

Sponsored Challenges

Supporting families in need around the world

Thank you for choosing to take part in a Habitat for Humanity Sponsored Challenge. We are very grateful for your commitment to making the world a fairer place!

The Habitat for Humanity vision is a world where everyone has a safe decent place to live. By taking part in a sponsored challenge you will be joining with the poor in their struggle for a simple decent home.

The challenge comes in two parts. Obviously, there is the challenge itself, but before then you will be raising funds by asking people to sponsor you. This toolbox will help you to raise those funds.

Thank you so much for all your efforts!

Habitat for Humanity

Habitat for Humanity
46 West Bar Street
Banbury
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Tel: 01295 264 240
www.habitatforhumanity.org.uk

Registered Charity No.
1043641

Rev. 02.03.11

Developing your Fundraising Strategy

Where do I begin?

First of all, are you doing your fundraising as an individual or as a group participant in a Sponsored Challenge?

If you are fundraising as an individual, you will probably want to concentrate on raising sponsorship and fundraising ideas that do not need much in the way of organisation – like holding a car-boot sale or a work based event.

If you are fundraising as a group, we suggest you still undertake the sponsorship option. But you may also want to do some larger event type fundraisers like a promises auction or a restaurant evening.

Whether you are an individual or a group, it is worth remembering that we are all part of wider networks, be they family, fellow students, colleagues, or members of an organisation you belong to. If you can get their support, you will already be a long way on the road to collecting your fundraising target and even surpassing it!

If you are planning a collection, or going to do an event on public property, please contact us at an early stage so we can advise you on legal and insurance requirements.

If you have any questions or need posters or leaflets, please contact us.

Tips on becoming a successful fundraiser

- ❑ Develop an understanding of the effects of poverty housing on people - on their dignity, family health, educational opportunities.
- ❑ Be confident. Many people seek sponsorship to climb a mountain or walk the Great Wall. Like people on these challenges you are raising money for charity.
- ❑ Communicate the success of the work of Habitat for Humanity (HFH) in tackling poverty housing. Have some case studies to hand showing how a new HFH house gives people new hope for the future.
- ❑ Assure your donors that all the money given will be used prudently by HFH.
- ❑ Make a commitment to ask for support from everyone around you.
- ❑ Thank your donors.

Remember

You are not asking for money for yourself, you are asking on behalf of Habitat for Humanity, and for people in desperate need of a simple, decent place to live.

Getting started

- ❑ Start now! The sooner you begin fundraising, the better you will feel about your entire experience.
- ❑ Set your fundraising target. If you don't know what your goal is, how can you reach it? Aim high!
- ❑ Take a look at the A-Z of fundraising ideas. Select some ideas that will work for you or your group.
- ❑ Develop a plan. Break down your fundraising goal into achievable parts. Start a calendar and lay out a schedule of dates for achieving each part of your plan.
- ❑ Be systematic - follow through with your plan. The best plans fall apart without follow-through.

After you have achieved your target

Write thank you letters or emails. Please use this as an opportunity to publicise the work of Habitat for Humanity. If you have put your photographs online or you have created a blog, don't forget to point your friends to it.

Getting your Donations to Habitat for Humanity Great Britain

It is important to make sure you include your fundraising code and your name with any monies that you or others send into Habitat for Humanity. Your team fundraising code can be found on the front of your sponsorship forms.

Sponsorship Forms & Gift Aid

When you send in any fundraising money to HFH Great Britain, please make sure that you also send in the corresponding sponsorship forms. We need this to put in a claim for Gift Aid. However, we can only claim for Gift Aid when the donor gives their name and address, including the postcode. **Gift Aid receipts must not exceed the donation amount. Habitat for Humanity can't claim Gift Aid on money that will be used for trip costs. If you are raising money for your direct costs, please ask your supporters to not tick the Gift Aid box.** Money reclaimed through Gift Aid will be used to help fund Habitat for Humanity's work all over the world.

Cheques

Cheques should be made payable to '*Habitat for Humanity Great Britain*'. When sending in cheques to HFH, please write your fundraising code on the back of each cheque. If it's a bundle of cheques, it's sufficient to wrap all those cheques in one sheet of paper with the relevant code on it.

