



2009

## Fundraising Guide

Saturday, October 10<sup>th</sup> to Monday, October 12<sup>th</sup>, 2009

August 2009

Dear Tip to Tip Participants,

From Saturday, October 10<sup>th</sup> until Monday, October 12<sup>th</sup>, 2009, we look forward to having join this exciting biking event as you cycle from Tignish to Elmira, tip to tip on Prince Edward Island on the Confederation Trail. This “**Tip to Tip for Africa**” cycling event seeks not only to raise funds, but also to raise the awareness of the social disparities that exist between different economies and countries. The funds you raise will directly help the poorest of the poor in South Africa and Kenya.

We are calling on your motivation and the resources around you to make this years’ event even more successful than the last. This fundraising booklet will help to provide some guidance on how to fundraise, as well as the administrative forms required.

Fundraising takes effort, resourcesfulness and enthusiasm. The key to success lies in your devotion.

**NEW:** This year, we are excited to announce that we have provided **fundraising incentives** for those who want to go the extra mile (including biking jerseys and shorts), as well as **prizes for the highest individual fundraiser and the highest team fundraisers** (see Appendix D for further details).

Let’s be those who make things happen! “**The Townships Project**” and “**Mikinduri Children of Hope**” need participants like you to continue providing much needed funds through these two reputable aid organizations by breaking the cycle of poverty.

We are here to help you reach your fundraising goals. We appreciate your support – if you have any additional questions please drop us a line.

See you at the tip!

Martha Deacon, Co-founder  
The Townships Project  
Hope  
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# Chapter 1: Introduction

## 1.1 Getting Started

Congratulations on joining the “**Tip to Tip for Africa**” cycling event! You are about to embark on an experience that is very personally rewarding.

We have designed this Fundraising Guide to help you achieve your fundraising goal – and hopefully turn your fundraising into FUNraising.

The Guide contains information on how to:

- Identify potential donors
- Solicit donations
- Promote yourself and your fundraising initiative
- Submit your donations to “**Tip to Tip for Africa**”

### **Raising money to make a difference!**

It is important to remember the **real** reason you are raising money. Your fundraising has a crucial purpose: to help those living in poverty in South Africa and Kenya. This is the first year that The Townships Project is teaming up with Mikinduri Children of Hope where all funds raised will be split equally between the two aid organizations.

## 1.2 Facts about The Townships Project

Since May 1999, *The Townships Project* has been supporting South African microfinance institutions (MFIs) in township areas in South Africa. These locally-founded and locally-run MFIs make repayable, interest-bearing loans to entrepreneurs, primarily women, to operate a range of small businesses, to become self-sustaining and to break the cycle of poverty. Our vision is that every South African who needs such a loan has access to it and that our South African MFI partners become self-sustaining. Since inception, we have supported more than 4,250 loans, helping more than 21,250 people, at a one-time cost of approximately \$50 per individual assisted. Once a loan is repaid, the borrower is entitled to another larger loan, gradually building a credit history and climbing the ladder out of poverty. Over the past 10 years, we have worked with four MFIs in South Africa: Tetla Financial Solution in the townships surrounding Cape Town, Ikussasa Empowerment Trust in the townships surrounding Klerksdorp southwest of Johannesburg, Tsoga Microfinance Services in the townships surrounding Groblersdal northeast of Johannesburg, and Eastern Cape Micro Financing Enterprise in the townships surrounding the city of East London in the Eastern Cape Province. For more information, please visit [www.thetownshipsproject.org](http://www.thetownshipsproject.org) or email [marthadeacon@thetownshipsproject.org](mailto:marthadeacon@thetownshipsproject.org).

## 1.3 Facts about the Mikinduri Children of Hope Foundation

**Mikinduri Children of Hope** is a dedicated group of volunteers based in Prince Edward Island (PEI), Canada. It was initiated in 2003 By Makena Ambassa who was born near Mikinduri and now lives in PEI. The following projects were identified as the most urgent:

- To immediately reduce starvation by providing funds to buy food/prepare meals for the orphan children & widows.
- To improve the level of health by providing sources of clean water.
- To improve the life expectancy of newborns in the community by providing funds to complete the maternity ward of the local medical clinic.
- To provide a wellness center for orphans by providing funds to build an appropriate community building which would serve as a feeding center and resource center, as well as a gathering place for community events.
- To provide and/or support related agricultural, food, shelter, and medical projects in the local community.
- To introduce new economic development ideas which would help create jobs and raise the standard of living.
- Education and training will be a major part of all our initiatives.

