

172 Ivy Exchange  
Granby Place  
Parnell Square  
Dublin 1

**act:onaid**

01 8787911  
[info@actionaid.ie](mailto:info@actionaid.ie)

# Your guide to being an Action Hero

**A step-by-step guide to fundraising**



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# ActionAid

## What makes us different?

ActionAid Ireland is a development organisation, established in 1983, to support people living in poverty and vulnerable people in the developing world in their fight for a better life. We are an affiliation of ActionAid International, one of the world's most respected development organisations, which works with over 19 million people in more than 40 countries in Africa, Asia and Latin America.

ActionAid Ireland supports development work in six countries across Africa and Asia - Kenya, Uganda, Malawi and Nepal, Vietnam and Cambodia. In each of our 11 local development programs we commit to supporting the long term development of the community over a period of 8-10yrs.

ActionAid Ireland specifically works towards the protection of women's rights and the promotion of education. We help women challenge discrimination, claim their rights, and transform their societies. The best way to end poverty is to strengthen women in their own struggles, helping them to unleash their own potential to change the world.


1. ActionAid takes a long-term grassroots approach to development and works in partnership with local organisations to deliver and support sustainable programmes.

2. We don't impose solutions, but work with communities over many years to strengthen their own efforts to fight poverty.

3. We make the most of our skills and abilities by working at local, national, regional and international levels.

4. We see poverty as an injustice and people living in poverty as partners in tackling the causes of poverty.

5. We have no religious or political affiliations and are independent from government funding.



Eliza Namuru, 36, and her sister-in-law Cristina Namuru, 44, harvest rice in the village of Mlaviwa in the Phalombe district of Malawi. Partly due to the rise in food prices around the globe the agricultural sector in the developing world, after years of neglect, is receiving more and more attention.

National and international organisations and NGOs are lobbying and campaigning for better government policies which will help the capacities of small scale farmers to become self-sufficient and able to benefit from high crop prices when they sell their surplus.

# Let's start with a big thank you!

We're delighted you've decided to fundraise for ActionAid, and we hope it will be a fun and rewarding experience. Whatever you want to do, this pack contains all you need to get started: inspiration for how to raise money, inspiring examples of how we will spend it, top tips for getting friends, family and local media involved, and all the practical stuff you need to know.

And congratulations! By fundraising for ActionAid, you are becoming part of a powerful movement of people who are bringing about a fairer, more just world. Not only that, this is the first step in your transformation to ACTION HERO!

In becoming an Action Hero you are contributing to the development of many rural communities struggling to survive in Africa and Asia. Your donation, big or small, goes a long way in ActionAid's hands.

**€15** Could provide seeds, tools and training for a farmer in Kenya. This could help them transform their traditional small low-yield crops into year-round, high-volume harvest.

**€20** Could provide school books for one child for an entire year in Vietnam.

**€40** Could buy a goat for a family in Malawi. This goat could provide food and income for the family through ActionAid's goat breeding scheme.

**€100** Could provide clean and safe drinking water for a community in Kenya. These funds would go towards constructing and maintaining boreholes in schools in Marafa, Kenya ensuring access to clean and fresh water.

**€250** Could protect womens' rights and improve the lives of garment workers in Cambodia through ActionAid's Safe Cities campaign.

**€500** Could improve the lives of struggling families in Nepal who currently have no means of borrowing by supporting women's credit and savings groups.

## Our Successes



In **Uganda** 1,486 small holder farmers received mango seeds, oxen, goats and heifers along with training and support to access their rights to land.



In **Nepal** 900 children took part in ActionAid children's clubs, where they played sports amongst other activities.



In **Kenya**, 2,000 people from Kopulio no longer have to walk 4 hours to the health facility in Kacheliba since their Kopulio health facility has now received dispensary equipment from ActionAid.



In **Vietnam**, 350 households received investment to start their own businesses. This will help them to make a living and provide for their families.





Celia Stevens flies through the air skydiving for ActionAid.  
PHOTO: SIMON HUGHES AT AIRAFFAIR

# 1

## MAKE A PLAN

Planning is key to a successful and happy fundraising activity.

