

Your **FUNDRAISING GUIDE**

Inspiring ideas and essential
tools for fundraising that makes
a real difference.

**Practical
ACTION**

**TAKE
ACTION**
your way



Thank you for **TAKING ACTION**

Whether you've got an idea in mind or you're seeking inspiration, we'd like to say a big thank you for being here.

You might be planning a cake sale, a quiz or a mighty physical challenge but whatever you decide on, your actions will help tackle some of the world's toughest problems.

Because we know that where there's action, there's hope.

If you need further support, please contact us at enquiries@practicalaction.org.uk or call us on +44(0)1926 634400.



The Gunderson family climb Snowdon in memory of a lost loved one.

How we're CHALLENGING POVERTY

Right now, global climate and environmental crises are threatening years of progress against poverty. With so many suffering the effects of flooding, drought, pollution and unemployment, we must take action. Starting today.

Practical Action is a global development charity that's pioneering real-world solutions that benefit people and the planet, so that those living in poverty can change their world.

With the help of people like you, we've been working for six decades towards a world that works better for everyone. We blend cutting-edge technology with traditional knowhow to create simple, effective solutions, at pace.

Your support enables us to work with farmers like Bagmati in Nepal to improve harvests.

Working in partnership with people on the front line of poverty and climate change, we help create ingenious, lasting, and locally owned solutions to improve food production, water and waste management and clean energy.

And now, more than ever before, we're helping people find ways to adapt to our changing climate. When we've got a solution that works, we pass it on so that even more people can benefit.



In 2022–2023*, we supported
2.17M PEOPLE
and their families, and
8.4M PEOPLE
through changing policies
and ways of working.

 **92,000**

farmers are earning more money and have more reliable access to food.

 **211,000**

people are better protected from extreme events, like floods and landslides.

 **306,000**

people can now access cheaper, cleaner and more reliable electricity.

*April 2022 – March 2023

HOW YOU CAN HELP

1. START WITH AN IDEA



4. COLLECT THE CASH



CHANGE LIVES



2. SET UP A PAGE



3. SHOUT ABOUT IT



“

Although the climate is changing here, the new ways of farming we are learning are allowing me to continue to sow and harvest. I am optimistic for the future.”

Al Hafiz, Farmer in Sudan

YOUR FUNDRAISING COULD RAISE INCOMES and well water

Marvis's Story

📍 Zimbabwe

Some months Marvis and her husband Nkosikhona barely grew enough food to feed their family. Marvis worried she would no longer be able to afford to send her children to school and sometimes they went hungry.

Severe, ongoing droughts have left rural Zimbabwe with limited access to water, which means little food and no income for farmers. The diesel pumps they use to irrigate their land often break and are costly to fix, as well as polluting.

Working with Practical Action, Marvis and her family have installed solar powered water pumps, so they can draw water from deep underground to irrigate crops when there has been little rainfall.

Thanks to the support of people like you, Marvis has a reliable source of income and her children can go to school on full stomachs.

“

I have become an irrigation champion and have had the opportunity to learn new things. Now we have solar-powered pumps we're not reliant on diesel. The pumps are reliable – we never run out of sun!”



YOUR FUNDRAISING COULD RAISE AMBITIONS

and wages

Taslima's Story

📍 Bangladesh

Clearing up the waste that finds its way onto the streets, Taslima makes a living collecting plastic and selling it to the local recycling centre. It's hard work, but every day she scours the roads and railway tracks, picking up water bottles and other hard plastic as she goes.

Thanks to Practical Action, Taslima has the gloves and equipment she needs to do her job safely. She also decided to join a local cooperative, and that means she can sell her plastic for a higher price, has access to health and saving schemes, and is helping to clean up her community.

On a good day, Taslima makes up to 300 Taka (USD\$3) – almost double the amount she was earning before. Not only does this help cover her family's living costs, she's also able to save – putting a little aside every month to make sure they can buy a little more of what they need.

