



# COMMUNITY FUNDRAISING & ADVOCACY KIT





## SUPPORTING AFRICARE

For more than four decades, individual volunteers have committed themselves or their time to helping improve the lives of men, women and children across the continent. These very special individuals - people like you, are the lifeblood of Africare. Without your efforts, we could not do the critical work we do every day across Africa.

We appreciate all that you do to help give life to our programs, and we are always happy to help volunteers achieve their fundraising goals because we believe that together we can do more.

Together we can bring about positive change. Together, we are stronger.

This fundraising kit was designed for volunteers who want to raise money for Africare. I encourage you to read it thoroughly because it should answer most of the questions you may have. But we realize that occasionally, speaking to someone over the phone or via email is preferable, so if after you read this kit you find that you still have questions, please don't hesitate to contact us directly at 202-328-5367 or at [athomas@africare.org](mailto:athomas@africare.org).

On behalf of Africare, thanks for your willingness to help, and your enthusiasm, energy, creativity, time and talent. Simply put, we couldn't do it without you.

For an up-to-date list of where Africare works, please visit [www.africare.org](http://www.africare.org).

Sincerely,



Evelyn Boyd Simmons  
Chief  
External Relations & Partnerships

*Please note: Corporations or foundations interested in donating to Africare are not advised to use this Community Advocacy & Fundraising Kit. If your business is interested in funding Africare programs, please contact our Chief External Relations & Partnerships Officer Evelyn Boyd Simmons at [esimmons@africare.org](mailto:esimmons@africare.org)*



# HOW TO FUNDRAISE FOR AFRICARE

## READ

- Who We Are
- Who Can Raise Funds
- What Your Money Can Buy
- The Steps to Take to Fundraise
- How Africare Can Help You
- Media & Publicity
- How to Safeguard and Submit Donations
- Responsibilities of The Organizer
- Other Ways for You to Get Involved

## RETURN

- Community Advocacy & Fundraising Agreement Form
- Community Advocacy & Fundraising Results Form
- Community Advocacy & Fundraising Donor Receipt Form

