

FUNDRAISING TOOLKIT



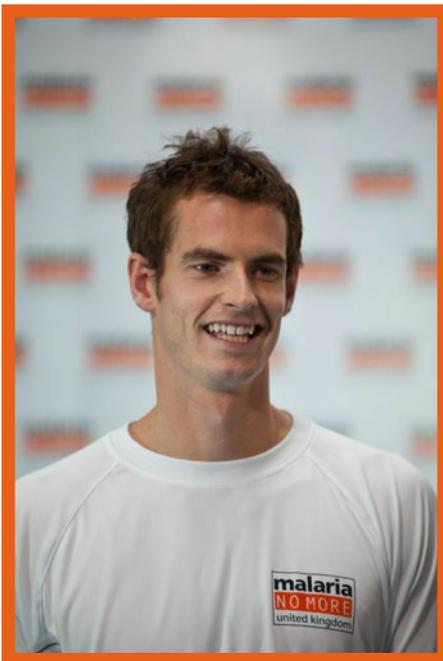
YOU CAN HELP MAKE MALARIA NO MORE

THANK YOU

FOR JOINING THE FIGHT AGAINST MALARIA

Whether you've already decided how you would like to fundraise for Malaria No More UK or you're looking for some bold new ideas, this Fundraising Toolkit is full of tips, tools and advice.

With your support we can help end the suffering and deaths caused by malaria.



Hi guys,

Thanks for choosing to fundraise for Malaria No More UK.

Your support is appreciated and will make a real difference in helping save lives from malaria. I've supported Malaria No More UK since it launched in 2009. Like you, I believe the fact a child dies from malaria every two minutes is completely unacceptable and I was drawn to the charity's single-minded mission to end deaths from malaria once and for all.

I'm continually inspired by supporters like you doing their bit to raise funds to save lives. Whether you're organising a quiz night, training for your first half marathon, or preparing for a skydive; your support and the money you raise will go a long way with this charity. We've achieved so much already, but with your support we can do even more.

This toolkit contains all you need to make your fundraising a success, from inspiring ideas through to tips on how to publicise your activity, I hope you find it useful.

Good luck!

All the best,

Andy Murray,

Olympic gold medallist, US Open Champion, Wimbledon winner and member of Malaria No More UK Leadership Council

MALARIA NO MORE UK: WHO ARE WE?

We work tirelessly to save lives through awareness and fundraising campaigns and by investing in malaria diagnosis, prevention and treatment programmes in Africa where 90% of all malaria deaths occur.

Since our launch we have secured the support of all the major political parties in the fight against malaria and helped persuade the coalition government to place malaria at the top of its international development agenda. We have also used funds raised in the UK to support efforts on the ground in Africa. Our partnerships in Ghana, Botswana and Namibia are already helping to protect over ten million people from malaria.

Many famous faces have joined us in our quest to end the needless suffering and death caused by malaria including David Beckham and Andy Murray, founding members of the Malaria No More UK Leadership Council and committed ongoing Supporters.



To keep up to date with progress in the fight against malaria, sign up to receive our e-newsletter at malarianomore.org.uk



TOP MALARIA FACTS



A child dies from malaria every two minutes

Around half of the world's population is at risk from the disease

There were approximately 214 million cases of malaria and 438,000 deaths in 2015

Malaria is preventable and treatable, every life lost is needless

Malaria costs Africa an estimated £8 billion and some families up to 25% of their household income each year

Pregnant women and young children are particularly vulnerable, 70% of malaria deaths are in children under 5

Malaria No More UK's partnerships in Africa are helping to protect over ten million people from malaria

Progress is being made: deaths from malaria have more than halved since 2000

Mosquito nets save lives, cutting child deaths by 20% and malaria cases by half

90% of malaria deaths occur in Africa



WHY US?

HOW MALARIA NO MORE UK MAKES A DIFFERENCE - A FATHER'S STORY

By Thomas Sandow, father and community volunteer fighting malaria in Ghana

I volunteer with a malaria prevention project in my community, Dromankuma, in Ghana's Ashanti Region. I want to do all I can to help prevent others from going through the pain endured by my two year old daughter Irene when she had severe malaria last year.

