



# FUNDRAISING GUIDE

**Tackling poverty head on.**

Join Team Farm Africa  
and help farmers in  
eastern Africa thrive.



Photo: Farm Africa / Jumba Martin

**GROWING  
FUTURES**

## WELCOME

FARM AFRICA'S  
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HOW YOU  
CAN HELP

FUNDRAISING

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CASE STUDY:  
BOOMING  
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THEY DID IT,  
SO CAN YOU

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# WELCOME TO TEAM FARM AFRICA

**Thank you for joining Team Farm Africa and helping farmers in eastern Africa to grow more, sell more and sell for more - while protecting the environment for generations to come.**

In this guide you'll find plenty of tips and advice on how to make the most of your fundraising. Every pound you, your friends, colleagues and family members raise for Farm Africa will make a huge difference.

**Tip:** This digital fundraising guide is clickable, use the side column to navigate or scroll down!

Join our community online:



Discover our fundraising hub:

**[WWW.FARMAFRICA.ORG/FUNDRRAISE](http://WWW.FARMAFRICA.ORG/FUNDRRAISE)**

Contact our team:

[events@farmafrika.org](mailto:events@farmafrika.org) | 020 7841 5160

Photo: Farm Africa



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# FARM AFRICA'S WORK

Today, almost half of the world's extreme poor live in sub-Saharan Africa. The vast majority work in agriculture.

Farm Africa puts world-class expertise into farmers' hands, making them productive, climate-smart and competitive. Farm Africa specialises in three key areas:



## AGRICULTURE

Developing agricultural expertise for long-term change



## ENVIRONMENT

Safeguarding the environment for years to come



## MARKET ENGAGEMENT

Supporting smallholder farmers to build their links to markets

Across DR Congo, Ethiopia, Kenya, Tanzania and Uganda, we deliver projects that provide training and tools for smallholder farmers to embed sustainable agricultural practices, develop thriving businesses and build resilience to climate change.

## WHERE WE WORK

We currently work across five countries in eastern Africa. Click on a country to discover how our projects are helping farmers right now.



In 2019, Farm Africa reached 830,000 people across eastern Africa.

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## HOW YOU CAN HELP

Every pound you raise can make a real difference to the lives of farmers, their community and the environment around them:

- £11** could provide training to one woman in high-quality coffee production.
- £65** could help five farmers use their natural resources sustainably - so their land can be farmed for generations to come.
- £146** could help provide a grain silo so that farmers can store their harvests safely.
- £245** could help provide two beehives, equipment and expertise to train one farmer with their beekeeping business in Ethiopia.
- £729** could help provide agricultural training in land preparation, planting, harvesting and processing crops for 60 farmers in Tanzania.
- £1,505** could help provide a large greenhouse to grow food in harsh environments.



Photo: Farm Africa

The more you raise,  
the bigger the impact!

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# FUNDRAISING

The simplest way to ask friends, family or colleagues to sponsor you is to set up an online fundraising page.

1

## CLICK & CREATE

We work with [JustGiving](#) and [Virgin Money Giving](#). Choose one and click the 'fundraise' button and follow the on-screen instructions.

2

## TARGET & TELL

Pick a fundraising target, page title and team members if you have them. Tell people why you are fundraising for Farm Africa and how their donation can make a difference!

3

## SHARE & SMILE

You've set up your page, now it's time to share! Post the link on your social platforms regularly with updates of your progress and smiling selfies. The more updates, the more engagement, the more donations!

*Tip: Ask those likely to sponsor you with a larger amount first to encourage others to be generous with their donations.*

25%

of your fundraising can be boosted if your sponsors are eligible for [Gift Aid!](#)

*giftaid it*



Photo: Josh Raper

Prefer fundraising in-person and offline? [Click here!](#)

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## GET INSPIRED

You can make just about anything a fundraiser, but here are a few ideas to inspire and help you to hit that fundraising target:

Raise £50 or more by hosting a **Coffee Club**.



Raise £100 by **getting green fingered** and accept donations for gardening.



Raise £200 by **selling unwanted items** on eBay or by having a car boot sale.



Raise £250–500 by organising a **pub quiz**. Recruit eight teams (or more) of six people. Charge £5 per person to enter and hold a competition or raffle on the night to boost your fundraising.



Raise £1000 by organising a **barn dance or small farm festival** in your community. Charge an entry fee and provide entertainment such as a live band, face painting and a vegetable sculpture competition. Promote the event in local media.



Farm Africa can provide branded materials such as t-shirts, leaflets, collection buckets and posters. [Get in touch](#).



Whatever activity or event you decide on, make sure you are keeping yourself and others safe and that your fundraising activities are legal. Check out our safety and [legal guidelines](#).

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“After joining the project, we soon realised the benefits of also being in a farmers group such as receiving the training and having access to seeds. We can sell our crops together and bargain for the price together. I am happy because now I’m knowledgeable of the market and I’ll receive greater income through sunflowers.” Fausia Ngaida

# **YOUR FUNDRAISING CAN CHANGE LIVES**

**480 sunflower farmers and cooperative members are receiving training and support from Farm Africa to establish or develop sunflower businesses.**

Farm Africa is helping Tanzanian farmers like Fausia to access and grow varieties of sunflower seeds that can withstand extreme droughts and pests, and produce twice as much oil. That means twice as much income too!



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# THEY DID IT, SO CAN YOU

Josh, Isla, Violet and Edie pushed and pedalled around their local park 66 times to mark the equivalent distance between two sesame farms in Kenya.



**£532  
raised!**

## VIOLET'S TOP TIP:

"Believing in yourself and team work are really important. If you are doing an individual event then having your friends and family cheer is really helpful."