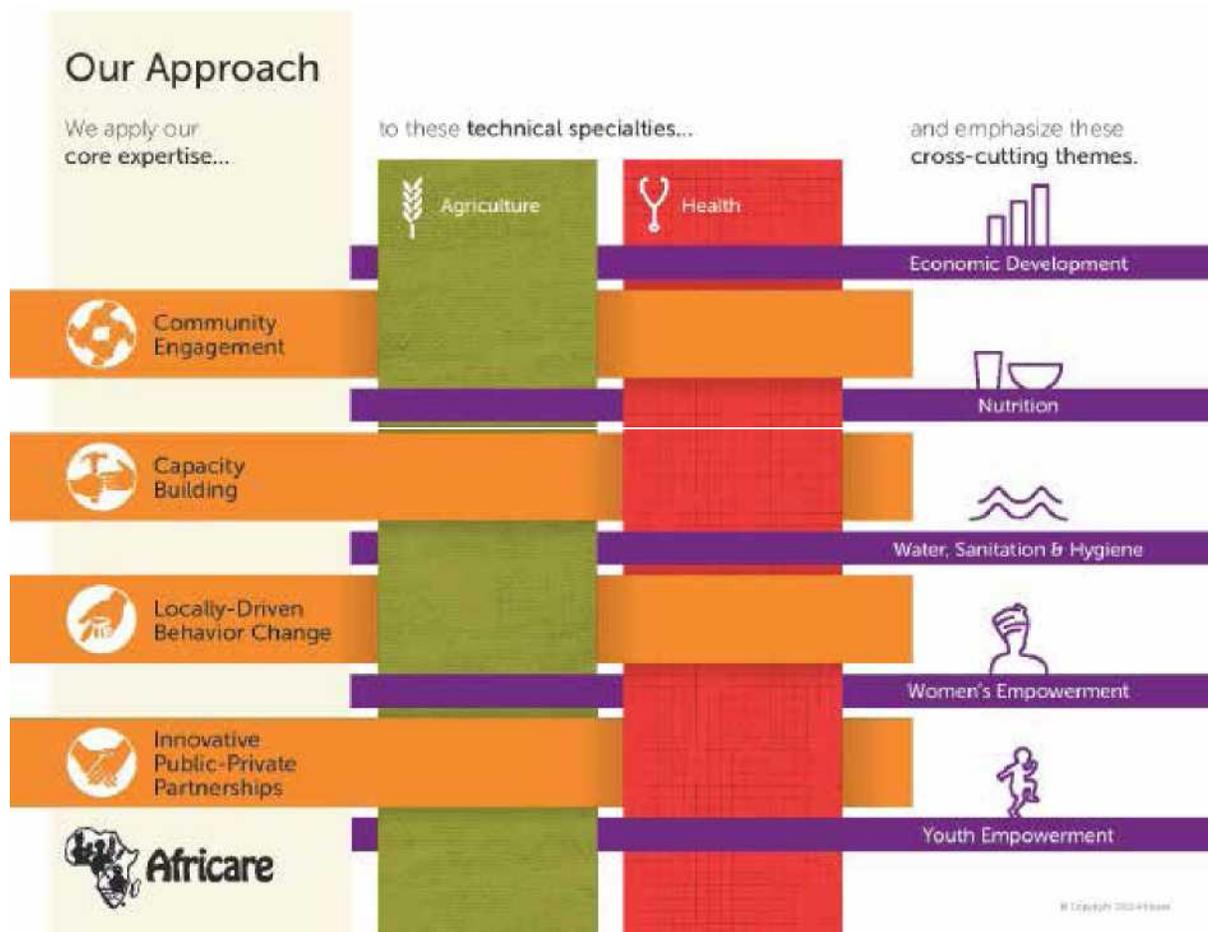


# WHO WE ARE

## Our Mission

Africare works to improve the quality of life of the people in Africa.

Africare's core expertise in community engagement, capacity building, locally-driven behavior change and innovative public-private partnerships empowers project participants with the knowledge and tools to achieve a sustainable path to prosperity. By integrating our core expertise with our technical specialties of Agriculture and Health, Africare's projects leverage local resources for under-served communities to solve their own development challenges, always prioritizing the cross-cutting themes of Economic Development; Nutrition; Water, Sanitation & Hygiene; Women's Empowerment; and Youth Empowerment. In the United States, Africare's public outreach promotes understanding and dialogue about African history, culture and development issues.





## WHO CAN RAISE FUNDS

Are you interested in addressing clean water and sanitation practices at primary schools in Africa? Are you a group of students at a culinary institute with food as your focus? Maybe you're a nursing organization interested in reducing the transmission of HIV & AIDS from mother to child. Regardless of your charitable goals, you may donate to a specific program that addresses what you are passionate about.

No group is too large or too small to host a successful fundraiser for Africare. Here are some examples of fundraising groups:

**Community:** Churches, mosques and synagogues; youth groups and neighborhood organizations; civic groups, professional organizations and police/firefighter organizations; and many, many more.

**Scholastic:** Athletic teams, student government, fraternities and sororities, theater clubs, language clubs, band/choir/glee clubs, cheerleaders, debate teams, science clubs — even grade school classes.

**Friends and Family:** Quilting circles, book clubs, family reunions, marathon groups or donations in the name of an honoree for a special occasion.



### 10 FUN WAYS TO FUNDRAISE FOR AFRICARE

The key to fundraising is to make it fun. There are many different ways to raise money for Africa, and below is a list of popular ideas to fundraise for Africare:

1. Bake Sales
2. Walk-a-thon, Dance-a-thon, Bike-a-thon, etc.
3. Garage Sale
4. Clothing Swap
5. Host a Potluck Dinner/party
6. Auction/Online Auction
7. Car Wash
8. Facebook Campaigns
9. Host an Event
10. Collect spare change/Start a group collection



## WHAT YOUR MONEY CAN BUY

**For \$5 You Can:** Provide basic school supplies for a child's school term. Provide a hygiene kit for one child in a local village.

**For \$10 You Can:** Train a pump mechanic to maintain a community water well. Purchase two banners to promote awareness of the HIV & AIDS pandemic.

**For \$25 You Can:** Purchase foods that promote general health at monthly Nutrition Fairs. Purchase 84 bottles of water purifier for families with children under 5.

**For \$50 You Can:** Purchase mosquito nets for nine vulnerable children to prevent malaria. Purchase products for four enriched-porridge cooking demonstrations.

