

Doing All We Can

A guide to fundraising for All We Can.



Methodist
relief and
development

About All We Can.

All We Can exists to help people in some of the world's poorest communities to become all that they can.

The way we see it, wherever people live or whatever their situation, everyone has God-given potential built in. So where the need is greatest, so is the potential.

To see that promise fulfilled, we work with talented local partners – community organisations, churches, and individuals – people rooted in poor communities, who understand local problems and are passionate about solving them.

We support these partners in all the ways we can, providing the funding, resources and encouragement needed to create positive, long-term change.

**Poverty is Personal,
So is the Solution.**



All We Can's 2015 British 10k Run Team celebrate after completing the course.

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Meegan Perkin

Thank you for your interest in running a marathon, taking part in a race or sponsored challenge, hosting an event or taking part in a different sort of fundraising activity for All We Can.

We're really grateful for your support. All the money you raise will make a huge difference to people living in some of the world's poorest communities. This guide is designed to inspire and equip you in your fundraising endeavours.

In this guide you will find:

- Information on All We Can's work and how the funds you raise support our local partners.
- Advice on raising support
- Ideas on how to inspire your Church to get involved.
- Stories from other supporters
- Advice on collecting sponsorship

We hope this pack will inspire you to meet and exceed your fundraising target. All We Can's commitment to life-changing work relies on the support and dedication of people like you.

Thank you in advance for supporting All We Can in this way.

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The British 10k Run.

The British 10k London Run was established in 2000 and is now a major event in the charity fundraising calendar. It's the UK's most sought-after 10km race and has historical landmarks such as Big Ben, St Paul's Cathedral and Tower Bridge along its route. But it's much more than a fun run – it's a great way to raise money, through sponsorship, for All We Can's work in some of the world's poorest communities.

Each year, All We Can enters a team into the British 10k. If you'd like to take on the challenge or know someone who would, contact our supporter services team on info@allwecan.org.uk or **020 7467 5132** to secure your place.

For more information on the British 10k Run visit: www.thebritish10klondon.co.uk or www.allwecan.org.uk/10k

Share

All We Can would like to support you in your fundraising by sharing your story. Let us know why you chose to run for All We Can, how your training is going and what motivates you to keep going in those final miles. We will do our best to share your story through our web and social media pages raising support for your challenge and inspiring others to do all they can.

How your support helps.

Our local partner organisation Kopila is tackling the root causes of poverty and discrimination in Nepal. Bhagbati Shrestha's tells us how her life has improved...

When Bhagbati's husband died, life became very hard, but with support from All We Can's local partner Kopila Nepal, she has become a successful business woman and community leader.

Bhagbati says, "It was very difficult for me after my husband died. There was no income coming in. Kopila's Self-Help Group collected some money and organised a loan for me." The loan enabled Bhagbati to set up her own small shop. Kopila also provided training to help her expand her business and offered support to her family. She says, "If I was not with Kopila I would not even be able to educate my children. They provided school uniforms and books and pens for my son and I got training for making some snacks to sell."

Being a member of the group has increased Bhagbati's self-confidence and she is now working with the women to tackle the root causes of discrimination in her community. She says, "In the group I met lots of other women who were in a similar situation, we got together and had some training from Kopila. There was lots of discrimination in the village between the castes and also they educated the boys but not the girls. There was lots of domestic violence in the houses."

"I never used to talk to anybody about anything before, but because I work in this organisation I now talk to the other women in the village. We teach people not to fight, not to argue, not to discriminate."

Bhagbati has also become the chair of a district level group which gathers together representatives from all of the Self-Help Groups in the region so they can share their concerns and advocate for their rights together. She says "I just started as chair – it's only a beginning, we will see how it goes."

Kopila has supported 497 women like Bhagbati to escape poverty, violence and discrimination through 16 Self-Help Groups in the remote villages of Western Nepal.



Bhagbati Shrestha in the small shop she set up with a loan she received from Kopila.

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Celebrating 200 years of Gracious Street Methodist Church.

Partner a Project offers churches, schools and groups a personal connection to people in some of the world's poorest communities. These groups make a financial commitment to support a specific project for at least a year, and All We Can provides updates, resources and prayer material to enable the partnership to flourish.

In January 2015 Gracious Street Methodist Church began a year's partnership with Voluntary Action for Development (VAD) in Uganda, one of All We Can's partners, to celebrate the church's 200th Anniversary.

The land the Church was built on was bought 200 years ago for £350. In remembrance of this, the Church invited each of its groups to aim to raise £350 over the course of a year.

Many of Gracious Street's groups accepted the challenge; to date the congregation has enjoyed treasure hunts, flower festivals, barbeques and a sing-along Sound of Music concert.

The Church has already raised a remarkable £7,000.00 with plenty of events to come!
For more information, visit:
www.allwecan.org.uk/partner

Raising Support

As well as the challenge of training for the run, you also need to find time to fundraise too. Below, we have listed some ideas on how to raise support:

Set a target. This will motivate you and encourage others to be generous support.

Recruit a team. Can you get others to join you in your challenge? Not only will you raise more money, but training and fundraising will be much more fun.

