

# ARTEMIS GREAT KINDROCHIT QUADRATHLON



f   #greatquad



Photo: Ed Smith

# FUNDRAISING PACK

[www.artemisgreatkindrochit.com](http://www.artemisgreatkindrochit.com)

## Thank You!

By signing up to this exhilarating event, you will test your stamina, strength and fitness, whilst having a fantastic weekend. Every penny you raise will also help raise crucial funds for two amazing charities.

### **Mercy Corps**

Mercy Corps is a leading global organisation powered by the belief that a better world is possible. In disaster, hardship, in more than forty countries around the world, we partner with communities to take on some of the world's toughest challenges. In 2018, we worked with 28 million people who are affected by natural disasters, conflict and poverty and connected them to the resources and opportunities they need to grow stronger.

### **Mary's Meals**

Mary's Meals is an international movement that sets up school feeding projects in communities where poverty and hunger prevent children from gaining an education. Mary's Meals currently feeds 1.4 million children every school day in 18 countries across Africa, Asia, Latin America, Eastern Europe and the Caribbean, giving them hope for a brighter future.



## Are you up for the challenge of raising £450?

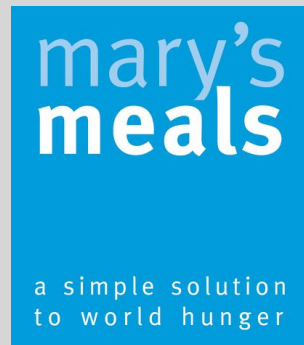
The money raised from the Quad impacts the lives of thousands of people around the world. This year we want to reach more people than ever before, and with your help we can achieve that!

The fifth element of the Quad is the fundraising target. Each participant must raise a minimum of £450 (£250 for relay participants). Just like on the day, we'll be with you every step of your way to achieving, and perhaps surpassing your target.

Within this pack you'll find loads of tips and ideas to help get you started on your personal and very rewarding fundraising journey, as well as information about the incredible charity projects.

We'll be supporting you all the way to the banks of Loch Tay. If you have any questions to do with your fundraising, or if you just fancy a chat about our work, do not hesitate to give us a call.

Thank you and Happy Fundraising!



Mercy Corps	Mary's Meals
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## **Fundraising Tips and Advice**

There are so many simple and effective ways to raise money, but here are just a few tips and ideas to get you started...

### **Break it down**

£450 can seem daunting. But don't forget you have until July to get your donations in. Break it down into a way that's manageable for you. And don't forget to celebrate when you reach your milestones. With a plan in hand it's easy to see the progress you're making.

### **Make it simple to donate**

Have you set up your fundraising page? Get onto Virgin Money Giving now and share your link with all your friends. See pages 6 and 7.

### **Do what you love**

Fundraising doesn't need to be cheesy or run-of-the-mill. Make it personal to you. Love yoga? Why not hold a class and ask for donations? Or perhaps your best mates like a pint? Why not host a beer tasting evening? You could always ask for a contribution instead of presents for your birthday.

### **Remember why you're doing it**

Every penny you fundraise goes directly to helping people around the world. You can be sure that your fundraising efforts will make a huge difference to many lives. Share stories with your supporters so they feel as inspired as you do.

### **Shout about it ... and keep shouting**

Social media, email, and word of mouth is powerful. Make sure you keep telling people about the wonderful things you're doing. Whether it's getting up at the crack of dawn to go for a wild swim or baking cakes for all your colleagues, keep shouting about it. Don't forget to remind people to donate as well!



Photo: Ed Smith

## **Setting Up for Success**

### **Set up your Fundraising Page**

Make sure you set up your Virgin Money Giving fundraising page asap. Take some time and make it personal to you, it can be a hub where you share information about your progress. Photographs are easy to upload and can speak volumes – especially if you are really suffering in training. See pages 6-7 for Top Tips.

### **Set a target**

Do you want to raise the minimum fundraising target of £450 (£250 for relay) or do you want to aim higher? Whenever you are thinking about your target, it can help to remember the support you will be providing to communities around the world. It really brings your personal impact home and can help to motivate you.

### **Decide what you are going to do**

As a first step, send out your Virgin Money Giving link to everyone you know. You will be pleasantly surprised at the donations and support that will come in when you tell them about this crazy challenge you are taking part in! Then decide if you want to do any additional events to boost your fundraising. It's good to focus in on what you love to do – if you're a Paul Hollywood then a bake sale might be your go-to choice, or if you love The Chase then a quiz night could be great.

## **Plan it out**

Get clear on what you want to do, when you want to do it (for events we recommend booking it at least six weeks in advance), where you are going to hold it, who is going to support you, and who will be able to come along.