“

With the assistance of Practical Action, I've joined a cooperative. I've also been able to save some money through the cooperative savings scheme. It makes it easier to pay for essentials like clothes and shoes for my children.”



5

How Ellie and Maxwell TOOK ACTION

Ellie and Maxwell decided that rather than ask for physical gifts for their wedding, they would ask people to make a donation to Practical Action to support people on the front line of poverty and climate change. They raised over £300!

“

Climate change is something that concerns us all, but I had previously been unaware of the massive challenges it is causing in developing countries and the knock-on effect on communities. Practical Action's projects have made a tangible difference in people's lives and I hope any donations we obtain will further their amazing work.”



How team Webb Yates TOOK ACTION

Employees from Webb Yates Engineers set out to achieve continuous movement for an 8-hour working day to raise money to support people on the front line of poverty and climate change.

“



“

Participants tagged each other in and out to keep the movement going by cycling, running, skating, and swimming, to mention just a few activities. Our event was a huge success and we managed to raise £2,924. We're chuffed!”

A FEW IDEAS

to get you started

From raffles to fun runs there's more than one way to raise money, so make it something you'll enjoy and get planning. Any amount you raise has the power to fight poverty.

Raise it **with a car wash**

Bring out your sponges and chamois leathers and roll up your sleeves for some good clean fun. You could ask your local school, church or community centre to use their car park.



Henry Pedler took on the National Three Peaks Challenge with his friends.

Raise it **'Bake Off' style**

Cake is always a crowd pleaser. You could host a coffee morning, or hold a bake sale for friends or colleagues.



Raise it **with a clear out**

Turn your rags to riches by selling them online, using platforms like Vinted, Ebay and Depop, then donate your profits. Or give a car boot sale a try.

Raise it **with the masterminds**

Host a quiz or even a game show to test the brains of your friends and family. Local pubs are often looking for people to host.

Raise it **at work**

Whether it's a lunchtime gym challenge or a talent night, fundraising activities are a great way to get to know your colleagues while raising vital funds. You could ask your employer to match donations, or make even more of a difference by suggesting a corporate partnership practicalaction.org/partnerships.

Student Kate excelled at her work experience placement so much that they pledged £250 to a charity of her choice and she chose Practical Action.



Raise it in the classroom

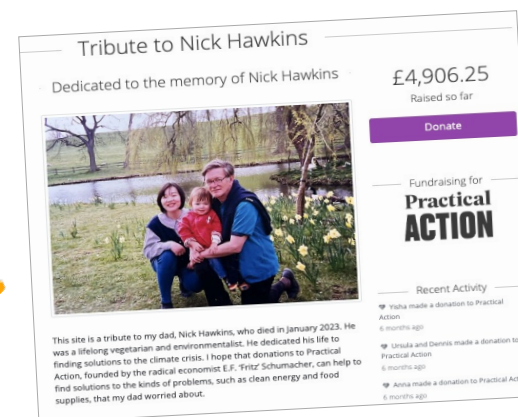
From the 'Squashed Tomato Challenge' to 'Farmers Footsteps', our brain-boosting schools' resources also make ideal fundraising activities. You could also propose Practical Action as your school's Charity of the Year and make even more of an impact. Find more ingenious schools' resources on our website practicalaction.org/schools.

Raise it in celebration

If you've got a birthday, anniversary or even a wedding coming up, ask your guests to celebrate the occasion by donating to Practical Action. You can also set up a fundraiser on Instagram or Facebook in celebration of a special event. See pages 13-14.

Raise it in memory

You might want to honour someone that's no longer with you by creating a Tribute Fund on our website practicalaction.org/donate-in-memory. It's a meaningful way for friends, family and colleagues to share stories, music and photos, and light candles in memory of a special person, while delivering a message of hope to those who need it most.



You can also choose to share your tribute and spread a message of hope far and wide by **setting up a personal JustGiving or MuchLoved page** just like Amy Hawkins did in memory of her dad, Nick. Every donation will help take action against some of the world's toughest problems.

