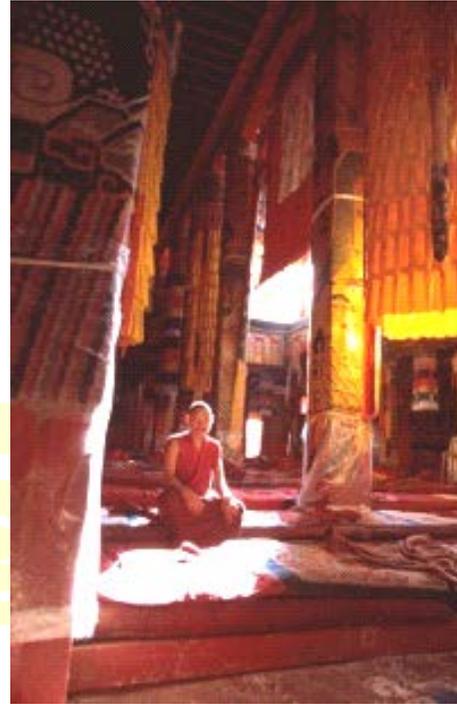
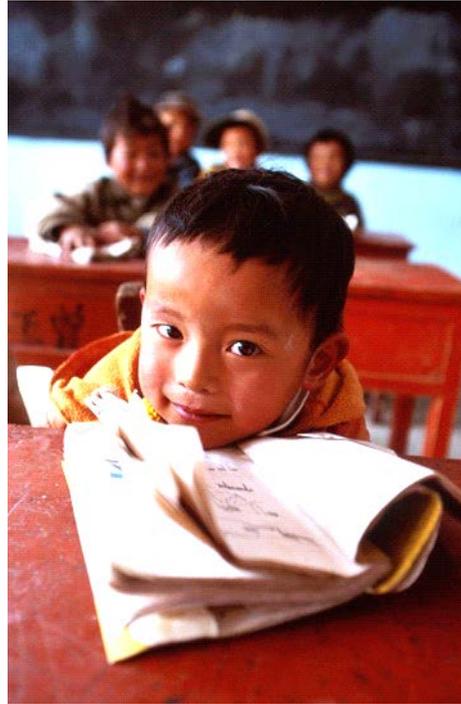


# Fundraise for



# Tibet Relief Fund

We've put together a little something to help you in your endeavours to raise money for Tibet Relief Fund. In it you'll find information on why we need your help and the all-important how to help, from coming up with an idea, to making it a reality, to advice on publicity, legal matters and lastly, how to send us what you've raised so it can start helping Tibetans straight away!

We hope you'll enjoy reading our pack, and that it'll help you to successfully raise funds for Tibet Relief Fund. We really look forward to hearing about your fundraising adventures!

## What is Tibet Relief Fund and why do we need your support?

Tibet Relief Fund was founded in 1959 to provide urgent aid to Tibetan refugees and those still living in Tibet. Today we continue to support small, local projects which help Tibetans in India, Nepal and Tibet.

Within Tibet the projects mainly focus on **education** and **healthcare**.

Within the refugee communities in India and Nepal the projects are more wide-ranging, including **education, healthcare, youth employment initiatives** and **community building**.

Through the generosity of our supporters, Tibet Relief Fund has financed over £3 million worth of vital projects for Tibetans since 1959, including:

- Construction of schools, medical centres, old people's homes and libraries
- Child sponsorship programmes and vocational training
- Major youth initiatives for employment, career development and entrepreneurship
- Provision of life-saving medicines and medical care
- Water projects, including water pumps, irrigation and bore wells

## What can your money do?

**£10** can provide food for elderly Tibetans living in India, who have no family or source of income

**£15** can provide an emergency medical grant for a new mother in Tibet

**£20** can keep a child warm over the winter by providing clothing and blankets

**£50** can give vital support to a Tibetan ex-political prisoner

**£200** can help fund a physiotherapist for disabled Tibetan children

**Tibet Relief Fund – working to provide healthcare, education and self-sufficiency in the Tibetan communities of Nepal, India and Tibet**



## So... how can you help?

First and foremost, raising money should be fun and rewarding! So when thinking about what type of fundraising you want to do, what do you think you and your friends would enjoy?

