



SAVE THE  
CHILDREN  
DEC MEMBER  
  
TOGETHER  
WE'RE  
STRONGER



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Save the Children

**RAISING FUNDS,  
SAVING LIVES**

**CYCLONE IDAI APPEAL**



Photo: Aaron Ummell / EPA-EFE / Shutterstock

# THANK YOU FOR RAISING FUNDS FOR THE CYCLONE IDAI APPEAL

Hundreds of thousands of children and their families are in danger as Cyclone Idai struck Mozambique, Malawi and Zimbabwe, potentially devastating the lives of up to 800,000 people. Apart from physical dangers such as drowning or being hit by flying debris, children can get separated from their parents in the chaos, and in the aftermath they are susceptible to diseases such as cholera.

By fundraising for Save the Children, you're fighting to protect children hit by this devastating emergency. We can't let this event define their lives. Together, we can help them rebuild and create a brighter future.

# BAKE TO SAVE LIVES

Photo: Jack Taylor/Save the Children



## STEP 1 SPREAD THE WORD

First thing's first: choose a date for your Emergency Bake and decide where to hold it – at home, work, a local community centre – wherever works for you.

Then start spreading the word. Set up an online fundraising page at [justgiving.com/savethechildren](https://www.justgiving.com/savethechildren) and ask people to donate online – it's a simple and safe way to give. Shout about it on social media and invite all your friends to join in.

Use our easy-to-print posters and plaster your local area with them – the school noticeboard, your library, the GP's surgery, your nearest supermarket – wherever you can.

## STEP 2 RAISE THE DOUGH

Whether you fall back on a family favourite or create your own masterpiece – just roll up your sleeves and get baking.

Not a star baker? You can always ask others to make their best bakes.

Then, on your chosen date, get your signature bakes out there and ask everyone to donate for whatever they sample.

Add some extra fundraising activities on your bake sale day, like a raffle, to help your fundraiser go even further.\*

\*Visit [savethechildren.org.uk/fundraising-need-to-know-info](https://www.savethechildren.org.uk/fundraising-need-to-know-info) for guidance on how to keep your fundraiser safe and legal.

## STEP 3 PAY IN THOSE LIFE-SAVING FUNDS

Paying in your donations is quick and easy. Turn to page 9 and find out which way works best for you.

# STEP UP TO SAVE LIVES



**Lace up your trainers, get on your bike or grab your swimming cap to challenge yourself for children caught up in disaster.**



## STEP 1 DECIDE ON YOUR CHALLENGE

**Walk, cycle or run your commute:**

Give up your bus or train fare for the week – walk all or part of your journey to work and donate what you save.

**Walk to school:** Get your school involved in a walk to school week! Ask parents to sign up with the children to get sponsored.

**Get sponsored to swim lengths** at your local pool. You could organise a relay to get more people raising money.

Or run, walk or cycle a certain number of miles in a month. Check out our favourite events at [savethechildren.org.uk/runcyclewalks](http://savethechildren.org.uk/runcyclewalks).

## STEP 2 SHOUT ABOUT IT

Once you've decided on your challenge, make sure you're shouting about what you're doing.

Set up an online fundraising page at [justgiving.com/savethechildren](http://justgiving.com/savethechildren) and ask people to sponsor you online – it's a simple and safe way to give. Make sure you share updates with the link to your page on your social media.

## STEP 3 PAY IN THOSE LIFE-SAVING FUNDS

Paying in your donations is quick and easy. Turn to page 9 and find out which way works best for you.

# MORE FUNDRAISING IDEAS

There are so many more ways for you to raise money – the list is virtually endless. If you're looking for inspiration, here are a few ideas to get you started.

## CAMP OUT

Swap your bed for a tent, and ask friends, family and colleagues if they'll sponsor you. If you're getting the kids involved, make sure you visit [denday.org](http://denday.org) for more fundraising resources.



## DRESS UP OR DOWN

See if you can switch smart for casual in the office or have a themed dress up day. If you're fundraising as part of a school, why not hold a non-uniform day to raise money.



## DINNER PARTY

Get your friends or family round for a delicious dinner. Ask them to donate – and cook something that won't break the bank.

## QUIZ NIGHT

Ask your local pub or community hall if you can reserve part of the venue for free during a quiet night of the week. Then hold a quiz night and ask people to donate to take part. You could hold a raffle\* on the same night.



## GIVE SOMETHING UP

Want to kick a habit? Why not swerve alcohol or coffee for a month? Donate the money you're saving to our emergency appeal.





## SKYDIVE

If you're an adrenaline junkie, then what better way to raise money than by throwing yourself out of an aircraft at 10,000 feet? Your friends will be queuing up to sponsor you for your bravery

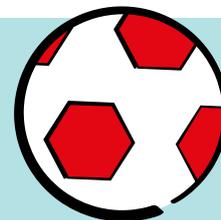
## TEA AND TALK

For something a bit more relaxed, invite friends to a coffee morning or afternoon tea and ask them to donate £5 each for the privilege.



## SPORTS TOURNAMENT

Whether it's football or dodgeball, a sports tournament among friends or rival teams or at your school is a great way to raise money. Find a venue, organise the fixtures and present prizes to the winners – and ask the players to pay to take part.



## GO YOUR OWN WAY!

We've got loads more ideas at [savethechildren.org.uk/fundraising-ideas](https://savethechildren.org.uk/fundraising-ideas)

## NEED-TO-KNOWS

Here are some great ways to make your donations go even further.

