



Your ACT ⁴ **AFRICA**
Fundraisers' Pack

Thank you!

Thank you for wanting to fundraise for Act4Africa.

We've focused on changing lives for nearly 20 years, and much of what we've done has only been possible because of people like you raising the money we need to carry out our work.

This pack will give you the resources you need to fundraise for us, as well as an insight into where the money goes and whom it helps. We hope it's helpful and inspiring, and that you have a lot of fun with whatever you choose to do.

Your support helps us make a difference to some of Africa's most disadvantaged women and girls: thank you.

Martin Smedley

Chair of Trustees and Founder





What We Do & Why We Do It

Supporting women and girls in Africa to thrive independently through a transformative and holistic approach to health, education and livelihoods

At Act4Africa, our vision is to see the lives of women and girls transformed within flourishing and equal communities across Africa.

To achieve this, our indigenous Ugandan team works tirelessly to increase access to health and education services, reduce stigma for people living with HIV/AIDS, deliver sustainable finance and business skills training, and increase girls' access to education.

In the last 19 years this has enabled us to...

- Test 71,000 people for HIV and other STIs
- Deliver HIV/Aids education to more than 1.4 million people
- Train over 300 young people to teach others about gender equality and sexual health
- Help women to set up over 250 new businesses, and save almost £20,000



We work in sub-Saharan Africa, where 60% of girls do not attend primary school and only 15% complete their secondary education.

We work to change this since even a few years of education means women have better economic prospects, are less likely to contract HIV, and are more likely to have fewer, healthier, and better educated children.

Our **Grow A Girl** programme encourages girls to finish their education and provide them with the emotional and financial support they need to do so. Alongside their formal education, our teams teach these girls about gender equality, the importance of education, HIV prevention and empowerment. The girls pass on these messages to their peers through weekly clubs and education sessions, ensuring our work is sustainable and wide-reaching.

*As a result of this program, **16-year old Mary** has been given the help she needs to continue her education, despite her economic status and low self-esteem, and **18-year old Sharon** is looking to train as a nurse, despite her HIV-positive status.*

So far, our Grow A Girl Campaign has helped over 300 adolescent girls

With more money we can support more exceptional young women in transforming their own lives and those of their communities for generations to come



HIV/Aids

Helping Prevent the Spread Of HIV/Aids, and Reducing the Stigma and Taboos Surrounding it

In much of sub-Saharan Africa, 60% of those living with HIV are women and girls: poverty, lack of opportunity and gender violence limit their ability to negotiate safe sex and often results in high-risk sexual behaviour.

Health education lies at the core of what we do. As well as providing health clinics and counselling, we also deliver large-scale community events involving interactive theatre, dance, workshops and Q&A sessions, to test and improve understanding of HIV and its prevention, and to dispel myths and stigma.



*Due to her family's poverty, **18-year old Brenda** has been forced to engage in sex work to pay for daily necessities and her school fees. An Act4Africa workshop in Brenda's village educated her about the risks of HIV and encouraged her to get tested so she could get medical help if needed.*

So far Act4Africa has provided over **1.5 million** people with HIV/AIDS and sexual health awareness training and distributed **274,000** condoms to Ugandan communities

With your help we can educate even more people of the dangers of unsafe sex

Vocational Training

Helping Women and their Families to Break Out from the Cycle of Poverty

Often poorly educated, women in Uganda struggle to learn the skills they need to provide for their families. They are therefore financially dependent on men and more at risk of contracting HIV and enduring violence and abuse. Increasing women's economic participation speeds up development, combats poverty, reduces inequalities and improves children's nutrition and school attendance.

Our team runs programmes to equip young women with the skills and training they need to become financially independent, supporting them to set up their own businesses and access loans. These all-female groups not only facilitate economic independence, but also provide a space for free and uninhibited expression, enabling members to grow in self-confidence.

*We have helped women like **Irene** to grow a business selling second-hand clothes so that she can save for her family's future. She also encourages other women to develop good business ideas, save their money, and educate their children.*



So far, we have provided **9000 young women** with business skills training, and helped **1,203 enterprises** be set up

Your support will enable us to deliver life-skills and business training to more and more women and empower another generation

How Can You help?

How to Raise Money for Act4Africa

1 Choose what you want to do

There are lots of different things you can do to raise money for Act4Africa: the sky is the limit! You could:

- take part in a sporting event, like a marathon or triathlon
- shave your head or dye your hair
- organise a non-uniform day at a local school or your place of work
- help with bag-packing at your local supermarket in exchange for shoppers' contributions
- encourage Brownies or Cubs to fill up sweet tubes with 20p pieces
- organise a curry and quiz night, or a cake sale, with proceeds going towards your fundraiser.

Whenever possible, have a collection bucket to hand, as well as links to your fundraising page.

Please make sure that you get the appropriate permissions for all your fundraising efforts!

2 Set Up Your Fundraising Page

Visit our fundraising page (<https://act4africa.enthuse.com/profile>) and follow the links to create your own fundraising page.

3 Spread the Word

Get in touch with your network of family members, friends, work colleagues, fellow sport or music club members...

Tell them what you are doing and why you've chosen to support Act4Africa. Try and link what we do to your own values, so your friends and family know you're serious about your challenge. Keep emails powerful and informative, but brief. Don't forget to include the link to your fundraising page!

4 Stick to the Facts

People like to know where their money is going, so here are some facts and figures you can use:

- **£10** will enable a young person to take part in a life-skills programme
- **£25** will pay school fees for a vulnerable and disadvantaged young child
- **£50** will help provide regular health check-ups, vitamins and vaccinations for our Kindergarten children
- **£250** will fund the monthly salary of a Kindergarten teacher
- **£350** will pay for a HIV/STI clinic for 100 people at Kathy's Centre
- **£500** will provide reliable and safe travel for children to the Kindergarten for a school term

5 Think Big

If you work for an organisation, find out whether they have a policy of supporting employee fundraising in any way, such as through matching donations, or allowing you to place a collection bucket at reception. We can provide you with a collection bucket, as well as with a poster introducing us and your fundraiser.

6 Get Social

Post regularly on social media: let people know what you're doing, and why, and keep them updated on any training you're doing by posting photos and videos. Always remember to include the link to your fundraising page.

Make sure that you tag us in your tweets (@ACT4AFRICA), Facebook posts (@act4africa) and Instagrams (@act4africa_) so we can share your efforts with our followers, and ask close supporters to promote your challenge from their own social media accounts.

Consider adding a signature to your email account that automatically ends every message you send with the details of your challenge – you might get some unexpected interest!



Some things to remember:

One thing that you *may not* do whilst fundraising is collect money on the streets or go house to house without previous permission from your local authority. There are also strict rules surrounding running raffles: please ask us if you need any help with these.

Act4Africa are not responsible for anything that happens at an event that we're not organising, so please make sure that you run a simple health and safety risk assessment about your event. There are some good considerations here: www.eventbrite.co.uk/blog/guide-health-and-safety-for-events-ds00/

If your fundraising involves children under the age of 18, make sure you have permission from their parent or guardian and that they are properly supervised.

How to get your money to us:

The easiest way to raise and collect money is through our website. Just head to act4africa.org/donate and set up a fundraising page or make a donation of all the money you raise. You can then provide your sponsors with a link to your page.

If your donors would rather pay off-line, ask them to fill out the **Sponsorship Form** we have sent.