When planning, it's essential to work out **what**, **when**, **where**, and **who**!

**What** type of event do you want to hold? Think carefully about your interests, skills and potential resources. There's no use planning to climb Mount Everest when you've never even seen snow! **What** do you think you'll not only be good at, but that you can make a blinding success? (Remember that sometimes the simplest idea can be the best, you don't have to make your idea complex unless you want to!) In other words, do you want to run an event, or get sponsored for doing something?

What and who might you require? What things will you need? What's your budget (or do you not need one?) Can you get your hands on all the equipment you'll need? How many people do you think you'll need to help out both in the planning and on the day? What will happen if there's a problem on the day, i.e. with the weather? Do you have a contingency plan?

**Where** will you hold your event? Choose your venue wisely. Think about the combination of convenience and suitability. Do you have access to the appropriate venue? Or will you need to enlist the help of others to do so? Will you need to pay for use of the venue or would they consider donating it for your event?

**What** about sponsors? Are there any local businesses that might be interested in subsidising your event or sponsoring you? Or giving you money or prizes? If you don't ask, you don't get, and people can be surprisingly generous.

## Ideas for events...

- a auction, 'a-thon', astrology evening
- b bring and buy, bike ride, baby-sitting
- c car wash, craft sale, concert
- d dog walking
- e easter egg hunt, e-bay auction
- f fashion show, fête, fun-run, film night
- g garden party, garage sale
- h harvest festival, hen party
- i international food evening
- j jumble sale
- k karaoke
- l lawn mowing
- m murder mystery evening, movie night
- n non-uniform day, nature trail
- o open garden day, open mic night
- p picnic, pet show, poetry night
- q quiz night
- r recipe book, run, raffle
- s sponsored activities, sports day
- t talent contest, treasure hunt
- u unwanted gifts 'exchange'
- v vintage car rally
- w wine tasting evening
- x x-mas party
- y yacht race, yard of ale
- z zero tolerance (no-swearing day)

## Testimonials

For that extra dose of inspiration, here are a few things big and small that people have recently done to fundraise for Tibetans!

Susan Lacroix regularly teaches Shintaido, a Japanese martial art, and **donates the proceeds of her class** to support elderly Tibetans in Dehra Dun, India. In less than two years she has raised an amazing £1,878!



Young students at St Elizabeth's Catholic Primary School in Coventry raised £128 for the Nepal earthquake appeal by **doing a sponsored walk**.



In April 2017 Robert Nutt (pictured left) will **run the Virgin London Marathon** for us and is aiming to raise over £2,000.

Tess Burrows and her partner have **scaled many of the worlds' mountains** through their 'Climb for Tibet' group, raising many thousands of pounds for Tibet and Tibet Relief Fund projects.

Sylvia Jordan raised £125 by holding a **coffee morning** at her local church.

In July 2016 over a hundred supporters across the UK took part in **Meditate for Tibet** and raised nearly £3,000.

A group of Aikido enthusiasts (pictured left) did a **sponsored hike** Northumberland and raised £400!



## Sponsored Activities:

Instead of organising an event for other people, you could get them to sponsor you for taking part in a daring challenge!

How about a marathon, a bike ride, a skip-a-thon, a swim, parachuting, bungee jumping, skydiving...?

For example, Tibet Relief Fund occasionally has places for participants at major events, such as the RideLondon 100 cycle and the Virgin London Marathon. These are always publicised on our website, by email and in our newsletter, so if you're interested then just get in touch! It's a great way to raise money and you can feel you've personally achieved something as well.

You can also Meditate for Tibet in July 2017 – contact us for details or see our website: [www.tibetrelieffund.co.uk/MeditateForTibet](http://www.tibetrelieffund.co.uk/MeditateForTibet)

We've compiled a list of several links to some interesting websites that you might find useful in your endeavours. They're all on the [Useful Contacts](#) page at the end of the pack.

