

WELCOME TO #TeamFarmAfrica!

Thank you so much for choosing to fundraise for Farm Africa. For more than 30 years Farm Africa has been helping African farmers grow themselves out of poverty. We look forward to having you on board and sharing our vision of a prosperous rural Africa with you.

In this pack you will find lots of exciting materials to help you plan a fun and successful fundraising event, whether you are looking to host a coffee morning or run a marathon. You will also find some useful guides on publicising your event, stories from the field and tips on staying safe and legal.

Remember, the more funds you raise, the greater the impact your gift will have in transforming lives in rural eastern Africa.

Poverty is widespread in sub-Saharan Africa, with more than 40% of the population living below the poverty line, surviving on less than \$1.90 a day.

That's where Farm Africa comes in.

Farm Africa believes that Africa has the power to feed itself and that its smallholders hold the key to lasting rural prosperity. We work directly with farmers to unleash their potential to grow more, sell more and sell for more. We pioneer techniques that boost harvests, build rural incomes, sustain natural resources and help end Africa's need for aid.

The money you raise will help to make a real difference to families across eastern Africa.

From all of us here at Farm Africa, best of luck with your fundraising and thank you again for getting involved!



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ABOUT FARM AFRICA

We have programmes in four countries in eastern Africa: Ethiopia, Kenya, Tanzania and Uganda. Because we have focused solely on farming since we were set up 30 years ago, and have over 170 local staff on the ground, Farm Africa has a unique ability to spark change.

Our projects are designed to be:

- ✓ **Financially sustainable:** we help farmers to increase profits and adopt improved practices that will bring them lasting benefits long after the end of the project.
- ✓ **Environmentally sustainable:** we promote the protection of local ecosystems and conservation of precious natural resources such as forests, waterways and soil quality.
- ✓ **Scalable:** we generate credible evidence of the impact of our projects so we can catalyse wider change by convincing others to adopt our approaches.



1: Ethiopia



2: Uganda



3: Kenya



4: Tanzania



HOW YOUR MONEY COULD HELP



£4 could buy a starter pack of sorghum seeds in Kenya.



£13 could pay for the ploughing of one acre of land in Tanzania.



£50 could provide a farmer with the means to start a beekeeping business, including a hive, beekeeping equipment and a bee colony in Ethiopia.



£150 could buy a fishing net for an aqua shop to loan to fish farmers in Kenya.



£454 could provide agricultural training in land preparation, planting, harvesting and processing crops for 40 farmers in Tanzania.



£1505 could buy a large greenhouse in Kenya.



STAR FUNDRAISERS

Tom, James and Oliver Facon may be young, but they are incredibly committed fundraisers. Over the last three years they have raised over £10,000 for Farm Africa! Every year the enterprising teenagers have asked friends and family to guess which of their two rams – Rambo and Hombre – will father more lambs, and by how many. Each entrant was asked to make a donation when making their guess, with the winner getting double the amount they pledged.

“What we like about Farm Africa is the way that they are helping farmers in Africa with practical support so they can become self-sufficient and improve their lives permanently.”
- Tom Facon

What can you learn from the Three Brothers?

While lambing may not be your thing, have a think about what makes you special. Are you known for your amazing barbecues or legendary singing voice? Use your quirks and skills to personalise your event.

PLANNING YOUR EVENT



1

Decide what kind of event you would like to host.

Make sure you have the time and resources to effectively carry out your ideas.

2

Assemble your dream team. Get your friends and family on board to help you out with planning. Have a think about any useful skills or contacts that could use.

3

Set a time and date.

You may want to consider:
Does your audience work weekdays? Do they need to arrange childcare?
What other major events are going on? What is the theme? Is the weather a factor?

4

Set a budget and a target. You don't want to find that you've spent more than you've raised! Keep it simple and source free and cheap materials whenever possible to keep the costs down. We recommend aiming to spend no more than £1 for every £3 that you raise.

5

Choose a venue. Finding a free venue might be easier than you think. See page 9 for useful advice.

6

Spread the word

via social media and word of mouth.
See page 10 for tips on using social media to tell people about your fundraising event.

7

Enjoy your event and take lots of photos! Don't forget to let us know how it goes.

