



TEMWA'S FUNDRAISING PACK



#TEAM TEMWA

HELP TRANSFORM COMMUNITIES WITH TEMWA



Dear Fundraiser,

Thank you so much for choosing to support Temwa. By offering your time and energy to help raise money you will be supporting people in some of the most isolated communities in the world. Our vision is to develop thriving, inclusive, and self-reliant communities that are able to transform their own futures. At the heart of everything we do is our commitment to community-led development: we empower communities to identify their own challenges and solutions. Working together with the people we support, our interlinked projects help break the poverty cycle and create lasting, sustainable change for the future. We could not achieve this without the support of people like you. So, whether you are taking up a trek or bike ride for us, or perhaps hosting a cake sale or sponsored silence, or just looking for ideas to help meet your sponsorship target then we hope this pack provides you with some inspiration!

Happy Fundraising!

TEMWA'S STORY



Our projects are carefully designed to empower individuals, not only to support their own families, but to be agents of change in their communities. The staff and volunteers on the projects we run in northern Malawi are from the population that we work in, and they are all passionate about seeing a transformative and sustainable change in the lives of individuals, households and the region as a whole.



We work in the Nkhata Bay North district, a very remote area on the edge of Lake Malawi, which is home to around 55,000 people. This region is not only extremely isolated, with roads often being cut off during bad weather, and a ferry that is only accessible weekly, it also receives very little government help. The need for support is great, here a staggering 58% of the population live on less than £1 a day, 16% are HIV-positive, and one in three people struggle to feed themselves each day.

HOW YOUR FUNDRAISING CAN HELP



£12.50 could help plant and protect 10 trees



£16 could pay for a water filter that will provide a family with clean water for 3 years



£30 could provide 3 months of support for people with HIV to increase understanding and reduce taboo around the disease



£47 could pay for a training session for a newly established bee keeping group



£216 could provide funding for a child to attend secondary school for a year

YOUR SUPPORT REALLY CAN MAKE A BIG DIFFERENCE

Meet Rosemary...

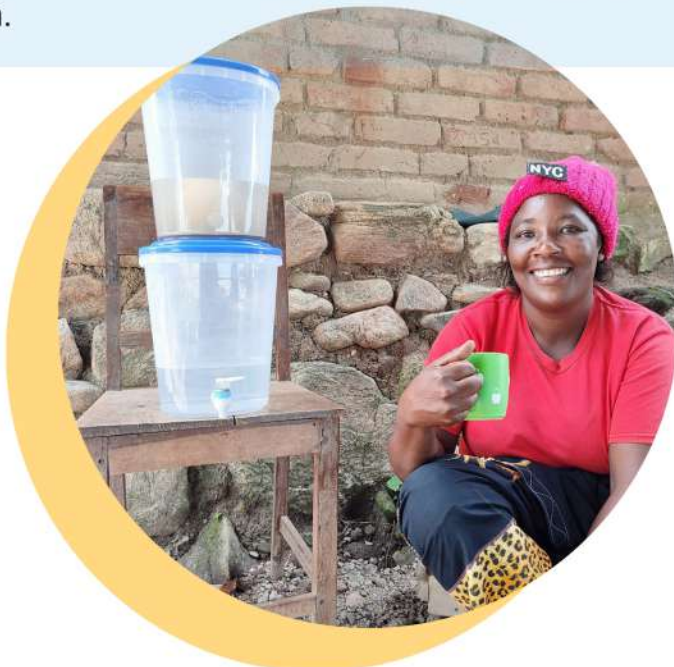
Rosemary and her family used to frequently suffer from waterborne diseases. They were drinking untreated water from the lake, and they did not have a latrine or proper rubbish disposal. Every month, at least one family member would fall sick from a waterborne disease,

Through community meetings, Rosemary learned how Temwa was assisting other communities through its WASH (Water, Sanitation and Hygiene) programme. Assisted by Temwa, she was able to dramatically change her situation. In only the first two months of the project, Rosemary noticed that her household had not experienced any waterborne illness.

Rosemary says the water filters provided by Temwa have been hugely important to ensure community members are drinking safe water. The training provided has enabled the community to mobilise to dig latrines in their households, notably reducing open defecation.



"Through the training that the WASH committee is giving us, we are now able to treat our water before drinking, we are making sure that we are using latrines properly, and we are also taking care during food preparation. We have all the WASH facilities required in our household which we did not see as relevant at first"



"I would like to thank Temwa very much for extending the project to our area. Because of the project, our community has reduced the occurrence of waterborne diseases. We will now be able to do our economic activities more freely and develop our village."

TEMWA'S ACHIEVEMENTS

Our **mission** is to develop self-sufficient communities by supporting projects in **education**, **health**, **agriculture**, and **forestry**. Each year, approx. 10,000 people directly benefit from our work across these 3 programme areas. Since our inception, we have accomplished some incredible feats:

- ✓ 6,200 farmers have been trained in sustainable agriculture
- ✓ 35,900 people have been tested for HIV
- ✓ 2,334 students have improved literacy skills
- ✓ 100 students have been supported through secondary school
- ✓ 13,146 people now have access to clean water in their homes
- ✓ 1,300 entrepreneurs have been supported to set up small enterprises,
- ✓ 1.6 million trees have been planted to reduce deforestation.



