



Say PANTS  
to poverty

# FUNDRAISING TOOLKIT



Smalls for All ® is a Scottish Charity which collects and distributes underwear to women and children in Africa and the UK. In Africa, we help those living in orphanages, slums, IDP camps and schools, as well as providing underwear to hospitals to help those suffering from medical conditions like obstetric fistula.

We also help charities that focus on alleviating poverty in the UK by providing them with underwear.

We always need funds to support the work we do.

## **BRAVO – WE'RE SAYING PANTS TO POVERTY**

**There are a number of ways you can financially support us!**

*Helping raise vital funds really will make a difference and every little helps. You can...*

- Make a regular donation by standing order/direct debit or sign up to payroll giving
- Take part in an organised event & pledge your sponsorship money to us
- Organise your own Fundraising Event
- Sign up to Easyfundraising and support Smalls without spending an extra penny

## **HOW YOUR SUPPORT HELPS...**

**£3** can help us cover the cost of lighting our warehouse for a week

**£10** can help us source, sort and supply underwear for those in greatest need

**£30** can help us cover administration and volunteer costs

[www.smallsforall.org](http://www.smallsforall.org)

Smalls for All is a Registered Charity (no. SC041689)

Smalls for All is a Scottish Charitable Incorporated Organisation (SCIO)



# YOU'RE PANTASTIC....



Whether you're taking part in a marathon, sponsored walk or organising your own fundraising event, you can pledge your sponsorship money to us.

## Online fundraising

Visit Wonderful <https://wonderful.org/charity/smallsforall> and select 'Create a fundraising page'. You can share this link with your supporters to allow them to make online donations.

Visit Easyfundraising <https://www.easyfundraising.org.uk/causes/smallsforall/> and join. Every time you shop online with one of their registered stores, the retailer makes a donation to our charity. The best part is, it doesn't cost you an extra penny.

## By post

Send your cheques, made payable to Smalls for All @, to 108 Buchanan Crescent, Eliburn, Livingston, EH54 7EF United Kingdom.

## Making use of our resources

Whether it's a dress down day, coffee morning, bake sale, sponsored walk or something completely different we can help you, your school, club, group or business promote the event in a number of ways.

- We have provided template posters you can print to promote your event.
- We can send you sponsorship forms by email. Please contact [maria@smallsforall.org](mailto:maria@smallsforall.org)
- Not sure what to do? We've provided an A-Z of fundraising ideas which we hope offer inspiration!

The most important thing to remember is that fundraising is about raising money and is vital for the charity, but it's also about having **FUN!**

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# A-Z OF FUNDRAISING IDEAS



- Auction of Promises
- Afternoon Tea
- Antiques Roadshow
- Bring and Buy Sale
- Bad Taste Clothing Day
- Car Boot Sale
- Car Washing
- Curry Night
- Cake Bake
- Ceilidh
- Dinner Dance
- Easyfundraising
- EBay
- Craft Exhibition
- Fashion Show
- Football Match Half Time Collection
- Facebook
- Fun Run
- Golf Tournament
- Garden Party
- Head Shave
- Hat Day
- In Memorium Gifts
- Individual Gifts (eg an hour's pay)
- International Evening
- Jumble Sale
- Jog A Thon
- Jewellery Evening
- Jelly Eating Competition
- Karaoke Night
- Knobbly Knees Competition
- Lunch In (ask colleagues to donate lunch money)
- Mile of Pennies
- Murder Mystery Party
- New Year Resolutions (sponsored to stick to them!)
- Nearly New Sale
- Non-Uniform Day
- Outward Bound Weekend
- Plant Sale
- Parachuting
- Pamper Night
- Quiz Events
- Raffle
- Run, Walk, Cycle or Trek
- Sponsored Events
- Safari Supper
- Ten Pin Bowling Tournament
- Tug of War
- Variety Show
- Valentine's Day Ball
- X Factor
- Yes day (say yes to people's demands for a day)
- Zumba-thon
- Zany Tie Day

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# PLAN OF ACTION



We're delighted that you've decided to help us and we want your fundraising to be as successful as possible, so we've put together a few tips!

## Plan ahead

Why not set up a committee to help organise and publicise what you're doing? Planning is the key to success! Before you get caught up in the detail or the excitement, make sure you write a plan of action – when, where, what and who is responsible for each part of the event. Also, make sure you leave enough time to plan and promote your fundraising activity.

## Make sure it's fun

The most successful fundraising is simple and FUN! When planning what you're going to do, keep it as simple as possible – getting sponsored to run/walk laps of your playground is easy and safe, but doing it with friends, in fancy dress, with teachers and parents and with some music suddenly makes it much more fun!

## Date, time, target!

Decide on a date and time of day to suit as many people as possible. Once that is done, decide what your target is because this gives people taking part a goal, then make sure you tell everybody! You'll be surprised how those donations will add up!

## Safe and legal

When you're planning your event or activity, remember the little things that will keep you safe – a first aid kit, water stops, equipment checks and the right staff to help.

## Raffles and the law

When tickets are on sale to the general public, the organisation running the draw must be registered with the local authority.

The local authority's name is no longer required to be shown on the ticket, but the promoter is still responsible for ensuring the raffle complies with the law under the 2005 Gambling Act.

