



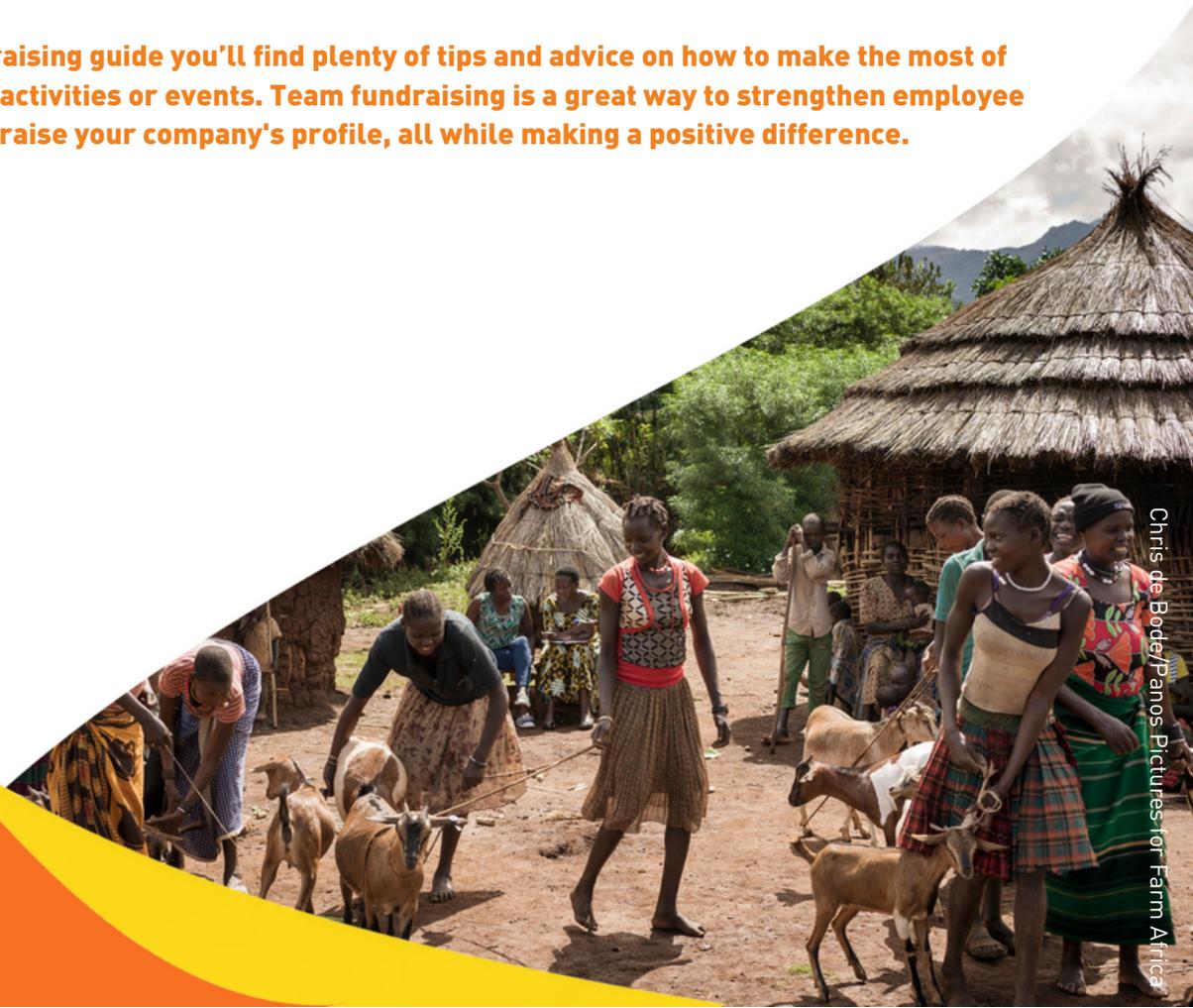
Royal Parks Half

STAFF FUNDRAISING GUIDE

Join Team Farm Africa and help farmers in eastern Africa thrive.