**For \$100 You Can:** Cover vocational school tuition for one out- of-school youth. Purchase 10 shovels to rehabilitate one kilometer of impassable roads in three communities.

**For \$250 You Can:** Provide 50 orphans and vulnerable children with health insurance for a year.

**For \$500 You Can:** Erect a spring catchment well to provide clean water to 250 people.

**For \$1,000 You Can:** Help with the construction of a community dam for irrigation in rural communities.

**For \$2,000 You Can:** Rehabilitate a Community School or provide school support, (uniforms, shoes, exam fees, tuition, uniform etc.) for orphans and vulnerable children.

**For \$5,000 You Can:** Empower 50 women through adult literacy classes. Erect a hand-pump water well for 500 people.

\*These examples are approximations and are subject to change due to area of project implementation and currency exchange rates.





## THE STEPS TO TAKE TO FUNDRAISE

Now that you have decided to become a Community Advocate for Africare, there are nine steps to follow:

**Step 1:** Decide whether you would like to support a particular issue or country, or if you would like to donate to wherever help is needed most.

**Step 2:** Decide on the type of fundraising activity you would like to organize and what is required to make the activity come to life.

**Step 3:** Complete and sign the attached Community Advocacy & Fundraising Agreement Form. Mail or email it back to Africare.

**Step 4:** Await approval from Africare team.

**Step 5:** Enlist the support of friends, families, coworkers and classmates to publicize your event.

**Step 6:** Host your event.

**Step 7:** Within 10 business days of your event's end, submit the funds raised along with the Advocacy & Fundraising Summary Form to Africare.

**Step 8:** For donors requiring receipts, submit their recorded information on the Donor Receipt Form and send it along with the funds raised to Africare. Africare will mail acknowledgement letters to each individual.

**Step 9:** Africare will recognize your Community Advocacy & Fundraising achievements with an acknowledgement letter, donor spotlight, and by listing your event in our Annual Report\*.

\*Donors who contribute may be listed in the Annual Report.



## HOW AFRICARE CAN HELP YOU

Once your Community Advocacy & Fundraising event or activity has been approved, Africare can assist you with approval to use our logo on authorized material; Letters of Appreciation once your event is over; tax letters to donors; and, if supplies allow, Africare-branded material and resources. Additionally, we encourage you to connect with us on social media so we can engage with you on the day of your event and so we can share your event's photos and outcomes on our Facebook page.

Unfortunately, Africare is not able to provide funds or reimbursement for any expenses incurred with your Community Advocacy & Fundraising event; prize, auction or raffle items; contact lists for you to use in promoting your event; staff or volunteers to run the event, nor are we able to provide you with applications for permits, licenses or insurances required to host an Advocacy & Fundraising event. However, if you are in the Washington, D.C. metropolitan area, you can request a staff person to be there as an official representative for Africare.

### Guidelines for Using Africare's Name and Logo

Before and during your event, Africare's logo, address, phone number and website should be prominently placed on all advertising pieces so that people know that the event is being held for our organization. This means you will represent Africare to your community, so we ask that you follow these simple guidelines when using our name and logo.

Africare's name and logo cannot be used in any way without permission from Africare Headquarters in Washington, D.C. Please do not use variations of Africare's name, such as:

- afriCARE
- Afri-care
- AfriCare
- Africaire

When naming your event, please note that Africare's name is not to be used as part of the event name. This would indicate that Africare is hosting the event. However, we do encourage the use of our name to indicate that funds raised will support the organization.

For example: "Community Car Wash, proudly supporting Africare" or "Car Wash, \$3 of every sale will benefit Africare." Not "Africare Car Wash."

The charitable registration number and phrase must also be displayed as follows:

Africare is a private, charitable organization under Section 501(c)(3) of the Internal Revenue Code. Tax ID# 237116952 | CFC#: 11107\*

\*Organizers are not permitted to manufacture, sell or license any goods bearing Africare's name or logo unless you are given written consent.



## MEDIA & PUBLICITY

There are lots of ways to get the word out about your Community Advocacy & Fundraising Event or Activity. You can try:

- Africare's peer-to-peer online fundraising: Customize your own Africare fundraising page at [www.africare.org/how-you-can-help/online-fundraising/](http://www.africare.org/how-you-can-help/online-fundraising/).
- Posting flyers: Many businesses like libraries, coffee shops and grocery stores have community bulletin boards.
- Creating a website or blog: It's a great, free and interactive way to promote your event.
- Using social media: You can create an event page on Facebook and tweet about it to all of your friends on Pinterest, Google+, Twitter, Instagram and many, many more!

