



# UMOJA ORPHANAGE KENYA

<http://www.umojahome.com>

Registered charity number CH2110

## BE PART OF THE BIGGER PICTURE

Make a small donation.  
Make a big impact.  
These kids deserve a future.

Thank you.

[www.umojahome.com](http://www.umojahome.com)

TOGETHER WE WILL  
ACHIEVE THE EXTRAORDINARY

UMOJA ORPHANAGE KENYA

THE DIFFERENCE IS YOU!



Project of RAWCS

Rotary Australia Worldwide Community Service

Number 51/2011-12

Proudly sponsored by Rotary Club of East Bundaberg



# FUNDRAISING IDEAS & ENCOURAGEMENT

spread the word and generate donations

## Here at Umoja we want fundraising to be INSPIRING, FUN AND SUCCESSFUL!

It is simple .....

- ⇒ **Invite** a few friends for dinner, share the Umoja story, then pass the 'Hat' around the table
- ⇒ **Ask** your favourite coffee shop, restaurant, yoga class, sporting club to donate a percentage of their takings for a week/month
- ⇒ **Combine** with friends, de-clutter your house and hold a garage sale. Have a fun time together selling goods and donating the proceeds to Umoja's orphaned Children
- ⇒ **Tap into** crafty/skilled friends and locals. Enlist their help to make goods to sell, raising funds for our children

### Here's a few pointers for you as you start planning your fundraiser

**Don't be afraid to ask:** If you don't ask, you don't get. People can only say yes or no. A 50/50 chance is good odds in anybody's language.

**Use the ripple effect:** Carrying promotional brochures and newsletters means you are armed with up-to-date information about the charity. Give away freely to others, who can pass them on thereby spreading the word about **Umoja** to more people.

**Direct people to our website:** <http://www.umojahome.com/donate> here, people can read all about Who we are, What we are doing, and Why we are committed to assisting young orphaned, at risk children in Kenya.

**Use social media:** Ask friends and family to 'Like Us' on Facebook

<http://www.facebook.com/#!/umojakenya> On this site people can read about new projects, see our progress and interact with the team and other supporters. It's as simple as liking our page.

*"If you think something small can't make a difference,  
try going to sleep with a mosquito in the room"*

## What am I fundraising for ?

Select from our most urgent list of needs. YOU choose which goal you would like to achieve.

1. A 12 seater **Mini Van** to transport children to/from the safety of our children's home
2. **Fencing** around our 17 acre perimeter; essential for safety of all children/adults and property
3. **Our first Home**; Housing 12 orphaned children, a house Mother and a house Aunty in a 'family' type dwelling.
4. The **Office/ administration building**; essential for the professional operation of the charity.
5. **Water bores and pumps** for garden and household use.

...Now it's up to you to choose!

## Application to fundraise

1. Contact us for an "Application to Fundraise form."
2. Complete, scan and email it to: [info@umojahome.com](mailto:info@umojahome.com) with **Application to Fundraise** in the subject: Alternately, please mail to Accounts, Umoja Orphanage Kenya, 133 Barolin Esplanade, Coral Cove, Bundaberg. 4670. Queensland. Australia. In your email please also advise us which area you would like to fundraise. a.

Don't forget to advise us which area you are fundraising for. If uncertain tell us to choose. We will always advise you where your money was used and how it assisted the Umoja Children.

Once your application is received and approved, we will forward our professional "Fundraising Package" to you. Here you will find all the promotional material necessary to make your task easy and informed.

## What can I use to help me fundraise?

### Presentations

- ⇒ Included in your "Fundraise Package" will be our "General Information PowerPoint" that will assist you to talk about the Umoja Orphanage project.
- ⇒ Our current newsletter
- ⇒ Direct people to our website
- ⇒ Logos, letterheads—just ask at time of returning application and we'll supply

**Happy Fundraising! Together we achieve the extraordinary**

## From little things big things grow....

- ⇒ **Garage/Car Boot Sale:** What a great excuse to clean out the clutter from your home. Ask around your workplace for people to do the same and donate items that you can sell and collect the profits.
- ⇒ **Money Box:** Provide a loose change collection box in your home, workplace, or even the gym. Give it a theme, such as 'loose change for change', and encourage people to contribute their spare coins and notes. Imagine even giving up a couple of glasses of wine per week, coffee, or takeout, and how quickly that would add up over a month? We had one donation from a restaurant where the owner had a 'swear box'. Every time a waitress heard bad language the patrons were fined a \$1. Patrons were made aware that this was fundraising for a worthy cause and were happy to participate. We raise over \$360 in 1 month from that little effort.
- ⇒ **Lolly Guess competition:** Fill a large jar with a selection of lollies like Jellybeans, Minties, M & M's etc., and set a fee to guess how many are inside. The winner receives the full jar.
- ⇒ **Donation raffle:** can be a painting, bottle of rum/scotch, dinner voucher, movie tickets, or a weekend for two etc. and you raffle it. Set a draw date and start selling tickets for a small fee (\$2 perhaps).
- ⇒ **Movie /Football Night:** Invite your friends over to watch a great movie/or weekend footy game and charge an admission fee. Have popcorn, chocolate, and drinks for sale or even a slice of pizza for a \$1 per piece. Everyone pays for what they eat, the bonus is it ends up being a lot cheaper than a night out.
- ⇒ **Baby Photo Competition:** Encourage your work colleagues to bring along their baby photos and everyone donates a gold coin to guess who is in the photo.
- ⇒ **Karaoke Night:** Whether you contact your local pub/karaoke venue or it's at home with the Sing Star, everyone contributes an entry fee for the evening and you can have fun singing the night away.
- ⇒ **Card Game Night:** Invite some friends over for a card game, (Euchre, 500, or Canasta for example) and charge them to play. You could even provide drinks, pizza, or other nibblies to sell.
- ⇒ **Dinner Party:** Hold a dinner party and instead of bringing wine, desserts, or chocolates for the host ask guests to bring a donation for ***Umoja Orphanage Kenya***.
- ⇒ **100 Board Raffle:** Draw up a large piece of cardboard into 100 squares and number them. Sell the squares for \$5.00 each and write the buyer's name inside the square of their choice. Once all the squares have been sold the winner is drawn and receives a prize of \$100 (and you have raised \$400)
- ⇒ **Restaurant** – many restaurants will arrange to donate a percentage of sales on a certain day to your charity
- ⇒ **Bar Night** – many bars will arrange for guest bartenders to serve for an evening, with tips going to the charity.
- ⇒ **Workplace Giving Campaign** Workplace giving campaigns and other employee fundraising activities are great opportunities to motivate staff and increase morale, satisfaction and retention. Employees can become advocates for our work after undertaking fundraising activities and learning about the effectiveness of Umoja Orphanage Kenya approach.

## Medium efforts bring in the bucks....

- ⇒ **Lawn Bowls Day:** Charge an entry fee per team. Make a real day of it by arranging a BBQ, drinks, and snacks to raise funds, and run a few raffles with donated items.
- ⇒ **Ten Pin Bowling Nights:** Approach your local Tenpin Bowling centre to run a fundraising night. Sell tickets that include games and shoe hire. Include a raffle or auction
- ⇒ **Cinema Night:** Contact your local cinema and ask for a rate on bulk ticket purchases or to book out the cinema for the latest movie. Screen it as a fundraiser among your friends and the local community. To advertise, place posters around community billboards and notify your local newspaper about the event.
- ⇒ **Live Music:** Do you know some talented artists? Maybe some African Musicians? Regardless of their style, why not consider approaching your local pub or bar and ask if they will donate the space for your eventing and they can keep the profits from the drinks sold. Place a cover charge and spread the word about the evening.
- ⇒ **Photo/Art Competition:** Speak to your local art gallery to donate the space for an evening and put the word out that you are organising a photographic or art competition for budding amateurs to submit their work. They can pay a small entry fee or donate their artwork for sale with all proceeds going to our charity. Those attending the big event pay a small entry fee at the door.
- ⇒ **Trivia Night:** Work with a local bar, pub or club to hold a trivia night. Each participant pays a fee to enter the trivia. Convince local businesses to donate prizes and raffle these off during the night plus keep some for your trivia winners. Our first Trivia event was a huge success!
- ⇒ **Cricket Match:** Organise a match between family and friends. Teams pay entry and you could charge a small fee to spectators plus sell drinks and snacks on the day.
- ⇒ **Sporting Fixtures:** Approach your local club and ask if a weekend match can dedicate a percentage of their entry fees to our charity. You could also have buckets for coin collections at the gate and roam the drinks queue promoting and collecting for your cause.
- ⇒ **Give it up for Umoja:** You name what your bad habit is and have friends and colleagues sponsor you for 1 month to give it up. Is there something you have been meaning to do for a while (or not do)? Now is the time to commit and help orphaned children at the same time. *Umoja* received a \$1000 donation from a gentleman who gave up alcohol and was sponsored for 1 month.
- ⇒ **Give it up a little at a time** – campaign to ask your friends and colleagues to give up things like Friday night takeout (\$20) or a morning latte (\$3) and donate the money instead. This reminds us all of how much we have to be thankful for and what we can do without for a short period of time to make a big difference for a child.
- ⇒ **Chores Service:** There are heaps of people who would pay someone to do chores they hate doing, even if it is a once off. For example, clean an oven, do that load of ironing that has bred, mow a lawn, cook a dinner for a busy mum, bake their favourite cake (that only you do so well), or clean a house before visitors arrive. Offer your services, for say 1 month, and see how much you can raise for *Umoja* from friends colleagues and family.
- ⇒ **Sell Flowers:** On Friday or Saturday night roses, carnations, or any other flowers are a sure sale around the pubs and clubs. What female will not look lovingly into her partner's eyes for him to purchase her one to show how much he cares for her. Organise your own time frame nights and for how many times you want to sell the flowers for Umoja.

## Pulling out the big guns for fundraising....

This is not for the faint-hearted

Lots of organisation needed here—but you go for it

- ⇒ **Fashion Parade:** use your connections to get access to fashion labels to be worn. Organise entertainment, perhaps with an African flavour. Approach local high schools to host it and use their students as models, or tap into more connections and approach a local casting agency with talent on their books that is looking for exposure and experience. Charge an entry, have auctions, and sell refreshments and snacks.
- ⇒ **Gala Ball/Dinner Dance:** Get as much as possible donated—venue, entertainment, prizes and loads of volunteers to help you. Organise a superb menu and selection of wines to your guests. Purchase some cheeses, crackers, nuts and other suitable nibblies and set price per head for your guests to attend. Have auctions and raffles for extra fundraising. Have displays from local dance studios, school drama groups, rock and roll clubs. Plan well and stick to your budget.
- ⇒ **Charity Golf Day:** Contact your local golf club to hold a charity golf day. Part of golfers' playing fees goes to the charity. Include a BBQ and sell raffle tickets. Advertise around other golf clubs, newspaper, and radio for maximum numbers.
- ⇒ **Fun Run:** Organise a fun run such as city to surf. Contestants can be sponsored.
- ⇒ **Auctions** – can include all sorts of treasures and gifts... from beauty treatments, guitar lessons, tutoring, dog-walking or baby-sitting services. Silent auctions and date auctions are fun variations.

## "Raise the Roof" for Umoja Orphanage Kenya

From little things big things grow....

Medium efforts bring in the bucks....

Pulling out the big guns for fundraising....

# How can I let people know what I am doing?

## Let's get the word out on the street..

### Local Press

Journalist teams at your local newspaper and magazines are always looking for interesting stories to include that discuss someone or something represented in the community.

Once you have nominated your preferred fundraising area, we will send you a **"Media Release Template"** where you can insert your event and personal information and email or post to your local newspaper team.

### Radio

Community radio stations are usually your best bet for support of fundraising events. Again, we will include the **"Media Release Template"** in our **Fundraising Kit** which details the necessary information that you should supply them with and space to customise the information to talk about your event.

### TV

Most regional television networks have a community calendar on their station's website. You can upload details about your fundraising event for free. Networks that we are currently aware of offering this service include: WIN, Channel 7

### Facebook

#### Umoja Orphanage's Page

If you are not already a friend, connect with us today. <http://www.facebook.com/#!/umojakenya>

### Twitter

#### Umoja Orphanage's Page

Not on Twitter? Become a friend, connect with us today. <http://www.twitter.com/umojahome.com>

If you are running a large event like a Dinner, Ball, Speaker breakfast, Golf day etc, please contact us about uploading your promotional poster on our Facebook page. This will assist in promoting your event.

### Personal Page

If posting an Promotional Flyer about an event on your own Facebook page, consider also setting it up as an Event on your personal page.

### Word of Mouth

Inspiring your friends and colleagues, who tell their friends, who tell their friends, is a perfect way to spread the word about making a difference to lives of Kenyan children.

And there is more....

## How do I deposit the funds I have raised?

Deposit all money raised in one of the following ways:

### By Direct Deposit:

to *Umoja Orphanage Kenya's bank account:*

**Bank Name:** Westpac Bank

**Account Name:** Rotary Australia Overseas Aid Fund—Northern Region,

**BSB:** 034013

**Account Number:** 294699

**PLEASE STATE IN DEPOSIT "UMOJA ORPHANAGE KENYA"** (This ensures your funds are allocated to the UMOJA PROJECT and not into general funds)

**Please include your full name as the transaction reference.**

Please email our accounts manager, [gaye@umojahome.com](mailto:gaye@umojahome.com) and advise Date and Amount of the transaction (s). This will help us to identify deposits into the bank account and to allocate the money correctly.

### By Cheque:

Please make your cheque out to:

Rotary Australia Overseas Aid Fund—Northern Region, Umoja Orphanage Kenya

And mail to:

Umoja Orphanage Kenya,

Australian Financial Coordinator,

133 Barolin Esplanade,

Coral Cove, Bundaberg. 4670.

Queensland.



# How do I deposit the funds?

Please include a note advising the following:

1. Your (or the donors) full name
2. The postal address of the donor
3. The email address of the donor
4. A message to say what the money is to be used for

## Issuing Tax Deductible Receipts

Quite often people request a tax receipt for their donation to our charity.

Although you are not able to issue a tax receipt on the spot, you can inform them that their details will be sent to the accounts team at RAWCS (Rotary Australia Worldwide Community Service) and a receipt will be posted or emailed to them ASAP.

You will need to add their details to the '*Issue me with a tax receipt*' form (the Excel spread sheet included in your "**Approval to Fundraise,**" email).

Be sure to state the name of your event along with the donor's full name, postal address, email address, and amount of the donation.

Please email the spread sheet to our accounts manager: [gaye@umojahome.com](mailto:gaye@umojahome.com) once they are deposited into our account and advise date and amount of all transactions .

## Celebrating your Event in Photographs

We ask that all our fundraisers take photos at their event. These could be of anything from setting-up, decorations, guests, speakers, organisers, etc. We will have great pleasure in sharing these visuals with our supporters on Facebook, and also with other potential fundraisers.

Your photos and successes are great inspiration for us to keep up the hard work for the many needy children in our Orphanage. It is inspiring knowing that people around the world are generously donating time and money to help us achieve the extraordinary and make Umoja Orphanage a reality.

**Asante Sana — Thank you**



# UMOJA ORPHANAGE KENYA

<http://www.umojahome.com>

Registered charity number CH2110

Asante Sana — Thank you for helping us

“Raise the Roof for Umoja”

These are just some ways to raise money. Feel free to think of your own ideas. The choice is yours.



Open your hearts....

Open them wide....



Someone little is standing outside.....

THE DIFFERENCE IS YOU!

“ Never doubt that a small group of thoughtful committed people can't change the world. Indeed it is the only thing that ever has”

Margaret Mead

Together we achieve the extraordinary