



FUNDRAISING PACK

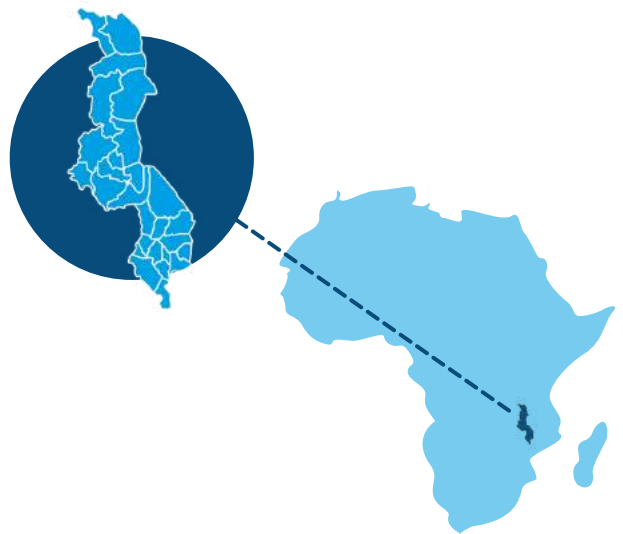
Pump
Aid Beyond
Water

THANK YOU!

Thank you for choosing Pump Aid. We are a small charity making a big difference so your support means a lot to us

For over 20 years, we have been delivering sustainable water, sanitation, and hygiene (WASH) solutions to almost 10,000 communities in rural sub-Saharan Africa.

Nearly 1.5 million people have been provided with access to safe clean water having profound impact on their livelihoods through health, education, and nutrition.



90p in every pound donated is spent directly on our programmes in Malawi!

Your generous donations are used to bring life-saving clean water to poor and remote communities in Sub Saharan Africa.

We've created this booklet which is full of inspiration, advice, and tips on how you can make the most of your fundraising activity.

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www.pumpaid.org | [@pumpaid](https://twitter.com/pumpaid) | fundraising@pumpaid.org

YOUR IMPACT

Every donation counts. Every donation matters.

£15

could provide the materials for hand washing/hygiene behaviour community promotions

£25

could pay for a farmers' club to receive a whole day's irrigation training

£45

could pay for a day of an area mechanic's time and travel

£60

could pay for the parts to fix a broken rope and washer community water pump

£120

could pay for the parts to fix a broken borehole community water pump



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PLANNING YOUR FUNDRAISER

STEP ONE: WHAT

You've decided you want to do some good. You've chosen a great charity to fundraise for (thanks, by the way!), now you need to decide what to do.

Anything can be turned into a fundraiser, whether you're taking on a physical challenge (from a 5K to climbing a mountain), getting together with friends for a dinner party or a gaming session, decide what you want to do to raise money and awareness of water poverty.

STEP THREE: WHERE

Is your event outdoors? Do you need a venue? Check in your local community, some schools or churches may be able to offer you one for free.

Check the venue's public liability insurance and make sure it covers the owners' liability risks. Provide attendees with clear instructions so they can access the venue - and consider those who rely on public transport.

Do you need a Twitch or Instagram account to livestream? Do you need a third party to facilitate/assist you on your challenge? Research is key!

STEP FIVE: WHO

Think about your guest list, or potential sponsors, how will you invite them to attend your event, or sponsor your challenge? Enlist the help of your network and ask them to share!

STEP TWO: WHEN

Set a date for your fundraiser - make sure you leave plenty of time for planning - those dates tend to come around very quickly!

If your fundraiser relies on attendance, make sure your attendees have plenty of notice to keep it free. Be mindful of significant dates - the World Cup Final may not be the best date for your fundraiser, for example.

If your fundraiser is your own challenge, build momentum in the run-up and get your sponsors excited - you can update them on social media.

Make sure you set a deadline for final donations!

STEP FOUR: WHY

You know why you want to fundraise, and we certainly know why too!

Include your personal story in your promotion. Not your autobiography of course, but this is where you can be an inspiration. Tell your audience about us and why you're doing this for us. Tell them why you're doing it for you too - a couch to 5K? Conquering a lifelong fear of heights? It matters - let people celebrate your act of heroism.