Farm Africa is an innovative charity that reduces poverty in rural eastern Africa by helping farmers grow more, sell more and sell for more. We work in DR Congo, Ethiopia, Kenya, Tanzania and Uganda improving agriculture, protecting the environment and developing businesses in rural areas.

In this staff fundraising guide you'll find plenty of tips and advice on how to make the most of your fundraising activities or events. Team fundraising is a great way to strengthen employee engagement and raise your company's profile, all while making a positive difference.



Chris de Bode/Panos Pictures for Farm Africa



HOW YOU CAN HELP

Every pound you raise can make a real difference to the lives of farmers, their community and the environment around them. Here's some examples of the impact you could create:

£500

could help provide beehives, equipment and expertise to train two farmers with their beekeeping business in Ethiopia.

£1,000

could help improve the incomes for 100 farmers in Tanzania through providing vital agricultural training to enhance their businesses.

£3,000

could help a group of 80 women to manufacture and market fuel saving stoves in Ethiopia, providing them an income while protecting the environment.

£5,000

could rehabilitate a plot of degraded land in Ethiopia so it can be used by the local community to generate an income and protect the local wildlife.



£10,000

could construct two lodges to run an eco-tourism business in the community managed park in Ethiopia.





STEP 1 - PLAN YOUR EVENT

Decide what event you want to do and assemble a team of colleagues to help you. Get creative! Here are a few ideas to get you thinking:

Fundraising dinner

Ask your local favorite restaurant to host a fundraising dinner and have them donate a certain percentage of the night's total proceeds. Or host your own, Come Dine with Me style!

Office pot luck lunch

Each department hosts a lunch and brings food. Ask employees for a £5 donation to enjoy the food.

Dress down day

If you go into an office, have employees make a £5 donation to dress casually for work.

Raffle

You can incorporate a raffle in other events to raise extra donations, or simply spend a week selling raffle tickets around your office. Prizes can include anything from a premier parking spot in the company carpark, to an extra day of annual leave! Please make sure to follow the [correct rules](#) if running a raffle.

Sporting events

Love running, cycling or walking? Join one of our many sporting events as a company team, or organise your own. You can charge to participate or collect sponsorship.

Pub quiz

You can never go wrong with a good old-fashioned pub quiz! Invite your whole team, neighbouring companies, partners and suppliers to take part for a donation.

Christmas party

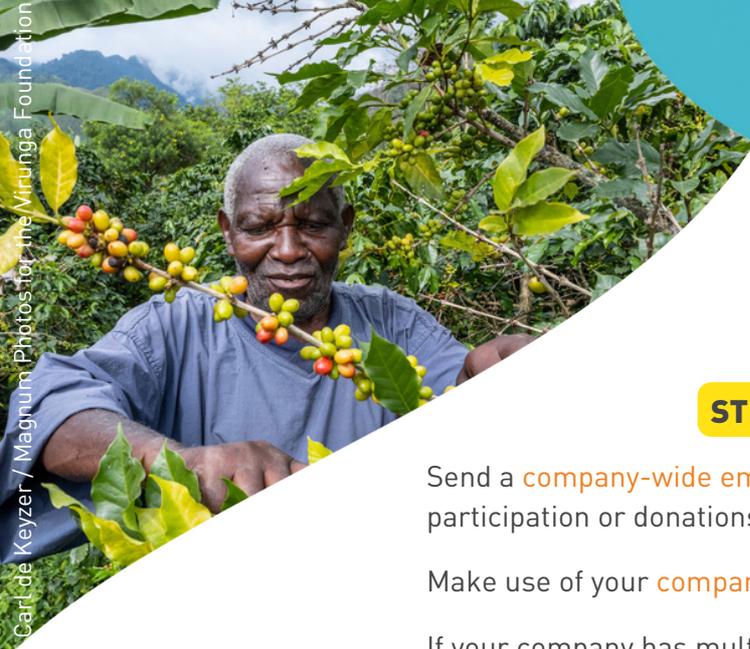
From selling tickets, collecting a cloakroom fee or holding a fancy dress competition, there's so many ways to add in a fundraising element to elevate your Christmas do.

