

# CONCERN worldwide **HUNGER** ENDS HERE



## FUNDRAISING TOOLKIT



# THANK YOU SO MUCH FOR CHOOSING TO FUNDRAISE FOR CONCERN!



This guide has everything you need to get going, so have a read, and if you have any questions, reach out to us at [fundraisinginnovation@concern.net](mailto:fundraisinginnovation@concern.net) - we'd love to chat. ❤️

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**START FUNDRAISING** →

# WHAT DOES CONCERN DO?

We may all be born into different families and in different corners of the world, but ultimately, we are all people - trying to live our lives as best we can. Sadly, some people's lives are affected by extreme circumstances such as conflict, natural disasters and extreme poverty.

For over 50 years, we have been working with people experiencing extreme poverty in some of the world's hardest to reach and most fragile places.

**Our mission is to fight extreme poverty and work with people living in the most difficult situations, bringing about lasting change to lives, livelihoods and communities.**

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



# WHAT MAKES US DIFFERENT?



**We are committed** - When an emergency strikes, we are among the first on the ground. However, we know that real progress comes not just from reacting to disasters, but by working with communities long-term. So, we stay, and we work with communities to develop sustainable, long-lasting change.

**We are innovative** - Finding effective solutions to some of the world's biggest problems requires innovative thinking. We work alongside communities facing the most difficult situations to identify the bottlenecks and barriers.

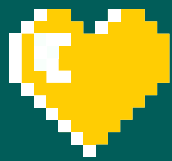
**We work in extreme geographies** - We go to the hardest to reach places to make sure that no-one is left behind. Our incredible teams work tirelessly to ensure the most vulnerable communities, often in rural and isolated areas, receive the vital resources and support they need.



## TOP TIP

Share some of these facts during your stream so your community know their support will be felt across the globe!

# JANE'S STORY



Jane, 43, lives in Kenya's Tana River region. She had been finding it hard to support herself and her six children on her farm, often having to skip meals so the family had enough food, while struggling with her mental health. **But then in 2022, she heard about Concern's livelihoods programme and was selected to take part.**

Jane said: "Some of the skills I have gained from the programme include farming skills, I was also given insights on the advantages of farming and how those advantages will be of benefit to me. Later on, Concern also gave us farm inputs, they tilled our land for us, and they also paid for our water, after which we also proceeded to farm in our respective one acre plots."

**Jane says that the programme has had an incredible impact on her mental health and she feels more confident about her family's future.**

"With Concern coming in, I am so happy as they have helped us immensely and I pray that they continue working with us."

**TOP TIP!**  
Why not share  
Jane's story  
during your  
stream?



Photo: Eugene Ikua/Concern Worldwide

"I'm feeling energised that I can take my children to school, to provide for them and to even save a little bit for the future. Without this programme, I don't think I would have been in a good place, this programme has lifted us from where we were up to where we are right now.

**Jane says that she currently grows maize and is planning to begin planting mungbeans. She has also been able to expand her farm, going from one acre to two since she joined the programme. She's now encouraging other women to consider a career in agriculture.**

Together, we can change more lives like Jane's.



# WHAT IS HUNGER ENDS HERE?

The world produces enough food to feed all of its eight billion people, yet **one in 11 go hungry every day**. This World Hunger Day, we're asking you to turn your passion into fundraising and help us to ensure **Hunger Ends Here**.



**Stream your favourite gardening, farming or cooking game** – Stardew Valley is one of our faves!



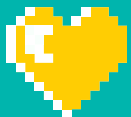
**Host a cook-a-long livestream** – We can send you traditional recipe cards from the countries we work in!



**Take on an IRL activity** – Why not film your own gardening journey or host a dinner for your friends?



**Become a quizmaster** – Stream your own pub quiz and test your community's knowledge about food or the countries we work in!



**Or just chat with your community, get crafting or play party games** – you know your community and content best!

# GET STARTED NOW...

- 1) Set up your Tiltify fundraising page
- 2) Log in or create an account
- 3) Follow the set-up steps
- 4) Publish your campaign!

