It’s time to talk fundraising
We're thrilled you'd like to fundraise for us

Whether you raise £20 or £2,000, your donation could pay for the seedling that changes someone’s life. Whether you bring trees or training to Africa’s drylands, you are helping families grow their way out of poverty for good.

We really can't thank you enough

This guide will help to get you started. It’s packed with exciting ideas, inspiring stories and nifty tips.

For more information, please contact our Supporters Team; we are always happy to help! You can reach us on 0117 909 6363 or info@treeaid.org.uk
Across Africa’s drylands, over half the population are going hungry, living on the edge of a food crisis. The land is bleak and barren, and forests are disappearing at an alarming rate.

 TREE AID provides communities with trees so they can grow nutritious food to eat. We give farmers tools so they can make products to sell at market. And we deliver training so families can protect the environment and get the best from their nurseries.

**Why trees?**

Sometimes it’s hard to imagine how much of a difference trees can actually make. But at TREE AID, we believe trees mean life – and for good reason.

**Food**
Trees survive drought and famine when other crops fail. Their produce provides families with vitamins and nutrients all year round.

**Money**
Tree products like shea butter and cashew nuts are valuable when sold at market. This income can help families pay for healthcare, education and extra food.

**Health**
Some trees provide the ingredients to make traditional medicines. Families can use them to treat ailments like toothache, diarrhoea and fever.

**Improved environment**
Trees hold the soil in place and stop it from washing away during the rainy season. They also enrich it, meaning families can grow crops.

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**About TREE AID**

Across Africa’s drylands, families face a daily struggle for survival.

Across Africa’s drylands over half the population are going hungry, living on the edge of a food crisis. The land is bleak and barren, and forests are disappearing at an alarming rate.

TREE AID works in Ghana, Burkina Faso, Mali, Niger and Ethiopia. These countries are amongst the poorest in the world.

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**How your fundraising helps**

- **£10** could buy a family a tree that will provide food, income and much more.
- **£75** could provide a beehive and protective clothing so a family can produce honey to sell.
- **£250** could pay for seeds, tools and everything else a farmer needs to set up their own nursery.
- **£700** could cover the costs of a community well, ensuring everyone has access to clean water.

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In the UK, “tree foods” may mean nothing more than a tasty snack – an apple or some nuts, for example. In Africa, tree foods can mean the nutrients that separate life and death.

Moringa leaves are one of the most nutritious vegetables in the world! Just 100g contains as much protein as an egg, calcium as a glass of milk, iron as a 200g beef steak, vitamin A as a carrot, vitamin C as an orange.

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Call us 0117 909 6363 Email us info@treeaid.org.uk #teamtreeaid
Changing lives

When you fundraise, you’ll change the lives of people like Rukaya and Sintayehu for good.

Rukaya’s story

Rukaya is nine and lives in a village in Ghana. She enjoys hopscotch and playing with her sister. She is like any other child, except she goes hungry for half the year.

During the dry season – or “hungry months” – her family do not have enough food. They scrape by on one meal a day or try to fill up on water.

Luckily, they have started working with TREE AID. They have learnt how to grow trees and harvest nutritious fruit, nuts and leafy greens.

Now they will have food to eat all year round – even during the hungry months.

Sintayehu’s story

Sintayehu lives in Ethiopia with his wife and five children. They used to live in a hut that they shared with their livestock. Sintayehu used to struggle to feed his family, and his children often went hungry.

With TREE AID’s help, he has planted some apple trees and started producing honey.

After selling his produce at market, he is able to feed his children a diet that keeps them healthy and strong. He has also built a new home, meaning they no longer have to sleep with their animals.

"People support us without even knowing who we are. It is beyond my words, I don’t have the words to thank them."

Call us 0117 909 6363 Email us info@treeaid.org.uk #teamtreeaid
**Inspiring ideas**

Here, you should be able to find the inspiration you need to host a successful fundraising event! If you’d like a hand organising anything, just give us a call on 0117 909 6363 or email us at info@treeaid.org.uk

**January**

New year – new you! Dust off your running shoes and sign up for a half marathon or 10K.

**February**

Play Cupid! Organise speed dating for your single friends. Sell tickets in advance.

**March**

Time for a spring clean? Host a garage sale and donate your proceeds to TREE AID.

**April**

World Book Day! Ask your colleagues to dress up as their favourite characters.

**May**

Spring Fling! Organise a good, old-fashioned dance in your town hall.

**June**

Give up your car! Get sponsored to cycle or walk everywhere you go for seven days.

**July**

Enjoy the sunshine! Chuck some burgers on the BBQ and get your neighbours round.

**August**

Ready, steady, bake! Organise a Great TREE AID Bake Off in your workplace.

**September**

Back to school! Host a pancake breakfast in your community before the kids go back.

**October**

Host a spooktacular night in! Get your friends round for pumpkin carving.

**November**

It’s bonfire night! Let off some fireworks (safely) and remember to charge an entry fee!

**December**

It’s carolling season! Practice some Christmas classics, and go and wow your neighbours.

