



Fundraising

Get together and make a difference!
Here are some ideas to get you started





We want to help you make a difference. Having fun with family and friends, you can help the most vulnerable children living in the most dangerous places.
BE INSPIRED! Check out all our great resources and ideas to make it happen.

Welcome

As a World Vision fundraiser, you are part of something bigger that is creating greater change. For more than 70 years, World Vision has been committed to protecting and caring for vulnerable children and those in need.

Inspired by our Christian faith, we help children of all faiths and none in some of the world's most dangerous places.

We believe it takes a whole community to create happy and fulfilling childhoods.



4 FUNDRAISING IDEAS



8 TAKE ON A CHALLENGE!



10 HINTS AND TIPS



12 EVERY PENNY COUNTS



13 CHECKLIST



14 GUIDELINES





Fun with family

PENNY JAR – hand out decorated jars and collect spare change.

SPONSORED SILENCE – this is a difficult challenge for many of us at World Vision!

GIVE IN CELEBRATION – got a special birthday, anniversary or wedding coming up? Why not set up a giving page and ask family and friends to donate instead of giving you more bubble bath or socks?

“I was able to talk about my challenge and have been able to promote World Vision at my workplace.”

– Sam (Global 6K, 2023)



GLOBAL 6K FOR WATER

Each year people around the world walk or run 6K to give the world’s most vulnerable children access to safe water and end the treacherous 6K daily walk to collect water that so many (often girls) have to endure.

Join us: [global6K](#)

TOP LEFT: Sam with his family who took part in the Global 6K walk for water challenge 2023.

MIDDLE: Colleagues enjoying a cycle challenge to raise money for children.

RIGHT: World Vision, with its local partner Divchata, provides these displaced Ukrainian children with psychological support activities. Here the children are concentrating on a craft activity – a welcome respite from thinking about the war.

Fun with friends

GAMING – why not get your online community together and host a livestream gaming marathon or tournament?

OPEN GARDENS – get your friends around you to open up their gardens. Use the local hall and car park as the meeting place, produce a map with the admission fee and even sell some ploughman’s lunch.

CINEMA SCREENING – get family and friends round or hire a hall and have an enjoyable night – don’t forget the popcorn!

“With two sons, children are dear to my heart. I know there’s no better charity to fundraise for to really make a difference!”

– Alinifa (sponsored walk, 2023)

Help your community

GARAGE SALES – open the doors and get rid of your junk (junk to you but a treasure to someone else).

DOG WALKING – offer to walk people’s pooches.

KNITTING/CROCHETING/SEWING – if you love creating things, why not sell your items, or – even better – take orders.

“We’ve had the privilege of supporting World Vision, an organisation close to our hearts.”

– Carey and Liz (celebration fundraiser, 2023)



Game on!

JIGSAW NIGHT – have several jigsaws open at the same time. Through the night offer supper and refreshments, but the winner is the first person to finish.

TREASURE HUNT – hide treasure or yourself in a particular place and write clues for people to find them. People pay to take part.

QUIZ NIGHT – run a quiz night either online or in person.



Remember to tag us in photos of your fundraising activities, or send them to fundraising@worldvision.org.uk



FUNDRAISING IDEAS



Fun with food

CURRYAOKE NIGHT – once you’ve had some curry – who doesn’t like to show off their talents singing a karaoke?

COFFEE MORNINGS – everyone loves a good cup of coffee and cake.

CAKE SALE / BAKE OFF – bake an array of delicious homemade creations or have a bake off with your friends and sell the cakes.

