

Fundraising Guide

In support of **United Through Sport**

Fundraising is a great means of covering the cost of your time at Camp. With some bright ideas, good planning, and a little patience, you may be able to raise the majority, if not all, the funds you need to cover every aspect of taking part in the Camp Caribbean experience.

About United Through Sport

An Introduction To Fundraising

Fundraising Ideas

Sample Fundraising Letter

Volunteer Sponsorship Form

Sample Letter for Local Press

Contact Information

**Don't forget, you can call or email us
with any questions if there is anything
you are unsure about.**

**Tel: 0161 222 3780
info@CampCaribbean.org
www.CampCaribbean.org**



United Through Sport

Camp Caribbean are honoured to support the UK-based charity United Through Sport. Founded in 2005, United Through Sport is an international sports development charity that unites people from around the world to play sport and tackle social inequality.

Their Mission: Alleviate the symptoms of poverty through the power of sport by enabling disadvantaged communities to:

PLAY

Play sport where access is limited using direct sports coaching – for its health benefits, improved emotional well-being and increased life skills (teamwork, leadership, decision making, communication).

TACKLE

Tackle social and health issues through sport- addressing employability and prevalent community issues such as gang culture and drug abuse in a fun and interactive manner on the sports field.

UNITE

Unite people through sport - by providing pathways to success for talented and dedicated individuals through scholarships, sport clubs & National teams.

United Through Sport supports two core programmes. The first is the ‘Mass Participation Programme’ (like one giant sports day!) which gives local disadvantaged kids the chance to play and enjoy the sports they love but do not have access to in their weekly lives. The second is the ‘Schools of Excellence Programme’ which provides top-level coaching and academic schooling for talented students. The selection of these children is directly influenced by each Camp Caribbean volunteer. In effect, as a programme participant, you become a scout and play a direct role in helping these children go on to a better education, leading to a brighter future.

The money you fundraise directly benefits all aspects of the Camp Caribbean programme and you will experience this first hand during your time at Camp.



For more information on the Charity, or to request materials (images/Video) to assist with your fundraising, please email info@CampCaribbean.org



Why Fundraise?

- It enables more people like you to volunteer & work abroad, which makes a greater positive impact on underprivileged lives and communities from around the world.
- It allows your friends and family to get involved with a worthwhile cause and make an important contribution towards it.
- Fundraising is also a valuable skill to add to your CV/Resume.

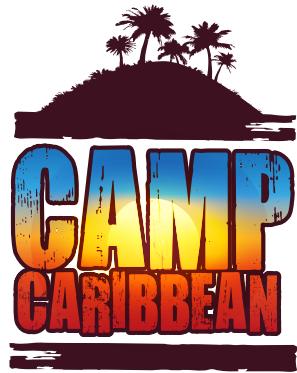
What to Fundraise for?



Getting Started

- Set a goal of how much you need to raise: Take into account travel costs and personal spending money as well as your trip fee (remember accommodation and food is included within the Camp Caribbean programme cost!).
- Consider how much time you have to raise the funds before you depart for Camp.
- Make a list of everyone you know: This creates a network of people who can help you, not just financially, but for ideas and support.
- Plan ahead: Use the time you have wisely. The more you plan, the more you raise!
- Request your fundraising pack - we normally send you a pack full of Camp Caribbean goodies, including your very own brand t-shirt, out with your pre-departure information 4 weeks from Camp. If you would like to receive this pack earlier to assist with your fundraising, let us know!

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Fundraising Ideas

Now you know how much you need to raise, and who can help you to raise it, here are some useful fundraising activities to try out

Produce a Leaflet about your Trip

Letter-Writing

Email Fundraising & Donation Platforms

Organise an Event

Printed Press & Media

Grants and Benevolent Societies

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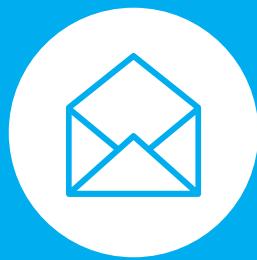


Produce a leaflet about your trip to camp

This can be used in conjunction with a letter sent to potential donors. Use it to give some information about the worthwhile project you will be taking part in down in St Lucia. Make it interesting and explain where you are going, who you are going with and what you will be doing there. Also, include how much you need to raise and the date you are leaving.

You could also sign up with **Total Giving** to raise money for United Through Sport and use your leaflet to direct people to your fundraising page. Click **HERE** for more.