## It's all in the preparation...

Don't be afraid to ask for **advice** from others! There's a strong likelihood that someone has the experience to help you. And please feel free to contact us if you have any questions, or want to run something by us. We might just have the answer you're looking for!

When it comes to the event what **funds** do you need to run it? Some events require a certain amount of money to get them off the ground. Have you worked this out? Can the event make money?

And how are you going to handle the **takings**? Do you have a safe way to deal with them?

A great idea is to figure out what **jobs** need doing before, during and after the event so you can keep on top of them. Perhaps a timetable would be useful to keep you on track? Remember you can always delegate jobs to other people!

Finally, are you on top of all the boring stuff, like the **legal** and **safety** side of things? See the following pages on all you need to know on this front.

**And don't forget to tell us about it!** Not only can we help publicise it to other Tibet Relief Fund supporters through advertising it on our website, but if there's enough space then we'll fit it into our newsletters as well! Plus, we love to hear from our supporters to see what you're up to.

## Alternative Ideas...

If none of the above take your fancy, then how about one of these...?

### In Memoriam

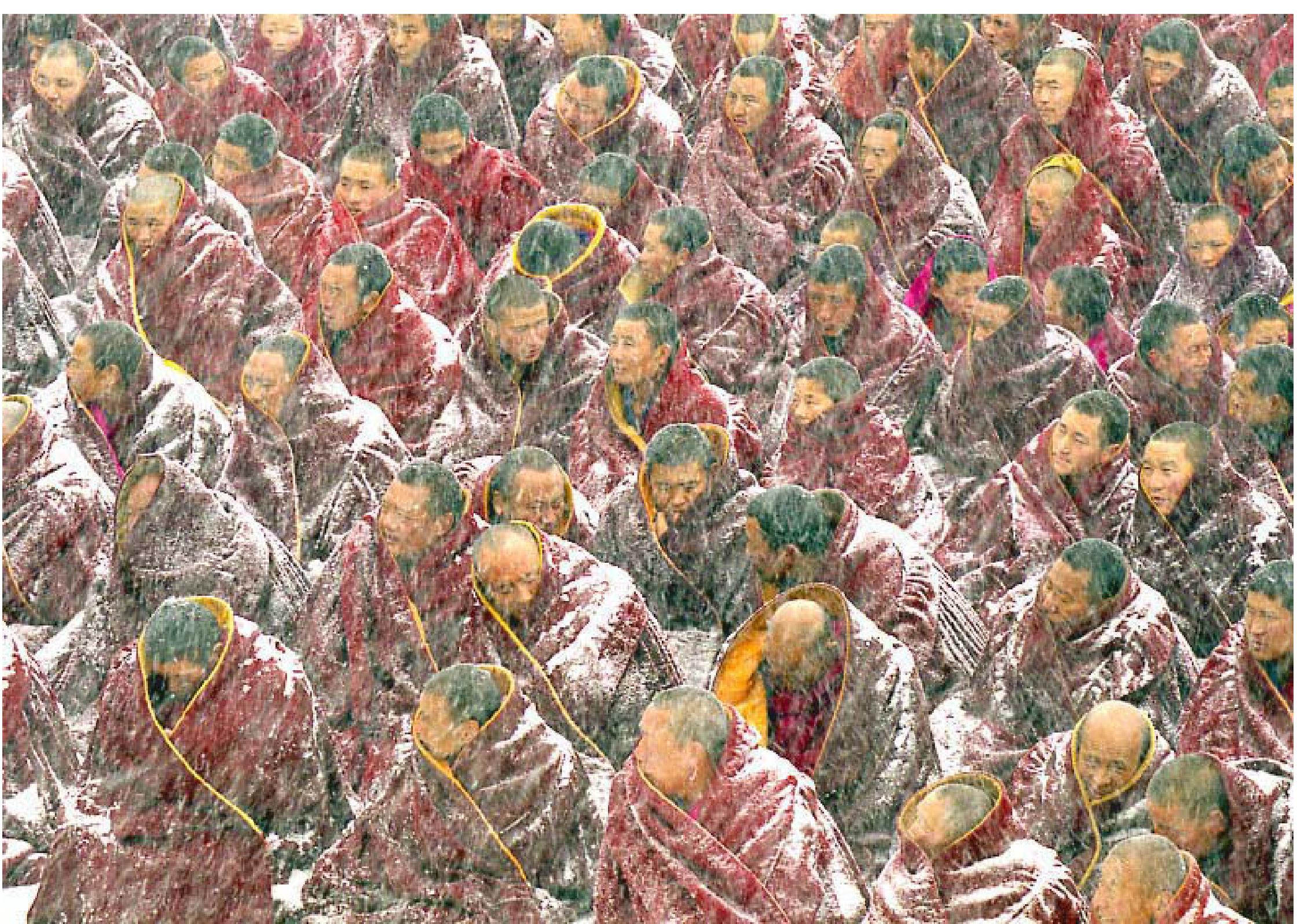
How about honouring the memory of a lost loved one with a one-off gift in their name?

