TeamUP
Fundraising Toolkit
Welcome to TeamUP.
It’s great to have you on board!
Thank you for choosing to support us. By joining our global community, you’re doing something amazing to tackle poverty and inequality, and enabling people to improve their futures.
This toolkit contains lots of inspiration and tips to support you on your successful fundraising journey.

What we do
United Purpose is an international development organisation that supports communities to secure prosperous and sustainable futures.

Working in 14 countries around the world, UP’s central goal is empowering communities to be independent – to live lives free from poverty, improve their life chances and take agency over their future. We reach 4 million people every year.

Who we are
United Purpose seeks out and puts to work fresh, creative ideas to empower the most disadvantaged communities to make bigger change, faster.

We focus on supporting communities to improve their lives and overcome poverty in four key areas: creating jobs and improving livelihoods; supporting healthier lives and wellbeing; developing sustainable energy and resource management; and tackling violence, exploitation and conflict.
Ama Awlimet is an entrepreneur, business owner and single mother in Berboano Village, Ghana. She sells food, clothing and other essentials to her local community.

As a small business owner and a woman, she was considered ‘un-bankable’ by most investors. Without funds to make the renovations she needed to protect her store from shoplifting, her business was running at a loss.

When UP established a Community Savings microfinance group in her village, Ama was quick to become a member. She borrowed a small loan with a low interest rate, which she repaid in three months. This extra money paid for the renovations, and now Ama runs a secure and successful store.

Ama’s success has created a ripple effect through her village, inspiring others to follow her entrepreneurial lead. “I’ve become a symbol for people in the community to emulate. My sister who is in a nearby community also saw the impact and decided to join a Savings group,” she says.

With a secure income from her business, Ama no longer needs to ask her father or friends to lend her money. She invests her profits in her children’s education and in living a happier, healthier life. “Now people respect me,” she says. “Some of my friends ask what I’m using to look so good! I tell them: It’s because I have peace of mind and I’m more relaxed.”

Sailes Chikasamba is a 14 year old from a small village in Malawi, with big plans for the future.

“I want to become a broadcaster and radio personality!” he says. But this isn’t something he has always felt he could achieve.

For a few years, Sailes struggled with school – and not for lack of ambition. Getting up at 2am to make the long journey to the river to collect water, he would often return to his village after school had started and his teacher wouldn’t let him into class. Sickness from drinking polluted water would also keep him from his studies. “The children would fall sick at least twice a month”, his mother, Jane, explains. “One child in the village died of cholera and the disease spread, claiming more lives.”

In response, UP worked with community members to install a water pump, as well as training members of the village Water Point Committee to maintain the pumps. The team also worked hard to promote better hygiene in homes.

“We are very happy now and I can see a bright future,” Jane continues. “The water is also helping us to grow our vegetables. I haven’t heard of any cases of sickness and Sailes is coming top of his class.”

Now with clean, safe water and much more time to study, Sailes can put all of his energy into making his dreams for the future become a reality.
Want to give your support, but not sure how exactly? Here are some ideas to inspire you, so you can really UP your fundraising game!

-Pack UP
Double your do-goodery. Organise a bag pack at your local supermarket to support local shoppers and get closer to hitting your target.

-Gen UP
Bring some brains together to solve perplexing problems and recondite riddles at the quiz night you’ve masterminded.

-Saddle UP
Boost your balance from two wheels. Sign up for one of our RideLondon places, enter a road race or even a triathlon.

-Give UP
Fundraise with a fast. Boot your bad habits, prove the naysayers wrong and wow the sceptics with your staying power.

-Fill UP
On a home-cooked feast with friends. Ask your guests to donate the price they would have paid for their favourite restaurant meal.

-Meet UP
Gather up your nearest and dearest to exchange some baked goodies for their spare readies.

-Pump UP
The speakers at your fundraising soiree. Broadcast a battle of the bands or crank up the caller at your barn dancing hoedown.