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Letter-Writing

This goes hand in hand with your leaflet. A letter has more impact if a fundraising leaflet accompanies it. Large businesses receive hundreds of letters asking for donations every year so by enclosing a leaflet containing all the information they need to be able to authorise a donation, you will stand more chance of receiving financial support. Feel free to use both logos attached to add to your letter to officiate your fundraising.

- Keep it brief and to the point: one page is enough since too much information can often dilute the message and put people off.
- Target organisations that will be interested in your particular project. Also, if you know senior members of a company, or you are resident in the same town as the company headquarters, your request will be more relevant to them and will stand more chance of success.
- Always address an individual: your letter is more likely to be read this way and it prevents the letter appearing mass-produced.
- Offer something in return: most companies are keen for any marketing power so offer to wear the company logo on a T-shirt during your trip and to mention them in any fundraising acknowledgement you produce. Also, offer to bring back photos they can use in company newsletters etc.
- Phone calls: many companies may read your letter and put it to one side. Making a phone call will remind them and will also make the request more personal.
- Follow up and Thanks: after Camp, remember to thank ALL your donors again and give them the acknowledgement they deserve. You could send thank you cards with a picture of yourself on the project or you could even hold a presentation/event where you can thank all the donors and show them the good work their generosity brought about.

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Letter-Writing (cont.)

Key Points

When writing your letter make sure you cover the following key points:

- 1** Introduction: Briefly introduce yourself, who you are, what you want to do, when and why.
 - 2** What you will be doing at Camp and the skills you will be bringing to the experience.
 - 3** Include a brief background about Camp Caribbean and the charity United Through Sport (refer to your leaflet as well here)
 - 4** How much you need to raise to be able to volunteer abroad. Request a specific amount of money and offer something in return. Tell them how they can make a donation.
 - 5** Make it simple for people to leave donations. Donations can be made to you direct (by cheque, cash or through equipment sponsorship). Include the volunteer contribution form in all your fundraising correspondence (Found in this document!)
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NB: Always keep a track of who has sponsored you, and how much they have donated.

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Email Fundraising & Donation Platforms

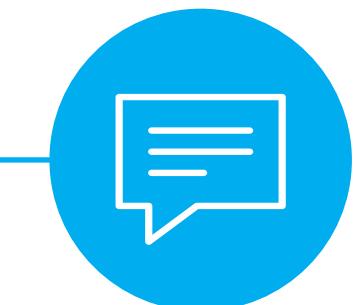
TOTAL GIVING

Click **HERE** for the Total Giving page for the charity you will be supporting when taking part in Camp Caribbean, United Through Sport. Using this is a cheap and very effective way to raise money.
Note: By selecting 'Gift Aid' this does not make up any of your required fundraising. You must still raise the full £500!



EMAIL

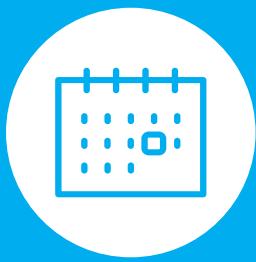
The good thing about an email is that it can reach a large number of people very quickly. You can also include images of yourself the project and our brand logo to back up your request and you can always refer people back to our website from your email.



SOCIAL MEDIA

There is no denying the power of social media platforms like Facebook or Twitter. Like with an email, your posts can reach a large number of people very quickly. You can also include images of yourself, the project and our brand logo to back up your request and you can always refer people back to our website from your email.

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Organise an Event

Events can provide a great focal point for your fundraising. They take a good deal of organisation, but are great fun. A sponsored event may not be your biggest earner, but it will be the best way to attract publicity. Events are especially useful when you are looking for business sponsorship. Companies can use your event to promote themselves and gain recognition for their donation to a good cause, which is important.

Your network of friends and family is vital to a fundraising event: Think about who can help you out; do you know people who run bars or nightclubs? Do you have friends in local clubs who can lend you a venue? What attractions can you offer to those coming to your event? Raffle prizes? Auctioned goods? All of these are things you should be trying to get for free. The less you spend on the organisation of your event, the more you will make from it in the end!

Get as much publicity as possible: Write to the local newspaper to advertise what you are doing and where and when it is happening. Ask a local company to sponsor the event and provide you with t-shirts and banners etc. Create flyers and give them out wherever you go. You can also use your event to publicly thank all the people/organisations who have supported your cause (and remember to invite them beforehand as well!).

