



## GRASSROOTS FUNDRAISING

**Help us carry on our work by raising funds for our programs and  
SHARE WHY YOU CARE!**

Special Events, Meals and Entertainment, Sales Drive, Competitive or Sporting Events, online fund-raising, there are many ways to raise funds and fund-raise! And here are a few examples to help you start!

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You are about to start fund-raising for SKIP and especially our new Teacher Training Project...

You, your children or friends have volunteered with SKIP and see the work we do on a daily-basis. You have always been interested in Peru and its culture and believe SKIP is making a real difference in the lives of the disadvantaged children of El Porvenir.

### **Make a plan:**

- ~ How much money do you want to raise?
- ~ Who can you ask to donate?
- ~ How do you want to raise the funds?
- ~ How much time do you want to spend organizing an event?
- ~ How do you want to share the work SKIP does and explain to people how important it is ?

### **Advice:**

Don't expect that everyone you ask will want or be able to donate, so if you need 20 people to give an average of \$25 to meet a goal of \$500, you should come up with a list of 100 – 200 people to target.

It is much more effective to ask people in person than to email, so include ways to have personal conversations with as many people as you can.

Think about your entire network: friends, family, co-workers, neighbors, local businesses, organizations where you volunteer(ed), professors, and email listserv groups.



### 1. Make a list and ask people in your network to give

List all your friends/colleagues/professors/others who may be interested in SKIP.

Email them to explain SKIP and the Teacher Training program (Use our fundraising email template—see attached- and personalize it). Ask for a specific amount from each person and don't be afraid to ask for a large donation: this is really an important project! **Phone those people who don't respond in two weeks**, because it is *much more* effective to ask for donations in person.

### 2. Create a mailing list

Develop a list of people who may be interested in SKIP and mail them regular information about SKIP and the Teacher Training project. Explain its importance and link their support to the success of the project. Keep a list of your donors and send it to us so that they can be added to our newsletter mailing list (send the list at [donation@skipperu.org](mailto:donation@skipperu.org)).

### 3. Create an online fundraising page

There are many web pages that can host your event in order to communicate about it and to enable people to have an easy access to information and a secure way to make payments.

SKIP works in partnership with [justgiving.com](http://www.justgiving.com) in the UK in order to raise funds through internet.

Here is the link: <http://www.justgiving.com/skipperu/raisemoney>

SKIP might also be able to work in partnership with [firstgiving.com/](http://www.firstgiving.com/) (US) in the future. Please contact us if you need any help to set up your page: [contact@skipperu.org](mailto:contact@skipperu.org)

### 4. Recruit SKIP sponsors

You can also help us recruit regular sponsors.

Sponsors offer SKIP a necessary source of sustainable funding that allows us more autonomy than other funding sources. In some cases, the requirements set up by some funding organizations (foundations, trusts, etc) are connected to their own interests and visions and this sometimes prevents us from setting up activities that best suit the children and their families. With funding from sponsors, we are able to create activities that are in real agreement with the needs of our beneficiaries.



For this reason, we have decided to turn our focus on getting help from individual sponsors. In this way, we diversify our income sources and are able to respond, in the best way possible, to the needs of the families we work with.

**New sponsorship program:**

The number of children we help has now doubled. Moreover our programs have evolved.

Currently, we have set up our budget in a way that we can implement new activities that did not exist before (teacher training project, bigger team of Peruvian psychologists and social workers, a new building for the extra classes, surfing lessons and extra activities for the children, etc). As you can see, we provide much more than uniforms and school registration, and our expenses are spread between many activities.

We want our sponsors to see development in a different way. We want them to understand that the projects we are running would not be possible without the great team of social workers, psychologists, educators and coordinators who work on a daily basis to help the children and the families to become change agents of their own lives. It is by being with them and accompanying them that we will make a difference. As our motto always says "a hand-up not a hand-out"!

The biggest change in sponsorship therefore will be that SKIP will no longer pair sponsors with individual children; rather, sponsorships will fund SKIP programs that create wide-reaching community-level change instead of being funneled to individual kids.

This reflects our philosophy that lasting change happens on the community level when all children are properly supported. We also understand that families are the principal force in the lives of children and therefore we work with the entire familial unit, not just with one child, so that all children can be supported by loving, economically stable families. Also, we will be stepping up our work with public schools and continuing to work in partnership with the community.



To complete this transition, we will be changing the sponsorship format so that sponsors will receive one update a month about one or various featured "child of the month," instead of reports about one specific child they are paired with.

This new sponsorship format will be much easier to administrate, especially as our sponsorship program grows, which will then free up staff and volunteer time to work on essential programming.

We hope to build a close connection between our sponsors and SKIP kids by encouraging correspondence that is channeled through SKIP children as a group.