Make sure your network and attendees know why too. Promote your fundraiser online and in-person. The more people who know what you're doing, the more you are likely to raise.

A - Z OF FUNDRAISING IDEAS

A

Arts and crafts fair - bring together creatives from your community to sell their wares at a local venue

Auction - host an auction and invite people to come and auction items for charity. You could contact businesses to donate items/tickets/vouchers

C

Christmas fayre - bring together creatives from your community to sell their wares at a local venue - Christmas cards, wreaths, mince pies, anyone?

Cycle challenge - plot a route around your local area (or beyond if you're feeling brave!) and ask for sponsors.

D

Dance off - get moving! Make the entry fee a donation and have a prize for the best moves. You could also hold this virtually.

Dinner party - invite your nearest and dearest round and ask them to donate what they'd normally pay at a restaurant - or, what they think your cooking is worth!

E

Eighties night - ask for an entry fee to the party, best costume gets a prize!

eBay - got some signed merch, an antique or a painting lying around? Why not auction it on eBay - make sure you say it's for charity, it could get more bids...

B

Birthday fundraiser - instead of gifts, ask people to make a donation to us in your name instead

Bingo night - cards at the ready, this could get loud!

BBQ - bring friends, family or colleagues together for some quintessential summertime - minimum donation and unlimited refills?

Bake off - summon the best bakers in the biz, and a willing tasting committee, and set weekly challenges. You can create entry fees and ask judges to contribute at each tasting. May the best baker win!



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F

Football - a one-off game or a full-blown league, this is a great way to fundraise by doing something you love!

Fancy dress - themed, or anything goes, ask people to donate to enter, and have a prize for the most creative costume.

H

Hike - plan a route and ask people to sponsor you.

I

Improv night - set the scene and... action!

Ice skating - take to the ice, and set a challenge.

K

Karaoke - will you let entrants choose their own song? Or will it be a girl bands vs. boy bands night?

Kayak - join a local kayaking group and plan a journey down-river.

M

Murder mystery - plan a murder mystery night and ask each guest to sponsor the evening.

Marathon - whether a full or half, a marathon is a great way to fundraise!

O

Office party - why not turn your usual office social into a fundraiser? Ask for a monetary commitment from employees (this also helps with catering!).

G

Golf day - there's lots of ways you can run these - whether with sponsorship, buying onto a team, or selling 'free shots' for players needing to hit the par.

Gaming - whether you're a console or PC gamer, you can fundraise by doing what you do best. Ask friends and family to sponsor your challenge, or set up a stream on Twitch.

Give something up - personal sacrifices are always going to be worth a sponsor!

Guess the... cookies in a jar? Weight of the cake? Endless possibilities!

J

Jam - why not try your hand at jam making? Source your ingredients and sell jars of home-made jam.

Jumble sale - spring clean your house and get rid of unused items.

L

Loose change - we've all got it lying around. Ask people to donate theirs.

N

Name the teddy bear - charge entry and the winner gets the bear.

Non-uniform day - perfect for schools, every student brings in £1 to come into school in non-uniform.

Netball tournament - get competitive with your local enthusiasts and gather some spectators.

P

Pub games night - host fun and games down your local.

Plant sale - take cuttings from yours and your friends' plants and sell them.

Penalty shoot-out - tap into some community competitiveness. Get your best goalie, and ask people to donate to enter!

Q

Quiz night - these are often easy to get sign-ups for. Host it at your house with friends or at your local, charge individual entry and have a prize ready for the winner.

R

Raffle - ask local businesses for prizes and sell tickets for entry. Make sure you check with the gambling commission whether you need a licence.

Run - get your trainers on, take part in a planned run, or plot your own route.

S

Sponsored silence - vow your silence for a certain period of time and ask for sponsors. Make sure you've got a notepad ready!

Skydive - not for the fainthearted! Find a reputable agent to book this with and set up a fundraising page.

Swimming gala - gather teams and see which team can do the most lengths in an hour.