To help publicise your event, why not use our included event poster!

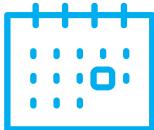
Remember, the further your event goes toward helping people, and your local community, the more participation you are likely to get and the more money you will raise at the end of it.

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Event Ideas



- Themed club nights (e.g. an applicable event like an Caribbean Cultural Night).
- Balls and dances (e.g. barn dances or a line dance).
- Fashion shows (using friends and family for models).
- Bingo!
- Quiz Nights

TICKETED EVENTS

- Sponsor a 'distance' (run/swim/walk/skip/crawl for donations per mile covered).
 - Sponsored silence (donations per minute silence).
 - Sponsored tree (planting in association with the local authorities)
- Note:** You can use websites like **Total Giving** to raise money for the charity.

TICKETED EVENTS



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- Car boot sales (the local community sell their old junk & donate the proceeds to your project).
- Village fete.
- Carry out community services for small fees (e.g. cutting lawns, painting, washing).
- £5 a car' wash (contact your local petrol station or supermarket car park to see if you can set up your event there on a Saturday).

COMMUNITY EVENTS

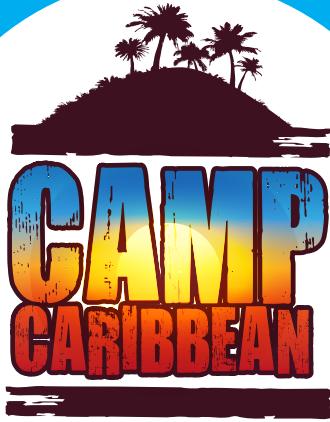
- Sell local arts and crafts (do you have a friend who is an artist or creative family member?).
- Create objects traditional to the country in which you are volunteering and sell them.
- Sell goods/equipment that you have received through sponsorship.
- Have a cake sale.

COMMUNITY EVENTS

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Event



Where

Date

Time

Contact

Other info

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Printed Press & Media

Sending press releases to publications can gain good publicity about your fundraising, particularly if you have an event organised (this is why an event is such a good 'focal point' for your fundraising). Public events are something that the readers can take part in, and will therefore make your fundraising press release more relevant to the audience you are targeting.

- Send a release to the appropriate editor (or any other appropriate contact).
- Use a punchy headline.
- Keep the message clear and to the point and convey it in the very first paragraph ('who, what, when, where and why').
- Write in 3rd person, in a 'news' style that is professional and to the point.
- Your contact details should be listed at the top.
- Keep it short (1 page max – journalists are busy people!).
- If sending it by post, include a good photograph of yourself as well.

LOCAL NEWSPAPERS

Newspapers are always keen for local human-interest stories, especially involving locations and communities that they do not often hear about. Make sure your fundraising incorporates the local community in some way. Prepare photographs of yourself, or be prepared for photo-shoots in support of the article (you can also ask us for photos of the project as well).

SPECIALIST MAGAZINES

Magazines will be looking for more background than your local newspaper. They are unlikely to run a story just about fundraising and will probably want a personal account from you. This could include your decision to volunteer, how you think it will help you, what you are leaving behind and an account of your experiences on return. Target travel, charitable, environmental, educational or local magazines.

LOCAL RADIO STATIONS

Like local newspapers, they are hungry for news and especially if they are 'talk radio' stations (these often have hours of space to fill). A good sponsored event will be enough to get you onto the radio but be ready to come in and be interviewed, or to give a phone interview before the programme.

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Grant-Making Bodies & Benevolent Societies

These organisations can prove to be a valuable source for any fundraising volunteer. There are hundreds of grant-making bodies and trusts that have money reserved for charitable causes like yours. Spend some time identifying the right organisation to target, find out what criteria you have to meet, and apply for a grant. See below for some pointers:

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- Identify which society best suits your financial needs.
 - Find out how to make an application. You could also include a fundraising letter with your application, as well as your personal leaflet.
 - Offer the society newsletters about your placement and a slide show presentation on your return (these will be of great interest to their meetings).
 - Target specific groups like Rotary Clubs, Lions Clubs, Masons, Round Tables, for example.

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Sample Letter

Below, we have devised a sample letter template to assist you in preparing your own. Remember this is only a guide and we encourage you to change sentences and paragraphs to personalise your own letter.

