

How Can You Help?

Fundraising:

There are lots of different ways that you can help the working animals in Gambia, and helping us to raise the funds to continue our work is just one of the ways that you can help. We are always extremely grateful of any help that you may be able to offer us with the difficult task of fundraising – we rely totally on donations and support from people like you to help us to continue our work helping working equines in The Gambia.



The more imaginative and innovative your fundraising idea, the more likely you are to have a roaring success! Perhaps you have a skill or talent that you are able to offer in return for a donation to the Gambia Horse and Donkey Trust? Or perhaps you fancy undertaking a gruelling physical challenge that people can sponsor you to complete?

Whatever you decide to do to fundraise for us it is always good to set yourself a target amount so that you have a goal to aim for. Great planning is the key to success, so make sure you think carefully about your event and plan it well to ensure it is well publicised and you get the best response possible.



Good promotion is essential to having a successful fundraising event, so make sure that you let as many people as possible know about your event!

Always ensure that you have the correct permission to hold your event, and if you are under 16 please ensure that you always have permission and supervision from a parent or guardian.

Remember to keep a record of how much money you manage to raise and make sure that you have more than one person counting the money!

Most importantly, **HAVE FUN!** Fundraising can be a great way to have fun with friends and family so remember to make the most of it!

Gambia Horse and Donkey Trust, Brewery Arms Cottage, Stane Street, Ockley, Surrey. RH5 5TH

www.gambiahorseanddonkey.org.uk

Tel: (01306) 627568

Email: qhdt@gambiahorseanddonkey.org.uk

Registered Charity No: 1096814



A to Z of Fundraising Ideas!

Auction, Animal Grooming, Aerobic-a-thon, Apple Bobbing, Art Exhibition, Abseiling, Art Exhibition

Bring and Buy Sale, Bingo, Barn Dance, Sponsored Bike Ride, BBQ, Beard Shave, Busking, Book Sale

Car Wash, Cake Sale, Coffee Morning, Cricket Match, Collect unwanted CDs and DVDs, Collect Printer Cartridges, Card Making and Selling

Disco, Dance-a-thon, Dog Show, Dog Agility, Dog walking, Doodle Bug Competition, Dinner Party, Duck Race

Egg and Spoon Race, Eating Competition, Exhibition, Evening Entertainment, Ebay items for sale, Equestrian Car Boot

Farm Ride, Fun Run, Fancy Dress Day/Competition/Party, Fashion Show, Face Painting, Film Night

Garden Party, Guess the Sweets in a Jar, Grooming Ponies, Garage Sale, Grow a plant competition, Gift Aid, Give A Car

Hair Braiding, Head Shave, Halloween Party, Horse Show, Hat Wearing Day, Hoovering, Helping to pack shopping

It's a Knockout, Internet shopping via <http://www.thegivingmachine.co.uk/>

Jumble Sale, Jewellery making/selling, Jelly Eating competition, Jewellery Collection to donate through YourGold2Cash

Karaoke Night, Knitting and selling knitted items

Line of Coins, Lawn Mowing, Litter Picking, Luncheon, Loud Tie Day, Limbo competition, Sponsored Leap Frog

Marathons, Masked Ball, Murder Mystery Night, Mobile Phone Collection/Recycling, Mulled Wine Evening, Market Stall

Non Uniform Day, New Year's Eve Party, Nearly New Sale, Nail Painting, Night Walk



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Open Garden, Odd Jobs, Office Collection Day, Obstacle Course, Outdoor Activities Day, Open Day at Stables/Yard

Party, Photo Competition, Pin the Tail on the Donkey, Pet Show, Plant Sale, Parachute Jump, Pony Club Charity Day, Pantomime, Pool Competition

Quiz Night, Quiche Sale, Quilting, Queen Themed Night, Quasar Laser

Race Night, Raffle, Read-a-thon, Riding Display, Ragwort Pull, Rounder's Tournament, Recycle Mobile Phones, Printer Cartridges and CDs/DVDs



Sponsored Silence, Silly Games Day, Sponsored Ride, Sky Dive, Slave Auction, Street Collection, Sports Club Dinner, Stay Awake-a-thon, Swimathon

Tack Cleaning, Table Top Sale, Talent Contest, Treasure Hunt, Tombola, Teddy Bears Picnic, Tug of War, Tuck Shop, Tea Party, Themed Party

Underwear on the Outside Day, Unwanted Gift Sale

Vegetarian/Vegan Evening, Valentine's Day Event, Variety Show

Wine Tasting, Wellie Throwing, (Dog) Walk, Wine and Cheese Party, Word Fines, Whisper for a Day, Water-based It's a Knockout

Xmas Fair, Xmas Party, Xmas Cards, X-Factor in your home town

Yard Party, Yard Clean-up, Yellow Only Dress-up Day, Yo-yo Competition

Zzzzzz...time for you to rest now!

