



**Say PANTS
to poverty**

FUNDRAISING TOOLKIT

Smalls for All® is a Scottish charity which collects and distributes underwear to adults and children in Africa and the UK.

In Africa, we help those living in orphanages, slums, IDP camps, schools and hospitals. We also provide underwear to charities alleviating poverty in the UK.

We always need funds to support the work we do.



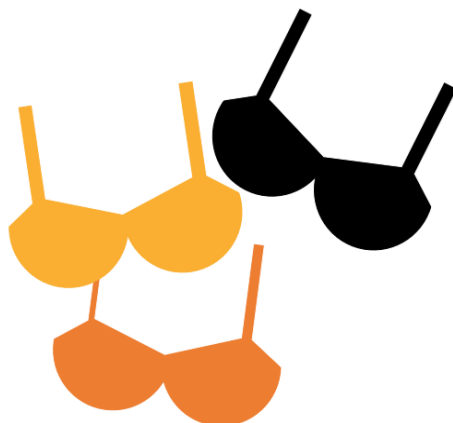
BRAVO – WE’RE SAYING PANTS TO POVERTY

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 and pledge your sponsorship money to us.**
- **Organise your own fundraising event.**
- **Sign up to Easyfundraising (and Amazon Smile) and support us without spending a penny extra.**

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

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

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

SMALLS
FOR ALL

YOU'RE PANTASTIC...

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

Online fundraising

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 a penny extra.

If you use Amazon a lot, why not use Amazon Smile (smile.amazon.co.uk) and choose Smalls as your charity? When you shop on AmazonSmile, Amazon will donate 0.5% of the net purchase price (excluding VAT, returns and shipping fees) to Smalls. Simply sign up for a FREE AmazonSmile account, choose to support Smalls for All® and then get a FREE donation for us whenever you buy an eligible product.

By post

Send your cheques, made payable to Smalls for All®, to Five Sisters Business Park, Westwood, West Calder, EH55 8PN.

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 template posters you can print to promote your event.**
- **We can send you sponsorship forms by email. Please contact maria@smallsforall.org.**
- **Not sure what to do? Have a look at our A-Z of fundraising ideas which we hope will offer you inspiration!**

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

www.smallsforall.org

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

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



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-memoriam gifts
Individual gifts (e.g. an hour's pay)
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
Yes day (say yes to people's demands for a day)
Zumba-thon
Zany tie day

PANTASTIC ACTION PLAN

We're delighted you'd like 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's done, decide what your target is because this gives the 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 no longer needs 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.**
- **The date and place of the draw.**

PANTASTIC ACTION PLAN

- **The name and address of the promoter – this must be a named individual with a full postal address (not necessarily a private address).**
- **The price of the ticket. The price of each ticket must be the same. It's 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 people 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.

Making headlines!

You can use the template press release in 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. You can do this in a number of ways:

By post

Send your cheques, made payable to Smalls for All®, to Five Sisters Business Park, Westwood, West Calder EH55 8PN.

Online

You can donate online through CAF Donate

<https://cafdonate.cafonline.org/10438#!/DonationDetails>



facebook.com/smallsforall



twitter.com/smallsforall

www.smallsforall.org

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

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



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 people 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 girls miss days of school each month.

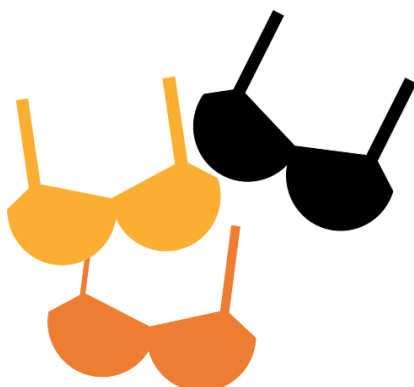


Join us for:

On: At: 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 sizes 8-14*
- **New** children's pants age 3-15
- **New** men's pants sizes XS-L
- New or 'gently worn' bras

*While Smalls collects all colours and sizes, the greatest need is for black pants for ladies (full, midi, mini or high leg) in sizes 8 to 10-12.

For more details, contact:

www.smallsforall.org

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

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

SMALLS
FOR ALL

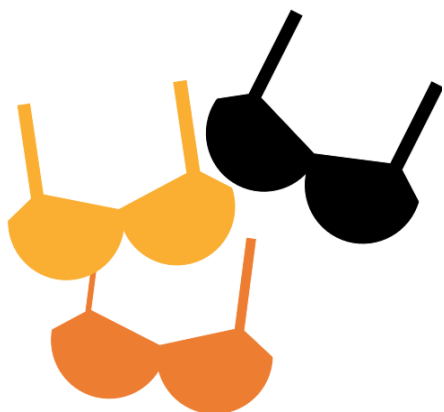
SHOW US YOUR KNICKERS

We're having a collection for Smalls for All® – a pantastic charity that collects and distributes underwear to people 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 girls miss days of school each month.



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 sizes 8-14*
- **New** children's pants age 3-15
- **New** men's pants sizes XS-L
- New or 'gently worn' bras

*While Smalls collects all colours and sizes, the greatest need is for black pants for ladies (full, midi, mini or high leg) in sizes 8 to 10-12.

Donate here:

For more details, contact:

www.smallsforall.org

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

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

SMALLS
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 adults 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, schools and hospitals. 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

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

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