



**arms around
the child.org**

TIPS FOR FUNDRAISING

£10+ - Online Auctioning:

- Do you have items that are of some worth that you no longer use? Do you have foreign currency leftover from a holiday that you want to get rid of? Sell them on eBay!
- Items such as designer clothes, perfume, foreign currency, specialist equipment, shoes etc sell really well on eBay. You can select for Arms Around The Child to receive anything from 10% to 100% of the sale price - but you will still receive the postage and packaging costs.
- Arms Around The Child has a Mission Fish account with eBay, allowing you to send the donation of the sales straight through to AATC via your Pay Pal account once the payments have been received. Please see http://donations.ebay.co.uk/charity/charity.jsp?NP_ID=26370 for Arms Around The Child on eBay.
- All you need to do is list your items as normal, and add the option on your listing to donate to charity - and select Arms Around The Child. You then select what percentage you would like to be donated.
- If you are a UK tax payer, remember to adjust your Donation Account settings to allow Gift Aid to be donated from all of your sales. This does not affect you in any way; it just means that the donation is eligible tax relief - allowing an extra 25% of the cost to be donated - with no extra cost to you!

£100 - £150 - Bake a cake Sale:

- Set up a table in your school or work canteen or main hall way
- Get friends and family to bake a plate of goods or donate an hour of their time to sit at the bake sale
- Have donation jars on the table - sell your goods by donation (people usually give more money when there isn't a price attached)
- Run your bake sale until all items are sold!
- Hold a bake sale each week - people will come to expect you and your treats to be there!

£200 - £250 – Summer Fetes/Car boot sales:

- Book a table with your local summer festival - these sometimes come at a charge of £15 to £40
- Dig through old clothes/toys/jewellery - and get all your friends to do the same! Popular items include DVDs, jewellery, perfume and books
- Advertise your stall on Facebook and Twitter (and the fete/car boot would already be heavily advertised locally)
- Set up all your items varying by price out on your table
- Donate your profits to Arms Around The Child!

£500 - Give Us Your Change!

- Save your pennies and spare change in a jar over a period of 2-3 months - and encourage friends and family to do the same
- Make an end date for all members to bring the jars back to you and count all the change collected!
- If you have 20 jars and each has £25 - that is £500!

£500+ – Take Part in a Sponsored Event:

- Do anything you want to do that challenges you and will encourage people to sponsor you! Great ideas are sky dives, running events (Arms Around The Child has places at the Brighton Marathon), climbing the UK peaks, cycle rides... The list is endless!
- Set up a page with www.justgiving.com or <http://uk.virginmoneygiving.com/giving/> to start taking donations!
- Email your friends and family and advertise your page via Facebook and Twitter. Contact Arms Around The Child to advertise your sponsored event on our Twitter/Facebook pages too!



£££ - Regular Giving:

- Find out about payroll giving or Give As You Earn at your workplace, and set up an amount to make regular payments to Arms Around The Child directly from your salary
- The payment is taken out before tax, so you hardly even notice it from your normal salary
- Encourage colleagues, friends and family to do the same, and help to maintain health and nutritional services at AATC sites.

Calling all students!

Take advantage of Freshers' Week! Think of the number of students concentrated on campus in that first week back! Get in contact with your Raising and Giving (RAG) Team!

DURING THE DAY: Awareness Events

£150 – Map of Africa on Campus:

- Find an old bed sheet and draw the shape of the African continent on it - big enough to take up most of the sheet
- Create some sort of visual display describing the efforts of Arms Around The Child and some important statistics about AIDS
- In developing countries, 15 million people are in immediate need of life-saving AIDS drugs, yet of these only 5.2 million (35%) are receiving these drugs
- Tragically, a child dies from an AIDS related cause every other minute
- More than 16.6 million children under 18 have been orphaned as a result of AIDS
- Ask people to spread their change over the map to fight AIDS
- Attempt to cover the whole map with change!



£250 – Break a Record Event!

- Brainstorm fun, engaging and comical activities that students can pay to participate in on campus!
- Ex. Make X number of baskets in X number of seconds, farthest jump, etc
- Start in the beginning of the day and keep track of the records
- Encourage students to try and beat the current score



£250+ - Workin' at the Car Wash!

- Get a group of friends together who are willing to get their hands dirty and help AATC at the same time!
- Contact your RAG Team to get an area on campus where you could set up that is accessible to cars without causing a blockage, and set a date
- Advertise your event on the social notice boards and on the university radio station
- Get cleaning and charge £5 per car! If you clean 50 cars - that's £250 for AATC!

NIGHT TIME: Large Contribution Events £1000 - Party for Freshers' Week:

- Team-up with the social coordinators of Freshers' Week and your university RAG Team to plan one night in the new schedule to benefit Arms Around The Child
- Work with the social coordinators to find a venue for the event to be held and set up ticket prices with the venue (all proceeds from ticket sales should benefit AATC)
- Create an agreement with the venue, the social coordinators and the RAG Team for AATC to receive all ticket sales in exchange for bringing service
- Have AATC logo placement on all tickets and flyers
- Invite your friends, send emails, create a Facebook event, post flyers and sell tickets
- Make sure to have some visual display for AATC at the event about our work and what we do
- Send all proceeds to AATC and make sure to send out thank you letters to the venue management, social coordinators and RAG Team!

AATC embraces new and exciting ideas to raise money for the cause.

Please contact info@armsaroundthechild.org and let us know what you would like to do to help out.