## Chapter 2: Your Fundraising Campaign

### 2.1 Start Today

The most important thing is to be organized and start as soon as possible. You will want to have your fundraising completed so that you can focus on improving your physical endurance.

### 2.2 Your Commitment

By now you have paid your \$200 registration fee, thus showing your commitment to the “**Tip to Tip for Africa**” bike ride. You can tell potential donors that their donation is going fully and directly to these two great causes. You may ask potential donors to match your \$200 registration contribution - or beat it.

Also, many companies have matching gift programs, where the employer will give the same amount to a charity as contributed by an employee. The more you pledge, the more your employer will give (usually up to a maximum amount per employee). Be sure to inquire about this with your company’s management. It is a simple way to get you closer to your goal. For example, if you make a personal contribution of \$200, and your employer matches it with another \$200, the impact upon your campaign is doubled.

## 2.3 Potential Donors

Anyone and everyone is a potential donor. It is surprising how many people have had the most success with donors they would least expect. So don't rule anyone out.

Take the time to brainstorm and make a list of everyone you know. Use the following categories to help you think of possible contributors.

Aerobic Instructor Accountant Baby-sitter / Daycare Centres Banker Book or Bridge Club Business Associates Business Suppliers Businesses you frequent Car Dealers / Mechanic Children's Team-mates' Parents Church / Mosque / Place of Worship Clients Colleagues Co-workers Dentist Doctor Employer Eye Doctor <b>FAMILY</b> Financial Advisor Florist Former Classmates	<b>FRIENDS</b> Golf Partners Grocery Store Manager Hair Stylist Insurance Agent Lawn Service Company Lawyer Neighbourhood Businesses Neighbours Parents' Friends Pediatrician Pharmacist Printer Professional Associations Realtor Service Clubs Spouse's Friends & Business Contacts Veterinarian
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## 2.4 Solicitation Methods

A recent national survey asked Canadians what charitable causes were worthy of their support and subsequently why they had not supported them. You may be surprised to learn that 80% of the respondents said it is because ***no one had ASKED them to make a contribution.***

The lesson from this is: "Don't be shy to ask someone for money"! Once people hear about your efforts and why you are dedicated to this program, chances are that they will be happy to support you.

This section outlines three of the most successful ways to solicit donations: personal ask; letter writing campaign; and email campaign.

### 2.4.1 Personal Ask

Start your fundraising campaign by spreading the word about your commitment to "**Tip to Tip for Africa**" cycling event to your friends, family and co-workers.

Explain the personal challenge you are undertaking and why you are motivated to raise funds for “**The Townships Project**” and “**Mikinduri Children of Hope**”, and ask them to be among the first to make a contribution to your campaign.

Because these are the people closest to you, chances are that they will be eager to support you and help you achieve your goals. Be sure to remind potential donors of the additional benefit of making a donation to your campaign: their money goes to supporting programs and services for families in South Africa and Kenya, and in exchange the donor will receive a full tax receipt.

A personal ask carries a lot of weight – often people do something, such as buy a ticket for a fundraiser or donate to a particular cause – simply because someone they know personally asked them. The positive responses you receive will help motivate you to continue your fundraising initiative.

#### **2.4.2 Letter Writing Campaign**

There can be a great deal of success soliciting donations through a letter writing campaign. We recommend that you write to all the people on your potential donor list (except those who have already donated through a personal ask).

