



RESCUE WIDOWS, ELDERLY, YOUTH AND ORPHANS WITH AIDS

FUNDRAISING IDEAS

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Fundraising

Firstly, we would like to say that there is no obligation to fundraise and we invite you to come and see for yourself how our money is used to make a difference; this can also give a much better idea of where funds are needed. However, if you would like to fundraise before joining us here in Uganda, any amount raised will make a big difference in changing the lives of people in our community.

Fundraising Campaigns

We know from our experience that when fundraising it can help to provide people with up-to-date information about the work that the organization is doing. You might also be able to link your fundraising activities to such projects, helping donors to understand the link between their donations and the organization's work. You will find below details of three campaigns, currently in the planning stages, which we are aiming to implement this year.

Save a Life - Establishing a Community Medical Center

Since its inception, RWEYOWA has experienced challenges with referring its clients to health facilities for effective medical services. One of RWEYOWA's main objectives in 2011-12 is to establish a Community Medical Center to enable clients to more easily receive necessary health/medical services. Patients not registered as RWEYOWA clients will be required to pay for some services to ensure the sustainability of this project.



The project will cost approximately £2500/\$3750. An online fundraising page, www.mycharitypage.com/savealife, has already been created so please feel free to direct people there.



Empowering Clients towards Independence

Currently, many of RWEYOWA's clients rely on our food donations, which is ultimately unsustainable. Distributing chickens to some of our physically active clients/families would allow them to obtain and secure financial independence through selling eggs, whilst also allowing us to focus our food supplies on our less physically able clients. We propose to start by providing 25 of the 64 families under our community outreach programme with at least 10 chickens, enough feed for the first two months and a cage/enclosure for the chickens.

The project will cost approximately £2800/\$4200, but can also be executed in stages.

Sustainable Vocational Skills Support Project

A minimum of 100 vulnerable individuals each year will be trained with vocational skills such as tailoring, knitting, craft and hairdressing, and will then either be able to secure vocational jobs or start up their own small-scale businesses. Some trainees/beneficiaries will be retained by the project to produce products for sale, with the returns being shared between RWEYOWA and beneficiaries. RWEYOWA's financial return is expected to cover the day-to-day project costs.



The project will cost approximately £2200/\$3300.

Clients would not only benefit from the above projects in a monetary sense, but the above two projects would also act as an invaluable vehicle of empowerment for anyone involved, and would help to eradicate stigma in the community.

Donation Examples

We also know that it can really help to give people an idea of what difference their money could make, so we've included below a few general examples:

- £2/\$3 is enough for a family to buy food for a day
- £10/\$15 is enough to buy clothes for a vulnerable orphan for a year
- £20/\$30 is enough to enable a RWEYOWA client to learn a new vocational skill
- £40/\$60 is enough for an orphan to access education per term (i.e. £120 per year)
- £100/\$150 is enough to fund two HIV Voluntary Counseling and Testing sessions

Fundraising Ideas

There are so many different ways to raise money for a cause such as ours that your fundraising can take as little or as much time as you have available. On the following page we have compiled a list of a variety of ideas that you might like to use, but of course you can come up with your own too! As mentioned above, it can also help to make your fundraising efforts link to the work of the organization you're fundraising for, so we've tried to link some of our ideas to the projects described above... let us know if you can think of any others!

For further inspiration, here is what some past volunteers did:



“I organized a 12km sponsored walk, using www.mapmyrun.com to plan a route through London, to raise money to buy RWEYOWA a car. This means RWEYOWA's volunteers no longer have to walk 12km with heavy packs in order to deliver their community outreach programme, and it's far easier for them to transport clients to hospital. Eight friends agreed to do it with me and got sponsorship from their friends and family. It was really very simple to organize, a lot of fun to do and hugely satisfying when I reached my target of £3000.” - Lindesay