### Top Tips

### 1. Decide how you're going to raise funds

Choose something you'll enjoy, and that will be popular with others – see our "Fundraising Ideas" section for inspiration. Here are three cash-tastic ideas to get you started:

#### Get sponsored

Sponsorship is a great way to fundraise, particularly if you are taking on an active challenge such as a run or long-distance cycle. You can collect donations via [justgiving.com](http://justgiving.com) or with our good old fashioned sponsorship form included in this pack.

#### Organise a collection

Do you want to collect in a business venue such as a train station, supermarket or theatre, or a public location such as a busy shopping street? Remember to obtain a permit from the Gardai a couple of weeks in advance – check our 'keep it legal' section for advice.

#### Hold an event

Plan your event well in advance of the date. Estimate how many people will turn up, keep a tight budget, and choose a date that doesn't clash with any other popular events. Make a timeline with each of the tasks and ask friends for help! You could even have your event sponsored by a local business.

### 2. tell the world what you're doing

See page 7 for further guidelines.

### 3. give everyone a round of applause

Afterwards, thank everyone who helped with the fundraising and donated or showed their support – you may need their help again!

**All of your fundraising should make it clear that you are fundraising in aid of ActionAid rather than formally acting on behalf of ActionAid. Please check with us first before using our logo in promotional or publicity material. We can provide posters, information on our work, and other fundraising materials however it is important that you give us plenty of notice regarding your upcoming fundraising.**

Don't get out of pocket! Keep your event low-cost by asking for freebies, charity discounts and persuade local companies to donate raffle prizes. For every €1 you spend, aim to raise €3.

If you are engaging in corporate fundraising, don't be afraid to ask your employer to make a donation or even to match the money you raise.

A quick reminder text to friends before the event may help raise those last minute funds!

Approach the people who are likely to sponsor generously first so that you get the confidence boost you need at the beginning of your project.

Simple raffles at one off events usually don't require a licence, however if you are selling tickets in advance of the event you may need one. Check at your local Garda station!

Don't take on too much. Allow enough time to prepare the event before setting the date. Make a checklist of everything you need to do.

# Fundraising ideas

## Community

Football tournament  
Coffee morning  
Church collection  
Barbeque event  
Garden party  
Tennis tournament  
Flea market/Car boot  
Flower show  
Street collection  
Car wash  
Craft fair  
Face painting  
Games night  
Karaoke night  
GAA/Rugby match  
Street party  
Pot luck lunch/dinner  
Talent show

## Corporate

Casual day  
Auction  
Wine and Cheese party  
Tug-o-war  
Treasure hunt  
Lunch runs at the office  
Sports day  
Wine tasting  
Run the mini-marathon  
All you can eat  
Lunchtime quiz  
Mystery tour

## General

Table quiz  
Gig  
Bag packing in supermarket  
Auction/  
Exhibition  
Bingo  
Carol singing  
Film screening  
Non-uniform day  
World record beating  
Girls night in  
Raffle  
Speed dating  
Bake sale  
Blind date  
Themed party  
Guessing game  
Read-a-thon

## Personal

Sponsored cycle  
Beard shaving  
Bungee jump  
Sleep out  
Sponsored walk/hike  
Trek  
Sponsored silence  
Christmas day swim  
Mountain climbing  
Race (choose your sport)  
Marathon  
Swear box  
Sponsored giving something up



**Liz Hassett** sold raffle tickets at Eircom before the gig took place. Thanks so much for your support Liz.

## How easy it is to become an Action Hero!

"I decided to organise a gig at my local pub in Dublin to raise funds for a very worthwhile ActionAid appeal. Firstly I got in touch with a few musicians and bands local to the area to see what night suited them to play. I then phoned the bar and booked the upstairs venue, asking if they would provide the space free of charge. They agreed as I promised to bring many paying customers to the bar on the night! I also confirmed with them what equipment they had.

After that I began approaching local businesses to see if they would be interested in donating raffle prizes, promising them that I would give their store a special mention at the event! I set up a Facebook event page, invited all my friends and family, and made the musicians hosts so that they could invite all of their friends too.

On the night, I charged €5 at the door and had the fundraising buckets out for additional donations. The raffle went really well and I screened a short video that ActionAid provided me with about the appeal and the community that the money was going towards. It was a great success!"