Raise it with awareness

Host a water bucket relay, a veg-growing challenge or a supper club to raise awareness of our work in Africa, Asia and Latin America.



Make a **PLAN**

Here are some things to consider when planning and running your fundraising activity:

START WITH AN IDEA

Now you've got plenty of inspiration, it's time to pick your ingenious idea. Choose something that you'll feel most comfortable with (even if that is hiking the Himalayas!)

CHOOSE WHEN AND WHERE

Give yourself time to plan and prepare for your activity. If you're inviting people to watch or take part then make sure you give plenty of warning. Once you've chosen your location, consider cost, equipment and safety. Read more about making it safe and legal on page 16.

BUDGET

Decide if you'll need some upfront budget to set up your activity, even if that's a float for a cake sale. You could ask local businesses to sponsor you and get friends to support with their expertise and time.

CREATE A FUNDRAISING PAGE

By setting up a page on a site like JustGiving or a fundraiser on Facebook or Instagram, the money you raise will be automatically transferred to Practical Action. You can also collect cash on the day and pay it in later.

ASK FOR THE GIFT AID TICK

If your supporters are UK tax payers, please encourage them to tick the Gift Aid box when they donate. Find out more about qualifying for Gift Aid on page 12.

SHOUT ABOUT IT

Inspire even more people to support Practical Action by sharing your story on social media and in the press too.

COLLECT MONEY

If you've collected funds (or promises) on the day of your activity, keep a track of donations and make sure the money reaches us so we can put it to work.

TELL US YOUR PLANS

Please share your ideas and successes with us @practical_action on Instagram or @practicalaction on X or Facebook, or email enquiries@practicalaction.org.uk.

Practical Action ambassador, Leyla Kazim and team on their trek up Mt Kilimanjaro in aid of Practical Action.



Spread the **WORD**

Invite people to support you by getting the word out. Make sure you include a link to your fundraising page and include a bit about why you're supporting Practical Action.

Here's an idea of what you might say.

“

Please join me for an international film night (with popcorn!) at Woodview Village Hall on 24th November at 7pm in aid of Practical Action, (registered charity number 247257). On my recent travels I saw the devastation that flooding is having in parts of Asia and Africa and wanted to do something to make a difference.

Practical Action is an international development charity working with people living in poverty to put ingenious ideas in place that fight the effects of climate change, so that they can change their world. Your donations on the night will help me reach my goal of raising £500.”



Space to share? Here's more about our work:

Practical Action is an international development charity that puts ingenious ideas to work so people living in poverty can change their world.

Practical Action works with people to find solutions to some of the world's toughest problems – challenges made worse by climate change and gender inequality. It works with people in Africa, Asia and Latin America to develop ingenious, lasting and locally owned solutions for farming, water and waste management and clean energy.

Crucially, Practical Action helps people build resilience against climate change. And it shares what works with others, so answers that start small can grow into big change.

SOCIAL MEDIA

You can keep your supporters updated by regularly posting photos, videos and stories on social media. Tag us so we can share your story too.



FLYERS & POSTERS

If you have access to a printer, then posters are a great way to remind people about your fundraising plans. Make sure you include a picture of yourself or your group to make it personal. You'll find materials to use on our website at practicalaction.org/fundraising.

PRESS

Contact as many local newspapers, radio stations, websites and magazines as you can with details about your fundraising plans and why you're doing it, especially if it's an event that's open to the public. You might be surprised at how many strangers are willing to support you, and it's a great way to make more people aware of Practical Action and the people we're helping.

Here's our top tips for your press release:

(Example Press Release)

For immediate release 13.04.2023

Peddling for pounds!

[Mr Smith] of [Warwickshire] to pedal for pounds!

An [engineer] from [Rugby] will brave the elements to cycle the South Downs Way and raise money for millions of people living on the front line of climate change.

[Dan] will begin the two day challenge on 29 September this year to support Practical Action's Hope Needs Action appeal.

[Dan], [36], said: "I was inspired when my mum and dad were forced to leave their house because it was flooded. They were lucky, because they had insurance and somewhere to go, but millions of people don't. Climate change is causing people around the world to leave their homes, lose their jobs and go hungry."

