

# Giving Africa Fundraising Guidance



Eradicating poverty through  
the power of learning

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## Welcome!

Thank you so much for deciding to host a fundraising event in support of Giving Africa. We're so pleased that you've chosen to join us on our mission to eradicate poverty.

To help you in your fundraising endeavours, we have produced this pack which includes key facts about Burkina Faso to help you answer questions from potential donors, our Giving Africa Commitments, a Giving Africa sponsorship form and a list of legal and regulatory requirements that must be adhered to. Giving Africa has a duty of care to ensure that the trust invested in the voluntary and community sector by the public is maintained.

We've also produced a list of fundraising ideas to help you get started. Once you've decided on the event that you want to organise, please give the Giving Africa team a call so that we can announce your event on our website and provide you with help and advice. We can also send you a soft copy of the Giving Africa poster template that you can use to advertise your event.

If you have any questions at all, please do not hesitate to contact the Giving Africa team who will be happy to help. You can contact us through email at [info@givingafrica.org](mailto:info@givingafrica.org) or by calling 07966 424895.

Craig Goldblatt  
Founder and CEO, Giving Africa

## Getting to know us



Giving Africa is a truly unique charity seeking to eradicate poverty through the power of learning. Launched in 2010 by Craig Goldblatt, the Charity has pledged to open its first school in Burkina Faso, the second poorest country in the world, in the Autumn of 2012. Craig is ably supported by the Giving Africa Leadership Team: Head of Fundraising, Head of Trusts and Foundations, Head of Programmes in both the UK and Africa, Head of Stakeholder Management and Communication, Head of Digital Communications, Head of Human Resources, Head of Public Relations, Head of Operations and the Finance Director.

### Giving Africa's Commitments

<b>OUR MISSION</b>	To improve quality of and access to education and vocational facilities to benefit the most impoverished children and communities. We will form strong partnerships, in the UK and Africa, and through the 'power of learning' we will enable and empower people to step forward, lead and make a difference; both in their lives and for their global friends.
<b>OUR VISION</b>	An Africa whose children have the opportunity to create empowered communities and live healthy and prosperous lives.
<b>OUR BELIEF</b>	Everyone can learn and make a real difference given the opportunity and supportive conditions. Through quality education, children can develop the skills, values and confidence they require in order to lift themselves, their family and their community out of poverty.
<b>OUR VALUES</b>	INSPIRE: Integrity, Nourishment, Support, Passion, Ingenuity, Respect, Education.

Giving Africa is hugely grateful for the support of its Ambassadors and Community Fundraisers. We couldn't do it without you!

## Burkina Faso – Facts and Figures

The Republic of Burkina Faso is one of the poorest nations in the world, in the bottom tenth of per capita income, which means that nearly half the population survives on less than \$1 USD a day, and 81% of Burkinabe citizens survives on less than \$2 USD a day. Burkina also has one of the youngest populations in the world; the average median age is sixteen, and 46.4% of the total Burkinabe population is under the age of 14. The median age is likely to drop even lower since Burkina Faso ranks second only to Niger in birthrate (47.8 per thousand). Childhood mortality rates are steep, with 19% of neonates suffering low birth weight and malnutrition causing stunted physical development among 38.8% of children aged five years and under.

Although education is officially free and compulsory for children between the ages of six to sixteen, many students must pay to attend, and 50% or more of young adults have less than two years of schooling. Literacy rates among adults (28.7%) and youths (39.3%) have more than doubled in the last two decades, but Burkina is still the second least literate nation in the world. Alice Tiendrébégo, director of National Funds for Literacy and Non-Formal Education in Burkina says that the government lacks sufficient resources to service any more than 60% of the formal demands for literacy training.

Unemployment figures vary, but illiteracy affects all areas of Burkinabe life and society: not only are opportunities for employment and self-improvement curtailed, but civic participation as well. “140 million adults in sub-Saharan Africa lack the basic learning tools to make informed decisions and participate fully in the development of their societies.” Disparities in gender parity run throughout all levels of formal schooling and literacy training, and rural residents (80% of the population) are disadvantaged in comparison to their urban counterparts. It is projected that more than 70% of Burkinabe rural children will never be enrolled in school, and of those who never attend school, 75% will have no education at all.

There are also good reasons for hope. Burkina was qualified as one of eighteen nations meeting the criteria of the World Bank’s Fast Track Initiative (FTI), accelerating progress towards Universal Primary Education by 2015 by putting into place “a clear national education strategy that had been incorporated into the country's broader development strategy, and generally approved by the World Bank and other donors.” This has opened a new chapter in education for development.