8

Pay in your money

to Farm Africa by cheque, via bank transfer or online.
Go to page 14 for more information.

9

Make sure to thank everyone who attended, donated and helped out with your fundraising via a letter or shout outs on social media.

BEFORE THE EVENT

EVENT

AFTER THE EVENT



FUNDRAISING IDEAS

Why not adapt your fundraising to the time of year?
Have a look at the calendar below for some great seasonal fundraising ideas.

JANUARY

New year, new you – sign up for a half marathon or 10K.

Give up your vice for a whole month in return for sponsorship.

MAY



Host a Morris dancing competition to celebrate the long awaited return of spring.

Throw a Cinco de Mayo fiesta complete with Corona and guacamole.

SEPTEMBER

Host a harvest collection at school or church.

Pick some apples and blackberries, get baking and sell your homemade pies to your friends.

FEBRUARY



Organise a speed dating evening for all your single friends – they'll thank you at the wedding.

Host a late-night Super Bowl party with a fundraising twist.

JUNE

Grab a copy of our Wimbledon sweepstake and start swotting up on your tennis knowledge.

Host a 'wear a crazy hat day' at work to celebrate Ascot.

OCTOBER

Host a talent show or music theme trivia evening to celebrate World Music Day.

Charge a small donation for entry to your spooky pumpkin carving competition.



MARCH

Time for a spring clean – host a garage sale or clothes swap.

A St Patrick's Day pub quiz or bar crawl is sure to get your friends feeling generous.

JULY



It might not be Independence Day on this side of the pond, but you can still get in the spirit with a red, white and blue party.

Get out the lycra and another copy of the sweepstake because it's time for the Tour de France.

NOVEMBER

Invite your neighbours over for a bonfire in return for a small donation.

It's cold outside so why not host an Ethiopian coffee morning in your own home?

APRIL



Be the butt of the joke this April Fools' Day, and let yourself be pranked in return for donations.

Ask your friends to donate their old books and hold a second hand sale to celebrate World Book Day.

AUGUST

Fire up the grill and invite your friends over for a fundraising barbecue to celebrate the last bank holiday of the summer.

Get your mates together to start a fantasy football league to kick off the Premier League.

DECEMBER



Offer a gift wrapping service.

Organise a carol concert in your community. Don't forget the mince pies!



STAR FUNDRAISER

Dedicated supporter Sam Williams has raised over £26,000 for Farm Africa over the last eight years! He was the joint youngest person to row solo across the Atlantic in November 2007, cycled from London to Kenya and completed his own, custom triathlon, taking part in RideLondon and the Berlin Marathon.

“When I heard about Farm Africa I was struck by their intelligent and sensible approach to helping the poorest families in eastern Africa. Ever since then I've been continually impressed by all the people involved in the charity and the fact that they all seem to genuinely believe in the work that they're doing and get excited about the successes they achieve.”

– Sam Williams

What can you learn from Sam?

You don't have to row the Atlantic to get noticed! Your local press is always looking for interesting and quirky fundraising ideas so be sure to let them know if you have something exciting planned!



GREAT IDEAS FOR EVERY MONTH

GREAT IDEAS FOR EVERY OCCASION

There are lots of different ways to fundraise. One (or more!) of these creative ideas are bound to get you excited! You can also find more ideas on our website.

AT WORK

Over the course of your lifetime, you are likely to spend about 90,360 hours at work! Make sure you make the most of it by organising one of these fun fundraising events with your colleagues.

- Sweepstake
- Baby photo competition
- Tea and coffee runs
- Swap jobs for a day
- Raffle
- Sponsored silence
- Family fun day or picnic
- After work drinks cart
- Spare change collection

WITH YOUR COMMUNITY

If you are looking for something for the young and old alike, consider holding an event in a local community centre or town hall.

- Arts and crafts stall
- Bring and buy sale
- Auction of promises
- Talent show
- Street party or fair
- Bake sale
- Barn dance or open farm

EXTRA SPECIAL EVENTS

If you are feeling ambitious, planning a special event can be a lot of fun and is always rewarding.

- Film night
- Charity ball
- Sports tournament
- Battle of the bands
- Dance marathon

WITH THE KIDS

Don't forget to involve the little ones. These activities are great fun and can be done at school, playgroups or at the weekends.

