



Fundraising

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(Our core office hours are Tuesday, Wednesday and Thursday, 10am to 4pm)

Fundraising for the Vine Trust

We are so grateful to everyone who fundraises for the Vine Trust. Your efforts and the money you raise will make a huge difference to some of the poorest people in South America. All your fundraising will go towards our Peru Project. In partnership with Scripture Union Peru we are involved in medical, street children and enterprise projects. Without your support these projects would simply not be possible!

Hopefully this booklet will help you in your fundraising. We realize that fundraising can be daunting and have provided you with some ideas and tips on how to go about it.

We would like to encourage you to give out information on the work of the Trust at your fundraising event. As well as raising money, it is also very important to raise awareness of the issues.

We can provide you with some brochures and newsletters or a promotional DVD so that people can understand more about what they are giving money for. If you would like a speaker for your event please get in touch as early as possible and we will try to facilitate this. Also, if you are doing a sponsored event please let us know so we can provide sponsorship forms. We can also supply you with posters to publicise your event.

Many thanks and happy fundraising!

All your money goes to Peru

Every pound that you donate will go directly towards our Peru project. Due to our UK costs being fully underwritten by specific support from an international foundation, Lloyds TSB foundation for Scotland and a few individuals, 100% of your gift given for the project is spent on the project. We do however retain some of the funds recovered from Tax via Gift Aid donations to cover UK costs directly related to the project such as fund raising, auditing and administration.

Gift Aid Explained

If you are a UK taxpayer and donate any money to a registered charity, you have the option of giving by Gift Aid. For every pound you give to the charity the Government will give that charity an additional 28 pence. This means that if you give £1.00 and agree to Gift Aid, you are actually giving your charity £1.28.

Only £1!!

Every pound that is given really does make a difference. Here are just some examples of what £1 can do:

- Treat 30 people for 3 months against worms
- Give 1 child a course of antibiotics
- Treat 3 people for serious skin infections
- Will buy 5 dehydration sachets
- Power the Amazon Hope 2 with fuel for 1 hour
- Give enough fuel to cook lunch for 60 children in Belen Clinic
- Provide 25 litres of purified water
- Provide a meal and shelter for 1 night for 2 street kids
- Provide a basic hygiene kit, soap & toothpaste for a street kid

Going to Peru?

If you are raising funds for a Work Party, Inca Trail or Medical Team then please indicate the purpose of your fundraising. It is important and only fair to sponsors that they know if their donation is for the Vine Trust or your travel expenses or both.

Getting started...

Planning is the key to running a good event. You should consider a date that will allow as many people as possible to attend your event. For example, take school holidays and the time of year into account. You should also consider the costs of running the event and if you have enough people to help. You will find fundraising a lot easier if you are organised and involve as many people as possible. You can form a small committee to help you with the fundraising event. Any good planning also involves thinking about what could go wrong and having strategies to deal with that.

You should also spend some time considering how to publicise the event such as by placing posters in local shops or libraries. If you can get a local celebrity involved it can also help to raise the profile of the event.

More Fundraising Tips

Here are some more fundraising tips to help you make the most of your efforts.

- Write an article in your company or church magazine to promote the event that you are holding.
- The media can be very useful. They can help you publicise your event and your cause more widely. Try sending a press release to some of the local papers or radio stations to advertise your event.
- Ask your workplace or local corporations to provide match funding for any money that you raise through your events.
- Ask local businesses to see what they can provide to help you with events. For example they may provide you with a venue, refreshments or help with printing leaflets. You can also ask local companies to sponsor you by wearing a T-shirt or cap with their logo on it.
- Think about E-fundraising. You can create your own personal fundraising page by logging on to www.justgiving.com/vinetrust/raisemoney. This lets friends and family donate by credit card through 'Just Giving'.

Guidelines

- Let us know when your event is happening and we can advertise it on our website.
- Please use official Vine Trust sponsorship forms and fill in your details as appropriate claiming gift aid as often as possible.
- If you are under 18 then please check with your parents or guardians before taking part in any fundraising event.
- Take appropriate health and safety precautions. If in doubt you can check with your local authority.
- If you are organising a raffle then check with your local authority in advance to make sure that you are not breaking the rules for such activities.
- Remember to say thank you to all those who helped you!