## FUNDRAISING ON TILTIFY

**TOP TIP!**  
To get the ball rolling, why not make a small donation to your page? This will encourage others to donate too.

Once your fundraising page is all set up, it's time to make use of Tiltify's extra features to boost your donations!

**Set up rewards** – You know your audience best - from one-of-a-kind drawings to a sticky note with their name on in the corner of your stream, the possibilities are endless!

**Set milestones** – Celebrate 50% of your fundraising goal with something special like a dance party to hype your community up to climb to the top of your goal. Or set regular intervals on the way – think about what your community would love to see you do!

Continued on next page

# FUNDRAISING ON TILTIFY



**Use polls** – Harness the power of democracy and let your donors do the talking by setting up polls! Get your community voting on what colour to dye your hair if you reach your fundraising target. Or simply start a poll on what game you should play next; it's a great way to get the donations flowing in.

**Did somebody say auction?** Tiltify now has a built-in auction house feature, giving you the perfect opportunity to auction off your treasures to raise vital funds. You could even ask local businesses if they'd donate items for the big event!

[Click here for more Tiltify fundraising tips](#)

## TOP TIP

If you're streaming on Twitch, tag your stream with "charity" and "Concern Worldwide" so other streamers taking part in the event can find you if they want to come and support!

# HOW EACH DONATION HELPS



**£3** Could pay for four days of therapeutic food for a child facing malnutrition.

**£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.

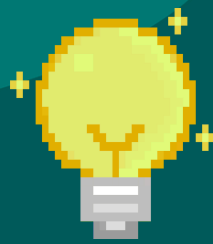
**£120** Could support two families in climate smart home gardening to grow vegetables, adding nutrition to their diet and encouraging income opportunities.

**£300** Could train a health worker who's role is to tackle child malnutrition in our clinics.

**£413** Could help to run one of our nutrition clinics for a full day.

**£700** Could help our mobile clinic staff reach children in remote areas for two weeks, giving them access to therapeutic food.

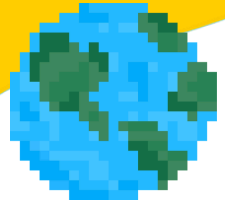
# KEY FACTS ABOUT HUNGER





- **Half of all child deaths** are linked to malnutrition.
- **Hunger rates in Africa are especially high**, with one out of five people going hungry each day.
- **One in 11 people** across the world go hungry every day.
- The number of people experiencing hunger has gone up by approximately **152 million since 2019**.
- **Nine million people** die from hunger-related causes every year; many are children under the age of 5.
- After nearly two years of conflict, Sudan is facing the world's largest humanitarian crisis. Currently almost **24.6 million people are experiencing acute hunger**, with 755,000 facing famine-like conditions.


**TOP TIP!** Share these stats with your community while you stream so they can hear the incredible difference they'll make by donating.


# THAT'S WHY WE'RE HERE...



 In 2023, our health and nutrition programmes reached over 2.7 million people directly and over 6.3 million indirectly.

 Our original innovation, 'CMAM' (Community-based Management of Acute Malnutrition) was designed to treat children with severe malnutrition directly in their communities. It is now a globally endorsed approach adopted by many other charities.

 Our 2024 autumn appeal raised £87,756 to feed Rohingya children in Cox's Bazar, the world's largest refugee camp, helping us provide integrated nutrition support to over 90,000 people through 18 nutrition centres last year.

 In Sudan, Concern supports over 90 clinics providing health and nutrition services, treating acutely malnourished children, pregnant women, and new mothers, reaching over 234,000 people so far.

# THERE ARE REWARDS UP FOR GRABS!



As a thank you from us for hitting key fundraising milestones, you could unlock these awesome rewards...



