

Tanzanian Children's Fund

Fundraising and Donation Guide



TANZANIAN CHILDREN'S FUND

Thank you for your interest in bringing much needed donations to Rift Valley Children's Village and the Tanzanian Children's Fund. Your willingness to assist us in getting the items our kids need is so greatly appreciated.

We understand that starting a campaign and reaching out to your network for donations can be overwhelming. The following packet is designed to help get you started as well as provide tips and tricks for crowdfunding campaigns. The TCF team is here to help you every step of the way to make sure that your fundraising experience is meaningful and successful!

Fundraising and Donation Toolkit

Page 3: What is crowdfunding?

Page 4: How do I get started?

Page 5-10: Choosing your campaign

Page 11: Utilizing platforms

Page 12-15: Making the ask

Page 16: Asante sana- saying thank you!

What is crowdfunding?

Crowdfunding means generating big support through many small donations. Crowdfunding makes use of the easy accessibility of vast networks of friends, family and colleagues through social media platforms like Facebook, LinkedIn, Twitter and Instagram.

We suggest using a crowdfunding site whether you are just using the internet to spread the word or you are hosting an event, for it allows people both near and far to contribute. When choosing your crowdfunding site, be sure to look at how much of each dollar the site keeps as processing fees and what percentage of each dollar they tag on to the donor. Some of the top crowdfunding sites for volunteering/philanthropic campaigns include:

Rally (<https://rally.org>) : Very user friendly site that makes setting up your page easy. It is free to setup and charges 5% + credit card fees (2.9% + 30 cents) for each donation processed.

StartSomeGood (<https://startsomegood.com>) : StartSomeGood has an excellent support team that can help first-time fundraisers throughout the process. It is free to submit your project, and you will only pay their service fee of 5% if your project reaches its funding goal.

CrowdRise (<https://www.crowdrise.com>): CrowdRise is another platform exclusively devoted to philanthropic ventures. They pride themselves on having the lowest service charges and fastest access to funds earned. \$97 out of every \$100 goes directly to your cause and that includes credit card fees. Plus, there are no fundraising or deadline requirements. They do, however, charge donors a small percentage for processing fees.

Additional sites include: GoFundMe; Causes; Indiegogo; Razoo; Kickstarter

How do I get started?

Once you have decided on a crowdfunding site, if that is how you are choosing to fundraise, it is time to decide the particulars! Here is how to start your campaign in 4 easy steps:

1. **Pick a project:** Are you interested in fundraising for a specific set of items, like 500 school uniforms; a specific TCF program, such as health or microfinance; or fulfilling a specific need, like supplying food for a house for 1 month or even 1 year? It is always best to fundraise for what you are most passionate about.
2. **Set a goal:** Make a target for how much you would like to raise. You know your network better than we do. If you just graduated from college and many of your friends are strapped for cash, maybe you know to start smaller. If you are someone with 100 cousins, you may want to aim big. Regardless, you should never go too small. You will be surprised at how many people will be willing and happy to support you!
3. **Reach out:** This can be the hardest part for some people. It may seem rude or awkward to ask people for money, but again, you will be surprised at how eager people can be to give! Post your fundraiser on social media, email your network, ask people to share with theirs, and make phone calls. In order for people to support your campaign, they need to know about it.
4. **Be direct and know your audience:** In many cases, asking people for a specific amount can be more successful than simply asking to give. But when deciding the amount, keep the audience in mind. Don't ask your college roommate who is paying off student loans for \$500, ask for \$10. Are all your friends doctors and lawyers? Don't ask for \$5, try \$100.

Choosing your campaign

When deciding on your campaign, you may be interested in soliciting monetary donations, in-kind donations or a combination of both! Below are some ideas for the kinds of capital you can raise:

Monetary

Birthday Campaign: Whether you have visited, volunteered or simply believe in TCF's mission, our birthday campaign provides a great incentive for people to give. And it is simple! A few weeks before your birthday start advertising your campaign asking people to give the same amount of money as the age you are turning. If you are turning 30, ask your friends and family to donate \$30.

