FUNDRAISING PACK

KIDASHA'S CHALLENGE

(Domestic animals)
Thank you for deciding to take part in Kidasha’s Challenge. We hope that your event will raise a lot of money for Kidasha and this fundraising pack is designed to help you raise as much money as you can. We know that fundraising is not an easy task, and that’s why we’re here to help. We’ve designed this pack to make fundraising as easy and enjoyable for you as possible. You’ll find fundraising tips and ideas and information on Kidasha - to ensure the best possible chance of success - and fun!

Your fundraising efforts are greatly appreciated, and will make a real difference to our work with disadvantaged children and young people in Nepal, giving them hope for a brighter future.

If you need anything else, or just want to talk through your fundraising plans, please do get in touch and we’ll be happy to help.

In the meantime, good luck with your fundraising!

First Step

Set up your Fundraising Page

1) Go to virginmoneygiving.com, Justgiving.com or BT donate.com. All these fundraising platforms are very straightforward to use. BT donate is the cheapest for us as they charge significantly less in their fees.
2) And follow the prompts - it is quick and very easy.
3) Personalise your page with a photo of yourself or group and do say why you are taking on the challenge.

Use the About Kidasha information later in this booklet to help.

When your page is set up get the word out by Email, Facebook & Twitter to all your contacts
Let's Raise Some Money!

Follow the tips on this page to boost your fundraising. The more you do the more you'll raise!

**EVENTS!**
* Hold events that your friends and contacts will enjoy.
* Ask your friends and family for ideas and help organising.
* Maximise your income by holding a raffle, auction and selling refreshments at your event.
* The more unusual the event, the more attention (and possibly publicity) it will attract.

**EVENT IDEAS**
- Nepali Night
- Pub Quiz
- Karaoke Evening
- Tournaments
- Coffee Mornings
- Bake Sales
- Supper Club
- Movie Night
- Games Night
- BBQ
- Garage/Car Boot Sales

**KEEP IN TOUCH!**
Keep us informed about your progress and events so that we can help with promotion.

**SHARE!**
Like us on Facebook, follow us on Twitter and share with your friends so they can learn more about Kidasha and why they should sponsor you.

**TRAIN!**
Take pictures of your training sessions and share training stories to encourage people to donate.

**TRADE!**
Skilled, Arty, Crafty? Have a special sale for charity or offer your help to friends for a donation.

**ASK!**
Approach your employer, they may offer to sponsor you or have a matched funding scheme and allow a to be included on the company website or newsletter.

**HIT THE STREETS!**
Do street collections. If you are fundraising in streets or public places, you will need a licence from your local authority. If you are fundraising within private property, you will need permission from the owner.

**PUBLICISE!**
Contact your local press - newspapers, TV and radio stations. Local press often cover fundraising activity by local residents, which can generate more donations as well as publicity for Kidasha.

If you need any help with posters, invitations, press releases or street collection licences, please do not hesitate to contact us on 020 7017 8989 or enquiries@kidasha.org
ABOUT KIDASHA

Kidasha is a UK-registered charity that supports children living in crisis and chronic poverty in Nepal, one of the poorest countries in the world where 1 in 4 people live on less than $0.50 a day. Kidasha focusses on those children beyond the reach of existing services and support including:

- children and families living in chronic poverty
- child victims of neglect, abuse, trafficking and exploitation
- children out of family care, particularly street and working children

For over 20 years, Kidasha has worked to enable the poorest and most forgotten children in Nepal to fulfil their potential by improving their wellbeing, supporting their development and reducing the impact of discrimination and social injustice.

Information on Kidasha to help make your appeals for sponsorship stronger.

Make it Personal - tailor the text above to suit your needs. Use the Calls to Action (C), Facts (F) and Kidasha Achievements (K) below on Facebook and Twitter along with a link to your fundraising page at least once a week to encourage more friends to do the challenge with you, to sponsor you or to come to your events. Enhance your posts with the infographics included in your photo pack.

C: Help stop child labour
F: 2 out of every 3 children between the ages of 10 and 14 years old are child labourers
K: Over a two year period we reduced child labour in Pokhara by 50%

Example:
- In Nepal, 2 out of every 3 children between the ages of 10 and 14 years old are child labourers. I’m cycling 516 miles to help stop child labour. Make it all worthwhile and sponsor me here.

C: £10 can prevent vulnerable children making a mistake that will last a lifetime
F: The HIV prevalence amongst street children in Nepal is twenty times higher than average
K: We provided health education to 1,224 young people

Example:
- Sponsor me £10 to help prevent the spread of HIV amongst street children in Nepal.

C: Every child deserves an education
F: 1 in 4 of the poorest children do not attend school
K: 2,171 children were supported into education

C: Help children learn the skills they need to improve their lives
F: Only 25% of child labourers are enrolled in school
K: 483 out-of-school children received tailored non-formal education

C: We work with children and their families to get them back into a safe and nurturing home
F: 53% of child labourers and 62% of street children have faced abuse and violence
K: 269 children were removed from the streets, labour or exploitative situations in Pokhara - almost half were reintegrated with their families

C: Just £5 can train a slum family to grow their own vegetables
F: 41% of children are stunted
K: We trained 3,470 mothers in kitchen gardening

C: Give Nepali street children a chance to rebuild their lives
F: There are approximately 5,000 children living on the streets in Nepal
K: We helped 2,033 street, working and at-risk children receive the basics such as protection, shelter, healthcare and education
CONTACT US

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