Top Fundraising Ideas

There are lots of different events that people have organised to raise money for the Vine Trust. Be as creative as you can, with a little imagination you come up with a fundraising idea that suits you! Here is just a small selection of ideas to consider...

Silent Auction

Ask local businesses/ individuals to donate gifts. Then organize an event where the gifts are on display and people can bid for them by writing down their bid with their name beside it. At the end of the event the person with the highest bid will win each item.

Slave Auction

Do you know people with special talents? Hold an auction where people can sell their time and talents. For example, maybe you know people who are great cooks, have amazing DIY skills or have green fingers!

Ceilidh / Bands night

Hold an event such as a concert/ bands night/ ceilidh. You can charge people for tickets.

Dinner Dance/ Ball

You could approach a local hotel/other venue for the use of one of their halls. Remember to leave plenty of time to organise the sale of tickets etc.

Sponsored Sporting event

Hold or take part in a sponsored sporting event. Maybe you could take part in a run and raise money for the Peru Project. If not you could organise your own sponsored sporting event such as a football or golf tournament.

Car boot sale

The old favourite! Ask people to sell all their unwanted belongings. It's also a great way of freeing up some space in the house!

Themed Evening

For example, hold a Peru themed evening with Peruvian food and music. You could also have some photographs of Peru on display. Or you could try a different theme such as a 70s night and get everyone to come dressed in flares.

Office events

Try holding some sponsored events in your work place. For example, have an office dress down day. You could ask everyone in the office to pay for wearing casual clothes for a day.

Cheese and Wine Evening

Invite your friends and colleagues round for a cheese and wine night and charge them all for the experience.

Exhibition

Organise an exhibition for local artists to display their work. You could also have some information about Peru on display.

Challenge Yourself

Take part in a challenge that you have always wanted to do such as skydiving or the Vine Trust Inca Trail, for example.

Cook

Have all your friends round for a meal or bake some tasty cakes to sell to your workmates.

Photographs

In your office or home have people bring in baby photographs and ask everyone to guess who is who. Have a prize for the person who guesses the most correctly and charge people to have a go at guessing.

Quizzes

Hold a quiz evening. You can have different categories such as local knowledge, music and maybe even a category on Peru!

Karaoke

Have a karaoke night and charge people for attending.

Variety Show

Ask your friends and colleagues to show off their talent and raise money by charging for entry.

Give up something for a period of time.

Get your friends to sponsor you to give up something that they know you really love for a week, month or even longer if you're brave!

For example, if you are a big football fan then how long can you go without watching football?

Or have you got a passion for chocolate? How long could you go without your favourite food for?

Water Challenge

In many poorer countries a lack of clean drinking water causes major health problems. Even in the Peruvian Amazon where the world's largest river is located, clean drinking water is not the norm.

With this in mind, how about getting people to sponsor you to drink nothing but water for a few weeks!

Possible fundraisers for young people

We are immensely grateful for all the time and energy that schools and young people put into their fundraising. Here are some ideas for young people doing fundraising...

School enterprise schemes

Get involved in your schools enterprise schemes and give some of the profit for the work of the Trust.

Treasure Hunt

Using clues, organise a treasure hunt around your local area. If you want to go further afield then you can use cars.

Trade 'One Red Paperclip' Game

Start off with a small object such as a paper clip and swap it with someone for something better. Continue swapping each item for something bigger and better each time. Then auction off the items to raise some money.

Fashion Show

Hold a fashion show and either charge for admission or collect donations.

Shop till you drop

You can shop in the sales and donate the money that you saved on reduced items to the Trust.

Silly Games Event or a Fun Day

Organise a fun day of silly games such as egg and spoon and other silly races. It could be a day for the family with a bouncy castle and other attractions.

Sponsored Event

Get your mates to sponsor you to do something such as swim, stay silent for a period of time, to not watch TV, get a haircut etc.