



# SOS CHILDREN'S VILLAGES UNITED KINGDOM



## FUNDRAISING PACK

# WHO WE ARE

**Thank you for choosing to support  
SOS Children's Villages UK – without you we  
would not be able to continue our vital work.**



Children in SOS Village Battambang, Cambodia

Whether you are a first-time or a regular fundraiser, everybody needs a little help and inspiration to get started, so we hope this guide offers just that. Remember if you'd like to talk anything through, please get in touch. We'd love to hear from you.

Anyone can fundraise: you might be at **school**, work for a **business**, be part of a **community group** or you just want to give something back. It doesn't matter about your age or background, **together we can make a difference.**

For 50 years, SOS Children's Villages UK (SOSUK) has provided vulnerable children with a loving home and a family for life, ensuring access to a safe environment, quality education and healthcare. We support more than 1 million children and families across all our projects each year.

We strongly believe every child, regardless of their background, should grow up in a caring family environment. With a focus on vulnerable children, we work through a variety of unique programmes in 125 countries to enable families to create a safe and loving home. In each location, our SOS staff members work closely with partners and local authorities to implement programmes in response to the needs of the local population.

Internationally, we advocate on behalf of children to governments and international organisations, striving to end violations of children's rights and improve living conditions worldwide. We have a close relationship with the United Nations, working with them and other organisations on child-centred issues.

# WHAT WE DO



## Children's Villages

We provide orphaned and abandoned children with a permanent and safe family home, where they are raised alongside 6-8 other children by specially trained SOS Parents.

## Schools & Kindergartens

We run educational establishments which offer a high-quality education, improving children's prospects for the future by ensuring access to education.



## Family Strengthening Programmes

We support struggling families in the community, in order to reduce child abandonment, and keep children with their biological family wherever possible.

## Medical Centres

We offer healthcare, health awareness programmes and counselling to families who would otherwise be unable to access these services, helping to improve their health and wellbeing.



## WHY YOUR SUPPORT IS CRUCIAL

**260 MILLION  
CHILDREN ARE  
NOT IN SCHOOL\***

**£275**  
could fund a child's  
education for a year

**£640**

could fund the training  
for a future SOS  
parent

**150 MILLION  
CHILDREN ARE  
WITHOUT A  
PARENT\***

**385 MILLION  
CHILDREN  
ARE LIVING  
IN EXTREME  
POVERTY\***

**£2000**  
could fund an SOS  
family of 8 for a month

**£30**

could buy a hygiene  
kit in an emergency

**230 MILLION  
CHILDREN ARE  
AFFECTED BY  
DISASTERS\***

## GET IN TOUCH

We'd love to hear what you are up to!



[hello@sosuk.org](mailto:hello@sosuk.org)



[soschildrensvillagesuk](https://www.facebook.com/soschildrensvillagesuk)



[@soschildrenuk](https://twitter.com/soschildrenuk)



[@soschildrenuk](https://www.instagram.com/soschildrenuk)



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

# BE PREPARED

## PLANNING YOUR FUNDRAISING IN 8 EASY STEPS

It is worth spending time to plan any fundraising you intend to do and these easy steps should mean you have got it covered.

### 1. Choose something fun – that YOU want to do

You might be a new mum or dad and want to organise a Buggy Walk to raise money and to meet other new parents. If you love baking, organise a Great British Bake sale or competition, perhaps at work or school.

The list is endless – if it is your first time fundraising it is probably best to keep it simple. You can always do something bigger and better next time!

Here are some ideas to get you started:

SPORTS MATCH

FETES AND FAIRS

HEAD SHAVE

ABSEILING

QUIZ NIGHT

CRAFTING

DINNER PARTY

SWIMATHON

AFTERNOON TEA

CONCERT

NON-UNIFORM DAY

SKYDIVE

BOOK SALE

DOG WALKING

WINE TASTING

SPONSORED RUN OR WALK

# BE PREPARED

## PLANNING YOUR FUNDRAISING IN 8 EASY STEPS

### 2. Think about your target audience

Perhaps you are surrounded by science fiction fans at work, school or university so a sci-fi quiz would go down a storm. Or you know everyone would love an excuse to dress up as their favourite television character. You are much more likely to get people engaged if they want to do it whilst supporting a great cause. Which brings us on to point 3...

### 3. Be passionate

Remember the money you are raising will change children's lives. Let people know that every penny raised will make a difference – perhaps providing a child with a home or sending them to school for the first time. This will encourage support for your challenge or event, and also motivate you to keep on going to reach your target. It might even encourage others to start fundraising too!

### 4. Set a date, time and fundraising target

The earlier you start planning, the easier it will be. Give yourself plenty of time and by setting a fundraising target it will give you the push to really go for it. If you are doing a sponsored event, set up an online giving form to make collecting sponsorship even more convenient and easy to share. Remember to personalise your page, state a target and thank your donors.

### 5. Get others onboard

Think about your friends and how they can support you. Or perhaps a local business or community group could get involved. There are so many people out there who want to help and fundraising together can be a great way to meet like-minded people and make new friends along the way. If you work for a company, they might want to help too – they might even offer to match the amount you raise.

# BE PREPARED

## PLANNING YOUR FUNDRAISING IN 8 EASY STEPS

### 6. Tell everyone

Use social media – ask your friends, family and colleagues to share too. Tell your local newspaper and radio, put up posters, or perhaps your work or school has a newsletter which could promote your challenge or event. If you use email add a little fundraising message to your signature. Make sure to ask us for our media pack, which is full of advice to help promote what you are doing.

### 7. Keep in touch

We want to help and support you, so do let us know what you are doing. From advice on running a marathon or holding a bake sale, to the logistics of running a large event – we are here to help and we would really love to hear from you.

Drop us an email at [hello@sosuk.org](mailto:hello@sosuk.org).

### 8. Say thank you

Say thank you to all your supporters and let them know what a difference their support has made. You never know you might encourage others to start fundraising for SOSUK too.



# BE INSPIRED

## MEET OUR SUPPORTERS

### Elena Bantock

“My name is Elena and I am 12. I started fundraising for SOS Children’s Villages UK when I was nine after I realised how many other children elsewhere in the world did not have the same opportunities I have.



£815

“My first idea to raise money was to get sponsorship for walking the Camino de Santiago, a pilgrimage across Northern Spain. I made a little speech about what I was doing at my local church to help spread the word.

“I have also previously set up a stall at a local arts festival, selling handmade goods. This year, my new fundraising idea was to busk using my pedal harp in the living craft marquee of the same arts festival. I made a large handwritten sign explaining what I was raising money for. I think people donated more money because it was unusual!

“The most important thing is that I chose something that I really enjoyed doing.”

### Philip Scott

In 2017 Philip sailed across the Atlantic from Gran Canaria to St Lucia. After visiting one of our projects in Mindelo, Cape Verde he used his challenge to raise money for SOSUK.



£10k



£330

### University of Cambridge

Students at Cambridge sang and baked for SOSUK! They held a cake sale on campus, and went carol singing in the city centre at Christmas.

### James Brewer

Across 2016 and 2017 James took on heaps of challenges to raise money for our work in Syria. He ran marathons, cycled across France, and completed Ironman triathlons!



£3785

Thank you for helping to improve children's lives



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