T

Tea party - send out invitations and host an afternoon tea.

Treasure hunt - make a trail of clues and have a grand prize at the end. Ask for donations to enter, and may the best team (or individual) win!

U

University challenge - challenge fellow universities or societies for a battle of wit and knowledge.

V

Vintage fashion - run a vintage fashion show and sell the clothes at the event.

W

Walk - can you walk the length of Malawi? What about a sponsored walk for water?

X

Xbox night - rally your friends for an Xbox extraordinaire. Ask them to donate to take part, and you could even include forfeits!

Y

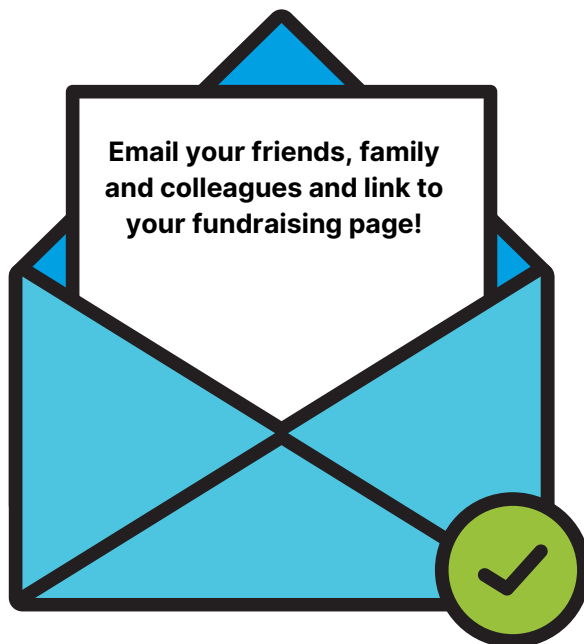
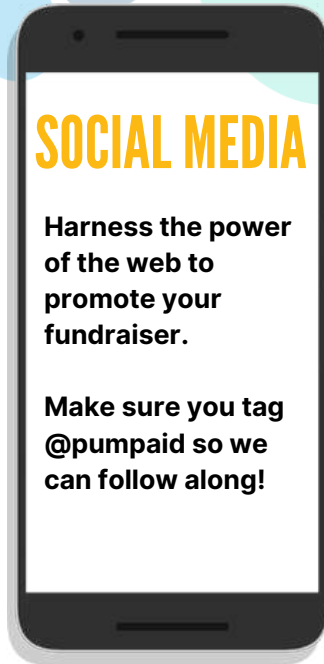
Yoga - are you a yoga instructor? Why not host a charity yoga class - in-person or virtual.

Z

Zumba-thon - make it a competition or a team challenge, how long can you zumba?

PROMOTING YOUR FUNDRAISER

Whether you need sponsorship or attendees, promotion is essential.





DONATING WHAT YOU RAISE

ONLINE

If you used GoFundMe to collect donations, then your work is done - the platform will send the money over to us.

Otherwise, you can make your donation by heading to www.pumpaid.org/donate

OFFLINE

Please complete the offline donation form found [here](#) and enclose with the cheque. Cheques can be made payable to Pump Aid and posted to:

Pump Aid
3rd Floor
86-90 Paul Street
London
EC2A 4NE





RESOURCES

Fundraising

GoFundMe: <https://www.gofundme.com/en-gb>

Institute of Fundraising: www.institute-of-fundraising.org.uk

Lotteries and raffles: www.gamblingcommission.gov.uk

Licensing: For information and advice about obtaining alcohol, collection, food and entertainment licences: gov.uk/find-your-local-council

Sports Challenges

Charity Challenge: <https://www.charitychallenge.com/choose-your-challenge>

Sports for Charity: <https://sportforcharity.com/charity/pump-aid>

Run for Charity: <https://runforcharity.com/charity/pump-aid>

Cycle for Charity: <https://cycleforcharity.com/charity/pump-aid>

Health and Safety

Food Standards Agency: food.gov.uk

Health and Safety Executive: hse.gov.uk

St. John Ambulance: sja.org.uk