## **Check the rules and regulations**

Make sure you take into account any rules that could exist. Your venue should be able to help you with this or you can visit your local council's website. You can also check out the Institute of Fundraising to make sure there's no rules around what you're planning.

## **Promote**

Print up posters, send out emails, post in relevant social media groups, use your company intranet, contact local press and radio. The more people that know, the more donations you'll receive. Don't forget to use #greatquad in all your social media posts!

## **Make your fundraising go further**

Ask any companies that are supporting you about Matched Giving; some will match any donations you receive, doubling your efforts! Make sure people Gift Aid their donation; as long as they are a UK taxpayer, their donation will be worth 25% more! The easiest way to do this is by asking people to donate online to your Virgin Money Giving page or you can use our sponsorship form for offline donations. You can download the form from the Artemis Great Kindrochit Quadrathlon website.

## **Enjoy yourself**

After all that effort, make sure you enjoy the event and have fun. This is why it is so great to build your fundraising around things you love to do!

And remember, we are on hand to help you in any way you can. Let us know if you would like any help, or to strategise your fundraising plan. We're with you every step of the way!



## Setting up your Fundraising Page

Your online fundraising page is only as good as you make it.

Set it up, send it out, that's all you need to do, right? Well...your Virgin Money Giving page is only as good as you make it.

It's easy to make it a really useful and effective tool to fundraise with. Check out these top five tips for online fundraising.

### 1. Make it personal

Everyone is familiar with a fundraising page so make sure yours reflects your personality. Change the standardised messages, change the colour, change the font! Do whatever it takes to make your page individual to you.

### 2. Pictures, pictures, pictures!

The more the better. Get lots up on your page, maybe of you in training or with your team. People want to support YOU so give them lots of images to inspire a generous donation.

### **3. Share and share again**

Remember that people are busy, they maybe didn't have time to donate the first time they saw your link on Facebook, or maybe they were on the bus when they got your email. Share your page regularly to remind people of the amazing effort you are going to. Worried about nagging? It can help to share your page along with a thank you message to those who have already donated, or with an update on your progress; regular reminders don't need to be the same ask every time.

### **4. Multimedia means multi donations!**

Post and email pictures of you in your new gear, videos of you training in the cold and rain – start a blog! Pictures and videos are far more likely to inspire donations than just words. This is the best way to keep sharing the link to your fundraising page while updating your friends.

### **5. Incentivise your donors**

The ultimate way to make sure your fundraising target is smashed. Set incentives for those donating to help you get closer to your goal; commit to swimming across the loch with your knickers over your wetsuit if you get to £100! Promise to wear a pink wig on the mountain phase if you get £200! Agree to do the whole thing in fancy dress if your friends and family get that online page to £500. Don't underestimate how generous your contacts will be if you are just a little willing to make a fool of yourself.

If you haven't done so already, set up your page today! Look for the link in the email from SiEntries, and if you can't find it, send an email to [info@wildfoxevents.com](mailto:info@wildfoxevents.com) to ask for the email link to be resent.



Photo: Ed Smith



## **Fundraise in a Day**

Fundraise in a day - it's the easy way! Here are some handy tips to reach your fundraising target with only one day's work. Take the pressure off and have fun all at once!

Fundraising is about getting people involved so here are a few ideas to get your friends, family and colleagues participating. Use your online fundraising page: family and friends will want to support you in your challenge! Get plenty of pictures and videos up and send them the link to your page and ask them to support you.

### **Clear-out**

Did you know a car-boot sale typically makes £300-£400 in one morning? Raid the garage and the attic and clear out while you raise money!

### **Car park car wash**

Get some volunteers and some soapy buckets and spend a morning washing the cars in your office car park or street. Advertise in advance and then charge colleagues or neighbours for your car cleaning service!

### **Sweepstake**

Have your friends and colleagues bet on how far/how fast you will make it in your challenge! Or take a sweepstake on a big sporting event like 6 Nations or a TV competition like X-factor. The winner gets a top prize while the money contributed goes towards your fundraising.

### **Bag pack**

A good bag pack with 5 or 6 people in a big supermarket can make up to £1,000! Reach out to your local store and make a big impact.



## Fundraising with an Event

Hosting an event is a great way to generate donations from people in exchange for a fun night. Why not consider some of these ideas:

- Pub Quiz - if you are there anyway, why not raise some money?
- BBQ Fundraiser - get bang for your burger and sell hotdogs for donations! Invite a crowd over and enjoy an afternoon of easy fundraising
- Cocktail/ Craft Beer Night - have your friends round and serve them delicious cocktails or a range of craft beers, sell tickets or ask for a donation per drink!



Photo: Ed Smith

## Profile of Ginny

Ginny Jones, one of our Quadrathletes and a top fundraiser has some great tips for hitting your target quickly, with as little fuss as possible!