-Shut UP
Stage a sponsored silence (but don’t forget to say thanks to your donors afterwards!)

-Sweep UP
Set up a sweepstake for your friends and colleagues – speculate on Eurovision, Wimbledon or maybe the Grand National to scoop up some change for your donation bucket.

-Dress UP
Glam up at a gala dinner, chuck on your Christmas jumper or fashion a fancy dress Friday at work to encourage your pals and colleagues to cough up some cash.

-Match UP
Increase your target twofold by asking your employer to match your donations.

-Pack UP
Buy a packet of drought resistant seeds. If the rains don’t come, these seeds will still grow, providing a reliable source of food and income for the whole family.

-Fill UP
Could support a woman in rural Ghana to receive business training, and a small loan to start her business. The ability to earn a steady income will be life-changing for her and her family.

-Match UP
It costs £14 per person for a new borehole to be drilled, fitted and maintained. This means much less time is spent fetching and carrying water – and more time to earn, learn and play.

-Dress UP
£10 buys a packet of drought resistant seeds. If the rains don’t come, these seeds will still grow, providing a reliable source of food and income for the whole family.
However you choose to hit your target, we’re here to help you along every step of the way. To make sure you get the most out of fundraising activities, we’ve put together a list of our top tips for success:

**Set a target**
The best way to stay motivated and persuade your supporters to get behind you. Think about your timeframe to select an achievable figure – you can always increase it if you hit your target early!

**Planning**
Running a fundraising event can become expensive so make sure you set out a budget before you begin. A great way to keep costs down is to ask local companies for support – they might give you a donation or maybe a raffle prize. A good rule of thumb is to try to raise three or four times what you have planned to spend to make sure your efforts are truly maximised.

**Timing**
With any event that you organise, timing is key. You’ll need to think about the best dates when your friends, family or other supporters will be free to join you. Don’t forget to factor in seasonal or weather issues that you might need to plan for when you settle on a date.

**Go online**
In our digital world, the best place to drum up support is often online. Set up a Virgin Money Giving page or JustGiving page to share your story, build a social media buzz and watch the donations roll in.

**Share your story**
There’s no ‘I’ in TeamUP – the secret to success is your supporters. Let them know what you’re up to and share your journey with them. Every little success is something to shout about. Post your updates, share your snaps and make some social media noise about your milestones.

**GiftAid it**

Don’t forget to ask those donating to tick the Gift Aid box if they are a UK taxpayer. We’ll be able to claim an extra 25p on every £1 donated – at no extra cost to you. It’s the simplest way to make the money you raise mean even more.
(NB. We can only claim Gift Aid on donations from individuals, not companies or organisations. We also cannot claim Gift Aid on donations made in return for goods and services [e.g. tickets to events, raffles and auctions])
Congratulations on completing your event! We’re sure you’ve had a whole lot of fun and made a whole load of memories to go with the money you’ve raised. The excitement isn’t over just yet – here’s how you can send over your donation.

**Online**
Any money raised online via Just Giving or Virgin Money Giving is paid directly into our bank account. If you would like to pay in money via our website visit [united-purpose.org/take-action](http://united-purpose.org/take-action) and click ‘Donate’.

**By post**
Make your cheque payable to “United Purpose” and send to:
United Purpose, 4th Floor, 14 Cathedral Road, Cardiff, Wales, CF11 9LJ, United Kingdom
Please include a note telling us all about your fundraising – we’d love to hear about what you’ve done and you may even get featured online!

**Over the phone**
If you’d prefer to pay in your fundraising over the phone, then give us a call on **02920 220066**.

**And finally...**
Don't forget to say a big **Thank You** to everyone who supported your event. Whether you share photos and videos online or pop a note in the post, show them how much you value your team. It can also be a gentle nudge to remind those who haven’t yet donated to do so.

If you need any further support or have any other questions, please give us a call or email: sian.kinsey@united-purpose.org