Education is key to the future of Burkina, but it must strive to be quality education, with clear vocational and employable skills training, accessible to all and responsible to the community it serves, as well as to international agencies and donors. From the common Millennium Development Goal of Universal Primary Education, numerous instrumental goals, difficult to achieve but by no means impossible to fulfill, have come to the fore. Among these instrumental goals: better teacher training, recruitment, education and pay; equipping schools with appropriate language textbooks, pens,

paper and other teaching supplies; identification of the least served as a means to ensure parity; identification of economic opportunities that technical, vocational and expert training can prepare students for; increased attention to the safety and health aspects of the school environment; increased family and community participation and awareness of the value of education; and, central to the mission of Giving Africa, increased school construction and infrastructure planning that aims to offer greater access to disadvantaged pupils by locating schools in underserved areas.

*“Education is a human right with immense power to transform. On its foundations rest the cornerstones of freedom, democracy and sustainable human development.”*

*~ Kofi Annan, former Secretary General of the United Nations*

In Burkina Faso today, a child’s ability to transform a cycle of deadening isolation, desperation and daily poverty to a life of active, self-reliant participation and wealth creation in a modern society is *reduced to one simple question*: is there a school for me? The problems facing primary education in Burkina are structurally daunting. There are simply not enough schools situated within a practical distance to the children who need them. More simply, there are not enough schools at all.

Building a primary school in Gourcy, the provincial capital of Zondoma, is a small but vital part of confronting the obstacles to giving each child the opportunity for a quality primary education in Sub-Saharan Africa. It is a part of a tremendous effort, to add momentum and direction to an urgent undertaking: putting in place the physical means to educate the world’s poorest children.

*“What should move us to action is human dignity: the inalienable dignity of the oppressed, but also the dignity of each of us. We lose dignity if we tolerate the intolerable.”*

*~ Dominique de Menil, philanthropist and human rights activist*

To keep pace with demand, Burkina will need to build an estimated 4,194 classrooms every year, more than twice the current rate of classroom growth. The demand on the current stock has hindered the quality of education as well. Student populations overwhelm the space available in existing schools, and the available teaching staffs. The primary school day is broken into shifts to accommodate the lack of classroom space. While attendance rises with such “innovations”, educational quality suffers by attempting to teach a curriculum in half the time. Overcrowded classrooms are an interim solution to the goal of increasing attendance, borne of the necessity to replace deteriorated infrastructure dating to the colonial period while coping with the ever-increasing demands of a burgeoning population. Schooling materials such as books, paper, pencils and especially furniture are in short supply. 14% of all Burkinabe children attend school without the use of a desk or even a seat.

*“It always seems impossible until its done.”*

*~ Nelson Mandela, former President of South Africa*

The children of Gourcy, their parents and community, are ready to begin. To look at their need in the context of millions of children throughout Sub-Saharan Africa is to risk losing sight of those kids in a seemingly ubiquitous history of poverty, hopelessness, and shame. Look instead with an eye for opportunity, for what can be done.

*Giving Africa* is ready to take on the challenge, uniting with our partners in Burkina Faso to realise the possible. Confronting the challenge of providing primary education to the world's poorest children will be a demand upon our collective conscience, our individual initiative and our resources of time, effort and money, but the result will be a global transformation. That transformation is an invitation waiting to be answered, a way to begin, addressed just as much to us as to the children of Gourcy. We cannot neglect this need and hand on a human disaster to another generation. Join us in becoming part of the solution.

If you would like to know more about the project itself, please get in touch with Melanie Tremain. Our project partners, Article 25, have finished the design stage and we'd be happy to share with you the architects' views of what the school will look like when the building stage is complete.

## Fundraising Ideas

You may already know what you want to do – organize a sponsored walk or a pub quiz, sell raffle tickets, hold an auction of promises – the list of possibilities is limited only by your imagination.

If you need some ideas, the Institute of Fundraising ([www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)) is a good place to start your research. You will need to think about what time and resources you have available to you. Fundraising takes time and sometimes has costs associated with it: printing of raffle tickets or the payment for a permit required by your local council. Try to choose a fundraising event which keeps costs down.

Once you've decided on the event, please contact the Giving Africa team as we might be able to help publicise the event, ensure your event does not conflict with another event and that your fundraising activity follows legal requirements.