Ginny signed up for her first Quadrathlon in 2017, aged 52, and couldn't swim more than a couple of lengths. She says,

“Fundraising is really the minor part of the Quadrathlon challenge – do your event early, say around March, and then the money is raised and you can't back out – it's a great motivator for your training!”

Ginny held a Quiz Night in her local village, asking a local farm shop to host.

“I think mainly people want to enjoy themselves, so I do an event where I know people will have a good time.”

Tickets were sold at £5 per head (in tables of 6) to enter the quiz, and on the night there was a raffle, and bottles of wine were sold at £13.90 – the cost to feed two children for a year at a Mary's Meals project. Over £600 was raised on the night, smashing her Quadrathlon target. Ginny says,

“The most important thing is to do something you enjoy doing. I love to host events and my partner is great at being a Quiz-master so it works really well. If you love to bake, hold a bake-sale. If you have young children, do something that includes them. Don't over-complicate it!”

### **Ginny's top fundraising tips:**

- Do it early on and keep it simple and fun
- Sell tickets in tables, not individually
- Tell everyone – local paper, flyers and posters everywhere local
- Never count a ticket as sold until you have the donation
- Always have a raffle
- Don't overcharge - keep the ticket price low and then have collection buckets at the end of the night if people wish to donate more

## **Once a Week Fundraising**

Do you prefer to do things slowly but surely? Don't want to hold a big fundraising event? Then these top tips are just for you; check out how you can do one thing a week from now until the Quadrathlon in July to smash your fundraising target.

If you do something every week from April that raises just £40 you will have met your target before you even leap into the loch. After all, slow and steady wins the race, right? (This applies to your Quadrathlon training too!)

### **Cake for a cause**

Never underestimate the power of cake! Bake once a week and leave the goodies and a collection jar in the staff kitchen. No one can resist a home baked goody so your fundraising will roll in. If you can't bake every week, ask friends and colleagues to make something every now and then to support your cause.

### **Weekly wine club**

Know a friend or two who likes a glass of wine after work? Ask your local wine store to donate a case of wine and host a tasting on Fridays at 5pm. Everyone wins, you get a donation from grateful colleagues who get that Friday feeling before they have even left work!

### **Coffee morning**

Get that Monday slump? Everyone does! So wake up your colleagues by selling scones and speciality tea and coffee every Monday morning. Watch the pennies add up week after week.

### **Put your skills to use**

Got a skill or a talent? Set up weekly lessons to teach your friends how to sew, knit, speak French, do yoga, tutor a child, do neighbourhood chores ... whatever you can share! Friends can give you a donation in return. Not got anything to teach? Find a kind friend who does and ask them to volunteer their time to support a good cause!

## Change for change

Set up a few spare-change jars at home or at the office. You would be amazed at how much your pennies can add up over a few months. A normal size collection tin holds anything between £20 and £50. Look after the pennies and the fundraising will look after itself.





## Why your Fundraising Matters

When we say your donation makes a difference to people's lives, we truly mean it. Noella (above, left) is one of the women **Mercy Corps** is working with in Democratic Republic of Congo.

In DRC, the under five mortality rate is 91 per 1,000 live births. In the UK it is 4. Lack of access to clean water, sanitation and poor hygiene practices are the main cause of diarrhoea - the second most common cause of death for children there.

Noella is instrumental in changing that. She has been working to educate her local community for two years. In that time the cases of diarrhoea have dropped dramatically from 10% to 2%.

She says, "Through the Mercy Corps training, we know how to treat water and how to get clean water and we know different ways of keeping the place clean."

Noella may be one volunteer, but she is part of a larger movement. Through women like her, Mercy Corps has reached over 45,000 people with lifesaving messages. That's the value of empowering people directly affected by crises.



## Why your Fundraising Matters

**Mary's Meals** currently feeds 1.4 million children like Britima every school day in 18 countries across Africa, Asia, Latin America, Eastern Europe and the Caribbean, giving them hope for a brighter future.

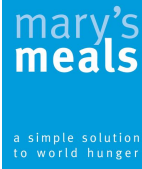
Britima, from India, wakes before sunrise to begin her daily chores. She sweeps the surroundings of the home she shares with her mother, father, grandparents and older brother.

She then bathes at a neighbour's water well before walking to school on an empty stomach.

"I get tired when I come to school, so I just fill my stomach with water. From home I feel the desire to eat but there's nothing. Though I feel hungry, I bear it until lunchtime", Britima says.

Britima attends Shanti Niketan Primary School and is one of 22,929 children who receives Mary's Meals each school day in India, a nutritious meal that gives the children the energy they need to concentrate on their lessons.

"I like school, I like reading and writing. I like the food. Food is helping me a lot - I have more energy now," she adds.



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Photo: Ed Smith

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