Voucher Cheques

All CAF/Stewardship vouchers etc should be made payable to '*Habitat for Humanity Great Britain*' and sent to HFH with your fundraising code written on the back of each one. Again, if it is a bundle of 'vouchers' you can just wrap all the vouchers in one sheet of paper with your code on it.

Credit Cards

If someone would like to contribute to your fundraising by using a credit card please ask them to use the individual sponsorship form or ring the HFH office on 01295 264240 and we will take the relevant credit card details to make the transaction. As per any other donation, please ensure that the person making the donation can give us your fundraising code.

Online Donations

We recommend that you set up on an online fundraising page. Habitat for Humanity hosts it's own system for doing this. We would strongly encourage you to use this instead of alternative sites like Just Giving or Virgin Money Giving as these companies take a percentage of the money you raise. By using Habitat for Humanity's Net Community system 100% of your donations will come straight to us.

For details of how to use our website to create your own fundraising page, please see page 8 of this document.

IMPORTANT: If you choose to set up your fundraising webpage on a site other than our own, please ensure that you include somewhere on this page your fundraising code!

Bank Transfer

If you would like to send HFH a bank transfer, please ensure that you have included your fundraising code in the reference field. Please contact HFH for our bank details.

If you have any questions regarding sending in your fundraising, please contact us.

All donations should be sent to:

Habitat for Humanity
46 West Bar Street,
Banbury,
Oxfordshire,
OX16 9RZ

The A – Z of Fundraising Ideas

A Auctions. Sell your attic stuff, or that of your friends, through eBay. Charge a percentage of the profit. Have an auction of wedding presents or Christmas presents that have never seen the light of day. What about the glass gondola that you bought in San Marco Polo square in a rash moment?

Promises auctions can be great fun. Could you promise to be a garden gnome for an hour? How about these ideas: play a violin for one hour at a party, cook for a dinner party of 6 people, provide a 2 hour lesson in computer skills, take a group of 5 punting on the Isis for two hours (with a bottle of champagne), loan a holiday cottage in France for a week, bake a birthday cake, join a tour around a neutron accelerator...

We have a separate information sheet on auctions – please contact us for a copy.

Art show, abseiling

B Buy a Brick. See the buy a brick house. Give a sheet to your close friends and ask them to raise sponsorship for you.

Birthdays. Celebrating a big “0”? Why not ask your friends and family to make a donation to your Habitat for Humanity project instead of giving a gift? Set up your own fundraising page on our website so that your friends can make donations to your own online Habitat for Humanity account. You can see the fund grow!

Busking. If you are good at street entertainment why not consider busking on a street corner? You may need to get permission from the council, so do check first!

Ball, banquet, basketball shootout, BBQ, book sale, bingo, Burns night

C Car Wash. Advertise to your neighbours. Very easy for those who live in Victorian terraces – you can wash the car outside the owner's house. Or use a car park (with permission) and wash cars while the owners wait. Provide a cup of tea and a cake. You could charge extra for an interior vacuuming.

Cake stall, calendar, card evening, campaign evening, craft stall, concert, cards

D Dancing. Tea dancing, line dancing, barn dancing, Highland dancing, disco dancing, salsa dancing, ballroom dancing... The joy of dancing is in movement, responding to another person, especially if done in the name of Habitat for Humanity!

Ask a local venue to donate the space, hire a local band or DJ. Sell tickets to cover the cost of food, the DJ, and other hire costs, then the remainder is your funds raised!

Dinner party, drawing competition, dress down day at work, dog walking, darts

E Eating out. Take over a restaurant on a quiet night. Negotiate a limited menu with the restaurant and charge twice the amount, the difference being the donation to Habitat for Humanity.

Easter egg hunt, exhibition

F Flowers, weeds and rushes. Collect and dry flowers, cow parsley, rushes... Spray paint them gold, red and green and sell them at Christmas, along with hyacinth bulbs in attractive containers. A line of homemade marzipan fruits in decorative containers will also go down a treat.

Face painting, family fun day, fashion parade, fete, fun run, firework display

G *giftaid it*

Gift Aid is a way to increase the money you raise by nearly a third. Habitat for Humanity can provide sponsorship forms for sponsored events, restaurant evenings... By signing a gift aid declaration, your supporters can increase their personal donations to Habitat for Humanity. Give as You Earn is another form of gift aid for people who make donations to charities through their payroll. Please note that all Gift Aid income is used by Habitat for Humanity Great Britain as a donation towards the whole of Habitat for Humanity's work and not necessarily to the host country.

