilling than knowing that you are using your time to benefit the most needy and vulnerable children across the world. Orphans in Need seeks individuals with varied skills and abilities to help us help orphans.



Our volunteers are amazing, we would not be able to do our work without their dedication, commitment and passion to the charity. They come from all spheres of life, with a diverse range of skills and expertise.

## There is no limit to how you can help:

- Bucket collections
- Distributing leaflets
- Helping at events
- Helping out in our busy offices

If there are any other ways in which you would like to utilise your skills and support orphan children then please drop us an email on [volunteer@orphansinneed.org](mailto:volunteer@orphansinneed.org) we would love to hear from you!

# Sending in your money

Once you start fundraising, it's important to keep any donations safe and secure. Once somebody has donated money make a record of it on your sponsorship form. Donating to Orphans in Need is easy and can be done through several methods:



## Cash

You can drop cash off to either of our offices – give us a call beforehand to let us know when you're coming by. Please note that offices are not open on weekends.

Please do not send any cash in the post.



## Cheque or Postal Order

You can send your donation via cheque or postal order. Please make them payable to 'Orphans in Need' and send them to our London office. Cheques must be drawn on a UK bank account and postal orders should be obtained from the Post Office.

**London Office: Craft House,  
12 to 14 Greatorex Street,  
London E1 5NF**

Remember to enclose the Money Return Form in this pack and to write your name and address on the back of the cheque.



## Online

Donating online is fast, safe and secure. You can set up a fundraising page using websites such as [www.justgiving.com](http://www.justgiving.com) or [uk.virginmoneygiving.com](http://uk.virginmoneygiving.com).

You create a personalised page, explain what you are doing, the cause and then share the link amongst your family and friends who can then donate using their credit or debit cards. You can deposit the funds raised into your bank account and make a donation through your fundraising page by using your debit card. Let us know if it's a fundraising donation or if it's a personal donation.

*giftaid it*

## Remember Gift Aid!

Gift Aid is a scheme that gives tax relief on money donated to UK charities. When a UK taxpayer makes a donation, Orphans in Need can reclaim the tax to increase the value of a donation. At the moment, the Revenue & Customs boosts the donations by 25%. This means that if somebody donates £100 and their donation is eligible for Gift Aid, Orphans in Need receives £125. However, Orphans in Need cannot get this extra 25% without a Gift Aid declaration given by the donor. This is subject to change.



# Health and Safety

As you plan your fundraiser, keep these important considerations in mind for a smooth and successful event.

- ▶ Get parental permission if children are helping at your event.
- ▶ If your event is on private property, get permission from the owner/manager.
- ▶ Do not collect money from door to door – this is illegal without a licence from your local authority.
- ▶ You cannot collect money on the streets or any public areas without a licence from your local authority.
- ▶ People collecting on your behalf must be aged 16 or over.
- ▶ Do a risk assessment and check all your health and safety needs.
- ▶ Ensure you have enough volunteers or helpers for your event.
- ▶ Have a safe and suitable environment for your activity.
- ▶ We also have a check list of Health and Safety tips for an event – if you would like a copy please get in touch with the Challenge Events Team on [events@orphansinneed.org](mailto:events@orphansinneed.org)
- ▶ Orphans in Need cannot accept liability for any loss, damage or injury as a result of fundraising for us.

## Thank you for your time and good luck!

For more information on health and safety guidelines please check [www.hse.gov.uk](http://www.hse.gov.uk)





#oinfundraiser



Scan  
here



Tel: 0207 100 8866

Email: [info@orphansinneed.org](mailto:info@orphansinneed.org) | [www.orphansinneed.org](http://www.orphansinneed.org)

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