



# Street Child AFRICA<sup>®</sup>

Their potential is our inspiration



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# Fundraising Pack

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# Fundraising pack contents

- Welcome ..... 3**
- About Street Child Africa ..... 4**
  - Our work ..... 4
  - Our partners ..... 4
  - Our organisation ..... 5
  - Our history ..... 5
  - Our aims ..... 5
  - Operations ..... 5
- Getting started ..... 6**
  - Raising money ..... 6
  - Events ..... 7
  - A to Z of fundraising ideas ..... 8
  - How money can be donated ..... 9
  - Networking ..... 10
- Support Groups ..... 11**
  - Support Groups ..... 11
  - Setting up a support group ..... 11
  - Organisation ..... 11
- Fundraising Materials ..... 12**



## Welcome

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Dear New Supporter,

First, on behalf of all of us at Street Child Africa, THANK YOU for sparing your time to think about helping street children in Africa.

Street Child Africa is growing fast but is still a small organisation. We must survive on very limited resources so that we may send as much of what we raise as possible straight out to our partners and, through them, to the street children in Africa. We do, however, have very demanding aspirations, and it is only with the help of people like you that we can realise these dreams.

So, the second thing to tell you is that whatever you do to help, however small, does make a big difference.

And the third thing is that you will be surprised how much you can achieve once you get going.

This pack is to help you find a way to make that start. We hope to tell you what you need to know about our work and us, give you some guidelines to work within and suggestions to work with. Hopefully, it is all self-explanatory but we do not expect you to do this alone. We are all at the end of the phone and there is a network of people around the country just like yourselves who have made an extraordinary contribution to the lives of these forgotten and friendless children.

Welcome, thank you, enjoy the read and let us know if you need help.

### Contacting us

Our office in Thames Ditton is open from 9.00 to 5.00 Monday to Friday, please ring (020 8972 9820) or email us if you have any questions or would like any information.

Any queries about getting started can be directed to:

- our Fundraiser **Alison Gilhespie** (alison@streetchildafrica.org.uk)
- our Special Events Coordinator **Emma Burton** (emma@streetchildafrica.org.uk)
- our Education Officer **Jacqui Hegarty** (jacqui@streetchildafrica.org.uk)
- our Support Groups Co-ordinator **Cara Cahill** (cara@streetchildafrica.org.uk)

Please let us know if you are organising an event or an appeal, as we may be able to help with publicity or advice, but most of all we are interested in what you are doing.

We hope to hear from you soon!

## About Street Child Africa

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Street Child Africa is the only UK charity entirely devoted to helping street children in sub-Saharan Africa. Children in street situations are denied access to education, excluded from healthcare systems, and overlooked by national development strategies. We aim to engage, empower, and educate African children that are often uncared for and unheard. Our work helps them to realise their rights and their potential.

Our vision is one where all African children are safe, loved and reach their potential. Our mission is to champion the rights of African children in street situations by listening to them and supporting quality services that address their needs and fulfill their aspirations.

### Our work

Street Child Africa funds an ambitious programme across eight countries. Each of the 12 grassroots organisations we support is dedicated to improving the lives and long term prospects of children. Through our partners, Street Child Africa:

- supports children's physical and emotional well-being;
- fosters children's skills and learning;
- encourages children to enjoy and express themselves through arts, sports, music and play;
- plans for children's long term needs.

Our partners provide:

- **Street outreach**  
Ghana - Catholic Action for Street Children employed four street workers and paid transport allowances from Street Child Africa funding in 2010.
- **Education**  
Mozambique - Meninos de Mocambique enrolled 100 children in education in 2010.  
Ghana – Street Girls' Aid cared for 557 children in their crèches in 2010, and 74 children graduated to primary school.
- **Drop-in centres including basic healthcare services**  
DR Congo - Peder runs four drop-in centres spread throughout Bukavu, one of these is a night shelter where on average of 80 children stayed each night in 2010.
- **Residential centres**  
Zambia – Rainbow supported 45 boys at their residential centre last year.
- **Family tracing, mediation and reintegration**  
Zambia - Friends of the Street Children reintegrated 36 children with their families in 2010.
- **Prevention**  
Zambia - Child Transformation Trust carried out child protection training for 90 community leaders and parents, and "street life" prevention training for 175 children.