Games night, garage sale, garden party, goal shoot out, golf match

H **Heritage walks.** Many places are associated with famous (or infamous!) people of the past. It may be Clive of India, Charles Darwin, Robert Furgesson, CS Lewis. Research your history, lead a tour and charge £5 per person.

Hat party, horse show

I **Involve your Company, Organisation or Fellow Students.** There are endless possibilities for working through your business or any organisations you belong to. Perhaps your company would be willing to sponsor you to participate in this Challenge. They could sponsor fund-raising events – a dinner, a party/dance/disco, donation campaign. You could place one of our "house" collecting-boxes in a prominent location with a poster reflecting the amount people have contributed towards your goal. Using their newsletter to publicise your participation in this event is one way to get the word out.

Indian curry night, international evening

J **Jam and cake stall.** Homemade baked goods always go like hot cakes (forgive the pun!), so add a bit of variety to your table with jams and marmelades and you'll be sold out in no time!

Just a minute, jazz evening

K **Karaoke night.** Guaranteed laughter and fun! Ask your local if they will give you a free room (they will get money from drinks). If they don't have a karaoke machine try and get a good deal from a local supplier. Advertise the event at the pub and in the community. Charge singers to sing, and charge the rest of the crowd twice as much to get them to stop singing!

L **Local Trust Funds.** Investigate any local trust funds in your area. They often have strict criteria about what they will fund, but you might find one that matches up. Information on local trusts can be found in libraries, town halls, and volunteer bureaux. If the trust has more than a local remit, please check with the Habitat for Humanity Great Britain office to make sure that no applications are already in hand.

Lottery (make sure it is legal – check with the HFHGB office), lunchtime quiz

M **Men's evening.** Meet up with your mates to watch your favourite team. Ask your mates to bring their own cans. Collect £5 as they cross your front door, just for the privilege of sitting on your sofa and eating your snacks!

Marathon, market stall, murder mystery night, musical evening

N **Nearly new sale.** Sale of nearly new clothes, books, children's toys.... Remember, though that presentation is important otherwise the sale can easily become a rummage sale.

New Year's Eve party

O **Open Day.** Could you become the charitable beneficiary of an open day at a garden, a factory, a research facility, a stately home?

Odd job day, open garden

P **Parties.** Use your imagination and have a ball!

The Christmas Bash – ask for an additional donation for charity. Run a raffle...

Fancy Dress – perhaps Gangsters and Molls with Italian themed food?

What about celebrating Burns night, bonfire night or Saint Augustine's day?

Poetry recital, progressive dinner, photography competition, plant sale

Q **Quiz nights.** Charge an entrance fee and award prizes – you may be able to get businesses to sponsor these. Quizzes need to be fun so try and have something for everyone. An entrance fee could include light refreshments and drinks.

Trivial Pursuits – invite teams to play on a knockout basis.

Local knowledge - who is buried under the porch at Moreton Say?

Soaps - does anybody remember who shot JR? Who shot Dirty Dan?

Sport - the Hand of God: is it a left hand or right hand?

Pop - very popular with music fans of all ages.

Summer holidays - What country is Kato Pafos in?

R **Run for Habitat for Humanity.** If you are a runner, enter a marathon or half-marathon and ask your friends and colleagues to sponsor you. We can provide you with a sponsorship form.

Raffle, recital, ramble

S Sponsorship. Get your families, friends and anyone else you can think of to sponsor you if you are going on a Global Village trip.

Schools and colleges. Work with a school in your area to come up with creative ways to enlist the help of students in your fund-raising efforts. Possibly a class or a club at the school could "adopt" you and together you could think of a variety of activities to raise support. You could make presentations to the group focusing on the country in which you want to build a house, raising their awareness and understanding about another part of the world. They could have contests, challenging each other to a competition to see who can raise the most money. Perhaps a non-uniform day, end of term competition, disco, sponsored silence.

Sweepstake, sports day, supper party

T Tea in the afternoon. Make the most of our those great British traditions – scones, jam, clotted cream, cakes.... Each member of your group bakes their favourite cake. If you have a garden near a tourist attraction, a series of afternoon teas could work. You could have one charge for tea & two scones or each item could be charged for individually.

Alternatively each table could have a cake-stand – with people helping themselves and then adding up the cost of their eating and drinking on slates with chalk. You may be surprised how many people will add in a little extra.