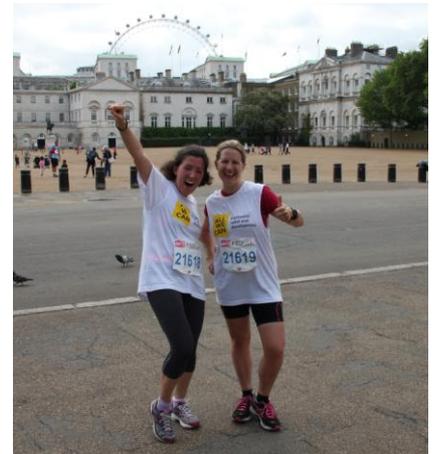
Make it personal. Make it clear why you're fundraising for All We Can, explain how you first heard about the organisation, and what it is about our work motivates you to fundraise. Your passion and enthusiasm as this will be warmly received by potential donors.

Be bold. Solicit support from your family, church, workplace, school or any other group you are a part of. Make sure the first donation on your sponsor form is a big one, so that others may follow suit!

Promote your story. Local papers and radio stations are always looking for good stories. Let them know about your sponsored event in advance, and send a photo afterwards. Make sure you include details of how you can be contacted, and how people can sponsor you. Contact us for a press release template.

Do your research. Prepare yourself to answer difficult questions from your sponsors. Why should people support All We Can? How will their donation be spent? Explain how their donations will make a difference; how literally every penny counts and they can be part of helping people become all they can.

Host an All We Can open evening. Invite people round or have an open evening at church. We can send you an All We Can video or PowerPoint presentation to show. You could use this opportunity to encourage people to give before the event, or to say thank you to your sponsors afterwards.



Erica and Lisa celebrate after completing the 2014 British 10k London Run.

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Keith Tewkesbury's Story.

The Snowdonia Half Marathon is known to be one of the toughest running challenges in the UK and on Sunday 31st May 2015 Keith Tewkesbury, Methodist Superintendant Minister and runner from Colwyn Bay, North Wales, completed this challenge for All We Can in just over two hours and two minutes.

Keith was inspired by the work of All We Can's partners in Uganda after a visit there with Rydal Penrhos School a few years ago and has remained a keen All We Can supporter and fundraiser:

"Having visited some great work in Uganda, and meeting such inspiring people, I have seen that a little can make such a big difference!"

Keith raised over £2000 for All We Can and the hilly run has not put him off future challenges.



Get companies on board. Ask your employer or local businesses if they will match the money that you raise, in exchange for giving them publicity as a sponsor

Spread the word. Put a notice in the church/school newsletter and leave a copy of your sponsorship form out for people to sign. Add an auto signature to your personal emails asking if people can help you to raise funds, include a link to your MyDonate page.

Run a competition. Get colleagues and friends to guess your finish time by making an extra donation (suggested minimum of £1). Display a sign-up sheet in a prominent place and invite people to write their name next to their guesses. Offer the person with the closest guess a small prize.

Get social. Start a Facebook page or change your status to '(NAME) is (DESCRIBE ACTIVITY) and needs your help!' Alternatively you could take to Twitter to tweet your followers "I'm (DESCRIBE ACTIVITY) for All We Can and need your help! (Link to fundraising Page)." Once you have set up a MyDonate page, you can share the link to your page on your profile.

Suggest sacrifices. Add some perspective around a suggested donation e.g. £10 might mean missing a takeaway dinner.

Politely persist. Follow up your initial emails about your fundraising with a polite reminder about your MyDonate page, or a personal thank you to people who sponsored you. Around 20% of donations are made after events are finished, so you can fundraise even when your event is over – email your contacts a fundraising total update straight after your event, with a final appeal to help you reach or beat your target.

All We Can will also provide:

- Support and advice leading up to the run.
- Publicity on www.allwecan.org.uk and social media
- Resources to display and circulate at events you host.
- A certificate of thanks on receipt of your sponsorship money.

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Keep informed

Our monthly e-news contains stories from our partners, campaign actions, resources and ideas for doing all you can. Sign up for our monthly e-news: www.allwecan.org.uk/enews

Contact us

If you'd like any more information or advice, please get in touch with the All We Can team at info@allwecan.org.uk or 020 7467 5132.

We'll be in touch nearer the event to see how you're getting on and to arrange our meeting places after the run.

All We Can

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Tel: 020 7467 5132

Email: info@allwecan.org.uk

Web: www.allwecan.org.uk



/allwecanuk



@allwecan_uk

All We Can is the operating name of the Methodist Relief and Development Fund, a charity registered in England and Wales, number 219691

Collecting Sponsorship

Set up an online fundraising page

Don't forget to set up your online sponsorship page – it's quick and easy, and means anyone can give to you by credit or debit card. They can even donate using their mobile. You can personalise your page with messages and photos. As well as collecting donations for you, the website will also claim Gift Aid where appropriate and send all the funds directly to All We Can.



Visit <https://mydonate.bt.com/event/startFundraising.html> to set up your page and select All We Can as your charity of choice.

Share the web address for your page – email your contacts, add it to your email signature, and add a link on any social networking sites you use. Keep it updated with your progress, keeping your sponsors informed about the time and energy you are putting into challenge.

Gift Aid

With Gift Aid, All We Can is able to claim back the tax paid on donations you receive. This gives us 25p extra per £1 donated - at no extra cost to the giver. A £20 donation to All We Can is worth an extra £5. We claim this directly from the Inland Revenue, making your gifts worth even more to the people we work with in some of the world's poorest communities.

All We Can will provide you with as many sponsor forms as you need. Your sponsors (if they are UK tax payers) can make their pledges worth 25% more with Gift Aid – they just need to tick the box on the form and write their name and address clearly. We will not contact them, but their address is needed to claim Gift Aid.

There is also an opportunity for those who sponsor for you through MyDonate to gift aid their donations; they'll be given the option to do so as part of the online payment process.

Thank you for your support!