For more information about our partners, visit our website - [www.stretchchildafrica.co.uk](http://www.stretchchildafrica.co.uk).

### Our partners

All our partners are properly constituted as local non-governmental organisations (NGOs) or community-based organisations (CBOs) with a board of trustees, meeting appropriate governance standards.

Our partners comprise:

- Ghana: Catholic Action for Street Children (CAS), Street Girls Aid and Kumasi Street Children Project (Daughters of Charity)
- DRC Peder

- Mozambique: Meninos de Moçambique
- Nigeria: Street Child Nigeria (Daughters of Charity)
- Senegal: Avenir de l'Enfant
- Uganda: Masese Community School
- Zambia: Friends of the Street Children and Rainbow Project
- Zimbabwe: Streets Ahead

## Our organisation

Street Child Africa is a non-denominational charity registered in England and Wales (reg. no. 1074832) and Scotland (reg. no. SCO39248) entirely devoted to working with and for street children across sub-Saharan Africa. We operate from a small Head Office in Thames Ditton, Surrey.

## Our history

The charity grew out of innovative work with street children developed by its founder, Fr Patrick Shanahan. A support group of volunteers was established in Thames Ditton, Surrey in 1994 and registered as a company in 1998 and as a charity in 1998. In 2008, Street Child Africa was registered as a charity in Scotland.

## Our aims

- Strengthen the impact of partner organisations through funding, training and advice (according to their needs).
- Facilitate effective coordination and collaboration through the creation of strong local African networks.
- Contribute to the development of national strategies to tackle the root causes of street migration.
- Raise awareness about the causes and consequences of street migration through targeted advocacy (in the UK and overseas).

## Operations

- Board: 7 Trustees. Quarterly Board meetings and monthly Operating Committee meetings to steer the charity's strategy and operations.
- Staff: Currently 6 full-time and 5 part-time staff, and a vast band of volunteers throughout the UK.
  - Anthony Morton-King – Executive Director
  - Savina Geerinckx – Overseas Programmes Director
  - Sonja Joseph – Fundraising Manager
- We have a high number of regular volunteers and consultants giving their time and expertise in our Thames Ditton office.
- Networks: We have strong networks of voluntary support in Derbyshire, Kent, Lancashire, Liverpool, Norfolk, Scotland, Surrey, and Surrey. These volunteers organise fundraising and awareness-raising events for us throughout the country individually or as members of our Support Groups.

## Getting started

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If you would like to support Street Child Africa but are not sure how, we hope that this information will give you some ideas for:

- Raising money
- Events
- How money can be donated
- Networking

We would love to hear from you about what you have planned and we are always happy to offer support and advice that is tailored to suit your situation.

The main thing to remember, in the words of one of our supporters, is “*whatever you get, is more than you started with!*”

### Raising money

Our supporters raise mostly raise money through events, and one of the best ways to raise money is by organising activities that involve the local community. You are the people who know your own community best – so you are the person who knows what kind of event people will want to come to!

The most successful fundraising events are those which people really enjoy. Our supporters have organised dinners, balls, car-boot sales, bring-and-buy sales, sponsored walks/runs, race nights, coffee mornings and wine evenings to name but a few. There are no limits to the kinds of fundraising events you can do – why not consult our list of ideas to get started?

When organising a fundraising event:

- **Spread the load.** Divide your committee into groups and allocate a small job to each group or person.
- **Use local contacts and volunteers** to help to organise and support your event. For example, you can approach local businesses for sponsorship. Many local businesses are more than happy to provide raffle prizes, drinks or printing services in return for a mention in your publicity materials or during the event.
- **Publicise your event.** Contact the local newspaper or TV/radio station and invite them to come along and report on what you are doing. To ensure good attendance, you should invite twice as many people as you want to come! Posters, adverts in the local paper (often free), and adverts in local shop windows, all work well. But the best form of publicity is word of mouth – invite your friends, family and colleagues, and try to make sure everybody else involved does the same.
- **Ensure your event is legal.** Check if local Council permission and insurance will be needed. If you are holding an event on public land you *must* gain the Council's permission first, and you will need to check that a public liability insurance is in place for any venue where you will be holding an event. If you are unsure, contact us and our Head Office staff will be glad to help.
- **It is a fundraising event.** People will be aware that the point of the event is to raise money – so don't be afraid to charge for a ticket and then hold a raffle and have a collection box on the reception desk as well! If your event is fun and memorable, people will not mind digging deep.