I still remember the panic in my wife Alice's voice when she called telling me that Irene was convulsing and could not open her eyes. We rushed her straight to the hospital where she was immediately diagnosed with severe malaria, admitted and given emergency treatment. I couldn't stay with my wife and Irene at the hospital as I had to take care of our son and find money to cover the medical treatment. It was a terrible few days, we were so scared that Irene might not survive – so many young children die from malaria.



It was not until the fourth day that I dared to hope again, I'll never forget walking into the ward and seeing my wife smiling and Irene's eyes open for the first time. It was like all our prayers had been answered. However, it took a long time for her to fully recover - she was in hospital for over two weeks, requiring treatment and blood transfusions.

I am so grateful for the hospital treatment which saved my daughter's life. However, because I had no health insurance, I was left struggling to cover the cost of her care - my daughter's life-saving treatment cost over six month's salary.

My experience with Irene has made me especially thankful for Malaria No More UK's support for the distribution of mosquito nets to help prevent malaria here in Dromankuma.

My part in the campaign involved taking and hanging nets in my neighbour's homes. I am now following up with these families to ensure they understand how to use and care for their nets correctly.

The distribution in Dromankuma has increased the number of people with access to nets from 2% to 99% of the population – including my family who now use their net every night. I am so pleased that this campaign is now being expanded across Ghana, everyone here is at risk from malaria so everyone should be able to sleep protected by a net.



£5 is enough to buy, deliver and hang a life-saving bed net for a mother and child in Africa, helping to protect them from malaria

MAKING MALARIA NO MORE

YOUR GUIDE TO GETTING STARTED

You've seen what a difference your fundraising will make - here are some tips to help you get started

WHAT WOULD YOU LIKE TO DO?

First things first – decide how you would like to raise funds for Malaria No More UK. Whether you'd like to get sponsored to undertake a challenge or you'd like to invite other people to an event, visit the [fundraise for us](#) section on our website to get inspired.

MONEY FOR MALARIA

Once you've decided what you'd like to do, focus on what you hope to achieve as a result. Set yourself a fundraising target, and work towards this personal fundraising goal. It's important to work out early on if there will be any costs involved (these shouldn't be more than 30% of your overall target) – perhaps you can get these covered by asking a local business to supply goods or services for free.



£10 can transport 150 life-saving nets to a community in rural Ghana; enough to protect 300 people

ALL HANDS ON DECK

If you're planning a big event then it's a good idea to recruit as many people to share the work (and fun!) as possible.

From an informal group of friends and family who are willing to lend a hand, to a committee of helpers who may bring special skills to help you out – the more people you get involved, the greater the fundraising potential!

SET A DATE

Choose a date for your activity or event as soon as possible. If your fundraising depends on getting others to take an action on a specific day, check that you are not clashing with any major events, locally or nationally.

World Malaria Day is 25 April each year and **World Mosquito Day** is 20 August so if you're planning an event, why not aim to coincide with these days of action against malaria.

SPREAD THE WORD

Download our press kit from our website.



Keep up to date with what's happening at Malaria No More UK:

-  facebook.com/malarianomoreuk
-  follow @malarianomoreuk
-  Subscribe to our channel youtube.com/malarianomoreuk
-  Pinterest: Follow pinterest.com/malarianomoreuk



Online giving: make sure your fundraising has a real impact by setting up an online sponsorship page with one of the following: justgiving.com, virginmoneygiving.com

What's fantastic is that all funds raised will come direct to Malaria No More UK, and Gift Aid can be claimed automatically, increasing the amount you raise! Get in touch if you would like to receive our online hints and tips showcasing how you can make the most of your online page.

Use JustGiving's 'text donate' facility to make it easy for your supporters to donate wherever, whenever. When you set up your page you can generate your own text to donate number that you can advertise at events, mention when talking to people and add to your email signature. It's another simple and effective tool to help the money roll in!

Find out if your employer runs a **Matched Funding scheme** – they may be able to match any funds you generate, doubling your fundraising for Malaria No More UK!

Spread the Word! Whether you're raising money by asking people to sponsor you, or inviting people to attend an event, it's important to let them know what you're doing as early as possible.

As well as contacting everyone you know by telephone, email and word of mouth, don't forget to make use of sites like **Facebook** and **Twitter**. We have a brilliant "How to harness the power of social media" document to help you make the most of these sites. Get in touch to receive your copy. You can also contact your local newspaper or radio station and ask them to help spread the word – get in contact with us for a press release template.