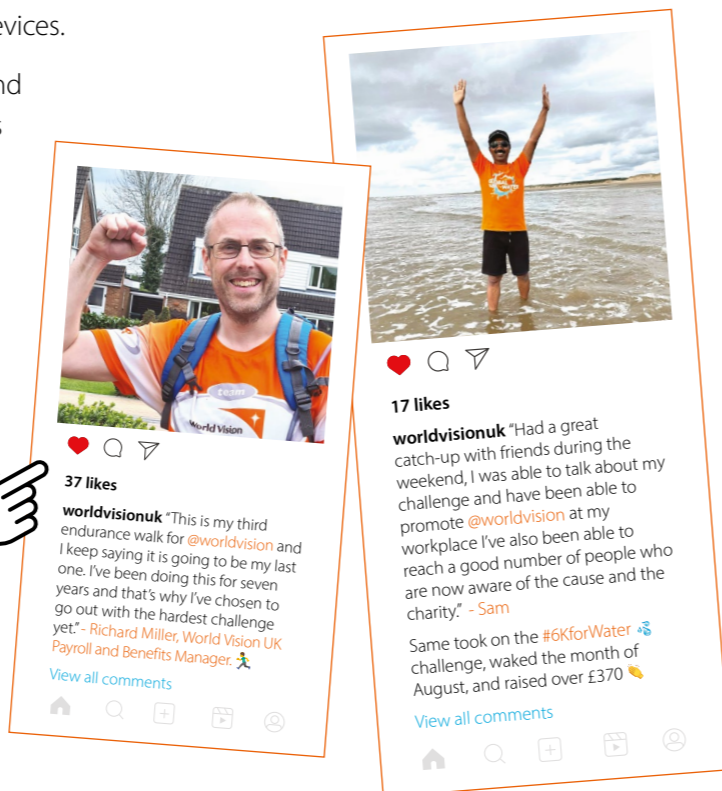
Physical challenge

BACKPACK CHALLENGE – live out of a backpack for 40 hours. Have a mobile for emergencies but no other electronic devices.

FOOTBALL TOURNAMENT – lace up your boots and practice your goal celebration. Be sure to get lots of teams signed up to make the event a success.

SPORTING CHALLENGE – sign up to an organised event or race. Ask your family and friends to sponsor you. Contact fundraising@worldvision.org.uk to see what events are coming up.

Remember to tag us in photos of your fundraising activities, or send them to fundraising@worldvision.org.uk



TOP LEFT: Ruth learnt about savings and business opportunities, which means she can now support her family - her children attend school and they all have enough food.

MIDDLE: Intrepid trekkers taking a break from their Nepal Challenge!

RIGHT: Martha, from Honduras, is five. Her family’s flower and produce businesses are thriving, thanks to the sponsorship programme in their area.

Be seasonal

GROW YOUR OWN – sow and multiply flowers, plants, fruits and vegetables and sell your seedlings to your friends and neighbours.

VALENTINE’S DAY – why not hold your own Valentine’s night – it doesn’t have to be couples only, let your single friends feel the love too! Hold a quiz based on cheesy love themes.

EASTER PARTY AND EGG HUNT – have a get together over coffee, lunch or afternoon tea and let the kids hunt for the eggs!

“It’s been an amazing experience and our church family and friends have been incredible. We’ve so enjoyed ourselves getting our steps in.”

– Gilli (Global 6K, 2023)



Be orange

DRESS UP OR PAINT YOUR FACE ORANGE – who doesn’t like orange?

INTERNATIONAL EVENING/DAY – do you sponsor a child or would you like to? Why not choose a country from one of our projects? Theme the party with clothes, music and food – and enjoy!

UNIFORM FREE DAY / WEAR ORANGE – children love going into school not having to wear their uniform. Or, in a twist, why not ask everybody to come into work one day wearing a theme – all come in wearing orange?



Pay a tribute to your loved ones by sharing memories, messages and photos with all who cared for them. You can also raise funds to honour their memory and create a legacy of hope.

Join us: worldvision.org.uk/rememberme



TAKE ON A CHALLENGE!

Take on a Challenge!

Get active whilst raising funds for children living in the world's toughest places. Our World Vision team would be happy to support you, either helping to arrange the event, setting up a fundraising page or providing World Vision branded vests, t-shirts and other materials.



RUNNING EVENTS

Choose from a variety of running events or obstacle races around the country on our 'Run for Charity' page.

WALKING EVENTS

Grab your walking shoes and join us for our annual **Global 6K Walk for Water** challenge. Whether you do it solo or as part of a team, it's the perfect way to stay healthy, have fun and at the same time raise vital funds.



CHALLENGE TREKS

Whether you're an experienced hiker or a novice adventurer, we have a range of **UK and overseas challenges** just for you!

DO YOUR OWN FUNDRAISING

Got your own place in a challenge or plan on organising your own event? Brilliant! We'd love to work with you to take your idea and make it a reality.

Send us an email on fundraising@worldvision.org.uk.



YOUR SUPPORT BRINGS HOPE

**"I am happy!
I can go
to school..."**



Solang's story

By taking on a fundraising challenge no matter how big or small, you can help give children a brighter and better future.

Solang, 14, had to miss out on school as her family would regularly migrate to different parts of Cambodia searching for work to survive. This meant she would work long hours in a factory, collecting metal for less than £2 a day.

Because of the projects World Vision brought to her community, Solang is now able to go back to

school. She believes education can change her life and help her family.

"I am happy! I can go to school, and I think when having knowledge, I can have a good job to support my parents and family."

Because of World Vision's generous supporters like you, struggling families can keep their children in school.

