

Changing the world  
with **women and girls**  
**act:onaid**

By raising funds you could help support women like Hilda, who is working in Kenya to end violence against women and to champion women's rights.

# Your fundraising guide

ActionAid is an international charity that works with women and girls living in poverty. Our dedicated local staff are changing the world with women and girls. We are ending violence and fighting poverty so that all women, everywhere, can create the future they want.

We work in more than 40 countries across Africa, Asia and Latin America. In each country, we have dedicated staff members and local partner organisations who support women and girls as they claim their rights and help lead their communities out of poverty.

Your support enables us to work towards achieving an equal world. We wouldn't be able to carry out our life-changing work without the generosity of wonderful people like you.

Thank you for choosing to fundraise for ActionAid. Whether you're dusting off your trainers, reaching for your cake recipes, or testing your friends on their general knowledge skills, we are incredibly grateful for every penny that you raise.

**Your fundraising journey starts here.**



Abigail is a member of a women's group that is active in universities in Monrovia, Liberia. The women's group raises awareness around sexual violence against women and girls and works with students, teachers, policy-makers and the university authorities to reduce violence.

# Meet some of the women and girls we work with



Uganda

Nabuule, 54, makes reusable sanitary pads at her home. Nabuule is a counsellor for women and girls living with HIV in a poor area of Kampala. Through ActionAid she has been trained in making the pads, which she sells affordably.



Bangladesh

Bangladesh is one of the most disaster-prone areas in the world. Sabita has received disaster response training with the help of ActionAid. She has gone on to be widely recognised for her leadership and experience and was invited to attend the 2015 UN World conference on Disaster Risk Reduction in Japan.



Rwanda

Jeanne, 14, has been supported at her school in Rwanda to end period poverty and shame. ActionAid has built safe spaces – equipped with a toilet, a shower, sanitary products, spare clothes, and a private space to change and rest – to help girls like Jeanne to get the education they deserve.

Preeti is a survivor of domestic violence. She received help from ActionAid's Guaravi One-Stop Crisis centre – a women's centre providing key services including a helpline, a safe shelter, medical treatment, counselling and legal aid.



India

Aye Aye Mar working in the field in her village. She is part of a women's self-help group, organised by ActionAid, which helps women develop their communities and earn their own income, providing them with essential economic independence.



Myanmar

# Let's change the world together!

From virtual fundraising to climbing Mount Kilimanjaro, here's how you can get involved and make a difference.

## With family and friends



Hold a **coffee morning**. Everyone loves cakes, hot drinks and a good natter.



**Sell tickets for a quiz night** (or make it virtual!) Give your friends' brains a workout and generate some friendly competition.



**Celebrate and donate**. On a special occasion, such as a birthday or anniversary, ask loved ones to donate instead of giving a gift



**Host a dinner party** and ask for a donation in return for a delicious meal. Email us and we can send you some of our favourite recipes from around the world for you try.



Richard and Simon held a James Bond themed Quiz night with family and friends.

**Their Top Tip:** "Include a raffle, we sold tickets for £2 each and we made £200 just from this"

## At school



**Non-uniform day.** Hold a dress-down day involving casual clothes or even a theme for a donation.



**Sports day.** Sell food and drinks, or ask people to donate to take part in competitions like an egg and spoon race.



**Talent show.** Throw a ticketed event, inviting teachers, family members and your peers.



**Big Me.** Get your students to dress up as what they hope to be when they're older!  
[actionaid.org.uk/bigme](http://actionaid.org.uk/bigme)



**Play games.** Invite people to donate to guess the number of sweets in a jar or match people with their baby photo (get your teachers involved too!)

## With colleagues



**Create a competition** out of the Olympics, World Cup, Wimbledon or even your favourite reality TV show and charge £5 to enter. Make sure the winner receives a prize!



**Dress down day.** Ask colleagues to donate £2 to ditch their usual office outfit for something cosier.



How can you raise more? **Matched funding!** Ask your employers to match whatever you raise!



**Cake sale.** Put smiles on your colleagues' faces with some delicious cakes in return for a donation.



Anya holding a bake sale in her office.

## Get sponsored



**Running Events.** Whether you're a newbie or a seasoned pro, take on a running challenge for ActionAid. From a local 10K to the iconic London Marathon – you choose!



**Cycling Events.** Put your legs to the test with a cycling challenge. You could do London to Brighton? Or why not venture abroad and try London to Paris?



**Try Something Different.** Push your limits and embrace your inner adrenaline junkie with a skydive! Or climb Kilimanjaro for a once-in-a-lifetime experience.



**Sponsored activities** – from shaving your head to a 24-hour dance-a-thon, get sponsored for a personal challenge.



**Create your own challenge!** Set your own fitness goal and time limit and see how much you can raise. For some inspiration, check out ideas on our website.