Everyone Needs (and loves) Food: At RVCV, we have many mouths to feed. We have multiple food-related campaigns that allow you and your supporters to help us get food on plates.

- Rice: Raising \$2,000 can provide enough rice to feed the children of RVCV for an entire month. Rice is a staple food in Tanzania and at RVCV the children enjoy it in dishes such as pilau, with vegetables, spices or with beans!
- Beans: \$600 can provide enough beans to feed the Village for one month and \$3,600 would feed the Village for 6 months! Beans are also a staple in the Tanzanian diet and are crucial in providing our children the protein and calories they need to get through their day!
- Peanut Butter: Our kids love peanut butter. Providing enough to feed 95 kids requires a lot of peanut butter. \$300 will provide our kids with

enough peanut butter for peanut butter and jelly sandwiches for breakfast for 3 or 4 days a week for an entire month. \$3,600 would cover our peanut butter costs for a year!

- Breakfast: \$1,700 covers one month of breakfast supplies for 95 kids. Breakfast consists of bread, peanut butter, jelly and eggs. Each breakfast costs about 60 cents per child, per meal.

The Gift of Education: We aim to provide our kids and the surrounding community with the best education possible. As a part of this effort, we have partnered with two local government schools to help them be the best they can be. In order to accomplish this, you and your supporters can help us supply many education-related items and help subsidize school expenses.

- Uniforms & Shoes: \$50 provides 1 of the 320 students at Oldeani Secondary School with their school uniform and shoes for one year. While, \$700 would provide all of Gyetighi Primary School with their uniforms for one year.
- A Place To Study: \$100 allows TCF to build a study cubicle and an accompanying chair for the new library at Oldeani Secondary School. Additionally, \$55 would cover a classroom desk for a secondary student.
- Teacher Training: Want to help dedicated teachers be the best they can be? You could provide 4 teacher training seminars for 20 teachers for \$1,000.
- Teacher Salary: \$167 provides a one month salary for a teacher at Gyetighi Primary School or Oldeani Secondary School. For \$2,004 you could cover the annual salary for 1 teacher.

- Student Teachers: \$5,000 will put one promising high school graduate through our Student Teacher program. After working with us at Gyetighi Primary School and living with the children of RVCV for one year, each Student Teacher is supported through 2 years of higher education in a field of their choice. \$5,000 is a big goal, but it would allow one hard-working Tanzanian to break free from generations of poverty.

Healthy Futures: We want our children to grow up happy and healthy. Providing healthcare to not only the 95 children that call RVCV home, but also to the surrounding community, Gyetighi Primary School and Oldeani Secondary School is costly. You and your supporters can give futures by ensuring that our community gets the care and attention they need.

- Vitamins & Worming Meds: \$450 provides the 320 students at Oldeani Secondary School with essential daily vitamins and de-worming medication for an entire year.
- Special Surgeries: \$5,000 provides us with a medical surgery fund for children from our area who are in need of special surgeries or special care for injuries like severe burns.
- Social Worker Salary: Many of our kids had a rough start in life. In order to ensure their bright futures, we need to address any mental health issues that may stem from their early years. \$850 provides one month's salary for a licensed social worker.
- Treat 2,400 Patients: As a part of our partnership with FAME Medical, we host 24 mobile medical clinics a year. The FAME team comes to RVCV twice a month to treat patients in our community who can't make it all the way to FAME's facility in Karatu. You could cover the medical costs for the over 2,400 patients seen at the clinic every year for \$14,400.