[Read more](#)



1

Pick an activity

Tell us about the fundraising event you're organising or get a place in one of our amazing challenges and treks. Use this guide to help you if you are stuck for ideas.



2

Set a date and target

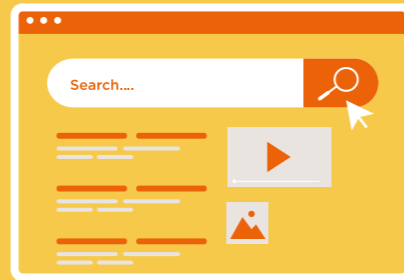
Your friends are more likely to give if they know what you are aiming for. It could be an endurance or a monetary target. For ideas on what you could fundraise towards check out our **Must Have Gifts** or our **'Every penny counts'** resource.



3

Set up a fundraising page

The internet can be a superb tool to help with your fundraiser. Set up a **JustGiving page** and make your fundraising cashless. Use other social media platforms you're on to share your page (adding videos and pictures can boost donations by 23%).



4

Tell a story

Tell your supporters how their donations will help and make it known that even small donations can help to make a big difference.



5

Promote your fundraiser

Spread the word about your fundraiser with everyone you know. Use our **fundraising resources** and social media to let others know about the great work you're doing.



6

Join our Friends of World Vision Facebook group

Be part of our community where you can ask questions, receive updates and encourage other fundraisers just like you with their events. Follow the link and request to be a friend: facebook.com/groups/friendsofworldvisionuk



7

Media and publicity

Planning on reaching out to your local news outlets about your fundraiser? Involving local press is a great way to get publicity and support. For help with this, get in touch with our media and PR team by emailing: wvukmedia@worldvision.org.uk. Remember to mention your JustGiving page!



8

Share your event

Share all your fundraising videos and photos on social media. Don't forget to tag **@WorldVisionUK**.





Every penny you raise counts...

The money raised by you, colleagues, family and friends will make a transformative difference to children and families around the world. For every £1 given 81p goes directly to charitable activities and 19p is invested in fundraising.

£11

could provide **food supplies to feed a child** for a whole month.

£17

could provide a family with **clean water** they can use to drink, wash and cook with.

£52

could provide a community with **handwashing facilities**.

£90

could provide 3 families with **seeds to grow their garden**.

£206

could provide a community with a **clean toilet**.

£445

could provide up to **100 children** with **pencils, a writing book, puzzles and games**.



No matter how much you raise, without incredible supporters like you, we would not be able to continue the vital work needed to support children and their families across the world.

Learn more and discover other gifts at: musthavegifts.org



Here are some things for you to think about to keep your fundraiser on track.

- Chosen a date?
- Does it have a start and finish time?
- Do you need to book a venue?
- Who's going to help?
- How will you raise the funds?
- Have you set up a fundraising page?
- Looked at hints and tips for help?
- Checked the fundraising guidelines to make sure it's legal?
- How are you inviting people?
- Designed a poster and invite?
- Arranged an itinerary for the day to set up and clear up?
- How are you going to decorate and get decorations?
- Have you got enough tables and chairs?
- Bought the food and drink?
- Remembered to thank everyone?
- Given an update to everyone who came letting them know how much was raised?

And maybe add a few of your own...

- _____
- _____
- _____



Don't forget to use customisable cards and certificates to thank your family and friends that took part.

Visit: worldvision.org.uk/fundraise



It's so rewarding – and great fun – to raise money and make a difference to the lives of some of the world's most vulnerable children.

Here's our handy guide to running a great fundraiser.

The legal bit

- To make sure it goes without a hitch, you need to check your fundraising is safe and legal.
- The Institute of Fundraising's Code of Practice is an essential read. And they've got useful information on all other aspects of fundraising too.

fundraisingregulator.org.uk/code

ciof.org.uk/events-and-training/resources/safeguarding-virtual-events

Health and safety

- Whatever you do, please do it safely. World Vision cannot accept liability for any loss, damage or injury suffered by you or anyone else because of fundraising for us.
- To make it simple, we've written a statement you can use on any of your fundraising publicity:
- "This fundraising event is organised by [your name], who will donate the proceeds of this event (less any costs) to World Vision. World Vision accepts no responsibility for any liability that arises from this fundraising event."

hse.gov.uk/event-safety

In aid of World Vision

- Always make it clear that the fundraiser is 'in aid of World Vision'. Our registered charity number is: 285908 – please include this on all your literature.

World Vision logo

- WVUK reserves the right to charge a fee for use of our logo where required by tax regulation.