Dear NAME,

I am currently a student in my final year of (**COURSE/INSTITUTE**) and (**IN MONTH OF DEPARTURE**), I plan to travel to the Caribbean. I am going with a UK based organization called Camp Caribbean who work with the registered charity United Through Sport. They are dedicated to helping community based development within underprivileged areas. I shall be working as a volunteer, primarily as a (**PLACEMENT TITLE**), with a community of people living in and around the city, St Lucia.

I am writing to you in the hope that you may be interested in providing some support for my work in the Caribbean. In order to participate in this project, I will need to raise £X. This covers my airfare, vaccinations, project and living costs. I have already saved £X from my current job and I am hoping to gain the rest through further work and fundraising. I would be extremely grateful if you would consider making a contribution towards my venture. There are many ways a contribution can be made to help me take part in this project abroad.

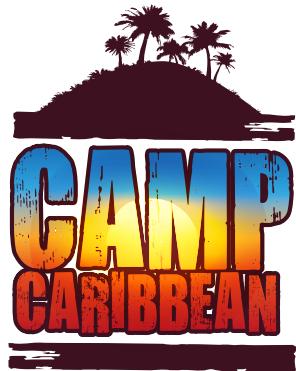
1. Donating equipment (specific for my project)
2. Donating schools equipment for the schools that the organisation works with (including anything from pens, coloured pencils, crayons, erasers, rulers and exercise books to glue, scissors, sketch pads and paints)
3. Donating a sum of money to help purchase any of the equipment listed above.
4. Donating a sum of money to help with my personal fundraising to go out as a volunteer.

I would be extremely grateful for any help that you could provide. Details of how to make a donation are enclosed. Please could you let me know whether supporting my work in South Africa appeals to you? (**NB: NOW OFFER SOMETHING IN RETURN FOR SUPPORT E.G. PUBLICITY, PRESENTATIONS, WEARING COMPANY T- SHIRTS ETC.**).

Thank you for your consideration and I look forward to hearing from you.

Yours sincerely,
(**VOLUNTEER'S NAME**)

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Volunteer Sponsorship Form

Please support in their desire to go and help the people of by volunteering with Camp Caribbean, in support of United Through Sport.

NAME	ADDRESS	PHONE #	DONATION	COLLECTED
e.g John Smith	51 The Drive, England	07712345678	£10.00	20th April 2017

Tel: 0161 222 3780
info@CampCaribbean.org
www.CampCaribbean.org



General Letter to Send to the Local Press

(Sending this will also give us some publicity which is key for recruiting more volunteers to continue our project work abroad)

MR/MRS/MS ADDRESSEE
ADDRESS
TOWN
POSTCODE
TELEPHONE NUMBER
EMAIL
DD MONTH YYYY

Dear **NAME OF EDITOR OR OTHER CONTACT**,

I am writing to you because I thought you maybe interested in my story. I live in (**LOCATION**) & I am currently a student in my final year of course at (**SCHOOL/COLLEGE**). (**IF YOU HAVE ALREADY LEFT SCHOOL THEN EXPLAIN WHAT YOU ARE CURRENTLY DOING AND WHAT YOU DID BEFORE THIS**).

In (**MONTH OF DEPARTURE**), I plan to travel to (**COUNTRY**) with Camp Caribbean in support of the charity United Through Sport; an organisation dedicated to helping community-based development in underprivileged areas through structured projects. I shall be living and working as a volunteer, primarily as a (**COACH/TEACHER**), alongside a community of people in around the city, St Lucia.

It would be very beneficial if you were to run a short story about my time abroad. Not only will it be a good interest-story for the community, but it will also raise awareness of the work I will be doing. This could lead to possible sponsorship or support for my voluntary project. The story would also mention the work we do with underprivileged communities. This could help the recruitment of volunteers and in sustaining their future project work.

If you think my experience would be of some interest then do let me know. I would be happy to send you some information about what I will be doing and answer any questions you have. My details are at the top of the page. I hope to hear from you soon.

Yours sincerely,
(Your Name)

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Contact Information

Camp Caribbean HQ

Phone: +44 (0) 161 222 3780

(Office Hours: Monday - Friday 10am - 6pm)

Email: info@CampCaribbean.org

Camp Caribbean HQ

Unit 5, The Foundry

325 Ordsall Lane

Salford, M5 3LW

Good Luck Fundraising!

The Camp Caribbean Team x



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