**Elaine Murray, ActionAid supporter**



# Even organisations can become Action Heroes!

**Etsy** - I have been using some of the money from sales of my greetings cards online to sponsor a little girl in the Quazn Bas region of Vietnam. Twice a year I receive a drawing from Si (the child I sponsor) and also a handwritten letter from the local field staff to inform me on how she is doing and what's happening in the local community.

Action Aid also has a 'gift fund' where you can donate extra funds and the money will go directly to your sponsored child's area and will be used for items that we all take for granted here like warm winter coats . Reading in the newsletter about the gift fund really sparked something in my head and suddenly I knew just what to do with the money I generated from my greetings cards.

So for the whole month of March I sold my cards on a 'pay for two and get one free' offer on all the cards in my Etsy shop. At the end of the month I donated all of the proceeds to the Action Aid Ireland gift fund for Vietnam where it will go to help the local community.\_

Rosemary Hill - a child sponsor being creative with her fundraising!

**Love Coffee** - A team of 6 of Love Coffee's brilliant staff members have decided to do a Bungee Jump over the Titanic Quarter in Belfast. We chose to raise some money for ActionAid Ireland, in the hope of sponsoring a child. We want to keep a noticeboard in the coffee shop with pictures and letters of the child so that customers see the positive outcome of their donations. We contacted ActionAid to request materials such as posters and t-shirts, and most importantly collection buckets to place around the coffee shop in the run up to the bungee jump. We also set up a justgiving sponsorship page online. The bungee jump takes place soon and we're really excited!\_

Ben Nelson, owner of Love Coffee, Lurgan, Co. Armagh

**Pause Café** - I own a café close to the Dublin financial district. ActionAid offered to display their 'Safe Cities' photo exhibition at the café as I have a large window space and it attracts many passers-by. I decided that in return for this I would donate 10% of all coffee sales to ActionAid for the duration of the exhibition. It was so easy and I know that the money is going to a worthwhile cause!\_

**Alessandro Lopez**, Pause Café, Hanover Quay, Dublin



**Teknion do a sponsored cycle**



## 2

### **SPREAD THE WORD**

Shouting about your fundraising is the best way to make sure it's a success, so tell everyone you know – and then get them to tell everyone they know too!

#### **1. show you're an action hero**

Tell people exactly what you are doing and why. Any communication you put out should answer the following questions – who, what, where, when, why and how.

#### **2. get on the grapevine**

Ask friends, family, colleagues and even acquaintances to pass on news about your fundraising. Word of mouth is a powerful tool!

#### **3. get online**

Set up a Facebook event page with a link for followers to make donations to. Send your contacts an email letting them know about your fundraiser and ask for donations or assistance in organising it.

#### **4. get noticed**

Create leaflets and posters to generate more awareness amongst people you may not know. Put up the posters on noticeboards at universities and work places. Ask friends to give the leaflets to their friends or work colleagues.

#### **5. get in the news**

If you'd like more of the general public to attend your event or to sponsor you, get in touch with local newspapers, radio and TV stations to let people know what you have planned and to gather support. Write up a press release and send a photograph. If you need any assistance with this you can contact us at the office.

#### **6. get snapped**

Make sure you get loads of photos of your fundraising activity – before and during the event. If you send them to us we can help you promote the event by posting it on the ActionAid social media sites. We might even list you as an Action Hero in our supporter magazine!



# Fundraising Guidelines – Keep it legal

**Insurance** Does your event need insurance cover? Our advice is that you hold adequate public liability insurance cover for the event if it is outdoors or in a venue that is not privately owned. Seek independent insurance advice to be certain. Don't forget to factor this into your budget!

**Permits** You will need a Garda permit if collecting cash in a public space. Contact your local Garda station to request this.

**Health and Safety** Let's make sure your event is safe! Brief any volunteers or helpers you may have working at the event about all safety requirements and any risks. Check if a hired venue has safety procedures in place already. Depending on your event you may need someone present qualified in first aid.

**Raffles and Licences** If you are holding a raffle you don't need a licence as long as you sell the tickets and draw the raffle during the event and only within the venue in which your event takes place. If your situation is different, contact your local Garda station.