East Sussex farmer and longstanding supporter Tim Jury welcomed around 300 happy campers to his farm through opening a pop up campsite over the summer. Tim displayed some information on Farm Africa's work and charged a minimum donation for securing a plot.



**£2,375  
raised!**

## TIM'S TOP TIP:

"If you're thinking of doing some fundraising in the community, my advice would be to think about what resources you may already have that could work as a fundraiser. In this case it was using my farmland and our glamping business - the response was amazing!"



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# THEY DID IT, SO CAN YOU

Suffolk farmer Giles Abrey took on a momentous challenge to fly solo from London to Cape Town in a home built aircraft. He spent just over 70 hours flying 7,905 miles with 27 flights across 14 countries and crossing national borders, mountains, deserts and seas. Along the way, Giles even visited one of our projects in Ethiopia!

**£13,705  
raised!**



## GILES' TOP TIP:

"If you're thinking of taking on a challenge for Farm Africa, I'd say go for it! Allow time for planning and don't be afraid to ask for advice or support from others. And don't forget to reach out to your local and business connections for sponsorship!"

Discover more top  
tips from our Farm  
Fundraisers [here!](#)

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# PLANNING YOUR EVENT

Planning your own event is a great way to boost your fundraising. Whether your event is big or small, allow yourself time to plan. Here's our step by step guide to planning your own event:

Remember, we're here to help! [Contact us](#) if you'd like more advice or to talk through some of your event ideas.

## 1 Decide what kind of event you would like to host.

Make sure you have the time and resources to bring your ideas to life.

## 2 Assemble your dream team.

Get your friends and family on board to help you plan and make this happen. Do any have useful skills or contacts you could use?

## 3 Set a time and date.

Consider your audience's working hours and what other events are happening. Is your event in line with a special celebration? Is the weather a factor?

## 4 Set a budget and a target.

Be realistic with your target and when setting any price points. Keep it simple, be resourceful and pull in some favours wherever possible to keep costs down.

## 5 Choose a venue.

Make sure your venue has the required space and facilities you need. Try asking local venues if they would consider hosting your charity event free of charge.

## 6 Prize sourcing.

Use your network to secure some great prizes to boost your fundraising activity. [Get in touch](#) if you need an official letter to prove you are fundraising for Farm Africa.

## 7 Spread the word.

From social media to word of mouth, see the next page for useful tips.

## 8 Enjoy your event.

Take lots of photos! Don't forget to let us know how it goes.

## 9 Pay in your money.

Raised online, offline or both? Check our [fundraising hub](#) for guidance

**Thank everyone.** To those who attended, donated and helped out with your fundraising, remember to thank them all by phone, message or a shout out on social media!

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## SPREAD THE WORD

**The more you talk about your fundraising, the more people will donate! Make sure you publicise what you're doing and don't be afraid to keep reminding them!**

- **Contact your local newspaper or radio station.**  
Use our [press release template](#).
- **Use social media.**  
Include @FarmAfrica in your Facebook and Twitter posts and @farm\_africa on Instagram. And include #TeamFarmAfrica.
- **Update your email signature.**  
Include a short sentence about your fundraiser in aid of Farm Africa with a hyperlink to your fundraising page.
- **Word can travel far.**  
Share what you're doing for Farm Africa with your workplace, university and other groups, clubs or communities you may be connected to. It may lead to further support and donations!

**Before publicising your fundraiser far and wide, remember to ensure it's safe and legal.**

Photo: Farm Africa



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**“**There is great change in my chilli [farming]! The seeds supplied and the technical support on chilli farming that Farm Africa gave motivated me to keep trying. My income will double after my chilli harvest.” Tom Glalal

# YOUR FUNDRAISING CAN CHANGE LIVES

For every £1 spent by Farm Africa, 85p is spent on our sustainable farming projects in eastern Africa, with 10p spent on support costs and 5p invested in generating more funds.

With the right seeds and the right knowledge, lives like Tom Glalal are changing for the better with your fundraising. Lira, northern Uganda, is an area that experiences widespread poverty and extreme drought. Yet farmers like Tom are gaining the agricultural skills and quality seeds to capitalise on the growing demand for African bird's eye dried chillies and pay for the food and healthcare their families need.

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## FAQS

**Q| Have a question about running and cycling?**

**A|** [Click here.](#)

**Q| Have a question about our projects?**

**A|** [Click here.](#)

**Q| Can I request materials such as collecting tins, buckets, balloons and posters to help me with my fundraising?**

**A|** Yes. Please order your Farm Africa materials using [this form](#), [send us an email](#) or give us a call.

**Q| Can I use your logo?**

**A|** As a fundraiser, you can use our 'in aid of Farm Africa' logo to help promote your event or challenge and you are welcome to use our [ready-made poster templates](#). To discuss anything more specific or to access the logo, please [contact us](#).

**Q| Can I claim Gift Aid on my fundraising?**

**A|** In most cases, yes. If your donor or sponsor is a UK taxpayer and completes a Gift Aid declaration, the government will give Farm Africa 25p for every £1 donated. Online fundraising page donors can easily add Gift Aid onto their donations by ticking the Gift Aid box and completing any required information. For offline donors, please ensure they have completed your sponsorship form in full. If you need Gift Aid envelopes, just [let us know!](#)



Photo: Farm Africa



If you have any questions  
that are not covered here,  
[contact us.](#)



# THANK YOU

You are supporting our work  
and empowering farmers to grow  
more, sell more and sell for more.

We're here to help! If you have any questions or need  
support with your fundraising, please email us or call us:  
[events@farmafrica.org](mailto:events@farmafrica.org) | 020 7841 5160

[www.farmafrica.org](http://www.farmafrica.org)



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