



**Fundraising  
for VSO  
made easy**





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## Welcome to your VSO fundraising guide

At VSO we believe fundraising should be **FUN** for you. That's why we've made you this easy-to-follow guide, packed with great ideas to get you started.

You'll have a great time raising money for VSO, but what's more, you'll be doing something amazing that will enable volunteers to bring people together to end poverty.

You don't have to jump through fire or swim the Atlantic to be a great fundraiser. All you have to do is **SOMETHING**, and soon you'll find that friends, family and colleagues will be queuing up to support you.

So, shall we get you started then?

## Get your fundraising started here

### What to do?

There are as many ways to raise money as there are leaves on a tree – all you have to do is pick one!

Any activity you can think of – you can get sponsored to do it. Do you love baths? Why don't you get sponsored to sit in a bath for 24 hours? Maybe you hate baths? Well then you can get sponsored to sit in a bath for 24 hours anyway!

Whatever you decide to do, make sure it's enjoyable. It can be something really easy, or you can set yourself a challenge. Just make sure you choose the right event for you, stay safe, and have fun.



▼ 12-year-old Fidele with VSO volunteer Amy Parker, Rwanda.



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## Need some event ideas? Why don't you try...



Hold a VSO-inspired world food evening  
– find out how by visiting  
[www.vso.org.uk/tastetheworld](http://www.vso.org.uk/tastetheworld)  
Or hold a bake sale in your office  
– everyone loves cake.



Watch your favourite TV show box set  
back-to-back and charge friends to watch.  
Or how about doing a sponsored silence?



Host your own X-Factor night. Even if everyone's rubbish, you'll still have fun and raise loads of money.



Hold a poker night with the pot going to VSO. Play bingo or organise a pub quiz. Top tip: Ask local businesses for prizes and get friends to donate to play.



Get your running shoes on, climb a mountain or cycle across the country. Or you could even hold a Zumba marathon at your local gym.



A penny saved is a penny earned. Maybe you could give up chocolate for a month? Or give up smoking forever and fund volunteers instead.



## Something Extreme?

Test your nerve and do something you've always said you would. Go skydiving, abseil off a building, take part in a trek overseas and get sponsored to take on the challenge.



## Something Online?

Your unwanted items could be a treasure to other people. So gather together your surplus and stick it on eBay – you'll make money and create space you never knew you had.

## Something of your own?

We're sure you've got loads of great ideas of your own too, so just think of something, any activity, and we can help you to raise some cash doing it.



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## Meet the fundraiser – Vicky

Like you, Vicky decided to help VSO change the long-term future of people like Fidele and Aminata who feature in this guide. So inspired was she that she decided to do the 'big one' – the London Marathon. Her total fundraising target for this challenge was £1800.

This is how she did it:

- Christmas chocolate stall **£50**
- Local market stall **£51**
- Four-hour sponsored Spinathon **£600**
- Two-hour sponsored Zumbathon **£700**
- Cake sale **£200**
- Matched donations by her company **£100**
- Money from Vicky's JustGiving page **£1,016.20**

Her grand total:  
**£2,717.20**

## The **three** simple steps to fundraising success

### 1. What?

Simply decide on what fundraising you want to do. Remember that the sooner you decide on how you're raising money, the sooner people can start donating and helping you reach your target!

### 2. Where?

Can you do your fundraising at home, at work, or at university? Or do you need to find a venue? Think about where you want to do it and organise your venue ASAP.

### 3. When?

The sooner the better, but allow good time to whip your friends and colleagues into a giving frenzy. Just make sure you give yourself plenty of time to plan your event, and to fundraise.

**Top Tip:** Tell everyone about your fundraising. The key to all good publicity is never stop: Text everyone in your phonebook. Use Facebook! Email everyone you know. Call the local press so they spread your message further. Get yourself a Justgiving page at [www.justgiving.com/vso](http://www.justgiving.com/vso) and put a link on your email signature.

Your quick fundraising checklist

- What are you doing?
- Where are you doing it?
- When is it happening?

For more advice, tips, fundraising ideas and free resources go to [www.vso.org.uk/fundraising](http://www.vso.org.uk/fundraising) or speak to one of the team on 020 8780 7500

## How to pay in

It's really easy to pay in your fundraising.

**By cheque:** Send us a cheque made payable to 'VSO' for the amount and post it to us at: VSO UK, 100 London Road, Kingston upon Thames, KT2 6QJ

**By phone:** Simply call 020 8780 7500 with your debit or credit card details to hand and we'll do the rest

**Pay your money in online:**  
[www.vso.org.uk/donate](http://www.vso.org.uk/donate)

**Please do not send cash in the post**

**How can you get another 25p for every £1 you raise – for no extra work!**

*giftaid it*

It's so easy and it doesn't cost you or VSO anything. If you're a UK tax payer and tick the Gift Aid box, then the taxman will give VSO 25p extra for each pound you give.

Please don't forget to ask your donors to tick the Gift Aid box on your donation form. You can download this at [www.vso.org.uk/events](http://www.vso.org.uk/events)

## Keep it nice and legal

If you're going to do any activity that involves collecting money from the public or anything involving alcohol – don't forget to seek permission first from landowners or local authorities. If you have any questions about this, please call us on 020 8780 7500, we're happy to help.

## Safety first

We want you to have a good time when you're fundraising – but also to stay safe while you're doing it. So please don't take any risks. We cannot take an responsibility for you – so don't do anything too dangerous please!



**Every pound you raise  
will do much more  
than you think**



**£1**

can send another fundraising pack to someone else like you to help them raise even more money for people living in poverty.

**£20**

will keep a volunteer midwife in Sierra Leone for one week, training nurses to save mothers from dying in childbirth.



**£50**

will allow a VSO volunteer in Mozambique to give a woman with HIV the skills needed to start her own business.



**£150**

can help even the poorest children in Nepal get an education, by paying for a VSO education advisor for one month.



**£900**

can help change the fortunes of street children in Dhaka by paying for VSO volunteers to set up a six month education programme.





Above: at a primary school in Rwanda, two pupils celebrate another great day learning. A day that may not have happened without VSO support like yours.

Cover: Top – Fundraiser Sophie Ackland smiles as she finishes running the BUPA 10k for VSO. Photo: ©VSO

Bottom – You'll help teachers like Rachia to change children's lives in Ghana. Photo: ©VSO/Ben Langdon



**VSO UK**  
100 London Road  
Kingston upon Thames  
KT2 6QJ  
UK

VSO is a registered charity in England and in Wales (313757) and in Scotland (SC039117)

**We're here  
to help you**

Everyone needs help from  
time-to-time so we've posted a  
bunch of useful info online to help  
you at [www.vso.org.uk/fundraising](http://www.vso.org.uk/fundraising)  
or you can call us on the phone  
– we'd love to chat with you on  
020 8780 7500 and help  
in any way we can.