
Fundraising Toolkit

Oxfam New Zealand would like to recognize the enormous efforts made by Water for Survival Committees across the country. We realize that fundraising can be an exhausting process and value your time as volunteers. In order to lighten the load, we thought we'd pull together a few tips that could be of assistance to you and/or new committee members.

Before planning your Water for Survival fundraising events for 2009, consider checking out the on-line space for all committee members.

www.waterforsurvival.ning.com

We encourage you to use this site to share photos, stories and news of your events or ask for help amongst members.

In the meantime, we hope this toolkit will help you to find useful information and ideas on how to organize events and activities that will raise money for the Water for Survival programme.

Thank you for your ongoing support.



Oxfam New Zealand – who we are:

Oxfam New Zealand is dedicated to finding lasting solutions to poverty and injustice. We are striving to achieve our vision of a safer, fairer world where all people can enjoy their basic human rights.

Oxfam New Zealand was formed in 1991 and has now developed an international reputation for its development work in the Pacific and East Asia and its focus on practical solutions to the emerging crisis in water and sanitation.

Most of Oxfam New Zealand's funds come from generous donations from New Zealanders, supplemented by NZ government funds for specific projects. Many of those who support Oxfam through monthly donations come to us through word of mouth - our supporters tell others about the good work that Oxfam does.

Oxfam NZ supports communities in developing countries in the Pacific and East Asia to reduce their vulnerability to climate change. As an organisation Oxfam NZ is committed to minimising and continuously reducing the negative environmental impacts of our work activities.

Oxfam New Zealand is a member of the Oxfam International network working together as a worldwide force to overcome poverty and injustice. We believe that by working together globally we really can make a difference.

Official Details:

Oxfam New Zealand
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Tel: 64-9-355-6500
www.oxfam.org.nz
Charitable Trust No AK502175
Charities Commission No CC24641

Fundraising

Where does your money go?

Oxfam Water for Survival programmes concentrates on East Asia and the Pacific, with a 2009 focus on Papua New Guinea, Bougainville and Vanuatu. The core objectives are:

- Providing safe water for people living with HIV/AIDS and their carers
- Rural water supply to support peace building in the PNG Highlands
- Sanitation and hygiene education in schools and communities in the Highlands
- Provide new skills in building water supply facilities in Vanuatu



Fundraising Ideas

Use the below ideas to prompt discussion amongst your

Film Night

Local cinemas will often consider renting out a cinema at cost on a quiet night. Consider hosting a movie evening that includes an introductory speaker or (preferably donated) evening drinks. If you are looking for water related movies, be sure to ask Wellington what they've tried. Water related movies include 'Water' (2005) <http://www.imdb.com/title/tt0240200/> and 'FLOW: For Love of Water' <http://www.flowthefilm.com/>.

Trivia Night

If your local bar is prepared to lend you the trivia equipment for an evening, consider hosting a water-specific trivia night. Here are some sites with Trivia Questions on Water:
www.funtrivia.com/quizzes/geography/physical_geography/bodies_of_water.html
www.iowachildrenewaterfestival.org/Water%20Trivia.pdf

Fundraising Ideas (cont)

Something quirky? Rubber Ducky Races

WaterAid UK seem to have had some success with their rubber ducky races. (You'll need a few hundred numbered plastic ducks). Then get people to sponsor a duck at \$10 a go and give them a note of their duck's number. On the race day set all the ducks loose on the river and watch them race to the finish line. Be sure to catch them again though!

Blue cocktail party

Choose your blue cocktails and then dress in blue or watery costumes and maybe even have a blue venue to add to the effect.

Sponsored detox

Feeling sluggish after Christmas? Try getting your friends or colleagues to sponsor you to give up smoking or drinking.

Car-washing at Sporting Events

You'll need a team of willing helpers, a car park, a ready supply of water, equipment and some good publicity. Make sure you give your younger washers a bit of training to avoid any damage to cars. Bring a vacuum cleaner and charge extra for an inside clean too.

Swimming Races

Low impact and highly demanding, swimming events challenge participants and inspire sponsors! Contact your local swimming pool for possible 'meets' that could involve a special WfS swimming race. Alternatively, consider hosting an '*It's a knockout*' type of event and invite local sports teams or company teams as participants, and then get a local celebrity along to present the prizes.