- Sponsored silence
- Easter egg hunt
- Guess the name of the teddy
- Sponsored walk
- Guess the number of sweets
- Own clothes day

SOCIAL EVENTS

Want to have a fantastic time with your mates while supporting a great cause? Consider holding a get together with all your nearest and dearest.

- BBQ
- Coffee morning
- Dinner party
- Speed dating
- Sports day
- Pub quiz
- Swap shop



Why not include a Farm Africa twist? Whether you serve up Ethiopian coffee at your coffee morning or hold an African Cup of Nations sweepstake, you are more likely to raise money if you make your event unique!

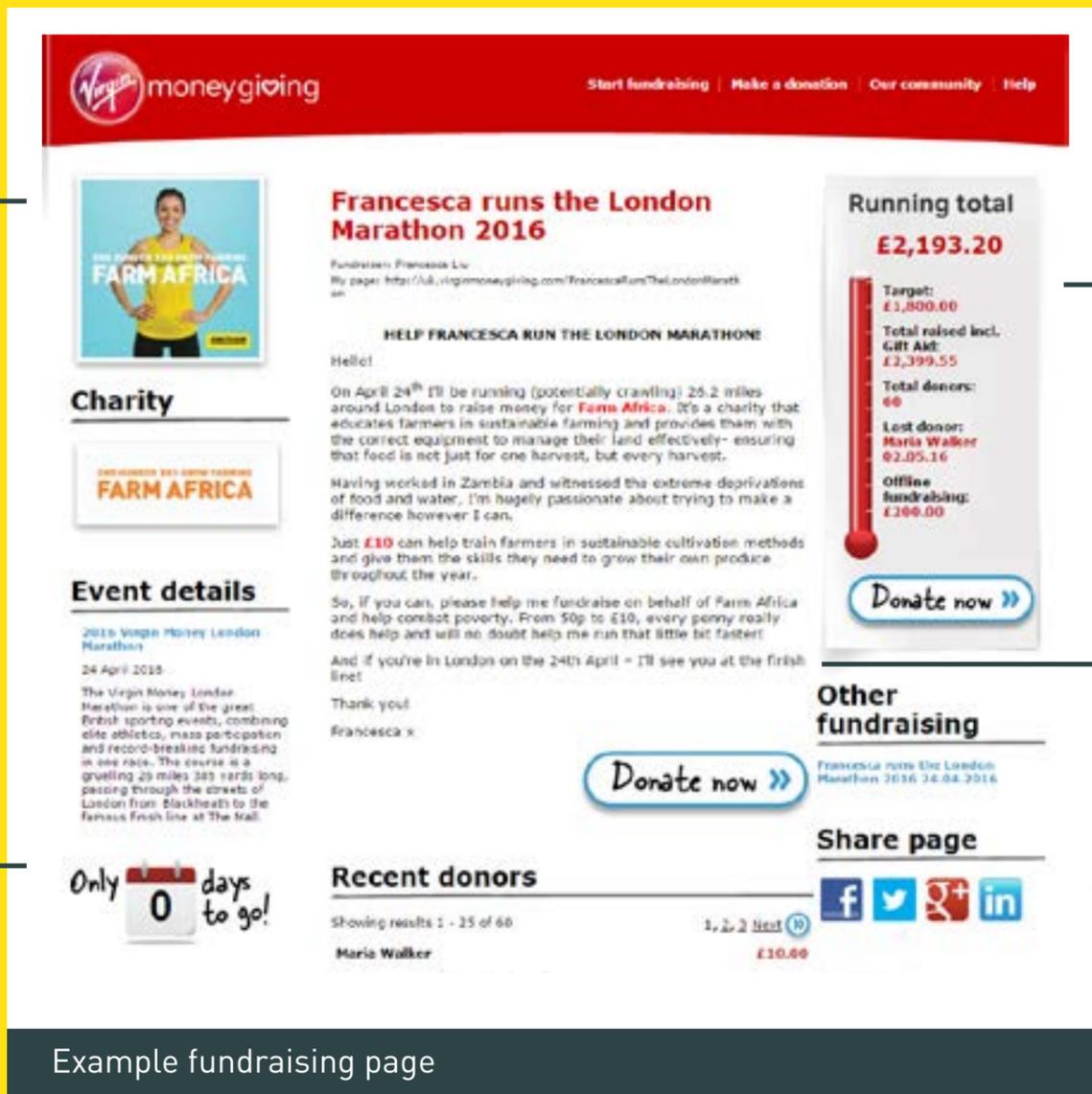
Hold an evening of talk and debate about Africa or farming or any other subject of your choice. Charge for entry or ask for donations.