## Events

Typical events include:

- **A quiz night with a supper**

Quiz nights are very popular and a great focus for an event. Suppers tend to be simple, e.g. pie and peas. Sometimes dishes or ingredients are donated by local butchers and restaurants or a restaurant will provide a simple meal at a discounted rate.

We have an Africa quiz that we are happy to share, but more often our supporters run a general knowledge quiz. One group of supporters recently did a general knowledge quiz (theirs was from the internet) and then did part of the quiz around our name - i.e. a section on Street (What was the pilot name for Coronation Street?), Child (the origins of different nursery rhymes) and Africa (match the flag to the African country) which worked very well.

- **A dance with supper**

Dances are also popular events; some events have bands, others use recorded music. The food can be more formal but it does not have to be. Supporters have run dinner dances and balls, ceilidhs, and discos. Often there is a raffle and/or an auction as well.

- **Coffee mornings**

For a simple, informal event, coffee mornings can be a big success – sometimes there will be a short talk, sometimes a stall (e.g. near Christmas selling our cards and merchandise). Often supporters have a coffee morning to raise awareness, as well as funds and to keep us in people's minds if there isn't a big event planned in the near future.

- **Sales**

Selling goods that have been donated is a great way to fundraise. Our supporters have organised car boot sales, jumble sales, table top sales, nearly new sales, book sales and many sell our cards and merchandise through their churches and community groups. These may be stand-alone events or a stall at a local fete or fair.

- **Swishing**

For those of you who haven't come across swishing, it's the latest credit crunch event for women (and men!!) who want to look good. People bring their good quality, but unwanted clothes and accessories and then friends have the opportunity to buy 'new-to-them' bargains. You might wish to charge an entrance fee and/or ask that people donate 50% of the money they make from their clothes to Street Child Africa. It's a great way to raise money and update your wardrobe!

- **Concerts**

Choirs, orchestras and bands have all performed to raise money for us. Last year, one group of supporters arranged a 'scratch concert', so there were not even weeks of rehearsals.

- **Sponsored events**

Doing something and being sponsored is something most people can do, especially if they participate in an existing event and pick Street Child Africa as their charity. We have sponsorship forms and many people create a page on the Just Giving website so people can donate securely on line. Creating a Just Giving page is extremely straightforward and it makes it very easy to add Gift Aid to their donations – see [www.justgiving.com](http://www.justgiving.com). The most popular event is a sponsored walk and two of our supporting parishes run an annual sponsored walk, which in both cases is straightforward to organise and a good fund-raiser. We also have people walking Hadrian's Wall, climbing mountains and running marathons for sponsorship.

- **Turning time and skills into money**

This is one of the more creative ways to fundraise. By considering the skills and time available, supporters have identified opportunities to raise funds from these; e.g. car washing, a promise auction.

One example, was a Mothers' Group at one parish organised a 'Pamper Evening' with beauty therapists donating their time and women paying a small fee for a short beauty treatment. This year, one of our support groups is running a "10 Years Younger" event with students from their local college and other practitioners providing a variety of taster sessions for both men and women.

- **Work based funding**

Many employers will support staff who fundraise for charity, often with matched funding. Therefore, if a supporter works for a company which does this, it is worth asking them to investigate if and how their company can support their fundraising effort.

## A to Z of fundraising ideas

Every fundraiser has individual talents, skills and abilities. Fundraising ideas are often the most successful when they come from recognising these talents and using them to their full advantage. Unusual events are often the best for attracting both sponsors and publicity, so be creative! However, don't forget all the old favourites too.

Before organising any fundraising event, please contact Alison or Cara at Street Child Africa to let us know what you are doing – we can help and advise you with your event. If you are under 16 you must get your parents' permission before you start fundraising.