"Practical Action work with people struggling to adapt to their new climate reality around the world. We need to take action now. Simple things, like new seeds, access to loans and renewable energy are changing people's lives."

You can follow [Dan]'s journey on Instagram at [@Dan_cycles] or donate via their just giving page [justgiving.com/campaign/dancycles].

Practical Action is an international organisation that helps people on the front line of climate change create thriving lives and livelihoods, using ingenious ideas. Read more at www.practicalaction.org.

Include a photo

Give it context & intrigue

Give details

Include a quote

Explain what PA does

Tell them how to contact you

COLLECT MONEY

You can give directly through your bank account using these details:

Sort code: 20-73-63
Account no: 70512761
Account name: Practical Action
Bank: Barclays Bank, Rugby

Please give your surname and postcode as a reference, or your Practical Action Supporter number.

Post cheques to Practical Action using our freepost address:

(please don't send large amounts of cash in the post)

Freepost RUBT-KXBK-JHXX
Practical Action
The Robbins Building
25 Albert Street
RUGBY
CV21 2SD
United Kingdom

Creating a donation page, like JustGiving or a fundraiser on Facebook or Instagram is a seamless way to raise funds as the money goes directly to Practical Action. You can also collect cash from people who don't have access to the internet then pay in the money to us at a later date.

Boost your fundraising power at work

Ask your employer if they will match what you raise, and don't forget to share your fundraising story with colleagues.

For more support and to download a poster template and sponsorship form, visit practicalaction.org/fundraising or contact us at enquiries@practicalaction.org.uk.

Gift Aid

If your supporters are UK tax payers, please encourage them to tick the Gift Aid box when they donate, either using your sponsorship form or online fundraising page. This will increase their donation to us by an extra 25p for every £1 at no extra cost to them. We're unable to claim Gift Aid on donations made in return for tickets (raffles, events, auctions, or through goods and services, e.g. a bake sale).

To process any Gift Aid declarations we'll need the full name of your supporter, plus the first line of their address and their postcode. They must be a UK taxpayer and pay enough tax to cover the donation.

Raise money through JustGiving

Setting up a JustGiving page is easy and once you've started receiving donations, the platform will send them directly to Practical Action.

How to set up your page:

- Go to justgiving.com/practicalaction
- Click on 'fundraise for us'
- Log in or create an account
- Go through the steps to create your activity
- Customise your page (you can even use their AI feature to enhance your story, but always check the details are correct before you post).

Here's some sentence cues to get you started:

- I'm raising money in support of Practical Action by doing/hosting/making...
- Practical Action is a charity close to my heart because...
- I'm helping people change their worlds by...
- I'd love to have your support because...

Take a look at the JustGiving website for tips on personalising your page.

In Nepal, Kamali is growing bountiful harvests with the sustainable farming skills she learned at our farmer field school.



Raise money on Facebook or Instagram

Similar to JustGiving, Facebook and Instagram have a fundraiser tool that allows you to raise money in support of a charity with no fees. You can invite your friends to donate and keep them updated on your progress and fundraising target.

Get the most out of your fundraising page

- Use a title that says what you're doing in a nutshell, e.g. "Molly's 'Light the Night' midnight walk for Practical Action", or "Xavier's Zumba coffee morning for Practical Action."
- Choose a clear and bright photo of yourself preparing for the activity or one that shows our work.
- Give more details about what you're doing and why you've chosen to raise money for Practical Action.
- Share regular updates about your activity, such as training photos or cake decorating. Remind people often about the date of your plans. Use our hashtag #TakePracticalAction.

Durga's village in Nepal now has access to reliable, clean water thanks to the installation and maintenance of a gravity-fed water source.