HAVE A GREAT EVENT!

SAY THANK YOU TO EVERYONE

Once your fundraising event or activity has taken place, make sure you thank everyone who has taken part. Let them know how much you've raised, so that they know just how important their support has been in helping to fight malaria... and they can help celebrate your success!

SEND IN YOUR MONEY

Please send in your money to Malaria No More UK within four weeks of collection so that we can put it to work helping save lives.

Please make any cheques payable to "**Malaria No More UK**" and send them to **Malaria No More UK, The Foundry, 17 Oval Way, London, SE11 5RR.**

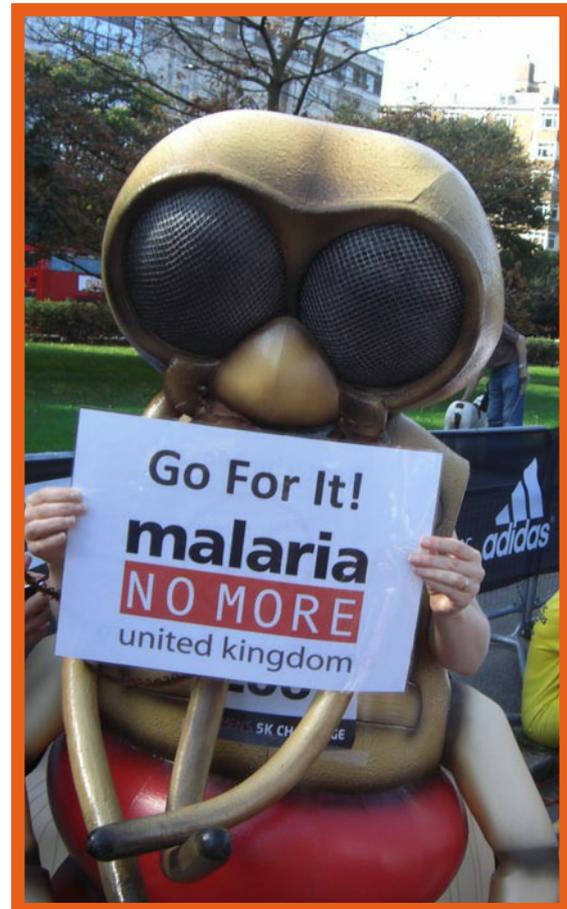
For card payments please visit malarianomore.org.uk or phone **020 3752 5862**
To transfer funds or deposit your money direct, please contact us.

THANK YOU

We're also keen to include "Real Life Stories" on our website, so please let us know why and how you chose to raise funds for us, and send us any photos.

Gift Aid: If you are collecting sponsorship money or donations for Malaria No More UK, please ask people to Gift Aid their donation. This allows us to claim at least an extra 25p for every £1 given, at no extra cost to you supporter.

We just need each donor's full name, home address and postcode, and confirmation that they are a UK tax payer so please remember to send us any completed sponsorship forms. (Please pay special attention to the connected persons rule on the sponsorship form if collecting donations from family members).



SUPPORTERS STORIES

EBEN'S STORY



When Eben learnt about the devastating impact of malaria, he took on a BMX Challenge so that children in Africa could grow up and ride a bike just like him.

“My Dad works in the Ivory Coast and has told me that lots of children die from malaria which made me very sad. So I wanted to help raise some money and rode my BMX around the track 10 times, about two and half miles!

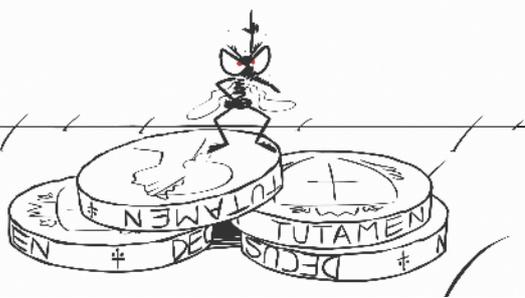
“I am currently ranked 6th in the North of England for BMX in my age group (although I am a year younger than the others!) and all my friends rode their bikes with me on the Miles for Malaria challenge which was really cool. Although I was very tired because I had to peddle a lot without any breaks, I kept going so I could raise as much money as I could for Malaria No More UK.

“I know the money raised will help to stop children in Africa dying from malaria, so families will be happy and boys and girls might grow up and ride a bike just like me.”