So, here's our list of fundraising ideas to get you started in your quest to organise an outstanding event!

<b>A</b>	Abseil, aerobathon, afternoon tea party, antiques fair, arts and crafts stall / exhibition, auction of promises, activities day, as new sale, auction, art competitions, assault course.
<b>B</b>	BBQ, barn dance, bingo night, blind date, book sale, bring and buy sale, beat the goalie, blanket collection (at a spectator event, like a football match, walk around the perimeter of the pitch with a blanket held out for people to throw money into it), board games evening.
<b>C</b>	Cabaret, car boot sale, car wash, carol singing, coffee morning, cake bake, computer games marathon, concert, conker championship, craft fair, cheese and wine evening.
<b>D</b>	Dance marathon, darts tournament, dinner dance, disco, dog walking, drawing competition.
<b>E</b>	Easter egg hunt, Easter egg auction, exhibitions, expert talk, expeditions.
<b>F</b>	Face painting, fairs and fetes, fancy dress party, fashion show, football tournament, flower show, festival, fortune teller, fun day, furniture sale, fantasy career day (get everyone at your school, college or workplace to dress like someone who works in their dream job), fun run.
<b>G</b>	Game shows (organise your own talent show), garden party, go-karting, golf match, guess the height / weight / amount / name, gardening (offer a service), guest speaker.
<b>H</b>	Halloween party, handicrafts, harvest festival, head shave, hole in one, horse race night.

I	Ice-skating, international food dinner party, It's a knockout.
J	Jazz festival, jewellery making, job swapping, job week (small jobs are undertaken for payment), juggling competition, jumble sale.
K	Karaoke, keep-fitathon, kite flying, kiss chase, knobbly knees competition, knitting.
L	Line dancing, Land's end to John O'Groats walk/run/cycle, litter collection, live band, lucky dip, limbo dancing, leg waxing for men, luncheons.
M	Magic show, marathon, mufti day, murder mystery evening, music quiz, musical event, mouse race, model making, mad make-up day, makeover party.
N	New years resolution, netball tournament, New Year's party, non-uniform day, name the _____ (get people to pay to suggest a name).
O	Obstacle course, odd jobs, open garden day, orienteering, opera night, 100 club.
P	Pamper evening, pet show, plant sale, pub games evening, photo competition, pram push, a play, picnic, penny mile (collect coppers and see how far they stretch).
Q	Quiz night, quilting.
R	Races, raffles, raft race, rambles, recipe book, record breaking attempt, re-cycling collections, radio controlled car racing, rock and roll night, rugby match.
S	Scratch concert, shoe shining, swear box, sports day, scavenger hunt, sponsored silence, sing-along, splat the rat, sponge throwing, spellathon, stop smoking, swim-a-thon, swishing (quality second-hand clothes sale).
T	Talent competition, teddy bears' picnic, three legged race, treasure hunt, tug of war.
U	Underwear as outerwear day, University Challenge.
V	Valentines Ball, Valentine Roses (sell this service at your organisation), variety show.
W	Water games, wellie-throwing competition, wacky races, wheelbarrow racing, wine tasting.
X	X files day, Xmas ball / bazaar / card sale / panto.
Y	Yacht race, yogathon, yo-yo competition, yard of ale.
Z	Zany clothes day, zoo trips.

## How money can be donated

- **Cash and cheques** (made payable to Street Child Africa) can be paid directly into the Street Child Africa bank account. We can send you our bank details and a form to list deposits made.
- **Cash and cheques** (made payable to Street Child Africa) can be sent to the office to our Office Manager. If you can collate cheques, we would very much appreciate it but we know it is sometimes difficult, so if individuals are sending money to us directly please ask them to send an accompanying note mentioning your event and/or support group for our records.
- **Online donations by debit or credit card** can be made securely through our website [www.streetchildafrica.org.uk](http://www.streetchildafrica.org.uk) ('Make an online donation' button on top right corner of every page) or directly through our online donation partner JustGiving on <http://www.justgiving.com/streetchild/donate>.