**In the office**

- Collection tin
- Bake sale
- Baby photo competition
- Raffle
- Swap jobs for a day

**After school**

- Sponsored silence
- Read-a-thon
- Face painting
- Sports day races
- Treasure hunt

**With your neighbours**

- Bring and buy sale
- Street party
- Progressive dinner party
- Barn dance
- Talent show

**Glitz’n’Glam**

- Film night
- Masked ball
- Silent auction
- Fashion show
- Art exhibition

Make sure you’re taking advantage of the seasons! We have fundraising ideas for every time of year.
Getting Started

1. Pick an idea that suits you but, most importantly, pick an event that is fun!
2. Assemble your very own #teamtreeaid
3. Set a date
4. Be ambitious but realistic. Think about a budget too - you don’t want to spend more than you raise!
5. Find a venue
6. Are you using your home or a community space? Some places may lend you space for free.
7. Post your event on social media, share it in your email signature, or leave flyers in your workplace.
8. You’re doing an amazing thing for us! Relax, have fun and enjoy your event.
9. There are a few different ways you can get your money to us. See page 13 for more details.
10. Remember to say a huge thank you to everyone who’s been involved. You’ve all made the world of difference!

JustGiving™ fundraising online

JustGiving is a fantastic, easy way of collecting sponsorship money for TREE AID. These online donations come straight to us from the sponsor so you don’t have to worry about paying your money in.

It’s also great for raising awareness of your event; you can share your page on social media.

Setting up your page

Setting up your page could not be easier.

Visit www.justgiving.com/treeaid and follow the step-by-step instructions. We are happy to lend a hand, so give us a call if you’d like to be talked through it. You can reach us on 0117 909 6363.

Attract attention

Make sure you jazz your page up with a story and some photos. Sponsors will want to know why you feel so close to the cause, and will want to see you in preparation. Remember to add updates every now and again so your friends and family can see how hard you’re working towards your goal.

Leave it running

Do not shut your page down straight away.

Leave your JustGiving page running after the event! Around 20% of your sponsorship will come in when your event is over.
Spreading the word

Tell as many people as you can about your event! The more people know, the more money you will raise.

Social media: a handy tool

Facebook and Twitter work wonders when you’re raising awareness. Short, clear messages with good photos work well on both.

- Follow TREE AID on Facebook and Twitter. We can help you by sharing your posts!
- Create a Facebook event and invite people to attend.
- Tweet your local newspaper and radio station to let them know you are fundraising.
- Share your JustGiving page on Facebook and Twitter.

Write a press release

Local newspapers and radios love inspiring stories. Your event could be just what they’re looking for!

- Use a snappy title then explain what is happening and why you are getting in touch.
- Email your press release to your local paper and newspaper.
- Follow up with a phone call a couple of days later.

If you would like any help promoting your event, please get in touch on 0117 909 6363 or info@treeaid.org.uk. We can provide a press release template and help you with social media.

After the event...

A big well done and an enormous thank you; your fundraising will change lives in Africa forever. You’ve done the hard bit and hit your target, so here is some information on tying up the loose ends.

Paying in the money

Money raised through JustGiving will come to us automatically. If your sponsorship was online, put your feet up and take a break! Any other sponsorship can be paid to us by...

- Visiting our website and making an online donation.
- Sending a cheque through the post.
- Giving us a call and paying with your debit/credit card.

Please try to get the money you’ve raised to TREE AID within a month of your event.

Tell us about it

Please send us an update and some photographs! We’d love to use your story to inspire other fundraisers. We may even feature you in our blog or Update magazine!

giftaid it

Ask your sponsors to tick the Gift Aid box when they sponsor you (if they are eligible). This will make their donations worth 25% more without costing them anything.

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Legal bits

When you’re organising your TREE AID event, please bear the following in mind. If you have any questions, drop us a line on 0117 909 6363 or info@treeaid.org.uk.

Star fundraiser!

Rabbi Jonathan Wittenberg is pure fundraising inspiration. He has run two half marathons for TREE AID, and has raised an incredible £6,000! What’s more, he is currently training and fundraising for his third.

He says, “TREE AID is a fantastic cause. They help vulnerable people, they help the environment, they help wildlife… There isn’t a box they don’t tick! I am honoured to support them.”

And we are honoured to have you on board, Jonathan – a huge thank you!

Are you looking for a gift with a difference?

With a simple watering can or training course, you can help families out of poverty for good.

Whether you’re looking for a birthday, anniversary or thank you present, you are sure to find it in our range of Gifts that Grow. And whatever you buy, your gift will change lives.

For more information about our charity gifts, visit www.treeaid.org.uk/giftsthatgrow, call us on 0117 909 6363 or email info@treeaid.org.uk.

GIFTS THAT GROW

Happy snapping

Remember to take some photos! But also remember to get permission from anyone who is caught on camera if you wish to share their pics.

Serving alcohol

If you are serving alcohol at your event, make sure your venue has a licence.

Licenses

If you are collecting change in a public space or private venue, make sure you have the right permit.

Accessibility

Food safety

Security and dignity

Legal bits

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Thank you

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