Sailing / Rowing / Canoeing

Consider contacting local clubs for ideas around using 'water' as your main theme. Local businesses may like to enter teams or talk to Oxfam Auckland office about contacting water sector organisations for support.

Festival Events

Oxfam New Zealand is piloting a new initiative at festivals and events which involves supplying tap water for a donation. This aims to reduce the amount of bottle water consumed and provides an opportunity to raise money with few costs. Contact Oxfam Auckland office to find out more.

Specific Water Days

There are two specific Water Days each year that may help raise awareness for your events.

- **World Water Day – March 22nd**. Oxfam hopes to prepare a public appeal in 2009, so we will be in touch about how you may be able to help with this appeal. Alternatively, check out some of the activities on the official site: <http://www.worldwaterday.org>
- **World Toilet Day – November 19th**. Oxfam NZ hopes to prepare some communications and public relations activities around this day, but will not be hosting any organized fundraising (as the public appeal focus is World Water Day). However, feel free to use this day to promote your own events. Here are some ideas from WaterAid UK.
www.wateraid.org/uk/get_involved/world_toilet_day/default.asp

How to... fundraise at your event



Here are just a few ideas to help you out.

- Charge an entry fee. It's a simple way to collect funds, but make sure it will cover all your costs and give a return for your fundraising.
- Collect donations. Have a donation jar by the exit or pass it around during the night.
- Hold a raffle, lottery or auction. Local businesses can be approached for prizes – or you could even auction off the talents of you and your friends.
- It pays to be flash. If you're throwing a theme party, have a vote for the worst dressed, wackiest outfit or poorest effort and ask them to pay up.
- Cash bar. If you have an R18 soiree you can raise funds from bar sales.
- Sell Oxfam badges or Make Poverty History wrist bands. You can order these online from the website at www.oxfam.org.nz/shopping
- Matched giving. Double your funds raised instantly! Many companies are willing to match amounts raised by staff members who raise funds for charity.
- Sell tickets to your private event, a public function or a local performance.
- Get sponsored. Ask people to pitch in money in support of an activity you do, like finding a different mode of transport to work every day of the week (and colleagues could bet on whether you'll show up on time!)

Your Own On-line Fundraising Page on the Oxfam Website

Oxfam will establish an on-line fundraising page for your event.

Contact Oxfam NZ about using this link on 09 355 6500.

How to... make it all happen

A checklist to help you out.



Read my Fundraising Guide

Talk to friends about what sort of fundraising you can do.

Build a team – Beyond the committee, consider engaging schools or other water-related parties to share the workload.

Write a plan – make a checklist of all the things you'll need and work out a budget and consider any legalities and safety issues (e.g. insurance)

Pick a date – check calendars like Wotzon.com or Upcoming.org to make sure you don't clash with a big community or entertainment event.

Set up my Online Fundraising Page – we will send you a link to your online fundraising page.

Promote my WfS event – write up a publicity plan (check out pages 5-6 for suggestions) and email everybody to get the word out!

Add the event to the Committee site – waterforsurvival.ning.com

Event day – Enjoy yourself, be safe and be sure to take lots of photos that we can share.

Thank you - The funds you raise will make a significant difference to Oxfam in overcoming poverty and injustice.

Keeping it Legal...



Health and Safety matters

When it comes to fundraising events and activities that involve the public, there are rules and regulations. You are responsible for ensuring that any event you organise in aid of Oxfam complies with the law. Oxfam can not and does not accept liability for events run in its name.

There are loads of resources for information and advice on running events and activities. Local police may be able to offer advice and support; depending on what it is you would like to do. If you describe your intentions and explain who is likely to attend, these organisations should be able to advise you.

There are also books about fundraising that you might find useful and that should be available from your local library. The internet is full of advice on organising events (just make sure the information/advice is applicable and relevant to New Zealand, not any other country).

Remember:

- ✓ Keep it safe and legal
- ✓ Seek advice from, and check, with your local Council for any necessary permissions, licensing, trading standards and health and safety issues.
- ✓ Contact your local police if you are planning an event in a public place. For example, if the event is to be held on public roads or if it could cause traffic disruption.



Safety

Make sure that everyone is safe while having fun and raising funds for Oxfam.

Always ensure that children are safe and that you do not allow them to ask for/collect money alone or without an adult (someone over 16 years of age).

Oxfam cannot accept responsibility for accidents, so make sure that your event is safe for all concerned.