If you were to run a series of afternoon teas, say each Sunday afternoon for six weeks in the summer, your afternoon teas could soon draw people from afar.

Ten pin bowling, theatre evening. Tombola, treasure hunt, tennis

U Use everyone. Spread the load. Let as many as possible in on the joy of fundraising.

University challenge, unwanted gift sale

V Vin et Fromage. (Cheese and Wine were already used up!) Going to France? Bring back some French delicacies and get your friends and workmates around to taste the delights of France. (This suggestion does not imply that there is anything inferior about British wine and cheeses). Either way, 20 people at £5 to £10 each can be a tidy sum even after you have paid for the wine, cheese, bread sticks, fruit or celery...

Valentine's day event, variety show, video night

W Workplace. Some companies will sponsor an employee on a pound for pound basis ('matched funding'). Other companies have their own fund for community activities and may sponsor part of your activity.

Walks (sponsored), washing cars, waxing legs, wrapping Christmas presents in the shopping centre, women's evening

X Xtra, xtra, news xtra. Publicise Habitat for Humanity by using whatever forms of media are available to you: facebook, twitter, local newspapers, television and radio stations, and community notice boards. Very often the media will jump at the chance to cover a story where someone is trying to reach out and make a positive difference. Don't be afraid to let people know what you are doing. They will be encouraged by it and your initiative might spur them on to get involved. We have a separate toolbox leaflet on publicity - contact the HFHGB office for your copy.

Y Yard sales, garden sales, boot sales... This could be the time to get rid of all the old stuff that has been clogging up the under-stairs cupboard for far too long. Or you could invite your friends and neighbours to bring along their stuff as well.

Spring plant sale. Start to take cuttings in the autumn. Insert coloured straws into plant pots – each colour represents a price. Approach garden centres for some special plants to be auctioned....

Add value to your sale by selling cream teas.

Yacht race, yoga marathon

Z Zambia. Are you raising funds for a house in Zambia, or Zimbabwe or Zanzibar? Why not have a themed evening relating to the country to include music, food, culture...

Zany ideas such as a zebu modelling competition or a zoo themed fancy dress party

Sponsorship

Many people will sponsor individuals who are raising funds for a target. Sponsorship is ideal for donations for Habitat for Humanity.

Developing your list

The key to sponsorship is a list of people. Think of everyone you know. Include: family, friends, classmates, work associates, individuals in clubs and organisations you belong to, distant relatives, neighbours, people from your church or other faith group, your doctor, pharmacist and dentist, local shops where you spend money. Don't make up reasons to keep someone off your list. Let *them* decide if they want to contribute or not.

Ask

You will only raise money when you ask for it. You will not raise money when you don't ask for it. The more people you approach, the more money you will raise. Remember, you are not requesting money for yourself, you are asking on behalf of Habitat for Humanity. The money you raise will change lives for a whole family, permanently. And as more houses are built, whole communities will benefit.

The best methods of asking

Most effective methods of asking for support (in order of effectiveness) are:

- Face to face, using the multiple sponsorship form
- By phone
- By a letter enclosing a single sponsorship form
- By email attaching the sponsorship form or referring people to your fundraising page.

Face to face and the phone are streets ahead in effectiveness. Perhaps a combination of both may be appropriate for some people on your list, e.g. a letter or email followed a week later by a phone call.

It's easy to support your fundraising campaign by creating your own webpage – you can email your sponsors directly so that they can donate online, and you can then see your donations grow – it's so easy!

Sponsorship Forms

A sponsorship form is included with this toolbox – you could send them out to individuals (e.g. with a letter), asking them to help you collect sponsorship, or you could use the form to collect donations from your work colleagues etc.

Unfortunately, sometimes volunteers have to pull out of a Sponsored Challenge. It is preferable that any funds raised are still received by HFH. This enables us to build more houses. The way to achieve this is to ask your donors not to check the boxes on the forms that ask for the donation to be returned in the event of you failing to complete the challenge. If these boxes are checked, we are legally required to return the donations to the donor if this happens.

Letters

If you plan to use letters, make sure they are effective. Letters should only be one page long. You want people to read it then and there, not put it aside for when they have half an hour to spare. State your purpose – make it as personal as possible. Share your fundraising goal. Include information and statistics about Habitat for Humanity. Tell prospective donors how their money will be spent. Thank them and express your appreciation.