Volunteering at the Village: We are so incredibly grateful that you are interested in joining us at RVCV and of the time you will spend working with our children. We understand that your volunteer experience comes with personal costs. Historically, our volunteers have seen great success using crowd-funding campaigns to help raise funds to cover their volunteer expenses. Here are some tips for fundraising for volunteer costs:

- Determine costs: You have received your volunteer costs from our volunteer coordinator, now it is time to decide what you are hoping to cover with your campaign. Do you want to just cover room and board? Do you need help paying for flights? Look at your personal finances to see what you could use help funding.
- Be personal and descriptive: Outline why volunteering at RVCV is so special to you and be descriptive about how you will spend your days here. The more people can connect to your future experience, the better.
- Share, share and share: Share with as many people as you can. Circulate an email to family and friends and ask them to share with theirs. Advertise your campaign on your social media accounts. Send reminders as you get closer to your departure date.

Host an event: Are you interested in hosting a fundraising event? Please contact Ali, our Sponsorship and Communications Coordinator, for more details at sponsor@tanzanianchildrensfund.org

In-Kind Donations

Again, thank you so much for your offer to bring much needed in-kind donations to RVCV and TCF. Below is a list of items that are needed at RVCV:

Office Supplies:

- Scotch tape
- Laptops, new or used
- Thermal laminating pouches
- Photo paper
- Dry erase markers
- Paper clips
- Rubber bands
- Sticky tack
- Scissors (kid and adult sizes)
- AA and AAA batteries
- Ink: HP 21, 22, 122 (Black/Color)
- Ink: Pixma IP90 (Blank/Color)
- Post-its

School Supplies:

- Pencil sharpeners
- White out pens
- Pens in black, blue or red ink
- Pencils
- Erasers
- Lined paper
- Rulers
- Tissues
- Hand-sanitizer

Craft Supplies:

- Play dough
- Large beads and beading wire
- Colored construction paper
- Washable paints
- Face paint
- Markers
- Glue sticks
- Brown paper bags
- Paper plates

Medical:

- Band-Aids, especially large sized
- Neosporin
- Emergen-C
- Ace bandages
- Non-latex gloves
- Ibuprofen liquid and pill
- Children's cough syrup
- DayQuil/NyQuil gel caps
- Liquid and pill Benadryl
- Selenium Sulfide Shampoo
- Chewable vitamins
- Toothbrushes
- Face Wash

Clothing and Accessories:

- Boys clothing - Pants, shorts and shirts size 3T-14
- Girl's clothing - Skirts, jeans and leggings size 3T-14
- Men's Clothing - Pants size 29-32, small and medium
- Women's Clothing- Skirts, shirts and leggings, small and medium
- Underwear/boxers
- Socks
- Belts
- Bras (sport and regular)
- Undershirts

Shoes:

- Kids shoes size 1 to 5
- Adult shoes size 6 to 10
- Rain boots (kids and adult)

Gifts:

- Gift wrapping paper
- Ribbons, bows
- Backpacks
- Flashlights
- Knitting needles and yarn
- Puzzles
- Coloring books
- Lego sets
- Puzzles
- Playing cards
- Matching games

Utilizing platforms

Visibility is critical in fundraising. You never know who may be interested in contributing to your campaign. Therefore you should aim to reach your entire network through both personal communication and social media. Below are some examples of places where you can share your campaign and what that may look like:

Facebook:



Twitter:



Instagram:



Making the ask

Below, you will find some example letters that you can send to friends, family and colleagues asking for their support. Depending on the type of campaign you do, you may want to adjust the various letters accordingly.

Example 1:

Dear **[NAME]**,

As you may know, the Rift Valley Children's Village (RVCV) and the work that is done by the Tanzanian Children's Fund is something that is very special to me. RVCV provides a loving home and a life of opportunity for orphaned, marginalized children in the Oldeani region of Tanzania. Today, 95 children call the Children's Village home. The children lead happy and healthy lives, but they need our support to get all that they need.

I have decided to continue supporting these incredible children through a fundraising campaign aimed at raising **\$3,600** which will provide enough **peanut butter** to feed the Village for an entire year. The children have peanut butter and jelly sandwiches for breakfast four times a week, so with 95 kids you can only imagine how much peanut butter they must go through! Big or small, every contribution will make a difference. For just **\$10**, you can give 95 children a breakfast that includes all-natural, protein-rich peanut butter.