Oxfam does not encourage particularly hazardous activities like hang gliding, parascending, microlighting, abseiling, parachuting, assault courses or bungee jumping.

If sub-contractors or facilities (portaloos, bouncy castles etc) are used, make sure that they have the requisite experience and insurance cover.

Consider First Aid requirements. Contact your local branch of ...

Consider fire safety- contact your local Fire Station.

Consider taking advantage of other national sources of free health and safety advice, for example...

Go green:

Please remember, wherever possible, to organise recycling for your event. Provide different- coloured rubbish bag for different materials - plastic, paper, glass. For bigger events, contact your local council for advice and/or assistance or check out

<http://www.eventsustainability.co.uk>

Keeping it Legal...

Use of Oxfam Logo/Brand/Web links



Oxfam Branding

All fundraising/publicity materials you produce must make it clear that you are fundraising **in aid** of Oxfam, but that **you do not represent Oxfam**.

All publicity materials need to include all the following statements:

- 1 "All proceeds/profits will go to Oxfam."
- 2 "Oxfam New Zealand is a registered charity (AK502175)"
- 3 "Oxfam works with others to find lasting solutions to poverty and injustice."
- 4 "Oxfam NZ is a member of Oxfam International."

Commercial organisation's can only use Oxfam's name or logo with written permission.

If you wish to involve companies in an event and they want to use Oxfam's name for their commercial benefit, please contact us at oxfam@oxfam.org.nz.

Web link

If you set up a website for the event/activity you are organising, it is possible to provide a link from it to the Oxfam NZ website. The only conditions are that your website **does not claim an official or contractual partnership** with Oxfam; that you are careful to represent Oxfam correctly in context; and that if used, Oxfam's logo is linked directly to one of the following URLs:

For general information, please use this link: <http://www.oxfam.org.nz>

For a single donation or regular monthly gifts, please use this link: <http://www.oxfam.org.nz/donateonline.asp>

Mandatory Statements

Wherever you use the Oxfam logo you must make the following statement:

This event is organised by *<YOUR NAME OR GROUP NAME>* in aid of Oxfam New Zealand, a registered charitable trust (no. AK502175) and a member of Oxfam International.

All proceeds/profits will be donated to Oxfam to support its work to find lasting solutions to poverty and injustice

If you are raising funds for a particular aspect of our work, you may wish to replace the last sentence with something a little more specific, eg

All proceeds/profits will be donated to Oxfam to access to safe water in East Asia and the Pacific.

Keeping it Legal...

Use of Oxfam Logo/Brand/Web links



Printed material

The same conditions apply when using Oxfam's logo on any **printed publicity materials**. Logos can be requested by emailing event@oxfam.org.nz. Any inappropriate use of or inaccurate reproduction of Oxfam's logo, is potentially very damaging to Oxfam's brand/image and reputation.

In order to comply with **charity law**, all materials showing the name or logo should also specify: 'Oxfam NZ is a registered charity (AK502175).'

Note: The above information is applicable to and for the use of individuals. Any companies wishing to associate with Oxfam need to email Oxfam at event@oxfam.org.nz or phone 0800 400 666.



Brand Associations

Oxfam works with others to overcome poverty and injustice. We recognise that the private sector has a major role to play in helping some of the world's poorest people.

We also recognise that some organisations policy and practices can keep people in poverty. A major component of our work is striving to achieve greater economic justice for many of the world's poorest people. Oxfam is bound to work only with those companies which can demonstrate a real commitment towards good working practice.

Many New Zealand owned companies are aware of their ethical obligations to manage their supply chain ethically. Some large multinational organisations may not be. In one or two sectors such as mining and natural resource extraction and tobacco, the entire industry is so exploitative that Oxfam will not be associated with any company operating within it.

Please contact us if your event has a major sponsor whose activities may conflict with Oxfam's values.



How to... get publicity and media coverage

Some ideas on how to get media coverage from Robin Hickman of *Engage*, a public relations agency in Auckland.

A story about your Oxfam DIY in print, broadcast, or online media is an excellent way to get the word out that your event is happening, and encourage people to get involved.

Here are some ideas on how to go about getting some media coverage before your event– and during it...

