



A TO
Z

of Fundraising Ideas!



The Kindu Trust A-Z of Fundraising Ideas!

Thank you for supporting The Kindu Trust! We are a small charity with only part time staff fundraising in the UK so your fundraising efforts make all the difference to us—no matter how big or small! This A-Z is designed to guide, inform and inspire you with ways that you can fundraise and help The Kindu Trust continue supporting children in Ethiopia.

The guide is arranged as an A-Z of ideas which you are welcome to adapt as you see fit. Our staff in the UK are always happy help to support your fundraising efforts with advice, materials and publicity.

We're also always delighted to hear how your fundraising went and see any photos! Our contact details are on the final page of this booklet. We look forward to hearing from you and happy fundraising!

The Kindu Trust UK and Ethiopia!



Key Information

When you're fundraising for The Kindu Trust some people may ask you about our work, here's some key information you can share.

The Kindu Trust is based in Gondar which is in North Ethiopia. We support children in Gondar and 4 other rural and urban districts in Ethiopia, including Addis Ababa. We have been working for over 15 years to help improve the lives of children living in poverty in Ethiopia through our Child Sponsorship Programme.

Our Child Sponsorship Programme is designed to enable families to keep children in their families and allow them to go to school. It works by providing direct financial support for food, fuel, water and rent, buying school materials for the sponsored child and providing medical support for the whole family. All these things create a stable environment for the child to grow up in and enable them to stay at school, get an education, and achieve their full potential.

As The Kindu Trust grows we have started supporting parents to become financially independent through vocational training and income generating projects. So far we have set up and staffed an injera catering company, a hair salon and a bakery! The parents who were trained and employed by these businesses now own and run them, using profits to support their family.

In addition to the Child Sponsorship Programme we run a Kindu Klub and Playgroup from our base in Gondar. These were set up to provide access to educational support and safe play for sponsored children and their siblings. Both groups are staffed by a dedicated youth worker and include a hot, nutritional meal for all children. The playgroup provides toys, early education and a soapy bath! At the Kindu Klub, children - whose parents are often illiterate - receive help with school work and have access to a library and two tablets to support their independent learning.

In 2014 we supported 327 children through our sponsorship programme.

Auction

Remember that pair of roller skates you felt so ambitious about two years ago that have been collecting dust under the stairs? Selling your unwanted things is a great way to raise money. There are now more ways than ever to auction things online through websites like Ebay or you can go old school and get down to your local car boot sale or even organise a jumble sale at your school or church!

Bake Sale

The classic fundraiser! Get out your wooden spoons and put your mother's top tips to their best use by baking cakes. You can set up a bake sale at your school, workplace or local community centre. Any time is a good time to eat cake!

Come Dine With Me

Copy the popular TV show at home with some friends and charge each friend £20 to participate. You'll have a great time cooking, eating and scoring each other in secret! You can even do Couples Come Dine with Me to increase the fun and raise even more money! You can find recipes online for the classic but simple Ethiopian lentil dish or slow cooked Chicken Doro Wat for an Ethiopian themed evening and don't forget to finish with coffee, incense and pop corn!



Dress Up Day

Whether it's at the office or school, dress up days are a great way to get creative and raise some money. From bad hair to silly hats or Christmas jumpers to wacky outfits, they're always a lot of fun. A great idea is to hold an 'Ethiopian Dress Up Day' with everybody dressed in the red, yellow and green of the Ethiopian Flag. Ask everybody to contribute £1 and you'll be raising awareness of poverty in Ethiopia as well as funds!

Eating Competition

Ask everybody to put in £2 and see who can eat the most. Make it even more difficult by challenging people to eat the most Smarties with chopsticks or the most baked beans with a toothpick!

Film Screening

Film screenings are a great way to bring people together for a good cause. You could show an Ethiopian film, such as the classic *Adera*, or a documentary on Ethiopia such as the inspirational *Sincerely Ethiopia*. Ask each of your guests to bring a fiver, get the corn popping and you're in for a great evening!

Giving Tuesday



In the bustle and business of Christmas it can be easy to forget the bigger picture. Giving Tuesday is a global day of giving that reminds us of the true spirit of Christmas. Set between Black Friday (the biggest sales day of the year!) and Cyber Monday (the busiest online shopping day of the year!) Giving Tuesday takes place on the first Tuesday of December every year. Donate to The Kindu Trust and encourage friends and family to give to a cause close to their heart #GivingTuesday

Head Shaving

From head shaving to leg waxing, do something bonkers to raise money! You can sit in a bath of beans or let people throw a cream pie at you, whatever crazy idea takes your fancy, you can ask people to support you in your mad endeavor.

Instead of Presents...

Pledging your birthday or other celebrations is a lovely way to fundraise. Simply let your friends know that instead of presents for your Birthday, Christmas, Wedding or Retirement you would like them to make a donation to The Kindu Trust. You can set up a Justgiving page to allow them to donate in your name and leave a message for you or simply send in the donation after the event.

Jigsaw Marathon

Get your friends or local community group together for a jigsaw marathon! Whatever your age there's a jigsaw for you! From 50 pieces to 5000, everyone makes a donation to take part in the jigsaw marathon. If you don't have time for a marathon you could even do a competition with different 'rounds' of puzzles, more pieces in every round, see who gets to the biggest jigsaw first!