If you want to contact media outlets, please contact Cheryl Kravitz, Africare's Communications Team at 202-328-5383 or [media@africare.org](mailto:media@africare.org). Africare may help organize publicity on your behalf. At least six weeks' prior notice is required.

Please refer all media inquiries to Cheryl Kravitz.



(Photo: Katelyn Brewer)



## HOW TO SAFEGUARD AND SUBMIT DONATIONS

As the Community Advocacy & Fundraising Organizer, you have a huge responsibility to safeguard funds raised. We know how great a responsibility this is, so we created a few guidelines to assist you.

### Collecting and Sending Your Funds

Once your Community Advocacy & Fundraising event or activity is over, please fill in the Fundraiser Results Summary Form and send it back to us with the funds raised. If you need Africare to send any receipts to donors, please complete the Donor Receipt Form. All items need to be submitted to Africare within **10 business days** of your Community Advocacy & Fundraising event or activity's end.

You can collect cash, checks or money orders. In order to protect your donors, checks should not be deposited into a personal checking account, as this could jeopardize their tax deductibility and open event supporters to unintended tax penalties.

When collecting cash, please do not send the cash donations by mail. You may choose to send a check or deliver the cash donation in person. Africare will then send you an acknowledgement letter stating that funds have been received.

Options to transfer funds online via PayPal are also available. More information about PayPal transfers to Africare can be found at [www.africare.org/how-you-can-help/how-to-give/](http://www.africare.org/how-you-can-help/how-to-give/).

\*Please make sure that all checks and money orders are made payable to: Africare. Anyone wanting to make a credit card donation needs to contact Angela Thomas at 202-328-5367, or make a secure donation on Africare's website.

### Donor Receipts

If donors need receipts, you must collect their contact information using the Donor Receipt Form and send this to Africare at the end of your fundraiser. Africare will then send an acknowledgement letter directly to each donor.

Donations to Africare can be made via check or money order and sent directly to our Headquarters office at:

Africare  
Attn: Gifts  
440 R Street, N.W.  
Washington, D.C. 20001-1961 \*

\*Please note the price of participating in a raffle or similar drawing cannot be deducted as a charitable donation, as classified by the Internal Revenue Service.



## RESPONSIBILITIES OF THE ORGANIZER

It is the responsibility of the Community Advocacy & Fundraising Organizer to ensure appropriate financial management of your fundraising event. To assist you in your role, here are some general guidelines:

- The fundraising activity should only proceed once the Community Advocacy & Fundraising Agreement is approved by Africare.
- The Organizer must comply with all applicable laws.
- The Organizer is responsible for ensuring the safety of the event, including organizing any liability insurance, and providing first aid and security services, if it is required.
- Organizers must request approval for the use of Africare's name on any promotional materials and cannot use Africare's photos or logos without written permission from Africare's Development staff.
- The Organizer holds all funds raised from the public on behalf of Africare until the Community Advocacy & Fundraising event is completed. The Organizer is also responsible for ensuring that complete records of income and expenses are made, and that these documents are sent to Africare no later than 10 business days after the Community Advocacy & Fundraising event.
- The Organizer agrees to release Africare to the fullest extent permissible under law for all claims and demands of any kind associated with the event, and indemnify Africare for all liabilities or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event.
- Africare reserves the right to terminate its support for the Community Advocacy & Fundraising event at any time if it appears that there is a likelihood of the Organizer failing to meet any of the above responsibilities.



## OTHER WAYS FOR YOU TO GET INVOLVED

Fundraising is just one of many ways that you can get involved with Africare. You can show your support by:

**Volunteering Your Time:** Whether helping the Development team with community events or assisting at our Headquarters, your time, passion and expertise is an invaluable gift. To learn more about volunteer opportunities, please visit [www.africare.org/how-you-can-help/more-ways/](http://www.africare.org/how-you-can-help/more-ways/).

**Set Up Recurring Donations:** Monthly giving to Africare is a way you can donate conveniently and automatically. When you give each month, you show that you know Africa needs your help not only today or tomorrow but also year-round. To learn more about recurring donations, please visit [www.africare.org/how-you-can-help/give/monthly/](http://www.africare.org/how-you-can-help/give/monthly/).