JAMES'S STORY

James took to the skies to raise funds for Malaria No More UK. Not only that but he managed to persuade three of his friends from college, his dad and five of his Dad's work colleagues from Canon to jump with him! They were also very privileged to jump with members of the Red Devils. Their marvellous and brave efforts saw them raise over £3,000.

James said he chose to support Malaria No More UK because “we need to stamp out this terrible and unnecessary killer. We were hugely impressed by the ambition of the Malaria No More UK team and have decided to give a final boost to our fundraising by donating all proceeds from the sale of my Mum's old car to the charity. We and our sponsors know that, through Malaria No More UK, the money that we raised will really make a difference.”



10 STEPS TO SUCCESS

KEEPING IT LEGAL AND SAFE

We're sure you're going to have a great time raising funds for Malaria No More UK, but there are a few important things to keep in mind to ensure that your fundraising stays legal, safe... and fun for all involved.

- 1 Talking about Malaria No More UK** – As well as raising vital funds, your hard work is going to help us to spread the word about our work. It is important that when you're referring to us in any written or printed materials you include a statement that reads "Malaria No More UK is a registered charity in England and Wales (no 1126222)". It's also important that you make it clear that you are fundraising in aid of us, but do not represent the charity.
- 2 Collecting Funds** – You need a licence from your local authority to collect funds on the street or in a public place or by going from house to house. It is illegal to collect funds in this way without a licence.
- 3 Raffles and lotteries** – Raffles can be a great way to raise funds but they are strictly regulated. You might need to obtain a licence from the local council. A raffle does not need a license if it fulfils all of the following:
 - It is not organised for private gain
 - It is held during an event and tickets are only sold on the premises, at the event itself
 - The draw takes place at the event
 - No more than the following amounts are deducted from ticket sales - £100 for running costs (e.g. printing of tickets) and £500 to pay for prizes
 - The remaining income from ticket sales goes to the good cause
 - There is no prize rollover
- 4 Events: Keeping them safe** – It is important that your fundraising event is organised safely. You should carry out a risk assessment for any activity you plan to do. This does not need to be complicated and the Health and Safety Executive will be able to provide further information hse.gov.uk. For further information about food safety at events, visit the Food Standards Agency eatwell.gov.uk. Ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected.
- 5 Events: Do you need first aid cover?** – As part of your risk assessment consider if you will need first aid cover at your event. It may be worth contacting your local Red Cross or St John Ambulance.
- 6 Events: Getting children involved** - Ensure that your event is properly and adequately supervised. Where children are included, this includes providing proper adult supervision, checking that the child's parents/guardians have given their permission for their child to take part and carrying out appropriate background checks if adults are to have unsupervised access to children.
- 7 Events: Do you need a license?** - Check whether you need any special licences; e.g. a public entertainment licence or licence to sell alcohol.
- 8 Insurance** – It is important that you and your fellow event participants stay safe. As your event is organised in aid of Malaria No More UK rather than by the charity, we cannot accept any responsibility for your event or anyone who participates in it and it will not be covered by our insurance. Please consider whether you need any additional insurance for your event.
- 9 Protecting data** – If you are collecting personal data from your supporters or event attendees, only keep this for as long as you have to, and don't share information about them with any other parties without their permission.
- 10 Letter of verification** – Whilst you're being careful about your fundraising, so will others. If you are asked for a letter from Malaria No More UK confirming that you are fundraising for us, then let us know and we will be happy to provide one.

For more useful information please visit www.institute-of-fundraising.org.





WE'RE HERE TO HELP

If you are taking up the fundraising challenge and need support or have a question please get in touch. We are here to support you every step of the way.

We have lots of fundraising resources available to our supporters. For example, leaflets, balloons, collecting tins and much more. Download our materials order form from the website or get in touch to see what's on offer.

✉ fundraising@malariafmore.org.uk

☎ 020 3752 5862

🌐 malariafmore.org.uk

Malaria No More UK
The Foundry
17 Oval Way
London
SE11 5RR

**GOOD LUCK WITH YOUR FUNDRAISING AND THANK YOU FOR YOUR AMAZING SUPPORT.
IT'S ONLY WITH YOUR HELP THAT WE ARE ABLE TO ACHIEVE AS MUCH AS WE DO.**

malaria
NO MORE
united kingdom