Here's a few ideas to get you started:

You could organise a barbeque for 50 friends and family, run a marathon, climb Kilimanjaro, find a company that wants to give back, hold a raffle at your tennis club, a sponsored walk, host a dinner, organise a black tie ball, a zumbathon, yogathon, spinathon, aerobathon, a sponsored silence, a tug of war at your local village fete, a cricket, football, tennis, rugby match that you can organise, an editor of a radio station, tv show or magazine that we can inspire, a CSR department that is looking for amazing projects to be a part of, a clothes designer who will design a giving Africa item of clothing to sell for us, a car boot sale where the proceeds go to Giving Africa, an auction prize that you can offer for an event, a car rally that you want to take part in where proceeds come to the charity, a sponsored abseil, bungee jump, parasail, parachute jump, that you have always dreamt of doing, a percentage of your salary or profits that you are willing to donate to this amazing cause, a go cart night, a sponsored hike and the Three Peaks challenge that you can do for the charity, a sponsored bike ride, a speaker, media company or author who wants to promote Giving Africa, a car garage that you know who want an African giving promotion when someone buys a car, an ice cream company who wants to create an African flavour ice cream to sell where proceeds go to Giving Africa, start a drumming circle where proceeds go to the cause, a paid pyjama party for the kids, a sponsored sleep over, a concert in aid of Giving Africa, a boat race at your local rowing club for Giving Africa. An empty plate dinner that you host where people pay for a dinner but fast for the night. A triathlon that your friend is running, a sponsored swim, a school that wants to run a charity Mufti day, a golf day, a regatta that you can take part in, a restaurant that you know is willing to give £1 from every dish to giving Africa, a sponsored pamper day you can organise, a bad hair competition. A poetry competition that you can organise, a cake sale, a coffee morning.....

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## The Legal and Regulatory Aspects

### Health & Safety

We want you to have as much fun as possible while fundraising so please be careful not to harm yourself, others, or others' property in the process.

Giving Africa will not accept any responsibility for your event nor for anyone who participates in it. You will therefore need to ensure that the venue complies with health and safety and is accessible for all.

Please remember:

- Always have enough helpers in case things go wrong
- Keep a copy of useful phone numbers handy
- Have a bad weather contingency plan
- Obtain relevant permission or licensing
- Make sure the venue has public liability insurance if there will be public at your event
- If the activity is strenuous or large-scale you must have basic first aid available
- Be aware of fire-exits, fire alarm procedure and assembly points in any indoor venues
- Carry out a risk-assessment before the activity
- Always consider extra safety measure required for disabled people attending
- Take care of personal security when carrying money, always have a witness when counting it

Ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected.

Ensure that your event is properly and adequately supervised. Where children are included, this includes:

- Providing proper adult supervision;
- Checking that the child's parents/guardians have given their permission for their child to take part;
- Carrying out appropriate background checks if adults are to have unsupervised access to children.

Contact us if you need any help or about health and safety, we'll be happy to give you our advice. See the Institute of Fundraising website for more legal guidelines: [www.institute-of-fundraising.org.uk/bestpractice](http://www.institute-of-fundraising.org.uk/bestpractice). The Health and Safety Executive has further information ([www.hse.gov.uk](http://www.hse.gov.uk)) to help with the risk assessment.

## House-to-House and Street Collections

It is illegal to collect money on the street, in a public place or by going from house to house without a permit from your local authority. There are special rules about having ID badges and sealed collection containers. If you are collecting on private property make sure you have the owner's permission. If you want to focus on supermarkets, shopping centres or train stations then we'd suggest making contact early as demand is high and they often get booked up months ahead. Think carefully, for safety reasons, about where to place the collection containers.

## Raffles & Lotteries

There are strict and fairly complex laws relating to raffles and lotteries but the Giving Africa team is happy to help. Small raffles do not need a licence if:

- Prizes purchased are worth less than £250 total (donated prizes do not count);
- All tickets are sold on same premises and same day as raffle is drawn on;
- Prizes involving alcohol are only included if premises have a licence;
- Tickets are sold at the same price without discounts (3 for 2 etc).

If your raffle does not fit into the above then you will need to contact your local authority for a Small Lotteries Licence.

### **Remember:**

- Tickets must not be sold on street or house-to-house;
- Children under age of 16 may not buy or sell lottery tickets;
- Tickets must state lottery is in aid of Giving Africa (include your name, address and date of lottery).

## Insurance

For large events you must make sure you get (if the venue doesn't already) Public Liability Insurance. If you are arranging your own challenge event you may need extra medical or travel insurance. Unfortunately Giving Africa cannot provide this for you but if you need any advice on how to arrange insurance please do get in contact with the Giving Africa Fundraising Team.

## Events Licence

If you are holding a public event that contains sale of alcohol, music, and provision of food and drink, you will need a licence from your local authority. Please check your venue holds the appropriate licences beforehand.

## Printed Materials

By law, any fundraising materials you produce and use should include Giving Africa's name and registered charity number. Please make sure you send us any materials beforehand so we can grant permission and make sure it is compliant with sector

regulations. The registered charity number of Giving Africa is 1136275 and the charity is registered in England and Wales.