**Get Your Employer Involved:** Some companies and organizations match their employees' gifts to qualifying charitable organizations, often doubling or even tripling your personal contributions to Africare. While Matching Gifts initiatives are completely individual to an organization, we encourage you to ask your employer what their policy is for Matching Gifts.

**Give through the Combined Federal Campaign:** United States federal employees, military personnel within the United States and abroad, U.S. state and local government employees and private- sector employees can donate to Africare through its Combined Federal Campaign Code #11107.

**Invite a Speaker to Your Business, School or Community Group:** A representative from Africare Headquarters would be more than happy to discuss our work in Agriculture, Food Security, Enterprise and Gender; Health, HIV & AIDS; and Water, Sanitation & Hygiene.

**Donate Stock:** Transferring stock is an excellent way to support Africare's work, and you can donate stock electronically or transfer the physical securities to Africare.

**Trusts & Bequests:** Your generosity can ensure the future of Africare's self-help assistance projects even into the next generation with a significant contribution through a trust or bequest.

To donate stock or to contribute through a trust or bequest, please contact Africare's Chief External Relations & Partnerships Officer, Evelyn Boyd Simmons, at 202-462-3614 or by email at [esimmons@africare.org](mailto:esimmons@africare.org)



# COMMUNITY ADVOCACY & FUNDRAISING AGREEMENT

Please complete the following Advocacy & Fundraising Agreement and return it by mail to Africare  
Attn: Development, 440 R Street, N.W., Washington, D.C. 20001 or return it by email to athomas@africare.org.

## CONTACT DETAILS

Event Organizer .....  
Group Name ..... Group's Advisor (if applicable).....  
Address.....  
City .....State ..... ZIP Code.....  
Contact Phone No..... Email .....

Preferred Contact Method (circle one):    home            work            cell            email

If by phone, please indicate the best time to reach you .....

## ACTIVITY DETAILS

Name of Proposed Event\* ..... Event Location .....  
Estimated Pledge Amount (Required).....  
Date of Event ..... Time .....am/pm to..... am/pm  
\*Your event may appear in Africare's marketing and development documents, including but not limited to its Annual Report.

Please provide a brief description of the fundraising activity, including how funds will be raised:

## LOGO USAGE REQUEST

Date Logo is Needed .....

Please describe the intended use for Africare's logo:

Size of logo requested:    Standard    Large Format/Print    Web  
Format Requested: EPS    TIFF JPG    GIF PNG

I, \_\_\_\_\_ fully understand and agree to comply with the terms of Community Advocacy as it is outlined in Africare's Community Advocacy & Fundraising Kit. I agree to act in a professional manner in conducting the fundraising activity and uphold the integrity and values of the organization. I also accept my obligation to remit the funds raised to Africare within 10 business days after the event's conclusion.

Activity Approved: Yes No    Logo Use Approved: Yes No  
Further Action/Information Required: Yes No  
Notes

.....  
.....  
.....  
Staff Signature..... Date.....



# FUNDRAISER RESULTS SUMMARY FORM

This form is to be completed and returned to Africare within 10 business days after the fundraiser ends.

Name of Event .....

Date Held..... Full Name of Organizer(s).....

Street Address .....

City ..... State ..... Zip Code.....

Contact Phone Number and Email Address .....

Total (gross) income generated by the fundraiser \$.....

Minus total expenses \$ .....

Total net proceeds (enclosed with this form) \$ .....

Please ensure that the following items are submitted with this form:

- Funds collected (please do not send cash by mail). Please make payments to: Africare.
- Completed Donor Receipt Form (if receipts are required).





## CONTACT US

For questions regarding the contents of this Community Advocacy Fundraising Kit, please contact Angela Thomas, Development Data Specialist, at 202-328-5367 or by email at [athomas@aficare.org](mailto:athomas@aficare.org).  
(Kit updated April 3, 2017)



Photo: Alexandra Seegers



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-  [www.facebook.com/aficare](http://www.facebook.com/aficare)
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-  [www.linkedin.com/company/aficare](http://www.linkedin.com/company/aficare)
-  [plus.google.com/+aficare/posts](https://plus.google.com/+aficare/posts)