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Fundraising Checklist

There are lots of things to consider when planning and organising a fundraising event and we hope that our checklist will help you:

PLANNING

All good events have been well planned, so it is important to do this step well!
Remember... Perfect Planning Prevents Poor Performance!

- **Time** – Make sure you allow yourself plenty of time to correctly plan and organise your event.
- **Lists** – A check list of all the things you need to organise for your event can be a useful tool, to tick off each job as you get it done.
- **Contact Us** – When returning your event registration form to us, please let us know if you would like some leaflets to hand out at your event about the Gambia Horse and Donkey Trust. Please let us know if there is anything else you think you will need.
- **GHDT Stand** – If you are organising a large event where there will be a number of trade stands please let us know as it may be possible for a representative from the Gambia Horse and Donkey Trust to attend with a stand full of information and photos about the work of the charity.
- **Man Power** – Plan how many volunteers you will need to help you with the running of your event. Make sure you keep these people well informed throughout the planning process so that they know exactly what is expected of them and when.
- **Cost** – Ensure you have considered how much it will cost to plan and run your event and be sure that you are able to cover this cost until you have raised the money you hope for.
- **Permission** – Do you need permission to hold your event? Ensure that you check the rules and regulations that apply to events and activities involving and/or fundraising from the public.
- **Health and Safety** – Make sure that you always stay safe when organising an event. It may be necessary for you to carry out a risk assessment for your event. Make sure you check whether you need insurance for your event.
- **Licenses** - If you are organising a street collection, ensure that you have gained the appropriate license from your local authority.
- **The Law** – Remember that you are responsible for ensuring that any event you organise complies with the law. Please ensure you have adhered to any relevant rules and regulations.
- **Company Sponsorship** – Ask companies if they would support your event through offering products/vouchers as prizes or provide you with

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refreshments for your event free of charge. Offer to give them publicity in return for their support.

- **Float** – Organise a cash float for your event so that you have plenty of change to give people if needed.
- **Gift Aid** – If you are doing a sponsored event you can increase the value of your sponsorship by 25% just by getting people to Gift Aid their donations. Please use a sponsorship form with Gift Aid box on it to ensure we can claim the extra 25%.

PROMOTING

Correct promotion of your event can dramatically increase the numbers of people attending your event and can seriously boost the amount of money you are able to raise. There are lots of ways that you can promote your event:

- **Complete an Event Registration Form** – By submitting your event registration for to us we will be able to help you advertise and promote your event and help you to make it more successful.
- **Posters and Leaflets** – Make sure you put lots of posters up in the area where the event will take place, and you could also drop leaflets through people's doors with details about the event. Ask friends/family to put posters up in their work places and schools/colleges.
- **Press** – Let your local newspapers and magazines know about your event in plenty of time. Ask if they will advertise your charity event free of charge, or if they will run a story about your event. If you have local equestrian magazines ask them also to mention your event, as well as Pony Club and Riding Club newsletters.
- **Radio** – See if you can get onto your local radio to help advertise your event whilst also informing people about the Gambia Horse and Donkey Trust.
- **Social Networking** – Make the most of social networking sites such as Facebook and Twitter. Create an 'Event' page on Facebook and invite as many people as possible. Keep reminding people via social networking sites about your event and give out as many details about the event as possible.
- **Fundraising Pages Online** – Set up a JustGiving account for your event, where people can sponsor you or donate money if they are unable to attend your event. Remember to create a target amount of money that you would like to raise and encourage people to help you to reach your target.
- **Word of Mouth** – Make sure you tell as many people as possible about your event and remember to be friendly and helpful at all times!

