

# YOUR GUIDE TO FUNDRAISING SUCCESS



[concern.org.uk](https://concern.org.uk)

**CONCERN**  
worldwide

ENDING  
EXTREME POVERTY  
WHATEVER  
IT TAKES

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# WELCOME TO TEAM CONCERN!

Thank you for choosing to fundraise for Concern Worldwide (UK). Every penny you raise really makes a difference for people living in the most difficult situations across the world.

For over 50 years, Concern has been working with people experiencing extreme poverty in some of the world's hardest to reach and most fragile places. The communities we work with live in places prone to conflict, natural disasters, climate change, flooding, extreme hunger, and in some cases, famine.

## **We couldn't do our work without people like you.**

By choosing to fundraise for Concern, you're joining an inspiring group of people who walk, run, climb and bake and go above and beyond to ensure we can help those most in need.

This guide is full of ideas to help you smash your fundraising target and to get you on your way, so have a read, have fun and let us know how you get on.

Together, we can end extreme poverty - whatever it takes.

Thank you.

## **Concern (UK)'s Events and Challenges Team**

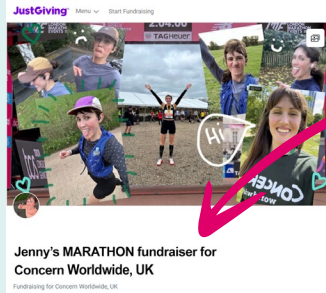


**If you need any more support or guidance, reach out to us at any time at [getinvolved@concern.net](mailto:getinvolved@concern.net)**

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# GETTING STARTED

Once you've registered your fundraiser with us by completing [this short form](#), setting up your fundraising page is a great way to kick start your fundraising...



● **Sign up or login to [JustGiving](#).**  
● Make sure you've chosen Concern Worldwide (UK)!

● **Let us know whether you're taking part in an event, doing your own thing, or fundraising in memory of someone.**

● **Set your fundraising target and personalise your page.** Think about why you're raising funds for Concern and why it's important to you; the more people understand your motivation, the more likely they'll be to sponsor you!

● **Add some photos or videos to your page** - fundraisers with pictures or videos raise 13% more per photo; a perfect excuse for a selfie!

● **Set your fundraiser live** by clicking 'Launch my page'

## SOME TOP TIPS

• **Your fundraising page will have its own QR code** to make it quick and easy for people to donate – you can add this to posters, buckets and noticeboards!

• **Sharing your page on social media** at certain times of the day, such as 9am, lunchtime, 8pm and 10:30pm can lead to more donations.

• **Email your contacts** with a link to your fundraising page – start with your closest friends and family; their donations will encourage others to donate.

• **Don't forget to read [this handy guide](#)** from the Fundraising Regulator to make sure your fundraising is compliant.

# FUNDRAISING INSPIRATION



Whether you are a first timer or a regular fundraiser, everybody needs a little inspiration sometimes. So, check out [our A-Z of fundraising ideas](#)! Here are some of our favourites to get you started:



## PUB QUIZ

Get together a group of your family and friends, and host your very own quiz night. Pick a theme, set an entry fee, find your host, select your prize, and put on the greatest quiz night in support of Concern.



## BAKE SALE

Release your inner Mary Berry and host a classic bake sale. Cake sales are always popular, especially in the office! Ask a few of your colleagues to bake some goodies, and set up a stall at lunchtime – they are sure to fly off the shelves, and raise lots of dough!

We love hearing about your fundraising ideas, so **don't forget to tell us about yours!**



## GAMING

Everyone enjoys a little healthy competition. Make your fundraising a success by gathering your friends, family or colleagues for a fundraising games night. Or if you're into online gaming, why not [livestream your fundraiser](#)?



## FITNESS CHALLENGE

You don't have to be a marathon runner to take on a fitness challenge! Why not turn your staircase into Ben Nevis or set yourself a daily step goal and get your friends and family to cheer you on with their support?



## DONATE YOUR BIRTHDAY OR CELEBRATION

Why not use your birthday, wedding or anniversary to spread some kindness? Ask for donations instead of gifts and make your celebration even more meaningful. It's a simple and inspirational way to raise money.