- Work out what will happen around your Oxfam fundraiser, from when you start planning, through to the day of the event. Try to identify activities or action points that might make a potential news story, or an interesting photo. For example:
 - If you are putting on a gig you could do a media release at the beginning of your planning, for example, about seeking support from local bands to play at your event, then follow that up a week or two later with a release saying how many bands have signed on (this may talk about ‘a great response’ or ‘we’re still looking for more bands to be involved’ depending on how you are going).
 - A few days before your fundraiser you could do a release about the amount of interest there is, and how people can get a ticket.
 - Your final release may be on the day, noting how many people came along, and how much money was raised and how many signatures you gathered.
- See if you can get one or two local celebrities involved in supporting your event in some way. Your local All Black or Silver Ferns team member, for example, can provide a familiar face for photo opportunities.
- Draft a media release for each story (see *How to... write a press release on page 6* in this Toolkit).
- Identify local media contacts – your local daily newspaper or weekly community newspaper, local radio stations, television, student newspapers, online media. Call the radio or paper and ask to speak to the news desk. Find out what their deadlines are, ask them when is the best time to phone when you have a media release ready, and whether you should send your media release to the news editor or to a particular journalist.
- When you have a media release ready to go (“*Five local bands signed on for Oxfam fundraiser*” or whatever), phone your contact at the newspaper or radio station, and let them know that you are sending a release through, and when to expect it. Then be available by phone if the journalist wants to contact you for any further details.
- In addition to the news desk, your local radio station may have promotions manager. Pick the station that your potential Oxfam audience is most likely to listen to. Call the promotions manager to see if they would be interested in doing a promotion of some sort around your fundraiser. This may range from getting their breakfast hosts to talk about the event and encourage local bands to get involved, to running some sort of competition to win tickets.
- Above all, enjoy!

How to...write a press release

Keep them short and add a quote and a photo to bring the story to life...



The most important news should be in the first paragraph, using the 'Five Ws' –

WHO? You and your planning team.

WHEN? Next month, 11 October 2006.

WHAT? Glam Handbag reunion gig – Part of the Oxfam month of music.

WHERE? Local school hall.

WHY? To spread the word about Make Trade Fair and raise funds for Oxfam.

Do:

- Type your press release with double-line spacing (this allows room for editing).
- Ask someone to proofread it – to ensure it makes sense and to check accuracy.
- Make sure your quoted spokesperson is available for interview/briefings.
- Target the press release to the right people in time to meet their deadlines.
- Make a follow-up phone call within a week.
- Monitor any coverage.
- Provide details of how they can contact you to chat further about it

Don't:

- Use flowery, descriptive language or the past tense.
- Make ten points when you could make just one.
- Assume that the journalist knows what you're talking about.

And remember, your event alone might not get coverage but if everyone sends a press release promoting their fundraising efforts they'll realise something's going on.

PRESS RELEASE

GLAM HANDBAG REUNION ~ JAM-PACKED WITH MUSIC FOR OXFAM

LOCAL BAND REFORMS FOR CHARITY PERFORMANCE

Local seventies glam-rockers, *Glam Handbag* are to reunite for a special one-off fundraising gig in Anytown (home to the band's lead singer, bassist, and drummer). The band will appear to support school teacher Jane Bloggs raise funds for Oxfam as part of the Wild Wellington Mountain Bike Relay, at the Town Hall in Market Street, on Saturday 7th October. Tickets are available at Anytown Primary School or on the door.

Oxfam is an international aid agency that works with poor communities and local organisations to help people address the root causes of poverty.

"We're all busy doing different things these days, but we all liked the idea of fundraising for *Oxfam*, – making music and riding mountain bikes to change lives and fight poverty, so we agreed to do it. I only hope the audience remembers us!"

ENDS

PHOTOGRAPHS ATTACHED: 1. *Glam Handbag* in their heyday. 2. The band with event organiser, Jane Bloggs (far left).

FURTHER INFORMATION: Jane Bloggs on (telephone number) or (email address)

How to... look after money matters \$\$\$

This will be particularly important if you're planning a big public event. It's always worth thinking these things through before you set off!



Budgeting

Make a list of all your likely expenses – you may be surprised at how many hidden ones there are when you think it through step by step. Then make a second list, of all the ways you're hoping to bring money in, again, there may be more than you think! In both cases, be sure to be realistic.

Then take the first away from the second. Are you happy with the result? If you're not, then think of how you can reduce your costs – and increase your takings.