### Tribute Fund

You could set up an on ongoing tribute fund in memory of someone special.

### Wedding Gifts

If you don't need all those gifts normally given at weddings, how about asking your guests to donate to Tibet Relief Fund instead?



## Tips for success

- Always start your sponsorship form with a **generous donation**. That way subsequent people are more likely to follow suit!
- Get money from people as soon as possible, saving you time and effort after the event - even better, set up a **JustGiving** page (see right), email out the link and watch the donations roll in online!
- Remember to **carry change** with you when collecting money from people.
- **Gift Aid** – remember to tell everyone about it. It can allow us to claim an extra 25% per donation from UK taxpayers, at no extra cost to them!
- Remember those all-important **press releases**.
- Give your event the **personal touch**. People are more likely to sponsor you if they know it means a lot to you.
- Approach **work colleagues, employers and local businesses** to get involved.
- Ask your employer to **match what you raise**. You never know, but they may be a member of a matched giving scheme. You could even offer them an incentive by saying you'll use their name and logo on all your training gear and clothing you'll wear on the day.
- Ask everyone and anyone to sponsor you. Use **Facebook, Twitter and email** to spread the word, providing an easy link to your personal Justgiving page.
- Ask **family and friends** to collect sponsorship on your behalf.
- Set yourself a fundraising goal and **keep all your supporters updated** on how you are doing!
- **Know your charity** inside and out, this will really impress people and spread awareness about the cause.

## JustGiving

JustGiving is a website that makes fundraising a doddle.

It's user friendly, easy to set up and extremely accessible. All you do is go to [www.justgiving.com/tibetrelief](http://www.justgiving.com/tibetrelief), set up your page and start raising funds.

You're guided through every step, and there are tips to help you make the most of your page, from personalisation with photos and videos to getting your page out there. And all from the safety of your armchair.

See... genius! (and it helps us with Gift Aid!)

## Gift Aid

So, what exactly is Gift Aid? And how does it benefit Tibet Relief Fund?

Well, if you are a UK taxpayer, and you let us know, we can claim an extra 25p for every £1 donation that you make! It may not seem much, but it makes a huge difference. So please encourage everyone sponsoring you to tick the Gift Aid section of your form!

*giftaid it*

## Publicity

We all know there's no point in organising something if no one gets involved! Here you'll find some ideas to maximise your fundraising potential...

**Posters** are a great way of catching someone's eye (but make sure you have permission to put them up). Once you're happy with the design, it only comes down to the fun of where...! How about placing them in schools, community centres, colleges, libraries, churches, shop windows?

**Leaflets** are another great way of advertising an event; they can be handed out in person or even placed in a convenient spot for others to pick up. (Remember to get permission!)

**CONTACT THE MEDIA**...although this may seem daunting, all areas of the country have local papers that welcome news in the community. (It'll also make a nice change for people to hear something positive rather than negative in the news!)

Remember to contact them at least one week before and remember to follow it up with phone calls! Don't let them ignore you. That way they are more likely to feature your event in good time. Providing photos, facts, figures and quotes can also make your event more interesting to them, increasing the likelihood of coverage. You could even write a **press release** using the guide we've provided opposite and send it out to local media outlets.