If you would like to support my fundraising efforts, you can donate online by checking out my campaign at **<https://rally.org/GiveThemPeanutButter>**. Or you can mail a check payable to Tanzanian Children's Fund to my address at **[INSERT YOUR ADDRESS]**.

To learn more about Rift Valley Children's Village, you can visit their website at <http://www.tanzanianchildrensfund.org>.

Please let me know if you have any questions. Thank you so much in advance for your support.

Sincerely,

[YOUR NAME]

P.S. Your donation will be 100% tax deductible! The Tanzanian Children's Fund federal tax ID number is 74-3087284

Example 2:

Dear **[NAME]**,

As you know, I recently spent **[3 weeks]** volunteering at Rift Valley Children's Village (RVCV) in the Oldeani region of Tanzania. RVCV provides a loving, permanent home to 95 orphaned children. I absolutely loved getting to know each and everyone of the children there. I was able to see first-hand all the amazing work that is done by this organization as well as identify and better understand what they need from their supporters.

Since leaving the Children's Village, I have decided to continue supporting these incredible children through a fundraising campaign aimed at **getting them the best education possible**. As a part of their partnership with a local elementary school, Rift Valley Children's Village - which is spearheaded by the Tanzanian Children's Fund - employs and trains dedicated teachers to work at Gyetighi Primary School. I am hoping to raise **\$2,004** which would cover the **annual salary for one teacher**. For **\$5** you can cover the salary of a teacher for one day and for **\$167** you can cover one month's salary.

If you would like to support my fundraising efforts, you can donate online by checking out my campaign at <https://crowdrise.com/EmployingtoEducate> Or you can mail a check payable to Tanzanian Children's Fund to my address at **[INSERT YOUR ADDRESS]**.

To learn more about Rift Valley Children's Village, you can visit their website at <http://www.tanzanianchildrensfund.org>.

Please let me know if you have any questions. Thank you so much in advance for your support.

Sincerely,

[YOUR NAME]

P.S. Your donation will be 100% tax deductible! The Tanzanian Children's Fund federal tax ID number is 74-3087284

Example 3:

Dear **[NAME]**,

In January, I will be headed to Tanzania to work and live in Rift Valley Children's Village (RVCV) a home for orphaned, marginalized children in the Oldeani region of Northern Tanzania. RVCV, which is spearheaded by the Tanzanian Children's Fund, is dedicated to providing a loving, nourishing and permanent home for children in need of a safe haven. 95 children live together in houses filled with learning, laughter, individual attention, emotional support, and unconditional love.

As I prepare for my trip, I am asking for your continual support. All donations will go towards the basic program costs associated with volunteering at

RVCV, in addition to going directly towards filling the needs of the children I will soon be working alongside. I am so appreciative and thankful for all of your help! To learn more about the incredible work that is being done at RVCV through Tanzanian Children's Fund, including their health care and microfinance programs, please visit: <http://www.tanzanianchildrensfund.org>

Sincerely,

[YOUR NAME]

P.S. Your donation will be 100% tax deductible! The Tanzanian Children's Fund federal tax ID number is 74-3087284

Asante Sana - saying thank you!

Here is a sample letter you can send to your supporters! You can simply insert your personal information where applicable, and pop it in the mail, email or message. Feel free to personalize it and make it your own.

Dear **[NAME]**,

Thank you for your generous donation to my campaign benefiting the Tanzanian Children's Fund and their Rift Valley Children's Village! It is people like you that enable the Rift Valley Children's Village to continue providing a loving environment and a life of opportunity for the children that call it home.

As a reminder, your donation is 100% tax-deductible. The Tanzanian Children's Fund federal tax ID number is 74-3087284.

Again, thank you so much for your gift and support of a cause I care so deeply about.

Sincerely,

[YOUR NAME]