Host a sweepstake

Place friendly bets on events such as the FIFA World Cup or Eurovision, with 50% of the pot going to Farm Africa. Please make sure to follow the [correct rules](#) if running a sweepstake.

If you're still working **virtually**, remember most of these ideas are even easier to do online - for example, pub quizzes and sporting challenges work well when you all log in from the comfort of home!

Need any fundraising materials? [Click here](#) to let us know! We have a range of resources to help you out, including branded t-shirts, leaflets, collection buckets and posters.



Carl de Keyzer / Magnum Photos for the Mirunga Foundation

STEP 2 - SHARE YOUR EVENT

Send a **company-wide email** detailing your fundraising efforts and asking for participation or donations!

Make use of your **company newsletter, intranet and internal comms.**

If your company has multiple sites, you can **encourage other sites to fundraise**, participate in our event or donate.

If you work with **external vendors, suppliers or partners**, why not spread the word and ask them to get involved? It will give you the opportunity to strengthen your relationship while supporting a good cause!

Remember to use **Farm Africa branding** too! Click below to download:

- ['In-aid of Farm Africa' logo](#)
- [Our official colours](#)
- [Pre-packaged explanations](#) about Farm Africa and our work, so your colleagues can learn about the cause.

STEP 3 - FUNDRAISE

Gift matching – check if your company has a matching gift programme. This could double your donation!

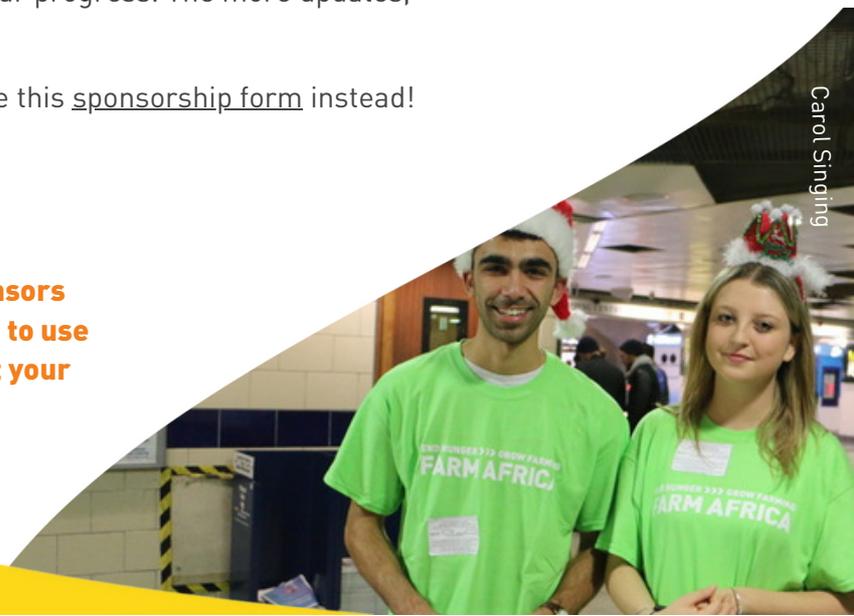
To fundraise online – create a page with [JustGiving](#). Just follow the link, click the 'fundraise for us' button and follow the instructions. You'll need to pick a fundraising target and a name for your event. Make sure you tell people why you are fundraising for Farm Africa and how their donation can make a difference!

Be confident when sharing your fundraising page – post the link on your social platforms regularly with updates of your progress. The more updates, the more engagement, the more donations!

Prefer fundraising offline and in-person? Use this [sponsorship form](#) instead!

giftaid

Remember: If your sponsors are eligible, remind them to use Gift Aid as this can boost your donation by 25%.



Carol Singing



ENJOY YOUR EVENT!

Take lots of photos and let us know how it goes. Remember to [tag us](#) if you post about it!

And of course, make sure all your donations and matching gift forms are turned into us. Check our [fundraising hub](#) for guidance.



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For more information or support, get in touch with our partnerships team:

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