Karaoke Night

Hire a karaoke machine and do a Karaoke Night DIY style or head down to your local Karaoke bar. Bring all your friends and pay to nominate each other to do the songs. They have to sing the song you chose for them (with gusto) or have to match your payment to get out of it!

Legacy Gift

Making a donation in your will is a great way to support The Kindu Trust to continue its work long into the future. In Memoriam donations after some one has passed away are also a touching and personal way to commemorate their generosity. A legacy gift can easily be added to your will by speaking to your solicitor or adding a section to your will, though this will depend on the form of the will.

Match Giving

Many companies offer their employees the opportunity to match fund. This means that whatever you've donated to The Kindu Trust—they'll match it! Check with your Director if they have a scheme in place and, if not, ask anyway! Companies are often willing to support the charitable activities of their employees or take guidance from employees on where to direct their charitable giving.



New Year's Eve Party

Planning on having a get together to celebrate the New Year? Invite friends and family and ask them to make a small contribution to attend your party. What a great way to party your way into the New Year while raising funds.

Odd Jobs

Raise some cash by volunteering to do odd jobs in your local area. Gardening, car washing or snow shoveling are jobs people are happy to pay some one for—especially if they know they'll be supporting a good cause. Remember to put your talents to use! If you're a great storyteller, why not stop by the local Care Home and offer to read to residents for a small donation?

Parachute Jump

Feel cake baking's a little tame for your character? Try extreme fundraising! Parachute from a plane, sky dive or do a bungee jump for an adrenaline rush with a generous touch.



Quiz Night

The British love a quiz night so why not put your thinking hat on and write your own? Ask local pubs or cafes if you can host a Charity Pub Quiz and charge each contestant a pound to play. You could even ask the owner of a pub to donate a prize for the winner or, if you've got a real knack for it, make it a weekly event.

Running

Another fundraising classic. From triathlons to marathons to egg and spoon races, sport events are a great way to challenge yourself and raise money for The Kindu Trust. Get online to find out what events are happening near you!

Sponsored...

Do your friends call you a chatterbox? Are your colleagues always telling you off for eating all the biscuits? Make money from your weak spot by getting sponsored to stop. Ask your classmates or your colleagues to Sponsor your Silence or Fast for the day and test your limits!

Treasure Hunt

Everyone loves a mystery so you can fundraise by selling tickets to a local treasure hunt! Simply set up clues around your local park or town and groups will race to get to the end first! This is a great community activity and you can even get local businesses involved, to hold clues for your 'hunters' and contribute a prize.

University Challenge

Forget bringing your friends together, how about bringing your rivals together? This is an excellent game to bring together local companies, schools or even churches! Assemble teams. Drum up your support. Get a sharp quiz master involved. Charge a few quid entry and you all have a great night of (friendly) competition ahead. You could even arrange a school reunion with a twist!

Valentine's Day

Find an original way to show some love on Valentine's Day by sparing your partner the teddy bear or garage flowers. Donating to The Kindu Trust or buying one of our 'Creative Giving' vouchers is a brilliant way of showing you care—in more ways than one.



Wine Tasting

Test your taste buds—and how classy your friends are—with a brilliant 'Wine Tasting' fundraising evening. Don't worry, you don't have to know anything about wine! Just buy a mix of high and low standard to see how well your friends fare in guessing whether they're drinking the local wine shop's finest or the corner shop's best offer! 5 points for correctly guessing the price bracket and an extra 5 points for guessing any adjectives on the label. Fruity, woody and full bodied, anyone?

Xmas Cards and Pressies

You can donate to The Kindu Trust and solve your Christmas Card problems in one go this year by buying the Kindu Trust's beautiful cards. Painted by Ethiopian artist Ephrem Assefa, you can buy our 5 card variety pack or 5 card individual pack for only £6.50 each. You can even sort out your present list at the same time with our diverse Creative Giving vouchers!



Your Voice!

Your voice is one of the most powerful tools to share the message of the Kindu Trust and involve others in supporting us. Simply speak up at local community events and hand out our leaflets or log on and share why you support the Kindu Trust on Facebook or Twitter.

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Deal with that bad habit and raise money for The Kindu Trust by setting up a Swear Jar at home or at work. Any time someone lets loose a bad word £1 goes in the jar.

It's important to remember!

Thank you so much for dedicating your time and putting your energy into fundraising for The Kindu Trust so that we can continue our work in Ethiopia! Your efforts are an invaluable contribution to our work. Take a look below for some basic tips to bear in mind when you're organising a fundraising event.

When?

Make sure you pick a date and time that the people you're inviting will be able to attend. If it's children, it may be better to pick a weekend but for parents, a week night might be better. Check what else is going on! You wouldn't want to arrange a charity football match on the same day as a major game.

Where?

The golden rule here is—if you don't ask, you won't get! Lots of people are happy to support charity so let them know what you're doing and see if they can help. Local business may be able to volunteer a venue or donate prizes.

Depending on the kind of event you're holding, accessibility may be an issue so make sure there's always disabled access and parking space if these might be necessary.

Budget

While some events can be done for very little or even no financial investment, others will need a little money to make them work. For example if you are organising a coffee morning or bake sale then some money will be needed to set these up. You may choose to donate this money or reclaim it from the money raised after the event.

Promotion

Tell people! If you're running an event it doesn't necessarily have to be limited to your immediate friends and family. If it's a bigger event you can put posters in local community spots and if you let us know we can help publicise events via our website and let supporters close-by know about what's happening!

Good Luck!



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