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AFTER THE EVENT

There are a few important things to remember after the event:

- Make sure that all **money is counted by at least two people**, to verify the amount that is raised.
- Ensure the **money is kept safe in a locked place** until it is paid into the bank.
- Remember to **take the float money out** of the money raised before calculating the total amount of money raised.
- Please **collect and send any money raised to us as soon as possible**. Please make cheques payable to 'Gambia Horse and Donkey Trust' and remember to include a note with your contact details and details about the event you held when you send the money to us.
- Please remember to **say thank you** to everyone who helped make your event a success. This can be done through social networking sites as well as local press. A simple Thank You can go a long way and will prove beneficial if you hope to run your event again in the future.

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Other ways to Help!

Holding or completing a fundraising event is not the only way that you can help the Gambia Horse and Donkey Trust – there are other things that you can do to help too. Some other ways in which you may be able to help are listed here:

➤ **Collect and donate unwanted items of tack.**

Shipments are sent to Gambia as often as funds allow and donations of tack are always very gratefully received. The most useful items of tack are:

- ✓ Head Collars – Foal, Pony or Cob size
- ✓ Bits – Maximum size of 5 ½”
- ✓ Bridles – Pony or Cob size
- ✓ Harness – Shetland, Pony or Cob size
- ✓ Girths – Any size as these are made into harness
- ✓ Numnahs – All sorts and sizes!

Items that can **NOT** be used are:

- ☒ Rubber reins – they melt in the heat!
- ☒ Large bits, bridles, head collars are too big for Gambian animals
- ☒ Rugs – it is too hot in Gambia to use rugs!
- ☒ Martingales

➤ **Collect unwanted CDs, DVDs and Computer Games**

Please contact us at qhdt@gambiahorseanddonkey.org.uk if you would like us to arrange for a collection box to be sent to you. This is done free of charge, and when the box has been filled you simply call the number on the box for the recycling company to collect if free of charge and they then pay the Gambia Horse and Donkey Trust for the donated CDs/DVDs/Computer Games.

➤ **Collect used printer cartridges and toners**

Please contact us at qhdt@gambiahorseanddonkey.org.uk to organise some collection boxes and/or envelopes to recycle used cartridges/toners, in aid of the Gambia Horse and Donkey Trust. Do you know any businesses, schools or colleges who may allow you to place a collection box in their premises for used printer cartridges? Just let us know how many boxes you will need. When the boxes are full simply call the number on the box for the recycling company to collect them free of charge!

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➤ **Ebay for Charity**

If you are selling something on Ebay, perhaps you would consider donating a percentage of the sale price to the Gambia Horse and Donkey Trust? You will find us listed on Ebay as a charity – a hassle free way of donating some money to your favourite charity!

➤ **Display the Gambia Horse and Donkey Trust Poster**

Contact us to ask for a poster by post or email, or visit our website and download a copy of our poster. Perhaps you could display the poster in your yard, tack shop, vets or local shop? The more help we get with spreading the word, the better!

➤ **Exchange Your Gold for Cash**

YourGold2Cash can now exchange items of jewellery for cash which can be donated to the Gambia Horse and Donkey Trust. Simply visit their website (<http://www.yourgold2cash.co.uk/charity.html>) for more details.

➤ **Search the web with EveryClick.com**

Using EveryClick.com as your search engine does not cost you anything but can help us to raise funds.

➤ **Text Donations**

Could you persuade more people to donate to us if it was a case of sending a simple text? Well now it is! Simply text GHDT01 followed by the amount you would like to donate to 70070. So for example, if you would like to donate £10 , text *GHDT01 £10* to 70070. If you would like to donate £2, text *GHDT01 £2* to 70070! It really is that easy!

➤ **Give a Car!**

Have you been wondering what to do with that scrap car on your driveway? Don't want the hassle of organising it? Well now Give a Car will do it for you! Simply contact Give a Car via their website (www.giveacar.co.uk) or call them on 020 0011 1664 and they will come and collect your scrap car for free. Select the Gambia Horse and Donkey Trust as your charity and we will receive a donation when they dispose of your car! It doesn't cost you a penny.

➤ **Leave a Legacy**

By leaving a legacy to the Gambia Horse and Donkey Trust you can help us to continue the work we do for working equines in The Gambia into the future. Please contact us for a form or for further information.

THANK YOU!

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