You can even request a speaker at community@farm africa.org to come and tell your guests about Farm Africa's work.



SETTING UP A FUNDRAISING PAGE

The simplest step you can take to kick off your fundraising journey is to set up an online fundraising page. The two websites we use are Virgin Money Giving and JustGiving, both of which are very easy to use. Fundraising pages tend to work best for sporting events, as well as personal challenges (though sometimes you can't beat old-fashioned sponsorship forms!). They could also be used to take ticket payments for an event or take donations in lieu for people who aren't able to attend. Check out our website for some suggested copy for you to use.



Example fundraising page

1

Upload a photo!

Pages with a photo tend to raise 15% more.



2

Set a high target, both to encourage your supporters and to challenge yourself. On average setting a target helps to raise 46% more donations!



3

Explain a little about Farm Africa and what you find motivating about our work. If applicable share your **personal connection** to Farm Africa's work and explain why you are choosing to support us. Who knows, maybe you'll inspire some of your friends to do some fundraising of their own!



4

Share our price points (on page 3) to give your supporters examples of what their money could buy.



5

If you are completing a challenge, **give updates** on your training, obstacles and milestones. Studies have shown that donations could increase by up to 6% for every update!



6

Share your page using your social media pages and email signatures.



7

Make sure to **thank everyone** who has supported you and give an update on how your event went!



8

Around 20% of donations come in after an event, so don't forget to **keep up the momentum!**



**YOUR MONEY COULD HELP
CHANGE LIVES**

**“I look at my harvest
and am thankful for this
project. Our children
are healthy, happy and
educated.”**

- Beatrice, Kenya



Beatrice Kimwele (pictured) is secretary of the Kevithe Women’s Group – a group of 29 female farmers living in eastern Kenya’s Kitui county.

As is common in the area, Beatrice and her family lived a hand-to-mouth existence – reliant on their twice-yearly harvests to survive. With no formal agricultural training and unable to afford to buy good-quality seeds her crops had little chance of thriving and generating the income the family needed. For up to three months at a time they survived on just one meal each day.

This all changed when Farm Africa taught the group which crops could thrive in Kitui’s dry climate and how best to grow them. After the training Beatrice and the other women received high-quality seeds for green grams, cowpeas and sorghum so they could put everything they had learnt into practice.

The results were astonishing. Beatrice planted the new seeds alongside her traditional crop of maize. As is often the case, the rains were poor and Beatrice harvested nothing from her field of withered maize. However, she did reap a healthy harvest from her new crops, which was enough to provide three meals a day for her family until the next harvest.

After seeing the positive results, Beatrice had the confidence to focus solely on growing the new crops. By using some of the money she earned selling her surplus at market she invested in high-quality seeds for drought-tolerant crops to plant during the next rains. She’s hopeful of another good harvest, and many more to follow!

EVENT PLANNING TIPS



HOW TO ... FIND A VENUE



Approach local pubs, community halls and churches (depending on your event) and explain that you are looking to host a fundraising event. Make sure the venue has the required space and facilities (kitchen, bathroom etc) for your event.

Many venues may donate a space, particularly if guests are spending money there, for example, buying drinks. If you do pay for the venue, make sure to stick to your budget. You might even be able to negotiate a deal, for instance the venue donating a small amount for each drink sold. Be sure to check policies on cancellations, bringing your own supplies, health and safety and when you can access the venue to set up.

HOW TO ... SOURCE PRIZES



Contact local businesses and ask if they can donate to your event. This could be anything from hosting your event to donating raffle prizes.

Create a list of possible shops and companies to approach and send them a letter clearly stating who you are, when and where your event will be taking place, any benefits for the company and what you need from them. Don't get disheartened if you get a few rejections – just try somewhere else!