6 EASY WAYS TO START FUNDRAISING

JustGiving

1

Set Up Your Fundraising Page

Temwa has a [Just Giving](#) account for people to donate to or set up their own personal fundraising pages. If you are participating in a Temwa sponsored challenge event, there should be an event page for you to create your own personal page. Just click 'Fundraise for us' to set up your own/team's page. We also have offline sponsorship forms! Email info@temwa.org for a copy.

2

Ask Your Friends and Family for Support

Personal emails, Facebook messages and phone calls to family members, family friends, colleagues and friends tend to be more effective than an open share on social media or mass email. Tell them why this matters to you but also find out how they are, make it part of a conversation with them. People feel valued and special when it is personal to them.

3

Share It With Your Wider Network

Once you have shared your page with close friends and family, reach out to your wider networks. Social media platforms (Facebook, Twitter, and Instagram) are a great way to not only tell people that you are doing an event/challenge but also to invite them to see how your training is going. You can create interest through regular social media posts.

4

Corporate Support

Many organisations and businesses provide match funding or contributions to charity events. Ask your boss if the business will sponsor you. Some places also offer volunteer days if you want to participate in a multi-day event.

5

Be Creative and Give Something Back

Once you have explored these avenues you may need to think of some more creative ideas to raise the extra money. This is where we can offer support and help you with ideas we often find to be successful. After you have fundraised from your close friends and family, often people can want something back for their money.

6

Don't Feel Bad Reminding People

A top tip from one of Temwa's highest fundraisers: don't feel bad asking the same people again for donations. If people don't sponsor you the first time it is more often than not because they have forgotten - not because they don't want to!

FUNDRAISING WITH FRIENDS AND FAMILY



Lose Your Locks

Why not grow your hair out and then shave it off or go short for charity



Online Quiz Night

Let's get quizzical, find a top quiz master and charge for teams



Sweepstake

Charge entry to guess the outcome of a popular sporting event or entertainment event with a prize for the winner



Mix My Music

Allow people to choose your playlist as you run £5 a song, £15 for 5 songs



Bake Off

Bake your best brownies and chewiest cookies to entice your colleagues to donate to your cause



Online Auction

Persuade your friends to offer items, holidays, services and other gifts; host an online auction or create an in-person event



Car Boot Sale

De-cluttering your home? Find your local car boot sale to sell your unwanted goods and donate the money to Temwa



OTHER WAYS TO FUNDRAISE

Fundraising at School

Non-Uniform

Ask your school to do a non-uniform day and ask students to donate to Temwa through your fundraising page!

Cake or Ice Cream Stall

This fundraising idea is famous for a reason, after all who doesn't love to indulge in a sweet treat (or two!). Ask students to bake a cake, cupcakes or make some ice lollies (if you plan to host your sale in summer) and sell them on to fellow students, teachers and parents.

Obstacle Course Event

Organise an obstacle race and ask for a donation for each participant. Obstacle courses are exciting for everyone involved, so donations should come pouring in.



Fundraising at Work

Bad Jumper Day

Most of us have been gifted that one horrible Christmas jumper or knitted cardigan. It's time to put it to good use. Everyone donates at the start of the day and the winner of the most horrible jumper as voted by the office gets to choose which of Temwa's project the money goes towards.



Swear Jar

Why not ask everyone in your office to contribute towards a swear jar so that every time anyone in the office says a certain word, a pound goes in the jar!

Cheese and Wine night

Feeling Fancy? Why not host a virtual cheese and wine tasting soiree? Ask an expert or appoint yourself Maître d' and invite everyone to make a donation as an entrance fee.

USING SOCIAL MEDIA TO FUNDRAISE

Social Media is an incredible resource, so make sure you are taking advantage of it!

- If you need any photos from our work overseas to help people understand what you are fundraising for, we are happy to help.
- Include pictures and post regular updates. You can also ask them if they can help by sharing your posts.
- Don't be afraid to keep reminding people to sponsor you as it's easy to forget!

Temwa love being social so don't forget to tag us!



Why not promote your event on LinkedIn You may be surprised how much response you get! Mary from HR - I'm sure she's bound to donate!



Keep your friends and family up to date with your fundraising via Facebook. Make sure to post a link to your fundraising page.



Tweet in the lead up to and during your event on Twitter or let people know what's happening before and after. Include pictures, your fundraising page link and don't forget to tweet us.



Using Instagram is a quick and easy way to reach your contacts and you can even upload short videos telling people why you are doing it!



GOOD LUCK WITH YOUR FUNDRAISING!



THANK YOU!

Please contact us with any fundraising questions you have. We are here to help you along the way with your fundraising journey in any way we can. We will be happy to offer you creative fundraising tips and information about Temwa. You can tag us on social media using @TemwaUK and please use the hashtag #TeamTemwa. We love following your story!



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