

microloan
foundation

Introduction

Our vision...

...is a world where all those living in poverty have the opportunity to build better lives for themselves and their families.

Our mission...

...is to provide the tools and skills to enable the poorest women in sub-Saharan Africa to work their own way out of poverty.

At MicroLoan Foundation, we believe that the best way to achieve our vision is to enable the poorest and most vulnerable people to work their own way out of poverty, building independence and resilience as their financial situation improves. By providing them with micro loans and the skills and tools to start small businesses, we support them to become self-sufficient for their daily needs. Over time, the money they generate from their own efforts helps to ensure food security, improved housing, access to healthcare, and an education for their children. We encourage them to make modest savings as insurance against future crop failure, family illness and other unexpected circumstances, giving them confidence in their ability to weather whatever life throws at them. We have already helped hundreds of thousands of people to transform their lives with dignity and take pride in their own achievements. There are however millions more who need our support. With your help we can start to reach them.

Every penny you raise will enable us to continue giving hope, not handouts to women in sub-Saharan Africa. We hope this pack provides some inspiration for some fun fundraising ideas!

If you have any questions, or need some support, please get in touch with the Fundraising team, who are always happy to help.

contact@mlf.org.uk

020 8827 1688

How your support helps

Each year we support more than 80,000 women, but with your help we can reach even more. Since 2002, we have supported 324,000 women to build businesses.

For every woman you help, many more will benefit. Better still, when a loan is repaid, we can use your donation to help another woman. Over time, your gift can go on to help more and more women build a better life for themselves and their families.

Since 2002 we have reached over



1.6 million

lives

£10

can provide agricultural training, helping a woman to feed her family

£50

can help a woman with a loan to set up a business and start earning income

£100

can support a woman for a whole year with the loans and training she needs to make her business a success

£1000

can pay for business and finance training for over 100 women for a year

£2000

can buy a motorbike, which is essential for our Loan and Training Officers to reach women in remote villages

Who your support helps

Enala's Story



“I want to leave my children better off than I was.”
Enala Banda

Enala Banda was born into a poor family of subsistence farmers living in Kasiyagori, a village in rural Malawi.

Enala was able to attend school from time to time, but she started late and because she had to help out with farm work, her attendance was irregular. When she was at school, though, Enala excelled and had dreams of becoming a teacher one day.

However, her parents split up and she was forced to marry in order to help her younger siblings. When her three children came along, her husband's small income could not sustain the family. History started to repeat itself when Enala's own children began to miss school because she could not afford the uniform or books.

With MicroLoan's support, Enala has been able to set up a business selling tomatoes and fish, and received the business training to understand cost, profit and competition. Within a few months, Enala had doubled her profits and, with further loans, has now been able to put together some savings. But the biggest different is that Enala is now able to send all her children to school, in uniforms and with a meal in their stomachs. She has high hopes for their futures.

Catherine Mbalaka

Catherine Mbalaka was one of the first women to ever receive a loan and training from MicroLoan Foundation. She applied for her first loan to open a shop at the back of her home in the village of Makuta near Lake Malawi selling village basics that she was able to buy at the market.

As her profits grew, she was able to save, and with the help of bridging loans (the largest loans MicroLoan gives, usually around £220) Catherine was soon able to buy her husband his own fishing boat and a set of nets.

14 years on and after several loans repaid, Catherine now has 3 boats, 10 nets and a number of employees. She has been able to buy some goats, install a water tap outside her home, which she charges local villagers to use, and continues to run her grocery store. Catherine's house now has electricity and piped water, and she has built five houses, with iron roofs, for her family and for rental. She has been able to support 8 of her 20 grandchildren with school fees as well as caring for her orphaned nieces and nephews, following her sister's death from malaria. Her hopes for all of them are to finish their further education.



“ I hope you can continue supporting the women of Malawi because the small loans and training that they are getting changes their lives, just like mine. None of this would have been possible without the help of MicroLoan Foundation. ”
Catherine Mbalaka

Planning your fundraising

The key to fundraising success is planning. So before you embark, here are some things you might want to think about.

What?

Take a look at some of our fundraising ideas or come up with one of your own. Be creative and ambitious, but make sure it is realistic.

Where?

Think about where the best location is. For an event, remember that if you're doing something outdoors then the weather might be a factor to consider. Make sure your venue has enough space and that people are able to get there. Alternatively, if your idea doesn't include a venue, think about how to make donations as easy as possible to receive. Donors are more likely to give if the process is simple.

When?

Fundraising is hugely rewarding but runs more smoothly with careful planning. Make sure you leave yourself enough time to plan and prepare. Choose a time that works for you and for those you're hoping to fundraise from.

Who?

Are you going to fundraise as a group or are you going to do it on your own? If it's an event, who will you invite? Think about whether the timing is going to work. If your target audience are at school, think about term dates. If they're employed, think about when pay day is. Make sure it doesn't clash with other events and choose a day that works for the most people. The more people that attend, the more you are likely to raise.

How?

How much are you planning to raise? How are you going to go about doing this? Keep in mind your fundraising idea when you answer these questions. Think about whether sponsorship, ticket sales, selling items, collection buckets, or other ways are the best suited to your event. How are you going to publicise your event?

“Economically empowered women create healthier and more productive societies.”
McKinsey & Company, 2010

Fundraising ideas

A

Auction
Arts and crafts sale
Aerobics-a-thon
Abseil

C

Cake sale
Car boot sale
Craft sale
Coffee morning
Car wash
Cheese and wine evening

Book sale
Bring and buy sale
Bingo
Battle of the Bands
BBQ
Bike ride
Bungee jump

B

Dinner party
Dress down day
Disco
Dog walking

D

Ebay (old clothes,
books etc.)
Errands
Eating competition

E

Garden party
Guy Fawkes party
Garage sale
Golf day
Guess the number of
sweets in the jar

G

Fancy dress party
Football match
Fashion show
Face painting
Firework evening

F

Head shave
Halloween party
Hike
Hour's pay (ask friends to
donate an hour's pay)

H

International party
Ironing

MicroLoan sponsored walk
Murder Mystery party
Marathon
Movie night
Mobile phone recycling

Jumble sale
Jump for MicroLoan
(skydive)
Jailbreak

Non-uniform day at
school/work
Night hike
New year resolutions

Karaoke night
Knitting competition
Keepie uppie competition

Open garden
Office collection
Open mic night
Odd job day

Lunch money
Lawn mowing
Limbo competition
Litter collecting

Quiz night
Quit something
(e.g. chocolate)

Party
Plant sale
Pub quiz
Penny collection
Pamper party

Run
Race night
Raffle
Recycling
Ramble
Read-a-thon




Valentine's party
Vintage sale
Variety show



X-Factor
Xmas card donation
Xmas party



Swear jar
Street party
Swimathon
Sweepstake
Sponsored silence



Yoga marathon
Yourself (set up a
regular donation to
MicroLoan)
Yo-yo competition




Trek
Tea party
Talent show
Triathlon
Tennis tournament
Treasure hunt



Walk to work
Word search
Wedding gifts
Wine tasting
Welly throwing



University Challenge
Unwanted gift sale



Zodiac evening
Zany dress day
Zumba-thon

Promoting your fundraising

In order to maximise your fundraising, you need to let people know what you are doing and why you are doing it. Whether you're doing a sponsored bike ride, or hosting a quiz night, the more people you tell about it, the more you'll raise. Here are some tips on how to promote your fundraising.

Get online

- Email your friends, family and colleagues to tell them what you're doing and invite them to the event/ ask them to sponsor you. Let them know how you plan to collect your sponsorship, and direct them accordingly.
- Use social networks like Facebook and Twitter to promote your fundraising. Remember to leave a link to your sponsorship or sign up page, if you have one.

Get personal

- People are much more likely to support your fundraising efforts if you address them personally, and explain why you have chosen to fundraise for MicroLoan Foundation.

- Give updates! Keep everyone involved in your fundraising by communicating progress (e.g. amount raised, training progress, ticket sales) and providing them with a final update so they are aware of the impact of their support, including total amount raised.

Get public

- The more you promote your fundraising, the more you will raise. People can't support you if they don't know what you're doing.
- Make posters and put them up around local businesses (if you have permission), at school, at work, or anywhere else that you can think of.
- Contact the Fundraising Team at MicroLoan Foundation to see if we have any branded materials you can use for your fundraising.
- Contact your local press (newspapers, radio stations etc.) to find out if they would be willing to feature your fundraising. The Fundraising Team can provide you with a Press Release template to use for this.

The legal stuff

We don't want you to get into any trouble, so please ensure you keep these points in mind when planning and executing your fundraising. They relate more to organised events, but are worth keeping in mind for all fundraisers. Please remember that MicroLoan Foundation cannot accept any responsibility for loss or injury as a result of your fundraising.

Our brand

If you plan to use any MicroLoan branding or logos, please let us know so we can provide you with the correct version and guidelines of how to use them. When using our logos, please let us see how you have used it and give our approval before printing any materials. And always ensure you make it clear that you do not work for MicroLoan, but are fundraising for us.

Approaching businesses

Please let us know if you plan to approach any businesses to support your fundraising efforts. We can help by providing authentication letters for your approaches.

Collections

To carry out street or house-to-house collections you must obtain a license from your local authority. Anyone under the age of 16 must be accompanied by an adult. For more information, speak to your local

authority. For collections on private property (e.g. shopping centres or train stations) you must obtain permission from the landowner.

Raffles and lotteries

Regulations are complicated, so if you are unsure, check with your local authority before planning a lottery or raffle. Alternatively, visit the Institute of Fundraising website which has all the up to date regulations – www.institute-of-fundraising.org.uk/home.

General rules are:

- Small and private raffles at events, such as at a dinner/dance, do not need a license. However, remember that raffle tickets must only be sold at the event, and the winners drawn at the event. Prizes purchased by you for the raffle cannot exceed the value of £250, but any donated prizes are exempt.
- If you are organising a quiz or similar, where skill determines the outcome, there is no need to obtain a license and there is no limit to the value of the prize.
- Society lotteries, such as raffles held independently of a fundraising event, do require a license from the local authority, and there are also guidelines surrounding the level of prizes that can be offered etc.

Health and safety

To ensure your event runs as smoothly as possible:

- Carry out a risk assessment to highlight any potential hazards at your venue and take action to reduce these. Volunteering England can provide more information on this.
- Ensure the venue is fully accessible, e.g. wheelchair access.
- Ensure that First Aid provision, firefighting equipment and emergency evacuation procedures are in place.
- Remember that MicroLoan Foundation cannot accept any responsibility for your fundraising or anyone who participates in it. We strongly recommend that you check you have adequate insurance (for example, public liability insurance if holding an event).
- If hiring equipment, ensure that the provider has relevant insurance before signing any contract.

Food & drink

Any food that is being supplied must comply with the Food Safety Act 1990, the Food Safety Regulations 1995 and any other regulations applying to specific types of food. If you are unsure, visit the Food Standards Agency website – www.food.gov.uk for a full overview.

Licenses

If your event involves singing and/or dancing, and the venue does not hold its own entertainment license, you may need to obtain one. For more information, contact the Department for Culture, Entertainment and Sport.

“Women reinvest 90% of every dollar earned into their families’ education, health and nutrition.”

Harvard Business Review, 2013

Collecting money

There are plenty of different ways you can collect money towards your fundraising. Remember to ask your donors to fill in a Gift Aid form or select the Gift Aid option, which adds 25% to their donation. You can get a form by contacting one of our fundraising team on contact@mlf.org.uk.

Collect cash

You might like to collect cash if you are holding events such as cake sales and raffles. There are 2 simple ways to send us cash you have collected.

1. Pay it into our bank account

Microloan Foundation, Barclays Bank, Leicester, Leicestershire, LE87 2BB

Sort Code 20-06-09

Account No 23857239

SWIFTBIC BUKBGB22

IBAN GB16 BUKB 2006 0923 8572

(If you do this, please put a reference so we know who it is from, and contact us to let us know)

2. Send us a cheque, payable to **MicroLoan Foundation**, to: Fundraising Team, MicroLoan Foundation, 1-2 Paris Garden, London, SE1 8ND.

Online

One of the easiest ways to collect money is by setting up an online fundraising page. You can do this by going to <https://microloanfoundation.enthuse.com/profile>.

Once you've set up the page, send the link to your friends and family asking them to support your fundraising. They can then donate quickly and easily from anywhere in the world, via their credit or debit card. And the money comes straight to us.

Sponsorship forms

To keep a record of who has sponsored you with cash, use one of our sponsorship forms. This offers donors a Gift Aid option too.

Matched giving

Most large companies operate a matched giving policy, where they match the amount you have fundraised (or a certain portion of it) for MicroLoan Foundation. This is a really simple way to increase your fundraising total without any additional cost to you!

Every donation to MicroLoan Foundation, keeps on giving. Over and over again.

After your fundraising

Don't forget to say thanks. Thank everyone who was involved, from donors to sponsors. Let them know how much you raised for MicroLoan Foundation with their help, and tell them how it all went. Send them photos too!

"I have a passion for adventure and love having new and exciting experiences. By taking part in the Wild Woman Challenge I had a fantastic time with a lovely group of women, and also felt that I had a positive effect on the lives of women and their families who may have fewer opportunities than me. It was guilt free indulgence!"

Delyth Kendrick, Wild Woman Challenge Organiser and Participant, 2012



"We have chosen to support a cause that is close to our heart, the empowerment of women in rural Africa and we are delighted to be fundraising for MicroLoan Foundation...Having visited a project in Africa ourselves, we have witnessed first-hand the positive change that these programs can bring."

Mark Ouborg and Anja Konter, London Marathon competitors, 2017



Tell us about it! We love hearing from our fundraisers and seeing photos of your fundraising.

Thank you!

microloan
foundation