Legitimate expenses

These are any costs incurred in setting up and publicizing an event. You should keep a record of all costs claimed against the event – with receipts if possible. Personal costs incurred in setting up the event, such as insurance, transport or telephone costs, can be claimed against the event, but **no** remuneration/costs over and about those should be claimed. In other words, you should not pay yourself a 'fee' for organising the event out of funds raised.

Handling the takings

If you need a float for your event, make sure you float(s)/change sorted in good time. Think about the prices being charged and the sort of change needed most.

Make sure that someone is responsible for collecting up and banking the money. Lockable cash- boxes are useful, even at very small events. At larger functions, handling the money is a full-time job for one of the organising team. Have two people present whenever cash is handled, and to count/verify the money.

Have lots of plastic coin bags. Bank all the money on the first banking day after the event and in the meantime keep it in a secure place.

Sending in your Oxfam money

The easiest way to pay any money you have raised for Oxfam is through the website using your credit card. Donating online is easy, convenient and cost effective for Oxfam. Go to the Oxfam section of the website and follow the steps! Simple!

Alternatively you can send a cheque to:

**Water for Survival
Oxfam NZ
PO Box 68 357
Auckland**

Make sure you write your name and address and say that your cheque is the money you raised from your Oxfam event.

You can also make a direct deposit into our bank account. The details are:

Oxfam NZ
ASB Bank Auckland
12-3073-0116972-01

Please do not send cash through the post.

Frequently Asked Questions about Oxfam



Who is Oxfam and what do we do?

Oxfam New Zealand is one of 12 independent Oxfams around the world.

Oxfam is an independent, secular organization working with all people regardless of religion and race. Oxfam began in the UK after the second world war in response to food shortages at the time (based in Oxford = “Ox” and working on famine relief = “fam”, giving Oxfam).

Oxfam New Zealand supports communities in the Pacific, South East Asia and Africa to overcome poverty and injustice. When we listen to people at the grassroots level, they tell us they want basic rights, not handouts. Therefore our work links local level action with international campaigns to make trade fair, control arms and make poverty history. As a result, people are growing more food, educating their children, enjoying better health, drinking safe water, and earning a decent living.

What is Oxfam trying to achieve?

Oxfam has five basic beliefs:

1. The right to a sustainable livelihood. We believe everyone has the right to basic needs such as food, shelter and clean water and that people should be able to preserve the natural resources on which they depend.
2. The right to basic social services. We believe health & education services should be available to all.
3. The right to life and security. People should be free to live lives without fear of war, crimes and other acts of violence.

4. The right to be heard. People should be able to organize, speak out and take part in decisions which affect them.
5. The right to an identity. People should be able to live free from discrimination on the grounds of gender, ethnicity or other issues of identity.

How does Oxfam New Zealand work?

Oxfam tries to address the causes of poverty and suffering. We do work on the symptoms too, when it is necessary – for example during times of war or famine. But we believe if we can change the causes of poverty we will have a much greater impact in the long term. A lot of how we work is summed up in the old Chinese proverb ‘give a man a fish and he eats for a day, teach a man to fish and he eats for life’.

How do I get the Oxfam logo?

You can get the Oxfam logo for your own event by emailing us on event@oxfam.org.nz



I want to adapt the Oxfam logo. Can I make my own?

We want you to make Oxfam your own. This means that you can design your own artwork and add the Oxfam logo that we provide. However, we ask that you don't alter the Oxfam logo in any way.

Frequently Asked Questions



Continued...

Where does my fundraising go?

Oxfam will use the money to support its work in more than 100 countries around the world. Oxfam New Zealand works mainly in the Pacific and East Asia. Visit www.oxfam.org.nz to find out more about Oxfam New Zealand's work.

Can I say it's an Oxfam event?

If you would like to make a connection to Oxfam, it's best to say 'In Support of Oxfam'.

What happens if my event is a disaster, no-one turns up, and I don't cover my costs?

Oxfam encourages you to research every aspect of your event thoroughly to make sure you are not taking any undue risks. Please don't risk a lot of money on your event – it will create stress. We would rather you planned something small and had fun. Oxfam won't be able to reimburse you or take any responsibility for any money lost as our funds are directed to our vital work overseas.



Other Ways To Get Involved with Oxfam NZ!



**Thank you for your on-going support.
Please do not hesitate to contact Oxfam New Zealand
09 355 6500 or www.oxfam.org.nz**