



Fund Raising, Donated Materials & Promoting to our Charity: 'Your Guide to how to help!'

Fundraising Brief - Spring/Summer 2018

For our volunteers, supporters, partners and friends...

A Thank you from Matt Craig, PWA Director:

"Firstly, if you are considering raising funds, donating materials, or carrying our promotional activities for our charity, thank you from the bottom of our hearts. It is the kindness of our friends and supporters which allows us to sustain the work we do... we simply could not have survived without you. From the whole team, thank you!"

You may or may not be aware that the economic climate and rate of development in Ghana is incredibly challenging at this time. Charities such as ours - and the people we support - are struggling to compete with vast, multi-national organisations who spend tens of thousands on advertising and marketing. Never, in my decade of experience working with NGOs, has the fund raising climate been more difficult!

Raising funds and awareness about any charity is always difficult: due to the vast amount of truly worthy causes competing for people's generosity and attention, it's hard for little guys like us to get our voices heard. Yet capital and exposure are so important and essential: funding allows us to react to the needs of the children and families we support and maintain the stability of our projects in an incredibly difficult operational context, and exposure helps us tell the stories of the people we support and the challenges that they face.

Quite simply, anything you can do to help our charity might just make a difference which could seriously change the life of one, or many, vulnerable children! It's hard to imagine how any contribution you could make to any cause could be any more valuable or rewarding.

So please take a moment to read this document which outlines our specific needs for help and assistance at this time. From raising funds, to donating materials, to simply telling your friends about us on Facebook... we value anything you can do to help us more than you can possibly imagine.

Welcome to the PWA family.

And thank you!"

Matt Craig - CEO



1. For Your Peace of Mind:

Ensuring we take our responsibilities seriously and meet the highest possible ethical standards. We recognise that asking your friends, family or colleagues etc to donate money or help you promote a cause can often be difficult: sadly bad practice by a minority of charities has resulted in a level of distrust in some areas of society... 'what will the money be used for', 'will it actually reach the people it is intended to help', and other legitimate questions are understandably asked. So for your peace of mind, please be aware that ALL funds donated to Partner West Africa are managed under the ethical framework of the UK Charities Commission, the most widely accepted, leading, national charity oversight board in the world. Our Trustees also take NO salaries or payments for their work, working on a 100% voluntary unpaid basis. So rest assured your money will be reach the children & families we support!

While donated funds consistently represent our most urgent need, we are also extremely grateful for any donated materials or resources. Our priority is always to raise funding for the general operation and development of our charity, but we also always have a great need for resources or materials which will help us improve the services and projects we can provide.

If you are volunteering with us... please be aware that you should in no way feel obliged to raise funds or donate materials. We are honoured you have join our team and we value your energy, time and expertise beyond all else! But if you do decide to help out in this area, thank you. We are very lucky to have you!

So... How Can You Help? We provide below is brief seasonal guide highlighting what help the charity requires as a priority at this particular time...



2. Raising General Funds:

The most effective method to fundraise for us is online, as this allows any user to link directly through to our charity's websites, read about what we do and how their monies will be used, and make simple and quick online payments which can be tracked and managed by us effectively, without the need for cash to exchange hands. We have three main options available for you to use to do this:

I. CharityCheckout:

If you would prefer to collect cash or cheques from friends and family that you can donate directly yourself, or if you would like to provide people with a quick and simple way of making one-off or even regular monthly or annual contributions, CharityCheckout is a quick, simple and cost-effective website, which we use as our primary fund raising tool. You can find our CharityCheckout Page here:

<http://partnerwestafrica.org/get-involved/donate-raise-funds/>

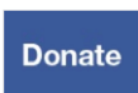
II. JustGiving:

JustGiving is great for setting up appeals or campaigns the allow you to tell your story and provide information about what you are fund raising for and why. Through JustGiving you can create a unique page on which you can explain your story: what you will be doing as a volunteer or why you have chosen to support us, the benefit your contribution will make, and the impact of the projects on local people and children. You can then share this on social media, email the link to friends and family, and provide a quick and simple way for people to make payments online, transferring funds directly in to our UK based charity commission compliant account. You can find our JustGiving page here:

<https://www.justgiving.com/partnerwestafrica/>

III. Facebook Donate:

A quick and simple way through which you can donate friends and family, who are users of Facebook, to make anything from a small one-off donation, to a month-by-month standing order, is to direct them to the blue Donate button located at the top of our charity's Facebook page. Depending on what type of device you are viewing our page from, the button maybe located in a slightly different location. But for your guidance, it looks like this:



And can be found at: <https://web.facebook.com/partnerwestafricauk/>



3. Our Current Project Appeals:

1) Our Daycare & Nursery Sponsorship Scheme

This appeal is to raise regular, month by month donations, from individuals, families or organisations who wish to become official sponsors of our Daycare & Nursery Centre for vulnerable children, in the extremely underprivileged community of Oshieye, in Ghana.

[You can find out everything you need to know about the centre here.](#)

[And you can view an introductory video for the appeal here.](#)

[And you can register to become a sponsor quickly and securely online, using our 5 minute Charity Checkout application system here.](#)

2) Our Malaria Prevention Programme

This is a life-saving, ongoing and critical appeal to help us raise funds to reduce what is one of the most prevalent killers of young children in our local communities:

[You can find out about our Malaria Prevention Programme Volunteer projects here.](#)

[And if you would like to make a donation to this critical, life-saving programme, please visit our dedicated JustGiving Page to make a quick, simple & secure online donation here.](#)

4. Donating Materials & Goods:

We are always in need of support with many items, both for projects and to keep the costs of running the organisation down, and we have compiled a list of the most urgent current needs we have below.