There are several steps to an effective campaign:

- I. Initial Ask  
This introduces and articulates your campaign to your list of potential donors. Appendix A contains several versions of sample letters. Choose the one that best suits your experience and personalize it, or write your own letter using these ideas. In addition, we have included a **Donation Form** (Appendix B), which you may include in your letter to potential donors. This form is a convenient way to contribute for those donors who are unable to donate cash or cheques. The **Donation Form** and the **Final Contribution Record** can be found both in the Fundraising Guide and in the Information and Registration Package.
- II. Follow Up Calls  
Approximately one week after the letters are mailed, follow up with personal phone calls. This gives you the opportunity to share your excitement and answer any questions that your prospective donors may have. In your phone conversations, ask for support directly – this direct “ask” produces excellent response rates. Use words like: “I hope I can count on you to help me reach my goals.” Keep in mind that people are busy and often put off responding to letters alone. If donors indicate over the phone that they would like to support your campaign, mention you could process the gift right now using Paypal, or arrange a time to collect the donation.
- III. Updates  
There is no shame in communicating with your prospective contributors on several occasions ... it’s **how** you choose to

communicate that counts. Write a newsletter with updates on your training and fundraising progress. Donors will be happy to hear about your progress – after all, they are part of your personal support team. The update will show your commitment and strengthen your donors' awareness of your campaign. Send it to both confirmed donors and potential donors, even those who have turned you down. Perhaps after they receive a newsletter or two – and hear about the support of others – they will re-consider their initial response.

IV. Second Follow Up Call to Outstanding Prospects

Yes, you **can** ask again, and again! Repetition is not only perfectly okay, but important! The axiom, "Persistence is a virtue" is definitely true in this situation.

Tell the potential donor what you have achieved to date – in terms of physical endurance and fundraising. Let them know that you have almost reached your fundraising goal, but that you need their help to make the "final stretch." Every bit helps!

V. THANK YOU! THANK YOU! THANK YOU!

Send thank you letters as soon as you receive a contribution from a donor.

A simple please and a sincere thank you will go a long way! Don't underestimate the power of these words. Keep committed donors on your updated mailing list because they may contribute **again** – especially if they know how much you appreciate their support.

Helpful Hint: Keep an updated chart of your prospect list, indicating what material you have sent, donor responses and all your correspondence

### 2.4.3 E-mail Campaign

This method saves on postage and printing costs. If you transmit your letters by e-mail, you will need to follow-up in person or ask for a mail in donation.

If you use email frequently, you may want to consider attaching a message (or "signature") at the bottom of every email about your fundraising campaign, with a link to "**The Townships Project**" and "**Mikinduri Children of Hope**". This allows you to promote and publicize your involvement with these two aid organizations to everyone you correspond with.

## Chapter 3: Promote Yourself

Here are some other ways to help you spread the word about your commitment to the “**Tip to Tip for Africa**” cycling event. The more people who know about your efforts, the more money you will raise!

- The workplace can be a tremendous source of support. Be sure to inform your employer and co-workers about your campaign and discuss ways that your company/organization can help you reach your goals.
- Include a letter about your campaign and a Donation Form with each employee’s payroll slip.
- Inquire about a matching gift program.
- Publicize your involvement with the “**Tip to Tip for Africa**” cycling event in your company’s newsletter.
- Create a “progress thermometer” that illustrates your goal and continually highlights your progress; illustrate how much money you have raised or how many kilometres you have biked in training. Display the thermometer in a high-traffic area. This is a great way to keep co-workers informed and interested in your campaign.
- Recruit helpers. Have your workplace take you on as their pet project; it will turn into a team building exercise!
- Conduct easy fundraisers, such as bake sales, casual days, etc.
- Does your place of worship welcome editorials for the bulletin to promote the activities of its member families?
- Go on the speaking circuit at local service clubs and organizations. Contact the local social and service clubs (e.g. Kiwanis, Lions, Legion, etc.) and ask if you can have a few minutes on the meeting agenda. These groups are very responsive and often have a treasury set aside just for this type of request.
- You don’t have to do your fundraising alone. Build a fundraising team. Recruit your spouse, friends, family members and co-workers to help you – whether it is planning an event, soliciting donations or just spreading the word about your campaign.

## Chapter 4: Submitting Your Donations

### **RECORD ALL DONATIONS ON YOUR FINAL CONTRIBUTION RECORD**

ALL donations – cheque, cash and Paypal – must be recorded on your personalized **FINAL CONTRIBUTION RECORD**. This is the record-keeping document and all information must be captured here. Make as many copies as you need for use throughout your fundraising campaign. A version of this form is included in the Fundraising Guide and in the Information and Registration Package. Further copies can be downloaded via the website.

