



SOUTH AFRICAN YOUTH EDUCATION FOR SUSTAINABILITY

Fundraising Pack



Table of Contents

Who We Are.....	2
TIL Programme Participants.....	2
Participants’ Background.....	3
What the TIL Programme is Achieving.....	3
Mentee becomes Mentor.....	3
How Shall I Raise Funds?.....	4
Fundraising.....	4
Donations.....	4
How to Raise Funds for SA-YES.....	4
Activities Outdoors.....	4
Running.....	5
Walking.....	7
Cycling.....	7
Other Outdoor Activities.....	8
Activities Indoors.....	9
Auctions.....	9
Board Games.....	9
Card Games.....	9
Creative Activity.....	9
Electronic Games.....	10
Indoor Sport.....	10
Going it Alone.....	11
I have an Idea for a Fundraising Event – Is Help and Support Available?.....	11

Fundraising Pack

Who We Are

South African Youth Education for Sustainability (SA-YES) was founded in 2008. SA-YES is registered in the UK as a charitable company (Charity Commission Number 1127701). Operating in Cape Town, SA-YES is developing its Transition to Independent Living (TIL) programme for young people aged 16-25, who are making the transition from residential care to sustainable independent living.

SA-YES collaborates with existing charitable organisations, with complementary programmes. These programmes enable young people to develop their skills and education, allowing them to participate in legitimate economic activity and engage positively and responsibly with their communities.



Michelle Potter with some of the young people from the programme

TIL Programme Participants

Participants in the programme are young people living in residential care, who have reached the age when they are forced to leave because government funding ceases when they are deemed to be too old. The usual leaving age is 18, but in certain cases they may stay on beyond that age if they are still in school.

There are several 'age inappropriate' schools in the Western Cape catering for those who are behind in their schooling; attendance at these schools allows young people to stay in care beyond the age of 18.

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Participants' Background

Coming from backgrounds where they have experienced abuse, neglect, poverty, addiction and HIV/AIDS, the TIL programme participants comprise former street children, orphans, those who have been removed from their families by the courts and those who cannot be cared for at home due to unemployment and poor living circumstances. On leaving care young people are often ill-equipped for independent living. This can lead them to a life on the streets with neither the skills to support themselves nor a home to return to.

What the TIL Programme is Achieving

The TIL programme provides support for young people as they plan to make the difficult transition from residential care to sustainable, independent living. Each young person joining the programme is matched with a volunteer

mentor whose role is to befriend and guide them, giving them the support that most of us received from our parents when we were preparing to leave home. Leaving home is difficult for everybody, particularly those who have lived in institutions, for a great many reasons, in particular because they don't have the luxury of being able to return home when the going gets tough. This crucial relationship between mentor and mentee is supported by the provision of regular support sessions and goal setting in collaboration with the home.



Mentors at a Training Workshop

Mentee becomes Mentor

In 2010 the programme supported 15 young people and in 2011 the number increased to 25.

With experience of the programme the first beneficiaries are motivated to become mentors themselves and work with future participants of the programme. That is a wonderful endorsement of the programme. Two of the beneficiaries share their experience in:

http://sa-yes.com/otskwp/wp-content/uploads/2010/12/2009_OTSK_Annual_Report_Booklet.pdf

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How Shall I Raise Funds?

Fundraising

There is much information and advice available on the Internet about fundraising and the types of event one might organise.

The Institute of Fundraising at <http://www.institute-of-fundraising.org.uk/> was formed in 1983. Its website has plenty of advice and guidance with links to websites for more specific information.

Donations

A one-off donation or regular monthly donations will help us to support more young people for longer. In the UK donations from taxed income are eligible for Gift Aid. This means that Her Majesty's Revenue & Customs (HMRC) adds the basic rate of tax paid by the donor to their donation. This means a gift of £10 becomes £12.50 when the charity reclaims the tax paid. For more details of Gift Aid please visit the website of HMRC at:

<http://www.hmrc.gov.uk/individuals/giving/gift-aid.htm#1>

On the SA-YES website <http://sa-yes.com/you-can-help/> are links to sites that provide facilities for making regular donations to SA-YES. There is a PDF document to download for those able to make a Gift Aid declaration.

How to Raise Funds for SA-YES

This section is divided into two broad categories, activities outdoors and those for indoors.

Activities Outdoors

On the SA-YES website at <http://sa-yes.com/you-can-help/#events> are details of forthcoming events outdoors.

SA-YES entered a team in Run to the Beat in 2010 and sponsorship raised over £5,000.

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There is a full report <http://sa-yes.com/2010/10/my-run-to-the-beat-experience/> of the event, written by Julie Tomlin who organised it, on the SA-YES blog.



Some of the team that raised over £5,000 in London's Run to the Beat in 2010

Running

The most popular activity outdoors for fundraisers is running. From just a few kilometres to full marathons these races give lots of publicity to participants and the charities that they support. For the largest events national TV, radio, newspapers and magazines are present for moving human stories and pictures.

Here are some general web sites that provide details of events and also have good advice on training and taking care when running:

- <http://www.runnersworld.co.uk/>
- <http://www.therunningbug.co.uk/>
- <http://www.timeoutdoors.com/>

Below are details of web sites that list running events in different countries.