**How to send the money back** You can post in your donation by cheque made payable to ActionAid Ireland, or you can lodge the funds directly to our account. Call us for further details.

**Equipment** What will we send you to help you out with the fundraising?

Before planning your event or publicising it, please send us in your proposal form for approval.

You must be 18 years or over.

We are more than happy to provide advice and guidance in the planning of your event; however the overall running of the event – including costs incurred – is your own responsibility.

Prior approval must be sought from ActionAid Ireland for any materials using our logo.

Always emphasise that you are fundraising 'in aid of' ActionAid.

**HELP?** Contact us on: 01 878 7911  
or [info@actionaid.ie](mailto:info@actionaid.ie)

# 3



**We have collection buckets, ActionAid tshirts, sponsorship cards, ActionAid posters, and shop boxes for coin collection.**



# BEING AN ACTION HERO ISN'T JUST ABOUT RAISING CASH.

As an ActionAid supporter, you know that ending poverty is a battle best fought in numbers. Working alongside some of the world's poorest people, we can all pull together and do something to change lives for the better, for good.

There are many things you can do for ActionAid that will help transform lives around the world so have fun and spread the word!

Whether you fundraise, take action for one of our campaigns, involve your friends and family or tell others about our work, you're showing the commitment that creates lasting change.

Here are some other ways you could support ActionAid:

- **Sponsor** a child – make a unique connection with a child and help them and their whole community.
- **Send** an email or a letter to your TD on one of our campaign issues. Make a phone call or sign a petition.
- **Sponsor a Community** - you have the power to effect change in a whole village in Uganda

- **Teach** the next generation and others about poverty and how to fight it.
- **Tell** your friends and family about our work and how to support it.
- **Make** a one-off donation.
- **Give** a little money every month (or a lot!).
- **Understand** why people are living in poverty, and what's keeping them that way.

**HELP?** For details about getting further involved please visit [www.actionaid.ie](http://www.actionaid.ie)

# 4



Sarah Talbot taking part in an ActionAid First Hand Experience at the Sisonke Educare Centre, South Africa.

PHOTO: EVA-LOTTA JANSSON/ACTIONAID



## Who am I fundraising for?

Fundraise for her ...

### Pinki's story

Your contribution makes a huge difference to those struggling to survive in the developing world. In 2013 ActionAid Ireland supported 547 children to return to school in the district of Bara, Nepal. ActionAid organises children's clubs where young girls and boys learn about the importance of education. Through these clubs several competitions are organised such as sports, quizzes, and debating. They greatly help develop children's mental and physical capabilities. Pinki Kumari Paswan from the community of Bara, Nepal, made a huge impact on her peers through the help of ActionAid children's clubs.

**"I have a big family of nine members. My brothers had to move to another area in search of work at a very young age and didn't have the opportunity to go to school. Even I almost left my school but my friends from the children's club and people from the women's rights forum encouraged my parents to send me back to school making them realise the value of my education. Now I am also an active member of the same children's club which is a space that allows us to learn about our rights and carry out activities to better our village. I will always try and encourage children my age to come back to school, I want to spread the positivity of education in my village. Thanks ActionAid for establishing this children's club here."**

**Following on from this, Pinki was then inspired to get active and make a difference in her community. On her own initiative in the past two years, she has encouraged 63 children to go back to school.**

PHOTO: NICOLAS AXELROD/ACTIONAID



For any queries on any aspect of our work please contact our fundraising team, who will be happy to help:

172 Ivy  
Exchange,  
Granby Place,  
Parnell Square,  
Dublin 1

Tel: 01 8787911  
Deirdre.treacy@actionaid.org  
www.actionaid.org.uk

Registered charity number: 6888

# Event registration form

Please return this completed form to:

**ActionAid, 172 Ivy Exchange, Granby Place, Parnell Square, Dublin 1**

Personal details	
Title:	First name: Surname:
Supporter reference no.: (if known)	
Group/school/company: (if relevant)	
Address:	
Postcode:	
Home phone no.:	Date of birth:
Mobile phone no.:	Email:
Occupation:	Company:

Details of fundraising activity
Event description:
Name of event:
Location:
Date of event:
How much do you hope to raise?
Please tell us why you have chosen to hold this event/activity for ActionAid?
Are you interested in seeking local media coverage for your fundraising activity? Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Is your employer likely to contribute to your fundraising efforts? Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Many companies have a policy of supporting their employees' charitable fundraising by matching or contributing to their fundraising total. Don't be afraid to ask!
Please let us know your T-shirt size: S: <input type="checkbox"/> M: <input type="checkbox"/> L: <input type="checkbox"/> XL: <input type="checkbox"/>

For any queries please contact Dee Treacy on **018787911** or [deirdre.treacy@actionaid.org](mailto:deirdre.treacy@actionaid.org)

**Good luck with your event!**  
**Thank you for your support**



Photo: ActionAid



Fundraising agreement

Personal details
Name:
Supporter ref no.:
Fundraising activity:

We are delighted you are organising an event on behalf of ActionAid. As you will be collecting money from the public in support of ActionAid we are required to have a written agreement with you.

- I confirm that I have read the fundraising guidelines relating to health and safety, collecting money from the public, raffles and licences and use of ActionAid’s name, logo and images which feature on page nine of the fundraising pack.
- Wherever possible I will provide contact details for my sponsors or donors on the Sponsorship form.
- I agree to take responsibility for the safe keeping of the money raised in ActionAid’s name until it is transferred to ActionAid, and to transfer any monies raised for ActionAid within two weeks of my fundraising activity taking place.
- I consent to ActionAid using, without limitations, any footage and/or photographs of me that are taken during the event or that I pass on to ActionAid, in order to promote ActionAid and its activities. The footage and photographs can be used throughout the world, distributed to newspapers and broadcasters, shown on the internet, used in publications and incorporated into materials produced by ActionAid.
- I understand that ActionAid may terminate my rights to raise funds on their behalf at any time.

For events with a fundraising target only
<ul style="list-style-type: none"><li>• You have paid a deposit of                      and agreed to raise an additional                      to take part in your fundraising event. For overseas trips your trip costs will be taken from your sponsorship target (please see individual trip notes for more information).</li><li>• I will use my best endeavours to raise the minimum sum of €                      for my event by the deadline date of                      . For more information on your sponsorship target deadline please see the trip notes for your event.</li><li>• By signing up to this event you agree to abide by ActionAid's booking and fundraising conditions, as set out above. Please keep a copy of this fundraising agreement for your records.</li></ul>

I understand and agree to the above fundraising conditions. Please note if you are under 18 years of age, this agreement must be read and signed by your parent or guardian.

Signature:
Date:

Please keep a copy of this agreement for your records.

**Please return this form signed and dated to:**

**ActionAid, 172 Ivy Exchange, Granby Place, Parnell Square, Dublin 1**

# Payment form

Please send your donation after each fundraising activity you organise.

## Ways to pay

1. Send this form and your cheque(s) made payable to 'ActionAid' to:

**ActionAid, 172 Ivy Exchange, Granby Place, Parnell Square, Dublin 1**

2. Make a donation over the phone using your debit or credit card by calling 01 878 7911

3. Make a donation via your online sponsorship page at [www.actionaid.ie](http://www.actionaid.ie)

Amount enclosed:

Office use:

## Your details

Name:

Group/school/company:

Postcode:

Activity/event:

Telephone no:

Email:

Supporter ref no:

Please keep copies of all completed forms for your own records. You can download further copies of this form at [www.actionaid.ie](http://www.actionaid.ie) or call 01 878 7911.



Photo: ActionAid





Full name	Full Email address <small>(please give your full email address).</small>	Date	Amount	*PLEASE TICK TO STAY IN TOUCH WITH ACTIONAID [✓]
				<input type="checkbox"/>
				<input type="checkbox"/>
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				<input type="checkbox"/>
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				<input type="checkbox"/>
TOTAL AMOUNT:				
(this page)				

You can also sponsor me online at [www.justgiving.com/.....](http://www.justgiving.com/.....)

\* By giving your details, you will occasionally receive information about ActionAid's work, including by electronic mail. We will never sell or swap your details. For a copy of our data protection policy or to unsubscribe simply email [info@actionaid.ie](mailto:info@actionaid.ie) or call us on 01 878 7911