Lindesay and her friends about to set off on their 12km sponsored walk

“Thanks to the many people who gave so generously to support me in my efforts to fundraise for RWEYOWA, I was able to take with me around 200lbs of medical supplies and other donations, and give money to the organization to purchase more supplies from within the community. This meant we were not only supporting RWEYOWA's clients, but also helping to support the local community more generally, in turn increasing their positive views of the organization.” – Alena

Simple ideas:

- Ask your friends and family to sponsor you per day that you are spending with RWEYOWA – not only can you tell them about the fantastic work that you will be involved with, but you can remind them that you won't have a hot shower the entire time you're there!
- RWEYOWA have a fundraising profile at www.mycharitypage.com/rweyowa, enabling online donations to make fundraising even easier.
- Get in touch with your local Rotary Club – although each Club is a charity in its own right, its members are philanthropic business people who get together to support other worthy causes.
- On World AIDS Day, 1st December each year, you could ask friends and colleagues to donate to your 'Small Change for Safe Sex' fund, explaining that a £2/\$3 donation could buy 15 packs of condoms

Linked ideas:

- Organize a film night, requesting an entrance fee and providing sweets and popcorn for a small donation. You could make the film relevant to the cause by choosing a film such as *Philadelphia* or *Chicken Run*!
- Ask people to sponsor a particular aspect of the above projects. For example, they could:
 - Sponsor a chicken for £2/\$3
 - Sponsor the vaccination of 10 chickens for £5/\$7.50
 - Sponsor a chicken enclosure for £15/\$22.50
 - Sponsor enough chickens for one family for £20/\$30
 - Sponsor 2 months worth of chicken feed for £45/\$67.50
 - Empower a family towards independence by sponsoring all of the above for £85.00/\$127.50
- In support of those people who are learning to become hairdressers, you could ask for sponsorship to shave off all your hair or chop off your ponytail!

Fundraising events:

- Organize a fundraising event such as music gig or a pub quiz (we've written 2 themed rounds for you!)
- Get sponsored to take part in a challenge such as a 24hr fast or a sporting event no one would ever expect you to complete!
- Negotiate a group discount on a number of tickets to a local comedy night, theatre show or similar; give them to friends in return for a donation, then donate the profits to RWEYOWA
- Organize a *Come Dine With Me* style competition among friends, each donating to take part, with each person having to cook a traditional African meal!
- Including a raffle at your event, of prizes donated by local businesses and shops, is a great way to supplement money raised

Pub Quiz Rounds

UGANDA

1. What is the capital of Uganda?
2. What is the national bird of Uganda?
3. The source of which river is in Uganda?
4. Putting a chicken on your head is a traditional cure for which disorder?
5. Uganda shares Lake Victoria with which other two countries?
6. In which year did Uganda become independent?
7. How many National Parks are there?
8. Queen Victoria gave the King of Buganda two cars as a gift, what make were they?
9. How many Ugandan clans are there - 14, 37 or 52?
10. When did Museveni come to power?

HIV / AIDS

1. When was HIV first identified?
2. What does AIDS stand for?
3. What infection is known as HIV's terrible twin?
4. What are the 3 main causes of HIV transmission in Uganda?
5. In what year was the first World AIDS Day?
6. Anti-Retroviral Therapy consists of how many Anti-Retrovirals?
7. What was the very first condom made out of?
8. HIV-1 (the main type) is believed to have evolved from a similar virus in which species?
9. What famous film starring Tom Hanks was one of the first to tackle HIV and homophobia?
10. Which famous male ballet dancer died of AIDS in 1993?

UGANDA ANSWERS

1. Kampala
2. Crane
3. The Nile
4. Epilepsy
5. Kenya & Tanzania
6. 1962
7. 10
8. Rolls Royce
9. 52
10. 1986

HIV / AIDS ANSWERS

1. 1984
2. Acquired Immunodeficiency Syndrome
3. TB
4. Unprotected Sex, Mother-to-Child & Blood Transfusion
5. 1988
6. 3
7. Linen
8. Chimpanzee
9. Philadelphia
10. Rudolf Nureyev

Thank you so much again for your interest in volunteering with RWEYOWA and we really look forward to welcoming you!