Fundraising Pack
United Kingdom

Distance	URL
5km	http://www.bigfunrun.com/
5km	http://www.raceforlife.org/ ladies only.
5km & 10km	http://breakthrough.org.uk/running_club/events_calendar/ This site lists 5 and 10km events and sometimes half and full marathons. http://www.greatrun.org/Default.aspx
10km	http://www.wellbeingofwomen.org.uk/support-us/running-events/the-british-10k-run/
21.0975km half marathon	http://www.runnersworld.co.uk/ Under the sites EVENTS tab is a search facility to locate the distance and location of an event.
42.195km marathon	http://www.marathonrunnersdiary.com/races/uk-marathon-list.php

United States of America

Distance	URL
5km +	http://www.coolrunning.com/index.shtml
5km ⇨ marathon	http://www.runningintheusa.com/Race/Default.aspx
5km ⇨ marathon	http://www.halfmarathons.net/
Half marathon	http://marathons.ahotu.com/calendar/half-marathon/usa/2011

Australia

Distance	URL
5km +	http://www.coolrunning.com.au/runningguide/wiki/index.php/CoolRunning_Australia
Marathon	http://www.mymarathonclub.com/ausmarathons.htm Includes details of super marathons – up to 100km!
Marathon	http://www.coolrunning.com.au/calendar/marathon.php?TargetCal=MARA&Months=12

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Walking

Some of the events for running also have parallel events for walkers.

Some events are arranged for just walkers. Sandi Hicks reported on the “Bridge to Brisbane” 10km walk that was held on Sunday 29th August 2010, on the blog dated November 1st, 2010 <http://sa-yes.com/2010/11/>. Four girls from Aussie X-Files Fans @ Facebook (<http://aussiexfilesfans.webs.com/>) took part in the walk and raised £300.



Aussie X-Files Fans raised £300 from the Bridge to Brisbane Walk

Cycling

Distances vary enormously and some events offer several distances and alternative routes.

United Kingdom

URL
http://www.bike-events.com/
http://www.timeoutdoors.com/
http://www.bikeforall.net/index.php
Lots of good advice on cycling in general
http://www.thecyclepeople.com/forum/forumdisplay.php?f=41
Has listings of charity cycle events in Africa, Asia, Mainland Europe, North America, South America and UK



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United States of America

URL
http://www.bikeride.com/
http://www.bikingbis.com/blog/_WebPages/Charitybicyclerides.html

Australia

URL
http://www.bicycles.net.au/Australian-Cycling-News-and-Articles.63.0.html
Look for the link to Charity Events

Other Outdoor Activities

There are numerous events arranged locally and some regionally including:

- Swimming
- Triathlons
- Walking & Hiking
- Orienteering
- Sat-Nav Treasure Hunts
- 5-a-side football
- Various ball games involving two or more players

Some events fall into the category of extreme sports:

- free-fall parachute jumps
- kayaking river rapids
- climbing mountains

For the less active but still outdoors:

- Car boot sales
- Garage sales

At a neighbourhood level there are useful tasks that could be undertaken for small donations to SA-YES:

- Cutting lawns
- Trimming hedges
- Cleaning windows
- Tidying a garden
- Clearing litter
- Taking rubbish to the local tip
- Washing/valeting cars

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Activities Indoors

Auctions

- Online auctions like eBay
- Selling items through Amazon's website
- Using local auction houses to sell unwanted or unused items or gifts

Board Games

Games sponsored by the hour, points scored or wins.

- Chess
- Draughts
- Monopoly
- Scrabble

There is a long list of board games at http://en.wikipedia.org/wiki/List_of_board_games.

Card Games

There is a list <http://www.pagat.com/alpha.html> of nearly 800 cards games for one or more players.

Creative Activity

- Baking bread or cakes
- Cooking meals
- Hair Styling
- Manicures
- Portrait Photography
- Oven Cleaning
- Patchwork Quilting
- Crochet
- Knitting
- Embroidery
- Painting

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Electronic Games

These may be games played using the Internet or at home. These could be based on endurance or wins.

- Nintendo DSi/DS
- Nintendo Wii
- PlayStation 2 and 3
- Sony PSP
- Xbox 360

Indoor Sport

These could be endurance events or on the basis of points scored or wins. Teams of 5-a-side or as many as are available. Start by charging to play.

- Badminton
- Basketball
- Billiards
- Bowls
- Cricket
- Darts
- Football
- Hockey
- Ice Skating
- Pool
- Roller Skating
- Snooker
- Squash
- Swimming
- Table Tennis
- Ten-Pin Bowling
- Tennis

For more ideas please try http://en.wikipedia.org/wiki/Category:Indoor_sports.

Fundraising Pack

Going it Alone

You may prefer to save towards a defined goal on your own. This needs discipline; sharing the idea with a third party will help. Perhaps use your third party as your banker. Here are some ideas:

- Drink one less coffee/tea/beer/wine each day and put the money saved towards your goal.
- Instead of taking a short bus ride walk the distance and put the bus fare towards your goal.
- If you don't smoke put the value of 20-a-day towards your goal.
- If you do smoke, stop and put the money saved towards your goal.
- Instead of buying lunch make your own and put the money saved towards your goal.
- Put a portion of a small lottery win (£10 is the smallest lotto prize in the UK) towards your goal.
- Save coins of a particular denomination: 1p, 2p, 5p, 10p, 20p, 50p, £1 or £2 at the end of a working week – and try to avoid spending them all before the weekend!
- Every week put all your small change – coins with a value of less than, say, 50p – towards your goal.
- Every time you send someone email put the 1st or 2nd class postage of a similar paper letter towards your goal.

I have an Idea for a Fundraising Event – Is Help and Support Available?

If you have an idea to raise funds for SA-YES but you're not sure how to get started or how to recruit members for a team please contact events@sa-yes.com. If your idea is suitable we may be able to place details on the SA-YES website to attract support from friends at home and abroad.