Sometimes we can arrange for the collection of donated items from your house or place of work but obviously the side, weight and therefore costs need to be considered. However, we also have a very flexible team of helpers in the UK who will always try to collect items if they are near to you or passing through. If you are volunteering with us and therefore you intend to carry donated items out with you when you travel to Ghana, please check with your airline on your luggage allowance first. If you are collecting items to be handed to our UK team for shipping to Ghana, please contact Sandy Craig at sandy.craig@partnerwestafrica.org to discuss logistics and ensure that the donated items can be shipped. **At present, our priorities for resources, materials and equipment are as follows...**



I. Every-day Donations (Please contact us for specific specifications):

- **Mobile Phones:** We are ALWAYS desperately in need of good quality, undamaged, fully network unlocked smart phones, such as iPhones, complete with chargers & cases, as they are extremely expensive in West Africa, get damaged in the harsh environment, and are essential for effective communication and internet connectivity.
- **Children's consumables:** these include nappies, changing powder, disinfectant, children's multi-vitamins, note books, pencils, card for art works, white board markers, children's arts and crafts materials, and light/summer clothes & shoes (please note: we get offered a lot of these so please make sure they are in good condition, without damage or stains etc, appropriate for the hot climate, and free from any potentially offensive symbols or slogans). All items should be suitable for for 1 to 6 year olds.
- **Anti Malaria resources:** these include malaria testing kits, repellents, treatment solutions to treat nets with anti-mosquito repellent, and FUNDS to buy mosquito nets here in Ghana (they are cheaper here than elsewhere and it is important we buy the correct specification).
- **Healthcare resources:** these can include children's toothbrushes & toothpaste, thermometers, children or adult anti-fever medications, paracetamol, diarrhoea medicines, baby milk powder, specialist weighing scales to weigh new born babies, nappies, and new born baby clothes.
- **Project consumables:** these include the general items we need to deliver our projects efficiently: anti-bacterial hand disinfectant, mosquito & insect repellents, clinical gloves, printer ink cartridges, clip-boards, pens, batteries, back-packs, light wet weather wear, torches, scissors, and general office consumables.

II. High Value or corporate Donations (Please contact us for specific specifications):

- **Full set of nursery uniforms:** We are currently hoping to create a new PWA nursery uniform for our children. We require well-made, 100% cotton, children's polo shirts in bright orange, with the PWA logo sown or printed on the breast, and light-weight grey school shorts or skirts. We require:
 - 60x polo shirts for 2-3 year olds
 - 60x polo shirts for 3-5 year olds
 - 30x boys shorts for 2-3 year olds
 - 30x boys shorts for 3-5 year olds
 - 30x girls skirts for 2-3 year olds
 - 30x girls skirts for 3-5 year olds



- **School bus:** To make transport of our nursery children and project teams/staff safer and more effective, we require a safe, good conditioned, 30+ seat bus in white with seat-belts, air conditioning, and our logo painted on the side.
- **Back-up generator:** Our office, Daycare & Nursery Centre, and staff & visitor accommodation block all are dependent on the very poor and unreliable electricity supply in Ghana. This means frequent, almost daily, power outages, preventing our projects from being able to run smoothly, disrupting our ability to work and communicate, and wasting precious funds by spoiling the stocks of chilled foods we keep refrigerated for the Daycare & Nursery feeding programme. We are therefore require a quality, silent diesel generator.
- **Water pumping & heating equipment:** In order to allow for increased capacity in rain water harvesting to feed our Daycare & Nursery Centre for Vulnerable Children, offices and accommodation block - to provide an increased flow and heated water for bathing - we require a high capacity electrical water pumping system and an electric boiler.
- **Apple Mac desk-top computers:** In order to improve the ability of our office team in Ghana to produce higher quality publication, project design and communication systems, we require up to 3x new Apple Mac desk-top units.
- **Flat screen TV & DVD system:** For use for presentations, children's entertainment, news updates, and use for our staff and volunteers, we require a 30" to 40" flat screen LED monitor and a DVD player.

Please Note: If you are able to donate any of the above please contact sandy.craig@partnerwestafrica.org to discuss the specification and how we can thank and support you as a high value or corporate donor.



5. Promoting our Organisation Online

We are always in need of support to tell the world about our work and raise awareness about the issues that we care about. And there are a number of simple and straight forward ways you can help us do that.

These include:

- Ask people to check out our website & share it on social media: www.partnerwestafrica.org
- Ask people to 'Like' our FaceBook page: <https://web.facebook.com/partnerwestafricauk/>
- Ask people to follow our Twitter Account: https://twitter.com/VWA_Ghana
- Ask people to follow our Google+: <https://plus.google.com/+Vwa-volunteerwestafricaOrg>
- Ask people to follow our Instagram: <https://www.instagram.com/partnerwestafrica/>
- Get in contact with us to promote us on your own website, social media, or other online platforms.

For more information and guidance on promoting our organisation, or any of the other information with this guide, please contact matthew.craig@partnerwestafrica.org

Thank you for anything and everything you can do for our charity and the children and families we support!

With great thanks...
From the Partner West Africa Team.

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