Now it's time to start your fundraising journey and **don't forget to share, share, share with friends and family!**

# PROMOTE YOUR FUNDRAISER

## 1. USE SOCIAL MEDIA

- Maximise free social media channels and share your story through videos and photos on Facebook, Instagram or TikTok.
- Write a blog for your LinkedIn page and share updates with colleagues.
- Don't be afraid to give your friends and followers regular updates and thank them for their support!
- Why not add a link to your fundraising page in your bio too so people know where to donate?
- You can also make use of [our social media templates here](#).



## 2. LET YOUR COMMUNITY KNOW

Spread the word in your street, school, workplace or community! We can send you [fundraising posters](#) to pop up and show you're raising funds for Concern.

## 3. GET IN TOUCH WITH LOCAL MEDIA

Local media love to hear about local people getting involved with good causes. When you've got all the details sorted, get in touch with newspapers, radio stations and community websites in your area to share your story.



## 4. SPEAK TO US

We love to hear what people are doing to raise money for Concern. Where possible, we might be able to help you by sending you fundraising materials for your event! Just contact us by emailing [getinvolved@concern.net](mailto:getinvolved@concern.net)

# INSPIRING FUNDRAISING STORIES



## PETER GOES PINK

Peter dyed his beard pink during the pandemic and raised an incredible £365 for Concern to help support impacted communities around the world. He turned a few heads donning the new look on his daily walks. We think it suits him!



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## MATHILDE TAKES THE LEAP

To celebrate 10 years of living in the UK, Mathilde braved new heights and completed a 13,000ft skydive for Concern! Not only was this her first ever skydive but also her first ever fundraiser! The idea of jumping out of an airplane was daunting but she found the words of encouragement on her fundraising page heartwarming and very motivating!

“I prepared myself by watching skydiving videos online, which increased my excitement and pushed the fear away,” she said.

Mathilde raised an incredible £448 for Concern and she's excited for her next fundraising adventure. We're ready when you are!



# WHY YOUR FUNDRAISING IS SO IMPORTANT

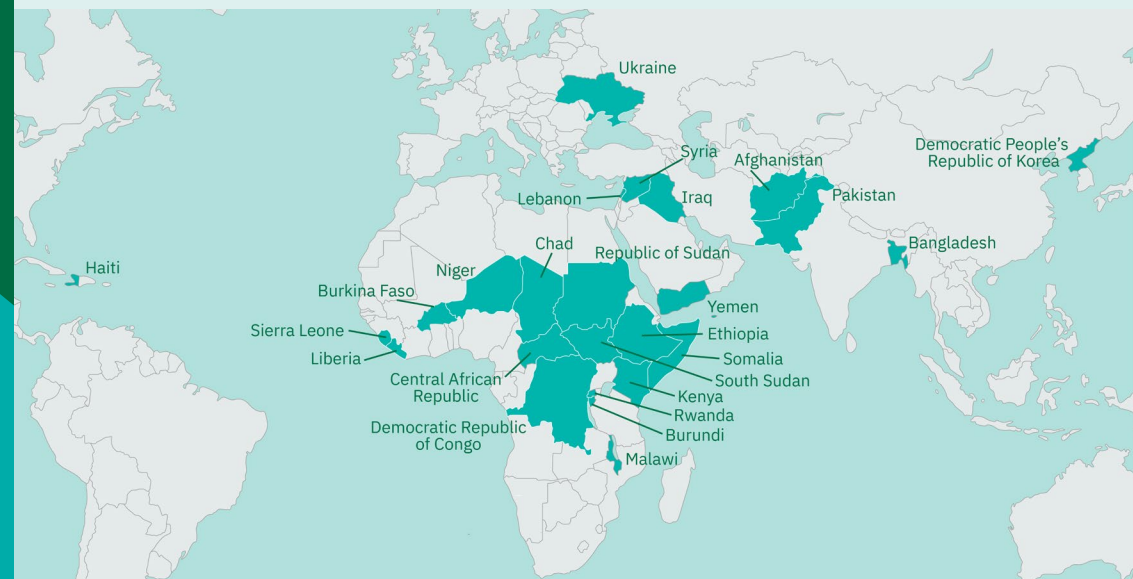
## Your support will be felt across the world...