Going into local stores and asking to speak to the manager directly can be a good way to source prizes. You can request an official letter from Farm Africa to prove that you are fundraising for us.

Charging entry or asking for sponsorship is a great way to fundraise but why not raise even more with some fun activities:



HOW TO ... BOOST YOUR FUNDRAISING

- Heads and Tails *A quick, fun game to boost your fundraising at an event. See our website for instructions on how to play.*
- How many? *The classic guessing game. Get your friends and family to guess how many sweets are in the jar or pennies in a piggy bank and award a prize to the winner.*
- Raffle or tombola
- Lucky dip
- Fairground games such as ring toss or hook a duck

STAR FUNDRAISERS

In November 2015 a group of senior members from the UK food industry undertook a 117km trek in Ethiopia's Bale Mountains. Farm Africa works in the Bale eco-region, which is a richly diverse landscape under threat from human activity. The team ended up raising over £140,000 for Farm Africa!

“Bale is stunningly beautiful and remote and we have passed nomadic families living the most basic lives. We have also visited Farm Africa's projects just south of Bale and seen the stunning difference these interventions have made to the lives of thousands of smallholders.”

– Richard Macdonald,
Farm Africa Chairman

What can you learn from the team?

You don't have to travel to Ethiopia to get your colleagues involved. Talk to suppliers about donating prizes for a raffle, get your colleagues on board and don't forget to check with your employer if they offer matched funding.



GETTING THE WORD OUT

SOCIAL MEDIA GUIDE



Social media is a great way to tell people about your fundraising. Short, clear messages with a good photo work well on both Facebook and Twitter.

- ✓ Create a Facebook event and invite people to attend. This is also a great way to share updates about the event with attendees.
- ✓ Tweet your local newspaper and radio station to let them know about your event.
- ✓ Tweet groups that share details about what is going on in their local community, and ask them to promote your event.
- ✓ Take a photo and share it on social media during your event as an update for anyone that couldn't make it.
- ✓ Post a thank you message afterwards and celebrate how much you raised.
- ✓ Don't forget to follow Farm Africa on Facebook and Twitter.
- ✓ Tweet your photos and updates about your fundraising to **@FarmAfrica** or using the hashtag **#TeamFarmAfrica** (we might even retweet them!).
- ✓ We love to see updates of what our supporters are getting up to on our Farm Africa Facebook page. Tell us what you're up to by tagging **@FarmAfrica** in your Facebook status.

Example social media posts you can copy and post from your own accounts:

- I'm taking on [event name] for **@FarmAfrica** to fight rural poverty in Africa. Please support me by making a donation: [link to fundraising page]
- This week, [school name] will be hosting their own Welly Walk for **@FarmAfrica**, raising £ to help African kids go to school!
- A team from [company name] is taking part in [event name] this Saturday, working together to raise funds for a fantastic cause.
- Tomorrow I'll be taking part in [event name] for **@FarmAfrica**, raising money to help farming families grow more, sell more and sell for more. Together we can make sure that farmers don't get trapped in cycles of poverty and can grow themselves and their children brighter futures. I'd be really grateful if you could give what you can. [link to fundraising page]

WRITING A PRESS RELEASE



Local newspapers love to report on what their community is doing to support a good cause. In particular, they like to tell stories of people doing something close to home to help solve a global issue, such as poverty in Africa.

An article in your local paper can help you raise more from your event, attract more guests, and is also great local publicity for your school, church or community group.

If you would like to tell your local papers what you are doing you can use our online media guide and template press releases on our website. If you have any questions, please get in touch with us on events@farmfrica.org.



Hayseng village on the edge of Tanzania's Nou Forest is home to 51-year-old Marietha Petro (pictured), her husband Noel and their children and grandchildren.

This farming family once relied on the potatoes and maize that Noel grew for both food and an income. Marietha remained at home caring for the children.

In this area honey is traditionally collected from hollowed out logs hung high in the forest canopy, but women were not able to participate in beekeeping because it isn't culturally acceptable for women to climb trees.

This all changed when Marietha received five modern beehives from Farm Africa. The beehives can be kept at ground level close to the family home and Marietha also received all the training and equipment she needed to start a successful honey business.