Remember to send a copy of the Donation Form with each solicitation letter you send. The letter should request the donor to complete the Donation Form and mail it back to you with the donation or complete the information online through Paypal. When you receive the completed form, transfer the information **NEATLY** to the Final Contribution Record.

**PAYMENT BY CHEQUE:** Ensure that the donor has made the cheque payable to "**Mikinduri Children of Hope**". If the donor has made the cheque payable to your name, please endorse it or deposit it in your own bank account and follow the instructions below for Payment by Cash.

**PAYMENT BY CASH:** Please encourage donors to pay using Paypal. If you do receive cash, deposit the cash in your personal bank account and write a personal cheque to "**Mikinduri Children of Hope**" for the total amount of cash donations you received. Please **DO NOT MAIL CASH**. To ensure that donors of cash receive the tax receipt to which they are entitled, please indicate on the Final Contribution Record or on your cheques the name and address of the donor, as well as the amount that the donor has given. It is your responsibility to ensure that the sources of cash are clearly marked.

### **STEP 2      PREPARING YOUR DONATIONS SHEET FOR SUBMISSION**

Please ensure that all of the donor information is complete and legible on the **Final Contribution Record**.

Write the total amount of Paypal donations, cheques and cash, and the grand total in the appropriate places on the **Final Contribution Record**. If there aren't enough spaces on the **Final Contribution Record** for the amount of donors you have, please write on the back of the form clearly. Confirm that the total on the **Final Contribution Record** is equal to the sum of the following: (a) All donor cheques (b) Your personal cheque in lieu of cash donations (c) All Paypal donations.

Please photocopy the completed **Final Contribution Record** for your records. Remember, you will need this information to send Thank You letters. Please send the originals to: **Mikinduri Children of Hope, 25 Waterview Drive, Cornwall, PEI C0A 1H0.**

# APPENDICES

## SAMPLE LETTERS

The following pages include sample letters that you can personalize and use for your letter writing campaign. These include:

- Experienced Cyclist
- Casual Cyclist
- Confederation Trail supporter or Island Trails member

Read through these sample letters and find the one that best suits you. We encourage you to edit them as you see fit. Personalize the letters with details such as your own goals and inspiration for taking on this challenge.

Remember to include a **Donation Form** with each letter. To make it as easy as possible for donors to contribute to your campaign, include various means of response – fax, email, mail, and phone. You may want to consider enclosing a stamped, self-addressed return envelope with your snail mail.

Helpful Hint: Ask potential donors to inquire about matching gift programs with their employers.



Sample Letter:  
Experienced Cyclist

Dear (Name of Prospective Donor),

As you may know, cycling is one of the activities I enjoy most in life. This year I have discovered a way to combine my love of cycling with my concern for the developing world. I have joined the “**Tip to Tip for Africa**” three-day bike rally from Tignish to Elmira on Prince Edward Island to raise money for The Townships Project and Mikinduri Children of Hope.

**The Townships Project:** (<http://www.thetownshipsproject.org/>)

The United Nations Development Programme (UNDP) has recognized micro-lending as the single most effective mechanism in the front-line struggle against poverty in developing countries. Started in 1999, The Townships Project funds microfinance institutions in South Africa which make repayable, interest-bearing loans to entrepreneurs, primarily women.

**Mikinduri Children of Hope:** (<http://mikinduri.com/>)

Our mission is to help relieve the effects of poverty in Kenya, by working with local leaders, churches, government agencies, and our international partners; and to provide appropriate resources and knowledge to assist the people of Kenya to help themselves.

As a participant in this great program, I have committed to raise a minimum of \$600 in sponsorships. I am an **experienced cyclist**, so I can handle the training part. However, I need your help so that I can achieve my goal of raising \$600 to help South African and Kenyan families escape poverty forever.

I have included a donation form for your convenience. Your tax receiptable donation (\$15 or more) will help me reach my personal goal and will help these great aid organizations continue to do important work.

I will contact you in the near future. Until then, thank you for your kind consideration.