We have produced a poster template to help you to advertise your event. The template is provided on the enclosed CD.

## Gift Aid

Our Giving Africa Sponsorship Form includes a section that asks donors to complete a Gift Aid declaration. This enables charities (and higher rate tax payers) to claim tax back from the Government and increases the overall benefit to the charity. Remember that raffles, collections and ticket sales are not eligible for Gift Aid. If you require further information to help you explain the scheme to your potential donors, please do not hesitate to get in contact with the Giving Africa team.

## Registering the event

There are many different ways to fundraise. We advise you to choose a method that is most suited to you, your lifestyle and your fundraising target. Don't overstretch yourself and above all don't forget to enjoy it, you will be more successful if you do! If you are stuck for ideas look at our fundraising suggestions.

Please remember to register your event by sending an email to [info@givingafrica.org](mailto:info@givingafrica.org). You will be issued with a Unique Event ID that you can use to demonstrate to would be donors that the event is authentic. Our fundraising events will be able to help you advertise the event and answer any questions that you might have.

## Advertising your event

As well as advertising in the local press, experience has shown us that personal invitations to family, friends and neighbours are the best ways of advertising. Other avenues we use are posters on boards in community halls, supermarkets, newsagents, libraries, doctors, dentists and fish and chip shops – basically anywhere that people have to wait and have time to read notices!

Another idea is to do a leaflet drop in the neighbourhood where the event will be held in the week or so preceding the date of your event.

## Giving Africa Branding

By law, our charity registration numbers: (England and Wales) 1136275 must appear on all posters and advertisements that mention the charity. The use of Giving Africa logo needs to have prior approval, please contact the fundraising team via [info@givingafrica.org](mailto:info@givingafrica.org) for an electronic copy. All fundraising materials must make it clear that you are fundraising 'in aid of' Giving Africa.

## Giving Africa Fundraising Poster Template

When you register your event, our fundraising team will send you an electronic copy of a poster template to which you can add all the details of your event.

## Donating the funds you raise

All funds collected should be sent to the charity, preferably within four weeks of collection. Expenses must not be deducted from the sums collected unless you have agreed this with the charity and you must provide Giving Africa with the receipts. If you would like to pay cash directly into the Giving Africa bank account, please contact us and we can send you a paying in slip.

When counting the money, make sure you:

- count the contents in the presence of at least two people;
- submit all the money collected to the charity and submit any expenses separately to the charity.

There are three ways to send monies raised to Giving Africa:

1. Donate monies on line via our own website

<http://www.givingafrica.org/donate>

2. Donate monies on line via our Just Giving site

<http://www.justgiving.com/givingafrica/Donate>

3. Send a cheque to the Giving Africa Head Office. Please include the following information in your covering letter: name, address, postcode, telephone number, email, date of birth (if under 18).

We also need the details of the fundraising event, the total amount raised and the cheque number.

Our address is High Clare, 12 Beaconsfield Road, Claygate, Surrey, KT10

## Official Sponsorship Form

Participant Name

Address

Email

Telephone

Name of Event

Date of event

*I am supporting Giving Africa - all money that I raise through sponsorship or donations will be forwarded to Giving Africa*

Signature

*giftaid it*

**Gift Aid** means that for every £1 you give, we get an extra 28p from HM Revenues & Customs, it helps your donations go further and it doesn't cost you a thing. We can also claim on all donations you have made since January 2006. Imagine what a difference that could make!

To qualify for **Gift Aid** it does not matter what rate of UK tax you pay but what you pay in income tax or capital gains must at least equal the amount we will claim in the tax year.

*For us to claim Gift Aid all you have to do is **tick the box** and write your full name and full address clearly.*

Name <input type="text"/>	Address <input type="text"/>	Amount pledged <input type="text"/>	<i>giftaid it</i> <input type="checkbox"/> Tick here
Email <input type="text"/>			
Date <input type="text"/>			

Name <input type="text"/>	Address <input type="text"/>	Amount pledged <input type="text"/>	<i>giftaid it</i> <input type="checkbox"/> Tick here
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Name <input type="text"/>	Address <input type="text"/>	Amount pledged <input type="text"/>	<i>giftaid it</i> <input type="checkbox"/> Tick here
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Email <input type="text"/>			
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Name	Address	Amount pledged	<i>giftaid it</i> <input type="checkbox"/> Tick here
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	Postcode	Would you like to know more about Giving Africa? Yes <input type="checkbox"/> No <input type="checkbox"/>	

Name	Address	Amount pledged	<i>giftaid it</i> <input type="checkbox"/> Tick here
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