



Street Child
AFRICA®



Fundraising Pack



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Welcome

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 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 to the 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 or email us if you have any questions or would like any information.

Any queries about getting started can be directed to **Jacqui Hegarty** (jacqui@streetchildafrica.org.uk) or **Cara Cahill** (volunteer@streetchildafrica.org.uk), both on 020 8972 9820.

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

We hope to hear from you soon!

About Street Child Africa

Our work

Street Child Africa is the leading UK registered charity devoted entirely to street children across Africa and now works with 9 local partners in 7 countries. We work as co-funder to all our partners.

Street work is central to all our partners work and brings trained street workers into direct contact with the children on the streets, offering them friendship, guidance and protection. This work is unique in most of the cities in which our partners operate.

In addition, our partners offer:

- Education
- Medical care
- Ante- and post-natal care for teenaged street mothers
- Baby care for second generation street babies
- Skills training
- Sponsorship, and
- Reintegration.

Street Child Africa continues to develop and deliver leading edge research and training to support our partners' work.

We estimate that our work has directly benefited some 25,000 street children annually. In 2007 we raised £1,000,000 to reach out to 40,000 children.

Our Partners

All our partners must be properly constituted as local non-government organisations (NGOs) with a board of trustees and meet appropriate governance standards.

Our partners now comprise:

- Ghana: CAS (Catholic Action for Street Children), Street Girls Aid
- Mozambique: Meninos de Moçambique
- Nigeria: Street Child Nigeria
- Senegal: Avenir de L'Enfant
- Uganda: Funding 10 households of children with no parental care
- Zambia: Friends of the Street Children, Rainbow Children's Services
- Zimbabwe: Streets Ahead

Our organisation

Street Child Africa is a registered, non-denominational, UK charity entirely devoted to working with and for street children across Africa.

Our Vision: African street children: recognised, respected, supported, secure.

Our Mission: In partnership with Africa, we offer street children friendship, practical help, and the means to choose their path in life. Speaking as one voice with Africa, we strive to become the global voice for Africa's street children.

Our History

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

Street Child Africa has been growing very rapidly, doubling income each year in the early years and reaching £1,000,000 in 2007.

In 2008, after several years of fundraising in Scotland done by volunteers, Support Groups, Trustees, and one part-time Administrator, Street Child Africa registered as a charity in Scotland.

Our Strategic Objectives

- To enable each of our African partners to engage with every street child in their area through street work.
- To develop current African partnerships and seek opportunities for new partnerships.
- To develop a sustainable programme of street worker training.
- To develop a programme of lobbying and awareness-raising, making key stakeholders aware of the value and impact of street work.

Operations

- Board: Currently 6 Trustees. All have specific roles and work actively to support the charity.
- Staff: 5 full-time staff and 3 part-time staff.
- System: Quarterly Board meetings and various committees to steer the charity's strategy.
- Networks: We have an office in Scotland and strong networks of voluntary support in Cheshire, Derbyshire, Essex, Kent, Liverpool, Scotland, Surrey, and Sussex.

How your money is used¹

- **75p** of every pound donated goes directly to Africa.
- **22p** is spent on fund-raising and addressing the "bigger picture" through awareness raising, lobbying and research
- **3p** is spent on governance, including UK management and administration.

¹ The figures change a little year by year, so the amounts above show average spend. For detailed and up-to-date information, please contact the Street Child Africa office.

Street Child Africa Staff and Trustees

Staff:

- Carolyn George – Executive Director
- Felicité (Felix) Holman – Overseas Programmes Director
- Sarah Burt – Programmes Officer
- Katja Pesari – Office Manager
- *Fundraising Manager post currently vacant, but to be fulfilled in September 2008*
- Jacqui Hegarty – Schools & Community Coordinator (part-time)
- Hazel Lucas – Finance Officer (part-time)
- Ann Fahey – Finance Officer (part-time; jobshare with Hazel Lucas)



On the left is Fr Patrick Shanahan, our Founder.

We have a Board of Management, made up of currently six Trustees, as follows:

- Hilary Riddle – Chairman (right)
- Barry Hitchens – Treasurer
- Chris Bourne
- Roger Chovil
- Bart Michels
- Laura Murphy (coordinating Scotland activities)



We also have a number of regular volunteers based in Thames Ditton, who help us with tasks ranging from stuffing envelopes to coordinating our Support Groups' efforts, coordinating parish appeals, and giving school talks on our behalf.

About Street Children

Africa

- Africa is “the continent of children” and half of all Africans are under 16 (based on United Nation’s figures). In addition:
- Africa remains the poorest continent in the world. 34 of the 42 poorest countries in the world are African.
- Africa is rapidly urbanising. 42% of Africans now live in cities, and numbers are still growing (UN).
- Street babies are now into their third generation – all contact with family, village, and tribe has gone.