Whilst Marietha is hard at work at the family home, her bees are hard at work in their hives. She harvests an average of 45 litres of honey each year, most of which she sells at the market.

For Marietha's family the additional income has been transformational. As well as feeding and educating their children, they now have money for medical care and have been able to improve the family's home. Marietha's husband is delighted with what she has achieved, and is now encouraging her to invest in building her honey business!

YOUR MONEY COULD HELP CHANGE LIVES

“Women like me are now able to keep bees and gain an income, which wasn't possible before.”

- Marietha, Tanzania



STAYING SAFE AND LEGAL

Whilst you are having fun and raising money, it is important to think about what you need to do to keep your event safe and legal. Farm Africa can't take any responsibility for your event, so make sure you read through our guidelines below. If you have any questions or concerns, please get in touch and we'll be happy to help.

HEALTH AND SAFETY

At home or with friends

If you are hosting an event at home or with a small group of friends or family, take the time to consider whether your event is safe for all those involved. In particular if you are serving food and drink, ensure it is prepared hygienically.

Public events

When holding a large or public event we recommend you:

- Contact your local council for any necessary permissions, licensing, trading standards, and health and safety issues. In particular, you may need a license to serve food or sell alcohol at your event.
- Check if you need public liability insurance. If you are hiring a venue, or holding an event at school, church, work or university, this may already be included, but be sure to check beforehand.
- Think about First Aid and fire safety. It's good to have at least one trained first aider on site if there is any risk of accident or injury. You could contact your local branch of St John's Ambulance and your local fire station for advice.
- You should complete a risk assessment before your event. A risk assessment will highlight any potential hazards or risks and then state what steps you will take to minimise those risks.

We can provide you with a template for a risk assessment, and further advice on avoiding hazards.



CHILDREN AND YOUNG PEOPLE



Children love fundraising, and it's great to get them involved and teach them the importance of giving to charity. If there will be children at your event, there are a few important things to remember:

- Anyone under 16 must get permission from a parent or guardian before they start fundraising and depending on your event, may need permission from a parent or guardian to attend.
- Children under 16 are not permitted to collect donations, so make sure an adult is responsible for any collection tins or buckets.
- If you are taking photos at your event, and anyone in your photos is under 18, check it is OK with their parents before sharing them on social media or sending them to Farm Africa.

PUBLIC COLLECTIONS

Before collecting donations in public, you will need to ensure you have the appropriate permissions.

- For most public collections, such as on your high street, you will need a licence from the local council. Some councils need up to two months' notice before issuing a license, so plan ahead and get in touch with them as early as possible.
- If you are planning to collect donations at a private venue such as a pub, shopping centre or train station, you will need written permission from the owner or manager. You do not need a separate licence, but you should keep a copy of your permission letter with you.
- When seeking permission to collect donations, you may need a letter confirming you are fundraising in aid of Farm Africa. We can provide you with a letter of authority before you start collecting.
- Your collection tins or buckets must display the Farm Africa logo and registered charity number. They also must be sealed at all times whilst collecting. Farm Africa can supply official collecting tins, buckets and seals for you to use.



RAFFLES

2

3

Raffles are a great way to raise money, especially if there are exciting prizes to be won. If you are holding a raffle during your event, here are a few things to remember:

- Only sell tickets on the day of and during your event
- Tickets must all be the same price
- Draw the winner(s) before the end of your event

If you plan to run your raffle over a longer period of time than one day, it will be considered a lottery and you will need to purchase a local lottery license from your council. If you want to know more about organising a raffle or lottery consult your local council or visit the Institute of Fundraising website at www.institute-of-fundraising.org.uk.

COLLECTING MONEY



One of the most exciting parts of holding a fundraising event is counting the money you have raised. When counting cash, it is advisable to have two people present to witness and record the amounts collected.

If you are carrying money from one location to another, or taking it to the bank, keep your personal safety in mind. If you are carrying a large amount of cash, keep it somewhere discreet. You may wish to ask someone else to accompany you too.

FARM AFRICA LOGO



Please do not use the Farm Africa logo without our permission. If you need posters or other fundraising materials, we can provide you with these.

If you want to create your own fundraising materials, there is a special logo that we can send you that makes it clear you are fundraising **in aid** of Farm Africa. We will also need to see a copy of your materials before you print or share them.