Sponsorship is a unique inter-cultural exchange between sponsors and SKIP kids, and sponsors will be able to participate by sending maps, pictures and personal letters. This provides SKIP children with a rare window to other parts of the world and offers them a communication channel for cross-cultural learning. All correspondence will be used in our academic and extra-curricular activities to foster international learning and displayed in our "Amigos de SKIP" classroom bulletin board.

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## **25 FUNDRAISING IDEAS**

Here are a few examples and list of websites packed with good ideas to start fund-raising for SKIP and the Teacher Training project. These are just examples; let's be creative and imaginative!

(\$ can be replaced by €, pounds, soles etc, depending on your location!!)

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## **KNOCK, KNOCK, KNOCKING ...**

### **1. Solicit small businesses, churches, synagogues, universities, service clubs, ...**

Start with places with which you have a personal connection (like your church or service organization) and then expand your list to include other businesses and organizations. Prepare a simple written proposal and oral presentation. You will probably need to find out who in the organization is in charge of making donations and then speak with them.

If you need photos or material, please do not hesitate to ask us.

## **FANCY A WALK, A RUN, A SAILING TRIP ...**

### **2. Set up a challenge campaign: walkathon, bike race, etc.**

“A **walkathon (walk-a-thon)**, or **walking marathon** is a type of community or school fundraiser where participants raise money by collecting donations or pledges for walking a predetermined distance or course. They are similar in format to other physical activity based fundraising events such as marathons and cycling races, but are usually non-competitive and lower intensity. The low intensity model is ideal for mobilizing broad-based community support for, and as a result Walkathons usually target participants from a wide range of ages and economic backgrounds.”

#### **How to:**

Organize a race in your neighborhood or with your local school, university etc. Each Runner should raise a small amount to participate by selling the number of kilometers they will run: 1\$ per kilometer, 5\$ per kilometer (you choose). Set up challenges all along the way to make it more fun!

**3. Lead or get someone to lead a nature walk, an architectural tour, a historic tour, a sailing trip, a rafting trip, or a horseback ride.** Charge \$15-\$25 per person, or charge more and provide lunch. Advertise the event in the newspaper to draw in people from outside your organization, advertize in university, church, create an event in Facebook and invite your friends,etc.



## **SELL YOUR “PAST” TO IMPROVE THEIR “FUTURE”!**

- 4. Have a garage sale.** You have no idea how much your stuff is worth until you try to sell. You can also have a virtual sale on Craigslist or through your college listserv or through Facebook.
  
- 5. Ask two to five friends/colleagues to help you put on a bake sale, book sale, or garage sale.** You and your friends bake the goodies or get the books or the other stuff required for the sale, staff it and clean up afterwards. This is an excellent way to get more people involved in fundraising for SKIP.
  
- 6. Have a sidewalk sale or garage sale for your *whole neighborhood or building*.** Go around to your neighbors and tell them you will take their stuff outside and sit with it all day to sell it if they will donate half or all of the proceeds to your group. Since this is stuff people want to be rid of anyway, it is a good deal for them. In one apartment building with ten units participating in donating stuff, an organization netted \$3,000 in one day. Three people from the organization helped with the selling. With a few high-ticket items, such as a washer/dryer or some nice lamps, you can make good money.
  
- 7. Auction off your stuff.** Books, CDs, DVDs and other things you don't want or need? You can sell these items to the highest bidder. List your items on Facebook, or send out an e-mail to a bunch of friends. You can also set up an ebay account and sell them through this website! Please contact us for any help .

## **LET'S COOK TONIGHT!**

- 8. With four or five friends, have a spaghetti dinner at a temple, church or union hall or other big room with a large kitchen.** Charge \$10 per person and feed more than 100 people! You can charge extra for wine or garlic bread, or for dessert.



**9. Have a fancy dinner at your home or a regular dinner at someone's fancy home.** Serve **unusual** or **gourmet** food or have special entertainment. Charge as much as you see necessary to cover the costs and raise money.

**10. Get three friends to help you have a progressive dinner.** Start at one person's home for cocktails and hors d'oeuvres, progress to the next person's house for soup or salad, the next person's for the main course, and the last person's for dessert. Either charge by the course or for the whole package.

**11. Peruvian dinner Or Pisco Sour night?!**

*Ceviche, yucca rellena, papa a la huncaina...*

Organize a photo presentation, whether from your time in Peru with SKIP or from different travels over Peru, gather friends and family that have not seen your photos yet and share a small Peruvian dinner to make them discover the typical dishes and prepare special drinks from Peru. Print some of your pictures and place a small donation box so that people can leave something in return for the photos (printing pictures from internet does cost less than in shops!). We can also provide you with photos taken by volunteers in El Porvenir.

**12. Host a house party.**

Do not charge admission and invite as many people as you can. During the party, give a short talk about your organization and ask everyone to consider a gift of \$10, \$25, \$50, \$100 or more (depending on the crowd). Pass out envelopes (or leave a small box) and ask people to give then, or after the party contact everyone individually who came and ask for a major gift.