How to create a

FACEBOOK FUNDRAISER

- 1 Go to your Facebook profile
- 2 Select 'fundraiser' from menu on the right
- 3 Search for Practical Action
- 4 Write a bio, set a goal and choose an image
- 5 Click 'create' and get fundraising

How to create an

INSTAGRAM FUNDRAISER

- 1 From your profile page, tap the  icon in the top right
- 2 Choose 'fundraiser'
- 3 Search for Practical Action
- 4 Add a title, photo and fundraising goal
- 5 Ask people to collaborate (if you wish)

14

WRAP IT UP

Now that your fundraising activity is over give yourself a big congratulations – raising money is hard work and it takes determination to keep going. Before you can take a well-earned rest here are a few things you need to remember to do.

- **Say a big thank you to all those who've donated or supported you.** Write a letter, call them up, send an email or tag people in a social media post with pictures of you and how much you raised.
- If you've set up an online fundraising page then the money will be automatically paid to us from your chosen site, so there's nothing more to do.
- If you're collecting money in person then follow up to **collect any final donations and pledges**. To make sure money reaches us safely, it's best to transfer the money online, or post a cheque. See details on page 12.
- **Tell us about your ingenious fundraising achievements** by writing to the address on page 12 or email to enquiries@practicalaction.org.uk.
- You can also tag us in your social media posts at @practicalaction on Facebook and X and @practical_action on Instagram, using the hashtag **#TakePracticalAction**. We would love to celebrate your success with you, and your story could inspire more people to turn action into hope.



In Rwanda's refugee camps, lives are on hold without light or electricity. With lighting and electricity powered by solar energy, people like Diamant can live in safety and create thriving businesses.

15

Make it **SAFE & LEGAL**

To make your activity a great success it has to be safe for everyone taking part, and legal too. The Chartered Institute of Fundraising (ciof.org.uk) and Fundraising Regulator (fundraisingregulator.org.uk) have guidance and resources that you can use, but here's a few things to watch out for.

Licences

Some activities will require you to get a licence or permission before you go ahead, such as playing music in public, putting on entertainment and serving alcohol. Your local authority will have more information to help you decide what you need.

Bucket donations

Bucket shaking and approaching people at home or on the street can be off putting or even intimidating, even if it seems harmless. If you're asking for donations for Practical Action in a public place, such as a town centre, think of ways you can make it a bucket donation with a difference. How about offering to wrap presents or bringing an interactive game that links to our work, or creating a water filter system – take a look at our schools' resources for some ideas at practicalaction.org/schools.

You must have a licence from your local council to fundraise in a public place and you also need to be over 16 years old. Ask our team for a letter to show you are collecting in aid of us by emailing enquiries@practicalaction.org.uk. If you're collecting on private premises, like a pub or cafe, please ask for written permission from the manager, and check if you need extra permission from the local authority too.

Film and photography

If you'd like to take and share photos and videos of your activity, make sure everyone taking part is aware and has the opportunity to say no to being included – a printed sign with your contact details is a good way to do this. You can also put a note about photography on any digital or printed materials you use to advertise your plans.

Food and drink

Make sure any food or drink you serve is safe to eat and labelled with any allergens. The Food Standards Agency (food.gov.uk) has advice on everything from chilling and cooking, to cross contamination. If you want to serve or sell alcohol, you'll need to complete a temporary event notice. Look for information on your local authority's website.

Raffles

If you're raising money through a raffle, sweepstake or an auction, you may need a licence from your local authority as there are strict laws around any form of gambling – even if it is for a very good cause. Make sure your prizes can be enjoyed by everyone, so if you're giving away items such as bottles of alcohol, you should only sell tickets to people aged 18 and over.

Insurance

Although you are raising money in aid of Practical Action, we can't accept any responsibility for your activity or anyone who participates in it. Your activity will not be covered by our insurance if anything goes wrong.

For that reason, you may need to arrange Public Liability Insurance to protect yourself against any injuries or damage to property. It's not a legal requirement but any time you're interacting with the public you could be liable. An accident could be as simple as knocking a hot drink over a laptop, or somebody tripping over a wire.

Any equipment you borrow should be covered too, especially if it's costly. Some venues have insurance included in the hiring fee so it's worth checking with them first.