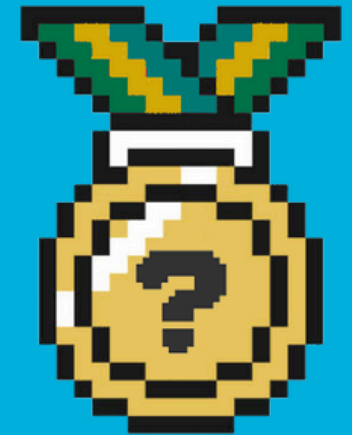
**Reach £26** which could provide one month's worth of therapeutic food for children at our nutrition clinics and unlock a **holographic avocado sticker!**



**Raise £70** which could provide a community farming kit to 10 households—and we'll send you a **limited-edition Concern pin badge!**



**Hit £120** which could support two families in climate smart home gardening to utilise their small space to grow vegetables, and this **tote bag will be all yours!**



**Raise £300** which could give three severely malnourished children life-saving treatment—and earn a **one-of-a-kind Hunger Ends Here wooden medal!**

All rewards will be sent after the campaign wraps (post-28 June). We're UK-based, so while we'll do our best to send rewards wherever we can, we may need to limit some rewards depending on postage costs. 🍃



# VIDEOS

We know how important it is to show your community how their support will make a difference, so here are a few helpful videos for you to share on stream!



[Hunger Ends Here trailer](#)



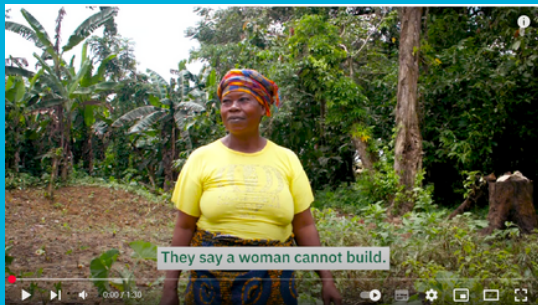
[Who We Are](#)



[Changing the world in 50 years](#)



[My life-saving pigs](#)



[Building a successful garden as an independent woman.](#)



[Emergencies](#)



[Meet a Concern Health Care Worker](#)



[Concern's Youth Ambassador visits Kenya](#)

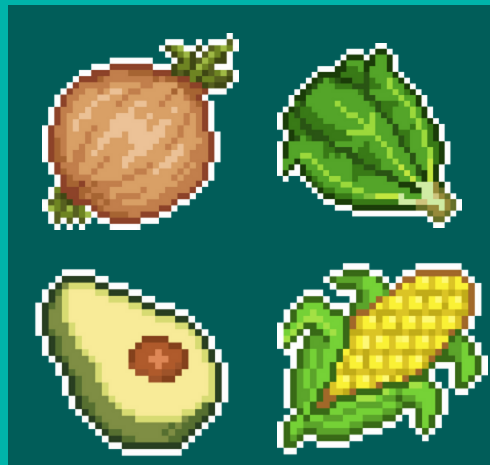


# GRAPHICS, LOGOS AND BRAND GUIDELINES

We love seeing your creativity, so click through the links below to download our campaign and charity graphics!



[Hunger Ends Here](#)  
[logos](#)



[Hunger Ends Here](#)  
[graphics](#)



[Concern Worldwide](#)  
[Brand Guidelines](#)

# THANK YOU

You're taking us a step closer to ending extreme poverty, so don't forget to shout about this incredible thing you're doing!

 [Facebook.com/ConcernWorldwideUK](https://Facebook.com/ConcernWorldwideUK)

 [Instagram.com/concernworldwideuk](https://Instagram.com/concernworldwideuk)

 [Tiktok.com/@concernworldwideuk](https://Tiktok.com/@concernworldwideuk)

 [Youtube.com/concernworldwide](https://Youtube.com/concernworldwide)

## #HungerEndsHere

We're here to help, just reach out to Lucy & Laura at [fundraisinginnovation@concern.net](mailto:fundraisinginnovation@concern.net)

*Don't forget to tag us in your social posts so we can help spread the word!*



[www.concern.org.uk](http://www.concern.org.uk)

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