We may all be born into different families, in different corners of the world, but in reality, we are all the same. We are all just trying to live our lives as best we can. Sadly, some of us are worse affected by circumstances outside of our control, such as conflict, natural disaster and extreme poverty.

**Our mission is to help people living in extreme poverty achieve major improvements in their lives which last and spread without ongoing support from Concern.**

We're working with people living in the most difficult situations in 25 countries around the world.

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# WHAT WE DO

Concern implements many diverse programmes to address specific causes of extreme poverty. These fall under six key areas.



**Our health and nutrition** programmes are improving the survival, health, nutrition and wellbeing of the world's most vulnerable communities.



**Our livelihoods** programmes offer people living in difficult circumstances a pathway out of extreme poverty.



**Our education** programmes are key to breaking the cycle of extreme poverty; and improving health, nutrition, income and opportunities for all children.



**Our emergency** programmes are constantly evolving to ensure that we respond as quickly and as efficiently as possible to emergencies. Once the crisis has passed, we remain to help rebuild livelihoods.



**Our gender equality** programmes aim to transform the root causes of gender equality through engaging, educating and empowering both men and women living in extreme poverty.



**Our climate and environment** programmes support communities affected by climate change and work with them to build their resilience to its devastating effects.

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# HOW EACH DONATION HELPS



**£5** could pay for a warm blanket for displaced families who have no choice but to live in tents and shelters.



**£12** could provide a school kit which includes essentials such as a bag, pens and a notebook so more children can attend school.



**£26** could provide one month's worth of therapeutic food for children at our nutrition clinics.



**£70** could pay for a community farming kit, which has the essential tools that not just one, but 10 households can use to harvest crops and thrive.



**£120** could provide a newborn with a full course of life-saving vaccinations.



**£187** could provide one displaced family with short-term safe shelter.



**£300** could provide 3 children with severe malnutrition a full treatment of life-saving therapeutic food so they make a full recovery.

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## WHERE YOUR MONEY GOES

We're proud to say that we work hard to make sure we achieve as much as possible with the donations we receive.

3.5% Policy, advocacy & campaigns

How we put your donations to work\*

14.2% Raising more money to expand our work

0.4% Governance

81.9% Overseas programmes

\*Figures correct for 2023

**TOP TIP!**  
Don't forget to shout about these donation milestones on your fundraising page and social media



# PAYING IN YOUR FUNDRAISING

Returning your fundraising couldn't be easier. We have many safe and secure ways for returning your fundraising – please choose from the list below.



**Online:** If you set up an online fundraising page to raise money, then you don't need to do anything further. The funds from your page will come directly to us.



**Bank Transfer:** You can transfer your fundraising directly into our bank account with online banking. Our bank account details are:

Sort Code: 20-77-67

Account Number: 00279137

Please quote your unique reference number when you pay. If you do not know your number, then give the team a call on 0800 034 4001.



**By Phone:** You can pick up the phone and call the team on 0800 034 4001 to make a donation by credit or debit card.



**By Post:** If you'd like to pay via cheque, please make it payable to Concern Worldwide UK. You can post it to us at the address below. Please make sure you include a note with your name, address and the event you took part in, so we can ensure it gets added to your fundraising. Please do not send cash in the post.

Supporter Care,  
Concern Worldwide (UK),  
47 Frederick Street,  
Belfast, BT1 2LW

# THANK YOU AND KEEP IN TOUCH



We couldn't do the work we do without people like you. Remember – every challenge, every step taken, every cake sold – every pound – takes us a step closer to ending extreme poverty.

We're here with advice and guidance on all your fundraising activities. We can also provide you with fundraising materials you might need, but don't forget to [check out all our downloadable resources](#) in the meantime.



Call us on  
**0800 032 4001**

or



Email:  
**getinvolved@concern.net**

We are always here to help!

Don't forget to register your fundraising with us so we can follow your journey!

Good luck with your fundraising!

Register  
your  
fundraiser  
HERE

We always love to hear from our supporters, so if you have a question that we haven't answered in this pack, or if you'd like to chat about an idea or share your story, please contact us at: **[getinvolved@concern.net](mailto:getinvolved@concern.net)**



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