AFTER THE EVENT

You've done the hard bit and raised the money, here's what to do next.

WHAT TO DO WITH THE MONEY

Please try and get any money raised for Farm Africa in to us as soon as possible and within a month of your event. Here's how you can pay your money in:

ONLINE - THROUGH YOUR FUNDRAISING PAGE

Using a fundraising page such as Virgin Money Giving is a great, simple and efficient way to raise and pay in funds.

ONLINE - ON THE FARM AFRICA WEBSITE

You can use the online form on our website to pay in your money. Visit www.farmafrica.org/pay-in-your-fundraising

BY CHEQUE

Pay all the money you've raised into a bank account, then make a cheque payable to Farm Africa. Please include a note with your name and details of your event. Send this along with a completed donation form or letter to: Farm Africa, 9th floor, Bastion House, 140 London Wall, London, EC2Y 5DN

BY BANK TRANSFER, DEBIT OR CREDIT CARD

Call us on +44 (0)20 7430 0440 for details of our bank account if you want to make a direct transfer. We can also take a payment for you over the phone.

TELL US ABOUT IT

Your fundraising stories are a massive inspiration to people around the world, so please do share with us what you've achieved and how you did it.

Send us pictures, quotes and anecdotes. We really love to hear your stories, so please don't be shy. Also, we can tell others about what you've been doing, inspiring others to work towards ending hunger and poverty in Africa. Why not write a blog post about your experience?

Gift Aid

giftaid it

Make sure you encourage your supporters to tick the Gift Aid box on any sponsor form if they are eligible, and Farm Africa will receive an extra 25p for every £1 that people donate. Make sure they complete the sponsor form in full, including their full name, postal address and postcode. If you need Gift Aid envelopes or sponsorship forms, just let us know!

REMEMBER: DON'T SEND CASH THROUGH THE POST!

STAR FUNDRAISER

Over 28 years a remarkable Sussex farmer has consistently been going the extra mile to raise both funds and awareness for Farm Africa in his local area.

Motivated by a deep feeling of solidarity with Africa's farmers, Tim Jury has come up with a range of fundraising activities from barn dances to ultramarathons, raising over £100,000 for Farm Africa!

"As a farmer I am always thinking about the weather. And realising that for others there can be more severe weather with fewer resources to ride out the extremes – that puts you in a fragile position."

- Tim Jury

What can you learn from Tim?

You don't have to be a farmer like Tim to find a personal connection to our work. When people are able to make a connection and see the value in our work they are much more likely to support your fundraising.

You can use the stories from this pack or find more on our website at www.farmafrica.org/stories





IN SUMMARY

We want you to have fun and raise as much as you can to support farmers in eastern Africa.

Please remember it is your responsibility to ensure your fundraising complies with all applicable laws, regulations and codes of practice, and that all relevant licences and permissions are in place. Farm Africa cannot take responsibility or be liable for any loss or damage suffered by you or any third parties in connection with your fundraising.

From all of us, thank you for fundraising for Farm Africa. Remember, we are here to help, so if you have any questions or need any advice, please get in touch!

THANK YOU
for fundraising for Farm Africa



RESOURCES AND CONTACT

FUNDRAISING MATERIALS

We have a number of downloadable and physical materials to help you with your fundraising. If you would like any of the below materials please let us know.

- Posters
- Balloons
- T-shirts
- Sponsorship forms
- Collection tins and buckets
- Farm Africa DVD
- Stickers
- Gift Aid envelopes
- Farm Africa leaflets
- Annual Review

www.farmafrica.org



GET IN TOUCH

The Events Team

If you are planning on undertaking a sporty challenge such as the London Marathon or attending one of our events like the carol concert, Sabrina or Florence are your first port of call. You can get in touch with them at events@farmafrica.org



The Community Team

If you are planning your own event at school, university or in your community, Sarah and Denis are on hand to help you out. Drop them an email at community@farmafrica.org



The Corporate Team

If you want to get your company involved or fundraise at work, contact our corporate team, Nick and Charlotte. You can reach them at corporate@farmafrica.org



Not sure who to talk to?

Drop us a call on 020 7430 0440 and we'll patch you through to the right team.

