

FUNDRAISING PACK



Hello

We're so pleased that you have decided to fundraise for Love Support Unite Africa Foundation.

Ensuring you have all the right information is important to us and to you, the fundraiser.

We understand that you may be an individual or a group fundraiser, so we've kept this pack as simple as we can whilst keeping to the regulations that govern our charity.

This year our theme for fundraising is 'Will You For Love 2018'. We're asking everyone to participate by saying what you are willing to do for LOVE! It can be anything from pledging to fundraise, making a donation, hosting an event, gathering books or becoming a monthly donor.

But first, a bit more background for you.

Background

We are a dynamic, grass roots charity changing lives everyday through sustainable development. We partner with communities in Malawi to break the cycle of poverty with a leg-up rather than a hand-out. We bring about lasting and measurable change through our holistic model of development, Foundations for The Future.

Our Foundations for The Future Model takes a holistic approach to tackling the challenge of poverty. We integrate **education, enterprise, nutrition, health, clean water and energy, in community-owned projects which create self-sufficiency**. This 360 approach to poverty means that a whole community is empowered and benefits from investment.



Started by our founders Nina and Alice Pulford, LSU Foundation is going from strength to strength, but we always need more funding to increase our reach to those who need our help the most.

Our mission is to establish small scale projects which can be sustained and replicated throughout Malawi to trigger change on a large scale and perhaps replicated in other third world countries like Malawi.

We strive to develop long lasting projects and work alongside the Malawian communities to create real opportunities and active change.

Find out more about Alice and Nina's story here on our website www.lovesupportunite.org

We are Love

To support and sustain all of our amazing projects, we created LoveSpecs which are now sold all over the globe! They are sold at festivals, by car boot groups, individuals who want to help and small business owners on their websites too.

People buy them because they offer a universal message – let's create a world filled with love together. Have a look at our website www.lovespecs.org to get the full story on LoveSpecs.



The rest of our funding comes from people and organisations like you and for that we are very, very thankful.

How can you fundraise for LSU Foundation?

There are lots of ways you can support LSU Foundation whilst having fun at the same time, here are a few ideas:

- Promote us on social media like Facebook, Twitter, Instagram

- Host a “Down with Devices” event at school or University at <https://lovesupportunite.org/volunteer-2/fundraise-for-us/down-with-devices/>
- Hold a cake sale, quiz night or car wash
- Do a sponsored walk, silence or even a dance
- Start a group that take on a ‘Love Plan’. <https://www.givey.com/loveplan>
- Help out at an event/festival
- Buy LoveSpecs for all your friends or an event
- Have a dress down day at work or school
- Hold a family fun day
- Volunteer to sell LoveSpecs at an event
- Jump out of a plane
- Have a go at a marathon or half marathon



Fundraising Pack



Things to think about:

- **Venue** - think about how many people you would like to invite and ensure you have enough room. If you are planning an outside event, make contingency plans for the British weather!
- **Audience** – Ask yourself who your audience is. If you're hosting children ensure that you have activities and areas that are suitable for them so they don't become bored or endanger themselves. Do you

want your audience to 'sign up' to pledge/sponsor you. Could you do that by email or on a JustGiving page upfront?

- **Volunteers to help** – it is hard to manage an event by yourself so round up your friends and family and ask them to help you. Post on Facebook for local volunteers for larger events too. Make sure you brief them before the event and that each of them understand the procedures for collecting cash, giving out 'freebies'/food/drink etc.
- **Refreshments** - If you are going to offer food at your event contact your local council for food hygiene regulations, or see www.food.gov.uk
- **Legal requirements** - If you are holding a street collection, giving out flyers or organising an event you may need a special licence, please contact your local Council or Police Force for advice. We really appreciate your support; however Love Support Unite Foundation cannot accept liability for any fundraising event or activity you undertake for our benefit. Please check if you **need insurance** when planning your event.
- **Health and safety** - Please think about health and safety if you are holding an event. Do you have a first aider? Have you identified any potential risks or fire hazards? Do you have a secure place to keep any money collected and can you transport it safely from the event?
- **Costs** - For any event or activity, think about how much you are spending; ask for a free local venue, speak to local companies for donations, source local entertainers or bands who will perform for free or at a charity rate.
- **Collection of sponsorships/donations** – if you intend to raise funding through sponsorship or donations ensure you register each amount given to you in a register with the donor's name, address, tel no and the amount given. Give them a Gift Aid form and ask them to complete it and give it back to you or send it to the charity themselves. This way you can ensure that the charity is able to Gift Aid the donation.

Promotion:

Here are a few ways you can promote your event to get maximum exposure:



- **Posters** – Download one of our blank posters and add the details of your event.

If creating your own poster, please make it clear that you are raising funds in aid of Love Support United Africa Foundation and you are not a representative of the charity. You will need to add the registered charity number which is **1162406**.

- **Press release** – be sure to inform local papers and magazines of your event
- **Social media** – add details of your event or activity to your **Facebook** and Twitter accounts and ask others to share. Tell the team at Love Support Unite Africa Foundation about your event and we will add to our Facebook pages.
- **Tweet** to @LoveSupportUnite or @LoveSpecs and we will retweet!
- **Website** – tell the team at Love Support Unite Africa Foundation about your event and we can add your event to our events calendar. Email: hello@lsufoundation.co.uk

Raising extra money:



Here are a few things you can add to your event or activity to raise even more money:

- Raffles and auctions – ask local businesses, family and friends to donate prizes that you can raffle or auction at your event.
- Gift Aid - Please encourage your sponsors who are taxpayers to gift aid their donations adding a further 25p for every £1 donated.

- Funds Matching – find out if the company you work for will match fund the money you raise at your event or activity.

Whatever you decide to do, make sure you **have fun doing it. This is all about spreading the love in the world and helping, one person at a time.**

THANK YOU!

FUNDRAISING REGISTRATION FORM

Please complete and return this form to: hello@lsufoundation.co.uk

Fundraiser details:

Name: _____

Address: _____

Email: _____

Tel no: _____

1. Details of the event: _____

2. Additional details: (Anything else you want us to know?)

3. How will you get the funds raised, to Love Support Unite Africa Foundation?

- Cheque
- Internet Transfer

4. I am happy for my photo and information to be used by Love Support Unite Africa Foundation and LoveSpecs to advertise this event

5. I understand and agree that I am undertaking a fundraising event/activity to raise funds for Love Support Unite Africa Foundation.

6. All proceeds of this are for Love Support Unite Africa Foundation and will be given to them at the earliest opportunity. I understand and agree that Love Support Unite Africa Foundation does not accept any responsibility for this



Love Support Unite-Registered Charity Number 1162406
Lanchester House-Main Street-Great Glen-Leicester-LE8 9GH

event/activity and if I am taking part in a third-party event/activity Love Support Unite Africa Foundation does not accept any responsibility for my participation. I understand and agree that I am undertaking this event/activity at my own risk and that Love Support Unite Africa Foundation is not responsible for any risk, injury, loss or damage that may result and will not be liable for any claim which may arise from this event/activity.

Signature:

Date: