



**Be the change**



# Fundraising Pack



## Earthquake Disaster Strikes Haiti

A powerful 7.0-magnitude earthquake rocked Haiti on the afternoon of Tuesday, January 12. The quake's epicentre was just ten miles from the capital, Port-au-Prince, a city of about 1 million people. According to the U.S. Geological Survey, it was the most powerful quake to hit Haiti in more than 200 years. Severe aftershocks, as powerful as 5.9 on the Richter scale, continued to shake the city for hours.

Because communications from the area have been disrupted, the exact toll is not yet known. Early reports indicate that the quake collapsed many buildings, from the presidential palace to a five-story UN headquarters to hillside shacks in poor neighborhoods. At least one hospital was destroyed. Eyewitnesses report extensive damage, and there are fears of widespread casualties and catastrophic loss.

The earthquake exacerbates the dire humanitarian situation in the poorest country in the Western Hemisphere. The Caribbean nation suffers extreme hunger and political instability, and this disaster will only increase the needs of thousands of impoverished Haitian families.

## Mercy Corps Emergency Response

Mercy Corps is deploying an emergency response team to assess the damage and rush desperately needed relief supplies to meet the immediate needs of survivors. In the aftermath of the worst disaster to strike the region in many years, there will be urgent need for food, shelter, hygiene materials and other emergency supplies. In addition, the Mercy Corps team will assess Haiti's needs for long-term recovery.

Mercy Corps has a long history of helping earthquake survivors. We aided families after earthquakes in Peru in 2007, China and Pakistan in 2008, and Indonesia in 2009.

## How You Can Help

Donate online at [www.mercycorps.org.uk/haiti](http://www.mercycorps.org.uk/haiti)  
Donate by phone on 0845 245 0686

## Edinburgh Disasters Response Committee

Set up by Mercy Corps and City of Edinburgh Council in 2009, the Edinburgh Disasters Response Committee aims to provide a mechanism for Edinburgh, as the capital city of Scotland, to help affected communities in the aftermath of a major natural disaster or emergency.

The Committee works in association with other city organisations to co-ordinate fundraising across Edinburgh (and East Central Scotland) to deliver a more effective humanitarian response to the survivors of these disasters.

Appeals initiated by the arrangement with Mercy Corps are not intended to be exclusive routes for giving by either Council staff or members of the public. The arrangement also does not preclude the Council working with any other charities.

## About Mercy Corps

Mercy Corps' 30 years of experience shows that turmoil and tragedy often create opportunities for lasting, positive change. We support these opportunities with community-led and market-driven action. To endure, such change requires that communities, government and businesses solve problems in a spirit of accountability and full participation. We help key players cooperate to create secure, productive and just communities.

Since 1979, Mercy Corps has provided over £1 billion in assistance to people in 107 nations. Last year the resources of our global operations totaled close to £166 million. Our global operating budget for fiscal 2009 (July 1, 2008 to June 30, 2009) is £228 million.

We take efficient stewardship very seriously: over the past five years, more than 89 percent of our resources have been allocated directly to programmes that help people in need.

## For More Information

See [www.mercycorps.org.uk/haiti](http://www.mercycorps.org.uk/haiti) or contact Ross Hornsey on 0131 662 5164 or by email at [rhornsey@uk.mercycorps.org](mailto:rhornsey@uk.mercycorps.org)

## Fundraising Tips and Advice

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



### The Golden Rules of Fundraising:

🌿 **Don't be put off by the amount you need to raise:**

Create a fundraising target and break it down into manageable chunks, you will soon discover that your target isn't so far away. Remember every penny raised counts!

🌿 **Make it simple for people to donate:**

Checkout our online form at [www.justgiving.com/mercycorps](http://www.justgiving.com/mercycorps)

This is a great way for your contacts all over the world to sponsor Mercy Corps, and be kept up to date on progress you are going with just a click of a button. All you have to do is e-mail this page to **EVERYONE** you know and watch the donations roll in.

🌿 **And finally remember**...if you don't ask, you don't get!

## Fundraising Tips

### Fundraising in the Office

- ✂ 'Dress Down...or Up Day', its amazing how much people will pay to get out of their suits for a day.
- ✂ Have a home baking sale for morning tea and test your colleagues' chef skills.
- ✂ Sponsored job swap- swap jobs with a colleague...maybe even the boss!

### Fundraising with an Event

- ✂ Hold a Quiz Night at your local pub and test your friends' knowledge...or is that lack of knowledge?
- ✂ A themed night in a bar. How about a Mexican theme, an era in history, or a Hollywood movie?

### Sponsored and Sporting Fundraising

- ✂ Sponsored waxing, hair cutting, or custard pie throwing. Raise some money and maybe even improve your look.
- ✂ Swear box, sounds simple but very lucrative!
- ✂ Organise a Five a Side football match, charge an entry and spectator fee. Let the games begin...

### Extra Tips....

- ✂ Remember to let Mercy Corps know what you are doing, we love knowing what you are up to and are happy to help and support you!

### Matched Giving

- ✂ Now you've done your bit, find out what your company will do. The best way to do this is to find out if your company has a Matched Giving Policy and will match the amount you have raised. Just ask your Charity, PR, or HR department to find out. Remember, the worst they can say is 'no'

### Gift Aid

- ✂ Gift Aid is a fantastic way of increasing the amount of your sponsor's donations. For every pound donated by a taxpaying sponsor, the Inland Revenue will add an extra 28 pence. This may not sound much but think of it this way, if you raise £500, Gift Aid will increase this to £640. So to ensure that you don't miss out on this fantastic scheme, **make sure your sponsors tick the gift aid box** and include their **name and full postal address, including postcode** if they are eligible.

## **And Finally...**

### **Where to send the money you have raised:**

Please follow these simple steps when you want to bank any of the money you have raised:

- ✂ Don't send cash, please bank any money and send us a cheque to **Fundraising Dept, Mercy Corps, 40 Sciennes, Edinburgh, EH9 1NJ.**
- ✂ Please make all cheques payable to "Mercy Corps".

**Remember, we are here to help you every step of the way, so for advice and help please don't hesitate to call** the fundraising team on 0131 662 5160 or e-mail [admin@uk.mercycorps.org](mailto:admin@uk.mercycorps.org)



**Thank You for Your Support**

## **Fundraising and the Law**

Below are some of the key laws associated with fundraising. Please read these carefully before embarking on any fundraising events that you may be organising.

### **Raffles and Lotteries:**

- ✂ Lottery tickets may not be sold by under-16s.
- ✂ Private lotteries (e.g. where tickets are sold only to members of a club) do not need to be registered; neither do raffles held at a social event, where the raffle must also be drawn.
- ✂ Before printing materials, please contact Mercy Corps as there are items which must be included, such as our charity registration number SC030289.
- ✂ Our logo may not be used without our prior permission.

### **Collecting Money:**

- ✂ The legal minimum age for collecting money is 18 years in London; 16 years everywhere else.
- ✂ To collect on private property (e.g. shopping centres, supermarkets, pubs) you need the permission of the owner/landlord. Past experience has proved that collecting on private property can be extremely successful.
- ✂ To collect in the street, you need to apply for a special licence, so it is best to contact your local council

### **Entertainment:**

- ✂ If you are planning to have some form of entertainment (this means two or more people performing or dancing) in a building, which does not already hold a Public Entertainments Licence, you need to get one. Your local authority provides this licence.

### **Food and Liquor:**

There are many regulations governing the use of food and liquor, in brief:

- ✂ If you are selling food on a one off basis, you do not usually need to register but you are still subject to the law (so please check first).
- ✂ If you plan to sell over a period of days, you will need to register with your local authority.
- ✂ The Food Hygiene Regulations and Food Safety Acts should be taken into account at all times. The Environmental Health services dept of your local council can advise you or you can call the Ministry of Agriculture, Fisheries and Food, Consumer Helpline on 0345 573 012.
- ✂ We recommend that you contact your local authority before your event and discuss with them what you plan to do.

- ✂ Your local Environmental Health Department or Trading Standards Office should be able to answer queries too.
- ✂ If you plan to sell alcohol, you need to have a liquor licence. You can get this from your local Magistrates Court.

### **Further Points:**

- ✂ The above is only meant as a brief guide and if you are not sure if something is legal always check.
- ✂ Please do not do anything that is unsafe or illegal!
- ✂ Inform Mercy Corps of what you are doing – we may be able to help.
- ✂ Think of yourself as an ambassador for Mercy Corps in everything that you do – you are representing us and helping to raise awareness of the work we carry out worldwide.
- ✂ Always be aware of safety - both yours and other people's.
- ✂ Depending on what you are organising, think about whether you need insurance or a licence - if you are unsure, ask.
- ✂ Enjoy yourself while fundraising but don't take risks or cause distress to other people.

## Mercy Corps – Promotional Material Order form

| Item                             | Quantity  |
|----------------------------------|---|
| Mercy Corps T-Shirt              | Small _____ Medium _____ Large _____<br>X Large _____ |
| Posters                          | A4 _____ A3 _____                                     |
| Mercy Corps Leaflets             |   |
| Small stickers (65 per A4 sheet) | _____ A4 sheets                                       |
| Mercy Corps Pens                 |   |

**Name:** .....

**Delivery address:** .....

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**Mobile number:** .....

**Email address:** .....

# Fundraising made easy



## THE SMART WAY TO FUNDRAISE

Now you can raise sponsorship without breaking into a sweat.

No more dealing with cash and cheques, no more chasing up friends after the event...

Simply create a free online fundraising page, personalise it with a photo and message, and email it to your friends and family. They can donate quickly and securely online with a credit or debit card.

Plus, online donations from UK taxpayers collect a 28% bonus! So you do less but your charity gets more. Easy.

Create your page now at:

[www.justgiving.com/mercycorps](http://www.justgiving.com/mercycorps)

For more information or help setting up your page, visit [www.justgiving.com](http://www.justgiving.com) or call our helpdesk on 0845 021 2133

**justgiving**  
fundraising made easy