Yours truly,



Sample Letter:  
Casual Cyclist

Dear (Name of Prospective Donor),

Can you believe that I am currently training for a three-day “**Tip to Tip for Africa**” bike rally from Tignish to Elmira along the Confederation Trail on Prince Edward Island! I have joined “**Tip to Tip for Africa**” to raise money for **The Townships Project** and **Mikinduri Children of Hope**.

**The Townships Project:** (<http://www.thetownshipsproject.org/>)

The United Nations Development Programme (UNDP) has recognized micro-lending as the single most effective mechanism in the front-line struggle against poverty in developing countries. Started in 1999, The Townships Project funds microfinance institutions in South Africa which make repayable, interest-bearing loans to entrepreneurs, primarily women.

**Mikinduri Children of Hope:** (<http://mikinduri.com/>)

Our mission is to help relieve the effects of poverty in Kenya, by working with local leaders, churches, government agencies, and our international partners; and to provide appropriate resources and knowledge to assist the people of Kenya to help themselves.

I have committed to raising a minimum of \$600 in sponsorships for these projects. My challenge is two-fold; to reach my fundraising goal and to be physically prepared for the three day cycling event. With both of these challenges ahead, I am working to complete my fundraising project by October 5<sup>th</sup>, 2009, so that I will then be able to concentrate on training for the bike rally.

Please help me by making a contribution to my campaign. I have included a donation form for your convenience. Your tax receiptable donation (\$15 or more) will help me reach my personal goal and will help these two aid organizations continue to do important work.

I will contact you in the near future to answer any questions you may have. Until then, thank you for your kind attention and consideration.

Sincerely yours,



Sample Letter:

Confederation Trail Supporter or Island Trails Member

Dear (Name of Prospective Donor),

As you may know, I have long been a supporter of Island Trails and the Confederation Trail Walking and cycling along our beautiful trail is one of the activities I enjoy most. This year I have discovered a way to combine my love of the Trail with my concern for the developing world. I have joined the “**Tip to Tip for Africa**” three-day bike rally from Tignish to Elmira on Prince Edward Island to raise money for The Townships Project and Mikinduri Children of Hope.

**The Townships Project:** (<http://www.thetownshipsproject.org/>)

The United Nations Development Programme (UNDP) has recognized micro-lending as the single most effective mechanism in the front-line struggle against poverty in developing countries. Started in 1999, The Townships Project funds microfinance institutions in South Africa which make repayable, interest-bearing loans to entrepreneurs, primarily women.

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Our mission is to help relieve the effects of poverty in Kenya, by working with local leaders, churches, government agencies, and our international partners; and to provide appropriate resources and knowledge to assist the people of Kenya to help themselves.

As a participant in this great program, I have committed to raise a minimum of \$600 in sponsorships. I have committed to the physical training involved. However, I need your help so that I can achieve my goal of raising \$600 to help South African and Kenyan families escape poverty forever.

I have included a donation form for your convenience. Your tax receiptable donation (\$15 or more) will help me reach my personal goal and will help these two great aid organizations continue their important work.

I will contact you in the near future. Until then, thank you for your kind consideration.

Yours truly,



**TIP 2 TIP**

**FOR AFRICA**

**2009  
DONATION FORM**

Tip to Tip for Africa  
The Townships Project  
Mikinduri Children of Hope

[www.tip2tip4africa.org](http://www.tip2tip4africa.org)  
[www.thetownshipsproject.org](http://www.thetownshipsproject.org)  
[www.mikinduri.com](http://www.mikinduri.com)

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Yes, I would like to receive e-mail updates on The Townships Project and the Mikinduri Children of Hope to increase my awareness and to see how my donations are helping people escape from poverty.

I am sponsoring \_\_\_\_\_ (please print name of participant) in the  
**“Tip To Tip for Africa”** bike rally for the amount of  
\$\_\_\_\_\_.

I am paying by:

Paypal       Cheque       Cash

Charitable Society # 827911819RR001

Due: October 5, 2009

Paypal donations can be made online at [www.tip2tip4africa.org](http://www.tip2tip4africa.org) and cheques should be made out to *Mikinduri Children of Hope*.