Assessing risks

During your activity it's important to carry out a risk assessment to keep everyone safe from harm. You need to identify hazards, decide how serious the risk is, and take action to reduce or eliminate them. Hse.gov.uk has a link to a risk assessment on the homepage.

Safeguarding

Make sure you have permission from a parent or guardian if children and young people are attending or taking part. You'll also want to make sure you have helpers on hand to support any vulnerable adults or people with additional needs.

Wording

When you're talking about your activity, it's important that you use the right wording to explain your relationship with Practical Action.

Please say

"I'm fundraising in support of / in aid of Practical Action."

Please don't say

"I'm fundraising for / on behalf of Practical Action."

This is to explain that you are organising fundraising activities as an independent supporter of Practical Action, rather than suggesting you're employed by Practical Action or that the activity has been organised by us.

Please (don't) break a leg

We can't accept liability for any problems or accidents during events and activities raising funds for us. Please make sure that you keep it safe and legal, as well as having fun!

The Rebel Riders celebrating their arrival in Glasgow, completing their cycle challenge from Brighton in support of Practical Action!



FAQs

Where can I get a letter confirming I am fundraising for Practical Action? Where can I get a sponsorship form? Do you have posters I can use?

Download sponsorship forms, posters and more from practicalaction.org/fundraising. We can also send event organisers a branded t-shirt so please email us if you'd like one. If there's something you can't find, we may be able to help. Contact us on +44 (0)1926 634400 or email us at enquiries@practicalaction.org.uk.

Can you help fund the event or provide raffle prizes?

All our funds are needed on the front line, so we aren't able to financially support any personal or corporate fundraising events. If you do need to buy prizes then remember that only your profits will be donated. It's a good idea to ask local businesses or traders for support. You might be surprised how many offers of support you get, especially with 'free' prizes like time or expertise.

Can you help me publicise my event?

We do our best to share all our supporters' fundraising activities on social media, so tag us with your event details @practicalaction on X, Facebook and LinkedIn and @practical_action on Instagram using the hashtag #TakePracticalAction.

Can I use your logo?

You'll find materials to help publicise your event at practicalaction.org/fundraising and if you can't find what you need, contact us at enquiries@practicalaction.org.uk.

Can you come to my event or organise a speaker?

Our teams are all working as hard as they can to put your generosity into action, so it's unlikely we'll be able to attend, even though we'd love to. But please let us know your plans by emailing enquiries@practicalaction.org.uk.

How do I pay in my money?

You can send us a bank transfer or a cheque. There are more details about collecting and passing on money to us on page 12.

Can you help me get a place at an event like the London Marathon?

If you are lucky enough to have got a place through a ballot then we'd love you to run in support of Practical Action, but sadly we can't allocate places. Get in touch with us at enquiries@practicalaction.org.uk to see how we may be able to help you.

Can I raise funds for a specific project?

While we can't allocate donations to specific projects, your generous contribution will be used where it's most needed. This approach helps us stay adaptable and responsive to changing needs, ensuring your support makes the biggest impact possible.

What's Gift Aid?

Gift Aid is a government scheme that allows us to reclaim the basic rate tax you or your supporters pay as a UK taxpayer. It means that we can claim 25p of tax for every £1 you donate at no extra cost to you. See more detail about Gift Aid on page 12.

THANK YOU

from all of us at Practical Action

It takes ingenuity and determination to raise funds but the results can be life changing, both for you and for the people who now have your support to change their worlds.

If you need any support in your fundraising journey, please email us at enquiries@practicalaction.org.uk or give us a ring on +44(0)1926 634400. We'd love to hear about your plans.

#TakePracticalAction

Practical ACTION

Floods frequently destroy crops and devastate livelihoods in Bangladesh. Innovative farming techniques mean farmers like Purnima can grow bountiful harvests, even on floodplains.

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Company Reg. No. 871954, England | Reg Charity No. 247257 | VAT No. 880 9924 76. | Patron His Majesty, King Charles III