You may want to include a sponsorship form and a stamped self-addressed envelope.

Mail the letters as soon as they are ready.

Follow-up. This will let your potential sponsors KNOW that you are serious about your fundraising. You could ring them a week later to thank them for their donation, or to encourage them to consider your request. You could send updates about your progress. See the sample letter on the next page.

6th June 2009

SAMPLE

Dear John,

I hope this letter finds you happy and healthy. I am writing to tell you about a challenge that I have taken on and to ask you for your support.

In July this year I will be taking part in Hope Challenge. I am doing this to raise valuable funds for Habitat for Humanity, an international charity who are working to help people who live in poverty to gain their own safe, decent home.

The new homeowners are all on low incomes and are living in poverty. They invest hundreds of hours of their own labour – sweat equity – into building their own house and the homes of their neighbours.

I am hoping to raise £1,235 in sponsorship for Habitat for Humanity. £1,235 is the average cost of a Habitat for Humanity house in the developing world.

The beauty of the scheme is that new homeowners pay for their home, at cost over a number of years, and the repayments go into a revolving fund for more house building. This means any donation you can make now will be recycled time and time again into additional houses. The long-term effect is enormous.

Habitat for Humanity's mission is to eliminate poverty housing worldwide. It was founded in 1976 and now works in 90 countries helping needy people of all races and religions. Currently one house is built every 21 minutes! But there is still so much more to do.

Our team goal is to raise £2470 for Habitat for Humanity. Can you please help us to reach this goal? If you can, please remember that Gift Aid will make your donation go even further. I have enclosed a sponsorship form or you may prefer to donate on my secure webpage: (give the link)

Hoping that you will be able to support me in this challenge,

Yours sincerely,

(Your name)

Creating your own webpage – it's easy!

If you create your own fundraising webpage using our website, your friends and supporters can securely donate their sponsorship money. You can choose to receive an email when anybody donates, and 100% of the money goes directly to Habitat for Humanity. You can add digital photographs, and you will need to set your personal fundraising target. Don't worry – it's all very easy to do!

By having a personal fundraising page online, you can then advertise to your friends and supporters both in this country and around the world. Your page can even collect Gift Aid declarations so Habitat for Humanity can still reclaim tax on your supporters' donations (although please note that we will not be able to reclaim Gift Aid from international donors).

To create your fundraising page using Habitat for Humanity's online tools, go to www.habitatforhumanity.org.uk/RPHMFundraising and follow the online instructions. The 'My Dashboard' section allows you to set up how you want your page to look and what feedback you get from/give to your supporters. If you need any help with setting up your page, do simply get in touch.

Tax benefits

Gift Aid is a means for Habitat for Humanity to reclaim tax paid by UK taxpayers. Habitat For Humanity uses the reclaimed tax for its whole mission of building houses.

Participants from outside the UK. If you are a resident of another country you may still be able to claim some tax benefit through the Habitat for Humanity office in the country where you live. Please contact us to see what the possibilities are.

- ❑ Habitat for Humanity was **founded in 1976** by Millard and Linda Fuller.
- ❑ More than **400,000 houses** have been built worldwide.
- ❑ One house is completed every **21 minutes**
- ❑ There are still nearly **1 billion people** living in urban slums, let alone rural poverty.
- ❑ Habitat for Humanity operates in **92 countries** around the world.
- ❑ Average cost to build a HFH home in the developing world: **£1235**
- ❑ **Global Village** is the name given to the HFH programme of sending groups of volunteers overseas for 1-2 weeks to build houses. More than **200 individuals** went out with teams from the UK between July 2009 and June 2010.
- ❑ **900** international volunteers in 2007.
- ❑ **Over 3000** local Habitat for Humanity community groups build houses worldwide.
- ❑ Habitat for Humanity was established in the **United Kingdom in 1994**
- ❑ Over **70** Habitat for Humanity houses built in the UK
- ❑ Each UK house requires **3500 volunteer hours**
- ❑ Average number of sweat equity hours for a new family is **400**.
- ❑ Roughly **4,876, seven penny nails** are used to build a HFH two-bedroom home in the UK
- ❑ About **500 pieces of timber** are used to build a HFH house in the UK.
- ❑ About **20 gallons of paint** are used on a HFH house in the UK