Street Children

Street children in Africa are the result of high levels of poverty, family breakdown and urbanisation. They represent the face of vulnerable youth in the continent today. They live in desperate poverty, without access to any of their human needs and rights. They rely on themselves and their peers for survival, and are vulnerable to abuse and exploitation. There are very few agencies that offer help, on the street, to street children in Africa.

One example – Accra in Ghana

We have up-to-date figures² from CAS, our partner working in Accra, the capital of Ghana. A ‘headcount’ of street children and young mothers in the different parts of the city has categorised the numbers as follows:

21,140 street children
6,000 street babies
7,170 street ‘mothers’ under the age of 20
14,050 urban poor children (most likely at high risk of coming to the street).

² Counting is always difficult due to the migratory nature of street children and how one defines a street child.

Getting started

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

- Setting up a support group
- Raising money
- 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 particular support group's situation.

The main thing to remember, in the words of one of our support group members, is *"whatever you get, is more than you started with"*!

Setting up a support group

We have lots of support groups across the UK and these are very varied in size and formality. Support groups (also known as fundraising committees) 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's 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 load.

Some of our supporters have quite 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's 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 – our existing groups range from three to eight meetings a year. Taking minutes, including an action list stating who is to carry out the action you've agreed, is vital to making sure that actions actually happen!

Most groups plan a timetable of events for fund-raising for a year. 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 and ready for action!

How do we begin to raise money?

Our support groups raise most of their funds and support us in two ways:

- Events
- Appeals

Events

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 support groups have had 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 fundraising ideas to get you 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.
- **Publicise your event** – contact the local newspaper or TV 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 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 investigate public liability insurance for any venue where you will be holding an event. If you are unsure, contact us and we'll be glad to help.
- **It's a fund-raising event.** People are aware that the point of the event is to raise money – don't be afraid to charge for a ticket and then hold a raffle as well! If your event is fun and memorable, people will not mind digging deep.

Appeals

Appeals are usually run in conjunction with schools and parishes, although other organisations such as the Rotary Club sometimes request a talk. Most appeals start with a talk about street children and what they face, and then explain how Street Child Africa helps. Sometimes an appeal leads to more, but in every case they are valuable opportunities to raise awareness of the plight of street children.

The first step is to **make contact** and ask the organisation to consider an appeal. Often appeals are run when a support group member has a connection with a school, e.g. teacher

or parent, or church e.g. member of the congregation. You may need to supply some written details, so do let us know if you need any information.

- **Agree a date, time and location** with the organisation. This is often set up through the administrative office, rather than directly with the clergy or headteacher.
- You will need to **decide who will speak** – one of your group may be happy to speak, alternatively it may be someone from another support group or a staff member or trustee. For any advice or support on speaking in public, please contact us. Also identify some assistants to hand out leaflets and donation envelopes.
- Its important to **agree what the talk will cover** and what resources may be needed. Again, we can provide advice, scripts and pictures and you can use the resources on the CD. The talk also needs to let people know what they can do. It's not just about giving money, but also about getting involved and learning more.
- **Confirm how the money will be collected.** There are two options. Either the donation envelopes with cash and cheques sealed inside can be handed to the speaker or assistants at the end of the appeal or the organisation can take responsibility for collecting and counting the money, then issue a cheque to Street Child Africa.
- **Saying thank you.** You are very welcome to write your own personal thank you to the organisation, but we would also like to write an 'official' thank you from Street Child Africa. Please liaise with the office to ensure we are not perceived to be duplicating our correspondence.
- **Following up contacts.** If you are given any useful contact numbers, please make it clear to the contact that follow up will come from an officer of the charity, and then pass on to the office with some background context where they will be followed up. The office will copy you in with the relevant correspondence.

How money can be donated

- **Cash and cheques** (made out 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 out to Street Child Africa) can be sent to the office to our Office Manager, Katja Pesari. If you can collate cheques, we would very much appreciate it but we know its sometimes difficult, so if individuals are sending money to us directly please ask them to send an accompanying note mentioning your support group and/or event for our records.
- Regular giving by **Direct Debit** is especially helpful as this helps us plan, so please encourage regular donations by this method wherever possible. The best way to do this is to have a stock of leaflets (which have the Direct Debit mandate forms on the back page) available for supporters. We can supply these, so do let us know if you need them. Most people are unlikely to sign up for a regular Direct Debit commitment immediately, so invite people to take them home so that they can think about how much they would be willing to give.
- **Gift Aid** is a great benefit, enabling us to claim an additional 22% of a donation (which is 28p for every £1 donated), if the donor is a UK taxpayer. HM Revenue and 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 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 enter a sponsored event for us, you can now raise your sponsorship money without even leaving your chair. We have teamed up with JustGiving, the charity website that automatically reclaims 28p tax on every donation from a UK taxpayer – making it quicker for you to reach your target amount and ensuring more money goes to help our cause. Its secure servers mean all card information is totally safe. To create your own internet sponsor page, go to 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, celebrities and volunteers in other areas, are all people we would be happy to contact to discuss what we do.