### **Each ticket must specify**

- The name of the organisation running the draw
- Date and place of draw

# PANTASTIC ACTION PLAN



- The name and address of the promoter – must be a named individual with a full postal address (not necessarily a private address)
- Price of ticket. The price of each ticket must be the same. It is ILLEGAL to offer free tickets (e.g. Tickets: 25p each, 5 for £1)
- Registered Charities must state either their Charity Number or state "A Registered Charity"

## Private lotteries:

When ticket sales are restricted to members of one society, or persons who either live or work together on the same premises, it's not necessary to register with the local authority.

Source [www.raffle.co.uk](http://www.raffle.co.uk)

## Making headlines!

You can use the template press release contained within this document when working with the local press or contact us to discuss how best to publicise your event. Also, use social networking sites to promote your activities to family and friends and ask them to help spread the word even further. Send us your pictures, videos, ideas etc...

## Send us your 'knicker'

BRAVO! The event/activity has been a huge success and now you're ready to send us your donation. If you haven't already set up an online fundraising page, you can do this in a number of ways:-

### By post

Send your cheques, made payable to Smalls for All, to 108 Buchanan Crescent, Eliburn, Livingston, EH54 7EF United Kingdom.

### Online

You can donate online via Wonderful <https://wonderful.org/charity/smallsforall>

 [facebook.com/SmallsForAll](https://facebook.com/SmallsForAll)

 [twitter.com/SmallsforAll](https://twitter.com/SmallsforAll)

 [wonderful.org/charity/smallsforall](https://wonderful.org/charity/smallsforall)

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# HELP US RAISE A FEW KNICKER FOR CHARITY



**We're holding an event for Smalls for All® – a pantastic charity that collects and distributes underwear to women and children in Africa and the UK who need our help.**

Underwear is a luxury some people can't afford. Giving pants and bras may seem like a small thing, but it can make a huge difference. For example, not having underwear can mean young girls miss days off school each month.

Join us for:

On:

At:

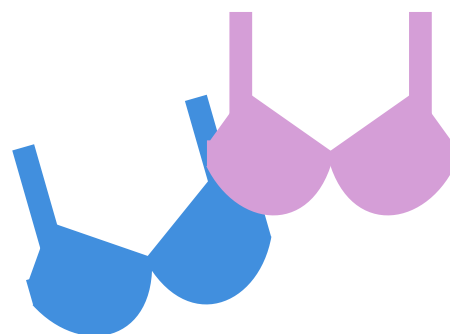
Entry cost:

Here:

## BRAVO – WE'RE SAYING PANTS TO POVERTY

If you want to show us your support, pop to the shop and pick up some new pants – or raid your bra drawer. Here's what we need:

- **New** ladies' pants size 8–14
- **New** children's pants age 3–15
- New or 'gently worn' bras



For further details contact:

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FOR ALL

# SHOW US YOUR KNICKERS

We're having a collection for Smalls for All® – a pantastic charity that collects and distributes underwear to women and children in Africa and the UK who need our help.

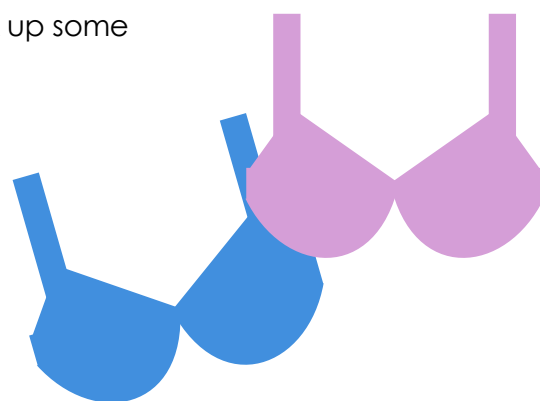
Underwear is a luxury some people can't afford. Giving pants and bras may seem like a small thing, but it can make a huge difference. For example, not having underwear can mean young girls miss days off school each month.



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- **New** ladies' pants size 8–14
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Donate here:

Contact details here

For further details contact:

Where to donate

[www.smallsforall.org](http://www.smallsforall.org)

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FOR ALL



# Sample Press Release

Date of event

Time of event

Location of event

Insert background information about the event, the participants and the inspiration for fundraising on behalf of Smalls.

## **Smalls for All ®**

Smalls for All ® is a Scottish Charity which collects and distributes underwear to help women and children in Africa and the UK.

For some people, pants and bras are an unaffordable luxury. But they can make a life-changing difference. For example, having pants can help teenage girls complete their education without having to miss school each month during their period.

In Africa, Smalls helps those living in orphanages, slums, IDP camps and schools, as well as providing underwear to hospitals to help those suffering from medical conditions like obstetric fistula. It also helps charities that focus on alleviating poverty in the UK by providing them with underwear.

Maria Macnamara MBE, DUniv (Open) launched Smalls in 2010. She had worked in financial services for almost 30 years when, in 2004, she decided to try a different kind of holiday and spent three weeks working with children in an orphanage in Brazil. This encouraged her to volunteer to work in Thailand in 2006 and Ethiopia in 2009.

It was following her experience in Ethiopia that she decided to set up Smalls.

In 2016, Maria gave up full-time employment to spend more time running the charity, and her work has attracted some high-profile recognition. In 2015, former Prime Minister David Cameron named her as a 'point of light' for her work as a volunteer. In 2016, she was awarded an MBE for services to charity and women's health in Africa. And, more recently, she was awarded an honorary degree of Doctor of the University by the Open University.

## **[www.smallsforall.org](http://www.smallsforall.org)**

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