You can create other type of events for which you can charge small entrance fees (concerts, video night, etc)

**13. Invite people to your birthday party and ask for donations in lieu of gifts**



## POKER, TURNAMENT ...

**14. Get your gambling friends together.** Charge a \$5 entrance fee and have a poker evening, asking that every “pot” be split with the organization. Individuals win and so does the organization. You can charge extra for refreshments, or include one or two glasses of something with the price of admission.

For more information, ask Joseph McCullagh (who held a poker night in Ireland and raised money for his volunteering time in SKIP in 2008), email address: [M1572202@qub.ac.u](mailto:M1572202@qub.ac.u)

**15. Host a Tournament.** Host a Monopoly or other game board tournament. Ask friends and family if they have different games and hold it at your house; charging an admission fee either for individuals or groups. Also, have an incentive for the winner such as running errands for them. This is very easy with Evites!

## GET YOUR FRIENDS INVOLVED

**16. Find out which of your friends work in corporations with matching gift programs.** Then ask them to donate and get their gift matched for your organization, and ask them to ask their co-workers to donate and get their gifts matched.

**17. Organize a service raffle.** Get four people (one can be you) to donate a simple but valuable service that many people could use and sell raffle tickets for \$10-\$20 each. Keep the price a little high so you don't have to sell so many and so that the buyers have a higher chance of winning. Services can include childcare for a weekend or for any weekend night two weekends in a row; one day of housecleaning; yard work; house painting (interior or exterior), etc. Sell the tickets to neighbors, work mates, friends, family, etc. Encourage people to buy several by offering discounts for multiple purchases, such as one for \$10, 2 for \$20, but 3 for \$25, 4 for \$35, 5 for \$40. If you are really bold or live in a more affluent area, sell the tickets for \$50 each. A full day of housecleaning for \$50 is a real bargain, and buyers have a high chance of winning with fewer tickets sold.





**18. Ask friends (or parent's friends) who belong to service clubs, sororities, antique collecting groups, support groups, book clubs bridge clubs, etc. to discuss your organization in their group and pass the hat for donations.**

**19. Organize a "second collection Sunday" and get as many churches as you can to take up a second collection for your organization on the same Sunday.** Be ready to give a brief, compelling talk about the importance of SKIP to motivate donations. Second collection Sundays can be very lucrative: the Catholic Campaign for Human Development collects as much as \$20 million on one Sunday in all the participating Catholic churches in the United States.

**20. Relive your high school years.** Entice some friends into holding a carwash with you. Ask your local gas station or fast food area to see if you can use their lot (make sure there is a hose outlet).

**21. The Farming Out Method: Entice five friends to sell 100 raffle tickets at \$2 each, or invite ten friends to raise \$100 however they like.** Share this list of suggestions with them. Give them a nice dinner at the successful end of their efforts.

**22. Organize a group of friends and offer your services to shops during Christmas time to wrap gifts.** Have a small leaflet and box ready for the customers to donate as much as they feel.

## **BE CREATIVE AND USE YOUR SKILLS**

**23. If you have an artistic bent, offer to design greeting cards to specification for organizations or individuals for a fee**

If you are good at calligraphy or design, sell your skills to schools for graduation announcements, friends for classy but low-cost wedding invitations, or just fun certificates such as "World's Greatest Dad" for Father's Day or "Outstanding Friend." Create unique Halloween costumes or masks. Donate the proceeds from your artistry.



#### **24. Teach a seminar on a topic you know**

Knitting, organic gardening, organizing, proposal writing, environmental impact reports, gourmet cooking, dog grooming, or starting your own business. Charge \$50-75 per person, with an attendance goal of 15 to 20 people. Either absorbs the cost of promotion, or have enough participants to cover it.

#### **25. Create Postcards for special events.**

We can provide you with photos from Peru that you can make postcards with to sell to friends, family, neighbors, colleagues, etc during special events etc. A lot of websites offer great deal to print postcards (check for example [www.cafepress.com](http://www.cafepress.com)).

Don't forget there are major celebration dates throughout the year that can be used as a purpose:

**Christmas** (coming soon), Halloween, Independence Day, International Youth day ...

For ideas check out [http://www.unac.org/en/news\\_events/un\\_days/international\\_days.asp](http://www.unac.org/en/news_events/un_days/international_days.asp)

As you can see, almost all of these strategies involve asking for money and giving money yourself (or a service or gift in kind!). These are the basic premises of fundraising—you ask; you give.

***Everything after that involves  
Creativity, imagination and a sense of fun!***



Need more ideas, check the following websites and many more:

<http://www.fundraisingideas.com.au/>

<http://www.fundraising-ideas.org/DIY/index.html>

<http://cards.cafepress.com/greeting-cards>

<http://www.fundraising-ideas.org/tips/index.html>

**Good Luck!**

**Thank you in advance for your support  
from all the children, families  
and the SKIP team!**