Visit our website for more ideas:  
[actionaid.org.uk/challenge-events](https://actionaid.org.uk/challenge-events)

“I wanted to incentivise donations through a powerful act. Shaving my head seemed perfect because shaving a woman's head would often be done with the intention of humiliating her. This is precisely why I wanted to reclaim this act to empower women. And I did it with pride.”

**Juliette Mothe (below), who raised £1,208 by shaving her head.**



“It's so rewarding to raise funds for such a worthy cause and know it makes a difference to people's lives.”

**Fran (above), a London Marathon runner who raised £2,217 selling handmade soaps.**

# Plan your event

Whether you're hosting a games night, running a marathon or organising a talent show, use our handy guide to help you plan your fundraising event and make a real difference to the lives of women and girls.

**What** is your event? Decide what kind of event you want to hold or what challenge you are going to tackle!

**Shout about it!** Share on all your social media platforms and tag @ActionAidUK

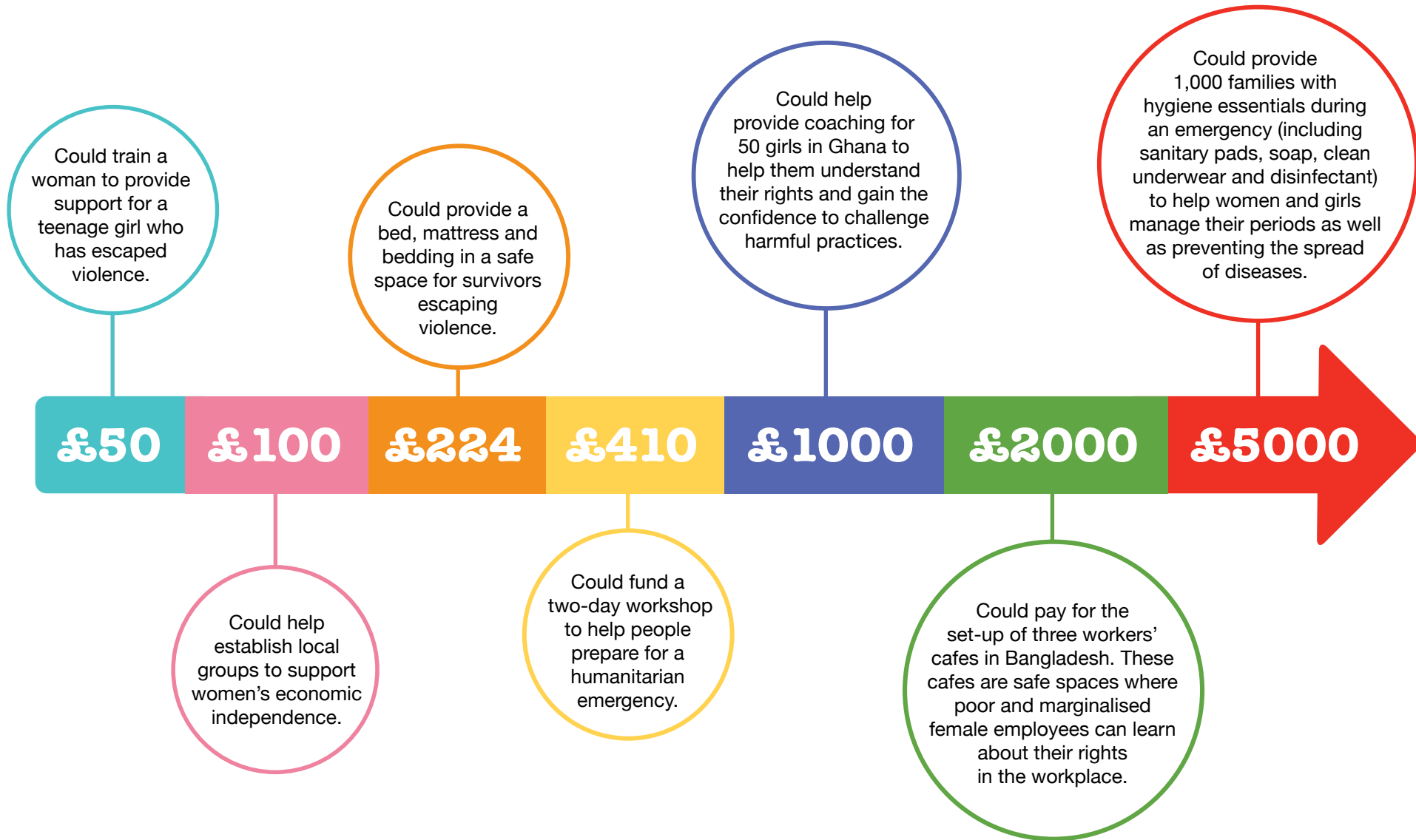
**Where** is your event? Have you found a location?

**Safe and legal** Make sure you've got the permissions. Check out our Safe and Legal page.

**When** is your event? You could hold your event on a day we celebrate:  
[actionaid.org.uk/days-we-celebrate](https://actionaid.org.uk/days-we-celebrate)

**Who** do you know? **Why** not call in a few favours? Friends and family may be able to help you source a venue and raffle prizes for your fundraising event.