### MATCHED GIVING

Ask your employer if they'll match your fundraising total, pound for pound. Loads of companies are quite happy to do this, so don't miss out.

### GIFTAID IT!

GiftAid allows UK charities to reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer. Make sure you're encouraging your donors to claim it if they can – check our guidelines on this at [savethechildren.org.uk/fundraising-need-to-know-info](https://savethechildren.org.uk/fundraising-need-to-know-info)

## \*BUT REMEMBER TO KEEP IT LEGAL

visit [savethechildren.org.uk/fundraising-need-to-know-info](https://savethechildren.org.uk/fundraising-need-to-know-info) to make sure it's all above board.

# SET UP A FUNDRAISING PAGE ONLINE

**Setting up a fundraising page is simple. It's the best way to get sponsorship and donations from your friends, family and colleagues.**

Simply visit [justgiving.com/campaign/cyclone-idai](https://www.justgiving.com/campaign/cyclone-idai), click "Start Fundraising" and follow the step-by-step instructions to set up an account and create your very own JustGiving page. You'll even get a link you can send to everyone you know encouraging them to donate. You can also set up a text-to-donate code which is perfect for when you're out and about fundraising.

**1**

## **INSPIRE THEM – QUICKLY!**

Write a punchy introduction to your fundraiser – get to the heart of why you're raising money. This will be the first thing people see on your fundraising page, or when you share it on social media.



**2**

## **TAKE AIM**

Setting a target is proven to increase donations – it creates momentum and gives you a goal to focus on.



**3**

## **SHARE SNAPS**

Let pictures do some of the talking – something that helps to tell your story. Show your supporters the faces of the children who'll benefit from their generosity.

**4**

## **EXPLAIN YOURSELF!**

Explain why you're raising money, how you are doing it, and why the cause means so much to you.



**5**

## **GIVE UPDATES**

Keep your supporters posted on how things are going. Sharing how close you are to your target, how your preparation is going, or just saying thanks for their help will keep them engaged with your fundraiser.



**6**

## **TOT IT UP**

Make sure you include any donations you receive by cash and cheques in your offline donations so that people can see how well you're doing.

**JustGiving™**



# ACTION PLAN

## DECIDE ON YOUR FUNDRAISING ACTIVITY AND DATE

The crucial first step. Check out our fundraising ideas in this guide or visit [savethechildren.org.uk/fundraising-ideas](https://www.savethechildren.org.uk/fundraising-ideas) if you need more inspiration.



## SET UP YOUR ONLINE FUNDRAISING PAGE

Simply visit [justgiving.com/campaign/cyclone-idai](https://www.justgiving.com/campaign/cyclone-idai) and follow the quick and easy steps to create your page.



## CHECK OUT OUR FUNDRAISING MATERIALS

You can get hold of posters, collection tins, and balloons by emailing [fundraising@savethechildren.org.uk](mailto:fundraising@savethechildren.org.uk)

## SPREAD THE WORD

Put up posters and post on your social media channels. Let everyone know what you're doing and why you urgently need their support. You can download special fundraising promotion materials at [savethechildren.org.uk/fundraise-cyclone-idai](https://www.savethechildren.org.uk/fundraise-cyclone-idai)



## TAKE SNAPS

We love to see our fundraisers in action and we know your supporters do too! Share your fundraiser photos and make sure you use #TeamSave and our social media handles.



## COLLECT AND PAY IN

Proudly pay in those life-saving funds – your instructions are just over the page.

# PAYING IN



**When disaster strikes, your support is vital in helping us to launch a quick and effective response for children. Please send us all the donations you worked hard to raise as quickly as possible, so children caught up in this devastating disaster can receive the vital support they need.**



Pay in via our online paying-in form at [www.savethechildren.org.uk/cyclone](http://www.savethechildren.org.uk/cyclone)



Call us on 020 7012 6400 and make a card payment over the phone with our Supporter Care team.



Pay on your fundraising page. If you haven't got one, you can set one up at [justgiving.com/savethechildren](http://justgiving.com/savethechildren)



Send a cheque made payable to 'Save the Children' to Save the Children, 1 St John's Lane, London EC1M 4AR along with the paying-in form.

If you're fundraising over a longer period than a day, please send your donations as and when you raise them, so we can get to work putting it towards saving lives.

Don't worry about donations that come through online fundraising platforms like JustGiving and Virgin Money Giving – we get them automatically.

**Please do not send cash through the post – we don't want those vital funds to get lost.**

# THANK YOU!



Photo: Denis Ougodi / IRRC / EPA-EFE / REX / Shutterstock

**You're helping save children's lives.** You're joining a team that does whatever it takes to help a child through their emergency. Even in a large-scale disaster, we focus relentlessly on the individual needs of the child. Their unique voice inspires our response. This is their emergency. Right now.

Because of you, we can make sure this event doesn't define their life and help them build a brighter future.

Discover more about our response to Cyclone Idai at [savethechildren.org.uk](https://www.savethechildren.org.uk)



## TALK TO US

If you need anything, please get in touch.  
We're here to help.

✉ [fundraising@savethechildren.org.uk](mailto:fundraising@savethechildren.org.uk)

☎ 020 7012 6400

📘 [facebook.com/savethechildreuk](https://facebook.com/savethechildreuk)

🐦 [twitter.com/savechildreuk](https://twitter.com/savechildreuk)

📷 [instagram.com/savechildreuk](https://instagram.com/savechildreuk)

📺 [youtube.com/user/savethechildreuk](https://youtube.com/user/savethechildreuk)



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