Risk assessment

- Ask the venue if they have a risk assessment – they normally do. If not, the Health and Safety Executive website has a template you can use before your event.

hse.gov.uk

Alcohol licence

- If serving alcohol, check whether you need a licence and do not serve alcohol to under 18s.

www.gov.uk/guidance/alcohol-at-charity-meetings-and-events

Food preparation

- Always ensure that food is correctly stored, prepared and thoroughly cooked. If selling food, you must list all ingredients. You can find simple and straightforward advice at:

food.gov.uk

www.nhs.uk/live-well/eat-well/how-to-prepare-and-cook-food-safely

Insurance

- If you organise an event for the public, you may need Public Liability Insurance – check that your venue is already covered. If not, a simple insurance can be purchased from insurance companies. For use of music or showing a film you will need to apply for a licence.

www.gov.uk/guidance/entertainment-licensing-changes-under-the-live-music-act

Collecting the money

- If you're collecting money in a public area, you will need permission from your local authority. All monies raised for World Vision should be sent to World Vision without deducting expenses.

Raffles and lotteries

- There are very strict and complex laws relating to raffles and lotteries. You must check that the event you're planning meets all legal requirements, which may involve purchasing a licence from your local authority. For full details of the law in this area, visit:

gamblingcommission.gov.uk

Gift Aid

- World Vision can reclaim an extra 25% in tax on all donations from UK taxpayers. Donors must declare that they want to claim tax back on their donations. Online giving platforms provide this option automatically. If you're using World Vision donation forms, the relevant box will need to be ticked with full name and address.

giftaid it

Security

- Ensure money is always stored securely. It's good practice for two people to be present when the money is counted for verification. The process of collecting money for sponsored challenges is made simple by using an online sponsorship platform. All money raised offline should be banked as soon as possible. Please send cheques to World Vision made payable to 'World Vision UK', for the attention of the Fundraising Specialist.

Data Protection

- Any information you keep about people involved in the fundraiser must comply with GDPR. Don't share data or hold information on someone without their permission. Guidance can be found at the Information Commissioner's Office.

ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources

Children enjoying fundraising

- World Vision UK consider any person under the age of 18 years to be a child. No adult should be on a one to one basis with a child. Any fundraisers under 18 should have a parent or guardian's written permission. Children should be properly supervised and any adults looking after children must produce a Disclosure and Barring Basic certificate, issued within the last 12 months of the event, to the event organisers.

Paying in your money

- Funds need to be transferred in a secure and timely manner:

JustGiving

You can set up a fundraising page, allowing the money to be sent through to World Vision UK, automatically. Visit: justgiving.com/worldvisionuk

Cheques

These should be made out to: **'World Vision UK' and sent to: Fundraising Officer, World Vision UK, Opal Drive, Fox Milne, Milton Keynes MK15 0ZR**

Telephone

Call our Supporter Care Team on **01908 84 10 10**, they can take a donation over the phone

Match Giving

- Did you know you can ask your employer if they can match your fundraising total? There are many companies that are quite happy to do this, so don't miss out!

If you need help or clarification at any time, please call the Fundraising Specialist on 01908 841000 or email fundraising@worldvision.org.uk

Thank you

Stay in touch

Thank you for choosing to fundraise for **World Vision UK**.
Your support means communities, in the hardest places,
can transform their children's lives

For more information, visit:
worldvision.org.uk/fundraise

Or contact our Fundraising Specialist:
fundraising@worldvision.org.uk

World Vision UK

World Vision House, Opal Drive, Fox Milne, Milton Keynes, MK15 0ZR

tel: +44 (0) 1908 84 10 00 fax: +44 (0) 1908 84 10 01 email: fundraising@worldvision.org.uk

worldvision.org.uk Follow us: [@WorldVisionUK](https://twitter.com/WorldVisionUK)     

At World Vision, our focus is on helping the world's most vulnerable children overcome poverty and experience fullness of life. For over 70 years, we have worked together with communities – of all faiths and none – even in the most dangerous places, inspired by our Christian faith. World Vision UK is a registered charity no. 285908, a company limited by guarantee and registered in England no. 1675552. Registered office as above.



ABOVE: Nirusha, 5, and Sirinja, 6, play in an open field where they have been living since a devastating earthquake struck Jajarkot. © 2023 World Vision

FRONT COVER: Children in an earthquake-affected area in Herat city. © 2023 World Vision

CONTENTS PAGE: Boys race with hoops as they run to school, in Rwanda. © 2023 Jon Warren / World Vision

CONTENTS PAGE IN CIRCLE: A day in a Child-Friendly Space in Moldova © 2023 Christopher Lete, Eugene Combo / World Vision