# The impact of your fundraising





# Top tips for fundraising success



## Set up your fundraising page on JustGiving

Share a photo and tell your personal story about why you're fundraising for ActionAid. On average, personalised pages on JustGiving raise £208 more than generic ones, so take the time to add a detailed description and pictures, as well as your progress and fundraising target.

**Make a donation** to your own page or ask a close family member or friend who may donate generously to donate to your page first. This will set the tone for other donations. You can do this at: [justgiving.com/actionaid](https://www.justgiving.com/actionaid)



## Rise to the challenge and set yourself an ambitious target

Think about:

- Any previous successful fundraising events.
- Who and how many people are attending your event.
- How your fundraising can make a difference and what you want to achieve (see see our page on the impact of your fundraising).



## Network

Share your fundraising page with friends, family, colleagues and on social media.



## Keep costs low

Opt for your home, school or a church hall rather than a pricey venue. Use social media for advertising and ask your friends to donate prizes.



## Encourage others

Convince your friends and family to fundraise with you.



Milicent was supported by ActionAid after enduring years of violent abuse from her husband. ActionAid Uganda runs 10 shelters for survivors of violence across the country.

# Safe and legal

For your fundraising to be safe and legal, we have put together some helpful guidance for you. If you are organising your own fundraising event, you are responsible for all aspects of your fundraising and we, ActionAid, we will not accept any liability regarding your fundraising.

## Promoting your event

When fundraising for ActionAid, you need to clearly state where your fundraising is going and if any money will be used to pay for any costs. You can find our top tips for promoting your event on our website: [actionaid.org.uk/order-fundraising-resources](https://actionaid.org.uk/order-fundraising-resources).

## Using our logo

We are really grateful that you have decided to fundraise for ActionAid. You can use our 'in aid of' logo to advertise your fundraising and/or for materials by contacting [events@actionaid.org](mailto:events@actionaid.org). The use of our logo must be approved by us before printing or publishing materials for your event.

## Fundraising for under 18s

If you are under 18 years old, you should always ask an adult to help you with your fundraising. If children are taking part in your fundraising event or activity, please ensure there is adult supervision and carry out appropriate background checks if an adult may be left unsupervised with a child.

## Raffles and lotteries

Holding a raffle is a great way to maximise your fundraising but it falls into strict lottery law. Please check your council website, as well as the Gambling Commission website to see if you need a licence/permit.

**For more information, you can also contact us on 01460 238000 or email [events@actionaid.org](mailto:events@actionaid.org).**



Irene Aborchie-Nyahe is a human rights lawyer and executive director of the Ghana Legal Assistance Network. Your generosity could help her give survivors of gender-based violence the support they need to access justice and rebuild their lives.

## Other ways to get involved

Beyond fundraising, there are plenty of other ways to get more involved in our work...



Volunteers helping to build a support centre for women and girls who are survivors of violence in Bamburi, Kenya.

### Take part in a First Hand Experience

Help transform the lives of women and girls around the world. Join a group of friendly volunteers of all ages and help construct a much-needed building, such as a classroom or safe space, in one of the countries in which we work.

Find out more here: [actionaid.org.uk/volunteer](https://actionaid.org.uk/volunteer).

### Become a child sponsor

Child sponsors help children attend school, eat nutritious food and drink clean water. Sponsoring a child makes a huge difference to a girl or boy living in poverty and to their entire community.

Find out more here: [actionaid.org.uk/sponsor-a-child](https://actionaid.org.uk/sponsor-a-child).

### Become a regular giver

Donating just £7 a month could help to provide a woman or girl with an essentials kit containing items like clean underwear, soap, wipes, batteries, comb, a whistle and a torch.

Become a regular giver here: [actionaid.org.uk/donate](https://actionaid.org.uk/donate).

### Become an ActionAid campaigner

Join our team of community campaigners to lead the fight against poverty and inequality around the world. Check out [actionaid.org.uk/campaign](https://actionaid.org.uk/campaign) to find out more about how you can join the movement.

## Sending us the funds you raise

### Online

Visit [actionaid.org.uk/donate](https://actionaid.org.uk/donate) and scroll to the bottom of the page to pay in your fundraising.

### By phone

01460 238 000

### By post

(Please make cheques payable to ActionAid UK)  
ActionAid UK Supporter Care Team  
Chard Business Park  
Jarman Way  
Chard, Somerset  
TA20 1FB

### Bank transfer

If you would prefer to donate directly to our bank account, please contact a member of our events team at [events@actionaid.org](mailto:events@actionaid.org).

Don't forget to include your Supporter Reference Number when paying in. If you don't know your reference number, please get in touch by phone.

## Follow us on social media!



ActionAid UK



@ActionAidUK



@ActionAidUK

**Thank you**  
**We couldn't do what**  
**we do without you.**

For more information, please visit [actionaid.org.uk/fundraise](https://actionaid.org.uk/fundraise)