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 Jacqui 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!

A

Abseil, aerobathon, afternoon tea party, antiques fair, arts and crafts stall / exhibition, auction of promises, activities day, advertising booklet (companies may pay to advertise in a local information booklet), as new sale, auction, art competitions, assault course.

B

Bad hair day, BBQ, barn dance, bedroom tidying, bingo night, blind date, book sale, boot sale, bring and buy sale, beat the goalie, bed push (obtain sponsorship to push a hospital bed), 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, boat race, boat trips, bottle stall, bouncy castle, bowling, bungee jump, bus pull, bridge tournament, Blind Date.

C

Cabaret, car boot sale, car wash, carol singing, coffee morning, cookie / cake bake, computer games marathon, concert, conker championship, cover a distance with coins, craft fair, copper collection, cheese and wine evening, Christmas grotto.

D

Dance marathon, darts tournament, dinner dance, disco, dog walking, donkey derby, drawing competition, duck race.

E

Easter egg hunt, Easter egg auction, exhibitions, expert talk, expeditions.

F

Face painting, fairs, fetes, fancy dress party, fancy dress football, fashion show, film show, fireworks party, flower arranging, football tournament, fairground, flower show, festival, fortune teller, fun day, furniture sale, fantasy career day (get everyone at your institution to dress like someone who works in their dream job), fun run.

G

Game shows (participate in a televised version or hold your own), garden party, girls v boys day, gigs, go-karting, golf match, guess the height / weight / amount / name, gymkhana, gardening (offer a service), Give As You Earn (participate in this scheme or encourage others to do so), glass painting, greeting cards, guest speaker, guided tours.

H

Halloween party, handicrafts, harvest festival, head shave, hole in one, hook a duck, hoopla, horse race night, hair plaiting, hockey match, heritage walks and cultural evenings for tourists.

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, lottery, lucky dip, limbo dancing, leg waxing for men, luncheons, letter day / party (base your activities, dress code and food around a specific letter from the alphabet).

M

Mobile telephones (collect old mobile telephones and sell them to a recycling firm, old mobiles are bought by such companies for a minimum of £5), Magic show, marathon, mufti day, murder mystery event / dinner, music quiz, musical event, mouse race, model making, mad make-up day, makeover party.

N

Nature trail, new years resolution, netball tournament, New Years party, non-uniform day, name the _____ (get people to play to suggest a name).

O

Obstacle course, odd jobs, open garden day, orienteering, opera night, 100 club.

P

Pet show, plant sale, pub games evening, photo competition, poetry writing 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

Shoe shining, swear box, sports day, scavenger hunt, sponsored silence, sing along, splat the rat, sponge throwing, swim-a-thon, sponsored spell, stop smoking.

T

Talent competition, tea party, teddy bears picnic, tombola, three legged race, Three Peaks Challenge, treasure hunt, tug of war, tennis tournament, triathlon!

U

Underwear as outerwear day, uniform day, University Challenge.

V

Valentine's Ball, Valentine Roses (sell this service at your organisation), variety show.

W

Water games, wellie-throwing competition, wacky races, wheelbarrow racing, wine tasting evening, window cleaning, white water rafting.

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.

Support Groups & Activities

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

Support Groups

Bishop Eton Support Group (Liverpool)

Events: Car boot-fair
Charity dinners (taking over a local restaurant for the evening)
An auction evening with a local school
Sponsored half marathon by support group members
Clothes sale
School appeal
Church appeal

Bothwell Street Child Support Group (Scotland)

Events: Annual ball with lots of different raffles
Race nights

Gidea Park Support Group (Essex)

Events: Working with a local school
Children's disco

Lewes Support Group (East Sussex)

Fundraising: Selling Christmas cards
Coffee morning
Fundraising dinner
Sponsored walk

Orpington Support Group (Kent)

Events: Schools spellathon
Summer ball
Charity dinner

Osmotherley Support Group (North Allerton, Yorkshire)

Events: Wine tasting evening
African evening
Sponsored walk
Ceilidh
Selling Christmas cards

Upminster Support Group (Essex)

Events: Schools spellathon
Summer ball
Charity dinner
Pampering evening

Key Volunteers

Location: Altrincham, Cheshire
Fundraising: Appeals at local schools and churches
Selling Christmas cards

Location: Wirral (Merseyside)
Fundraising: Appeals at local schools and churches
Sponsored walk

Fundraising Materials

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
- Home collection boxes
- Sponsorship forms
- Educational materials for schools
- Assistance in preparing a speech/appeal
- A 'click and play' PowerPoint presentation to show during your fundraising event

Please contact Cara, Katja or Jacqui to request any of the above and discuss any other support you would like.

PLEASE NOTE: We produce our fundraising materials as cheaply as possible. However, it would greatly help us if you try and estimate the quantities you require accurately in order to avoid any waste. Please return any unused materials to us when you have finished with them.

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.