These are not your only options! Any inventive, unobtrusive way of getting your message out there is fine with us!

## Writing a Press Release...

...they're really easy; you just need to follow a few basic rules...

- Type **Press Release** at the top.
- Always include the **date**.
- **Type** and use **double** line spacing.
- Leave plenty of **space**.
- NEVER use **bold** or underline sections.
- Give your press release a **heading**, but keep it to one line
- Stay on **one side of A4**.
- List your **contact details** clearly.
- Make sure the most important **information** is at the **top**.
- The first sentence of the first line should answer: **Who, What, When, Where, Why?**
- **Start** by summarising the core message. The **middle** should provide a not too detailed explanation of events. The **end** should draw together the main message you want to get across.
- Use simple, easy-to-understand **language**.
- **Check** it carefully!

## What you need to make a successful poster

Firstly the poster needs to be **eye-catching**. It needs to grab people's attention. Here are a few ideas:

- You can either go for one bold image or keep the design really minimalist. Or how about going for something really colourful?

Getting someone else's opinion always helps with something like this.

If you're using an image or multiple **images** then think of the type of message you want to convey. Do you want it to be funny? Emotive? Relating to the event? Or focused on Tibet Relief Fund?

You'll definitely need a **bold title** that spells out what the event is, where it is, when it is and at what time it is.

Don't forget to make it **clear** that this event is to raise money for charity. On that note, remember that all publicity material needs to include certain information, including: 'all proceeds/profits will go to Tibet Relief Fund', and 'Tibet Relief Fund is a registered charity, No. 1061834'.

Keep the **writing** to a bare minimum.

And finally, please remember to put our **logo** on the page! We've given you three on this page which you're more than welcome to use, but if you want them emailed then let us know and we'll happily oblige.

## Logos...





## Legal Stuff

In setting up a public event there are always some rules and regulations that you'll need to follow. Abiding by them will not only make your life easier, but ensure the safety and enjoyment of everyone involved.

### Who to speak to and why...

Remember that if in doubt, a good idea would be to run the ideas past your local authority. They'll be able to advise you of anything legal that you need to take care of, any licensing you might need, any trading standards you need to be aware of or any health and safety precautions that you need to abide by.

If your event is likely to take place in a public place and could cause disruption, then you might find it useful talking to your local police station for advice. They will be able to advise you on whether your event is likely to run into any problems or if, indeed, you're allowed to hold it there!

Hopefully you won't need it, but if you're involving a large amount of people, you might want to consider first aid requirements. The best people to talk to about this would be your local branch of St. John's Ambulance. They not only provide advice, but assistance on the day if needed.

Depending on what event you're running, you might need to think about fire safety as well. It may seem obvious, but the best people to speak to about any concerns you might have would be your local fire station.

## Other things to think about...

In case you weren't aware, it's illegal to allow those under the age of 16 to collect sponsorship money without an adult present.

And, please don't let commercial organisations use the Tibet Relief Fund logo without written permission from us. If you want to involve other companies then there should be no problem, but remember to run it by us first!







**Congratulations and thank you! The money you've raised can now go to support Tibetans with vital education, life-saving healthcare and the chance to build a brighter future. Well done!**

## Useful Contacts

Our address: Tibet Relief Fund  
2 Baltic Place  
287 Kingsland Road  
London  
N1 5AQ

Telephone: 0203 119 0041

Website: [www.tibetrelieffund.co.uk](http://www.tibetrelieffund.co.uk)

Email: [info@tibetrelieffund.co.uk](mailto:info@tibetrelieffund.co.uk)

To find out who your **local authority** is, and how to contact them, go to:

[www.gov.uk/find-local-council](http://www.gov.uk/find-local-council)

### JustGiving:

[www.justgiving.com/tibetrelief](http://www.justgiving.com/tibetrelief)

For loads of information about **marathons** and runs happening near you...

[www.runnersworld.co.uk](http://www.runnersworld.co.uk)