- **Gift Aid** is a great benefit, enabling us to claim an additional 22% of a donation (which translates to 28p for every £1 donated), if the donor is a UK taxpayer. HM Revenue & Customs treat donations as if basic rate tax had already deducted from them, so Street Child Africa can then reclaim this tax to increase the value of the donation. Please note, however, that some fundraising activities are NOT eligible under the Gift Aid scheme – for example, auctions, ticket sales and raffles. It is very important that you check with Street Child Africa staff about the eligibility of your activity for Gift Aid before you set up any kind of gift-aided giving. Just contact us – we are only too happy to help!
- You can set up **online sponsorship**. If you're planning to organise or participate in a sponsored event for us, you can raise your sponsorship money without even leaving your chair. We have teamed up with JustGiving, the charity website that automatically reclaims Gift Aid on every donation from UK taxpayers – making it quicker for you to reach your target amount and ensuring more money goes to help our cause. Its secure servers mean all financial information is totally safe. To create your own online sponsorship page, go to [www.justgiving.com/charity/streetchild](http://www.justgiving.com/charity/streetchild).

## Networking

We are always looking to raise awareness of street children and to raise money to change their lives, so please pass on details of any contacts you think may be interested in knowing more. Potential corporate donors, trusts and foundations, celebrities and volunteers in other areas are all people we would be happy to contact to discuss what we do to help some of the most vulnerable children of all – the street children in Africa's towns and cities.

Many of our support group members give talks about Street Child Africa to schools and community groups. We can provide PowerPoint slide shows with notes for potential speakers and other materials.

## Support Groups

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Below is a list of our support groups followed by examples of the sorts of activities and events they have organised to raise money for Street Child Africa.

### Support Groups

We have support groups in the following locations.

- Bishop Eton, Liverpool
- Bothwell, Glasgow
- Eccleston, Chorley, Lancashire)
- Gidea Park, Essex
- Hunstanton, Norfolk
- Orpington, Kent
- Osmotherley, Northallerton, Yorkshire

### Setting up a support group

We have many support groups across the UK and these are very varied in size and formality. Support groups are one of the most effective ways to raise funds for the street children of Africa. They provide a sustainable source of funds for our work, they help to raise awareness, they provide communities with a common goal – and they can be great fun!

So how do you go about setting up a support group? Well, here are some general guidelines to get you thinking.

### Organisation

We understand that everyone involved in supporting Street Child Africa has different commitments and works in different ways, so it is easiest to organise yourself and/or a group in a way that best suits you. Whatever you decide, the keys to a successful support group is to ensure you are well organised and share the workload.

Some of our supporters have fairly formal arrangements for their groups with different people taking the roles of Chairman, Secretary and Treasurer as part of a committee. Others have more informal arrangements with people coming on board or taking on roles to help run a particular event. Often it is a mixture of the two, with a core group of committed people and other people joining in as needed.

Most groups have meetings to discuss how they are going to fundraise. The number of meetings will depend on what you have planned – in our existing groups this ranges from three to eight meetings a year. Taking minutes, including an action list stating who is to carry out the actions you have agreed, is a good idea to make sure that actions actually happen!

Most groups plan a timetable of events for fundraising for a year. Most of our existing support groups only run one or two big events per year so people aren't overwhelmed. Sometimes groups run smaller events as well, but these can require as much organisation as the big events! Some of our support groups focus their efforts, meeting for part of the year and then having a break, so everyone has some time off and can come back fresh, with new ideas and ready for action!

## Fundraising Materials

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Thank you for deciding to raise funds on behalf of Street Child Africa. Below is a list of the fundraising resources we can provide.

- Flyers with Direct Debit form and Gift Aid declaration
- Gift Aid envelopes
- Collection boxes
- Sponsorship forms
- Educational materials for a school, including a “Spellathon”
- Assistance in preparing a speech/appeal
- A ‘click and play’ PowerPoint presentation to show during your fundraising
- A PowerPoint presentation with notes for speakers
- Newsletters

Please contact us to request any of the above and discuss any other support you would like.

**PLEASE NOTE:** We produce our fundraising materials as cost-effectively as possible. It would greatly help us if you try and estimate the quantities you require accurately in order to avoid any waste.

There is no charge for our fundraising materials, but if you wish to make a donation to the charity please do so by cheque made payable to Street Child Africa.