



DECJUBA

**Decjuba #gamechanger
Program. Uganda 2020
Fundraising Guide.**

**The
Hunger
Project.**

AUSTRALIA



Fundraising for The Hunger Project **Australia.**

Thank you for deciding to fundraise on behalf of The Hunger Project Australia! We are honoured to have your support.

The leadership act of committing to fundraise \$5,000 will have you shift gears and take actions that stretch you out of your comfort zone.

With your support, The Hunger Project can continue to sustainably grow our reach and impact throughout Africa, Latin America and South Asia.

Whether you plan to run a marathon, host a pub trivia night, hold a morning tea or ask for donations to mark a special event, we are hugely appreciative for your time, effort and commitment in the end of hunger.

To assist you in kicking off your fundraising we have put together this guide to support you every step of the way. Don't forget to read our Fundraising Terms & Conditions on pages 15-16.

Remember we are here to assist you on your fundraising journey to ensure you hit your target, so reach out whenever you need. We look forward to supporting you on this journey and celebrating your success.

The Hunger Project Programs Team

Frieda Munz
Program Manager
frieda.munz@thp.org

Elloise Brady
Program Coordinator
elloise.brady@thp.org

+61 (0)2 9222 9088

There is no tool for
development more effective
than the empowerment
of women.

“ ”

KOFI ANNAN Former Secretary-General Of The United Nations



About The Hunger Project.

Our goal is to end chronic, persistent hunger by 2030.

Our approach is different – we see people living in hunger as the solution, not the problem. We shift the mindsets of women and men so they transform into leaders for the sustainable end of hunger. Then, through our programs such as education, microfinance, agriculture and health, we empower people with the skills, knowledge and resources they need to break the poverty cycle themselves.

From top-down, aid-driven charity models that perpetuate the cycle of dependency...to treating the cause, not the symptoms, in order to create an enabling environment for change.

From people living in hunger being seen as mouths to feed...to seeing people who are enterprising and resilient, whose potential lies untapped.

From hunger seeming an inevitable part of life... to having evidence that the cycle of hunger and poverty can be broken.

From women being subjugated and oppressed... to unleashing their leadership and their voice in decision-making.

From communities being told what to do... to putting communities in the driving seat of their own development as authors of their own future.

From cookie cutter strategies being applied... to educating and empowering people to find local, sustainable solutions to ending their hunger.

Our Mission.

To end hunger and poverty by pioneering sustainable, grassroots, women-centred strategies and advocating for their widespread adoption in countries throughout the world.

Our Vision.

A world where every woman, man and child leads a healthy, fulfilling life of Self-Reliance and dignity.

The Hunger Project – At a glance.

15.9
MILLION
PEOPLE
REACHED

ACROSS
12,900
COMMUNITIES
GLOBALLY

88
EPICENTRE
COMMUNITIES
IN PROGRESS TO
SELF-RELIANCE



13 **PROGRAM**
COUNTRIES

BENIN. BURKINA FASO. ETHIOPIA.
GHANA. MALAWI. MOZAMBIQUE.
SENEGAL. UGANDA. ZAMBIA. INDIA.
BANGLADESH. MEXICO. PERU.

9 **PARTNER**
COUNTRIES

AUSTRALIA. CANADA. GERMANY.
THE NETHERLANDS. NEW ZEALAND.
SWEDEN. SWITZERLAND. UNITED
KINGDOM. UNITED STATES.

The Hunger Project to date.



1.7 million

people trained via Vision, Commitment, Action workshops



436,125

locally trained volunteer Animators leading change in their communities



523,144

people in 31 self-reliant Epicentre communities in Africa



43% decrease

in severe hunger in self-reliant communities in Africa



175,000

elected women in India have been trained, who are bringing water and electricity to their villages



The Hunger Project – Principles.

The Hunger Project's principles are a fundamental part of our work and are a great way of getting a deeper understanding of why we work the way we do in communities throughout the world.

When talking about The Hunger Project with your friends, family and colleagues, speaking through the lens of one or two of our principles can be an effective way to engage people in our work and communicate the fundamental drivers of our approach.

1. Human Dignity

All human beings are born free and equal in dignity and rights, including the right to food, health, work and education. Every person is inherently creative, resourceful, Self-Reliant, responsible and productive. We must not treat people living in conditions of hunger as beneficiaries, which can crush dignity, but rather as the key resource for ending hunger.

2. Gender Equality

An essential part of ending hunger must be to cause society-wide change towards gender equality. Women bear the major responsibility for meeting basic needs, yet are systematically denied the resources, freedom of action and voice in decision-making to fulfil that responsibility.

3. Empowerment

In the face of social suppression, focused and sustained action is required to awaken people to the possibility of Self-Reliance, to build confidence, and to organise communities to take charge of their own development.

4. Leverage

Ending chronic hunger requires action that catalyses large-scale systemic change. We must regularly step back — assess our impact within the evolving social/political/economic environment — and launch the highest leverage actions we can to meet this challenge.

5. Interconnectedness

Our actions are shaped by, and affect, all other people and our natural environment. Hunger and poverty are not problems of one country or another but are global issues. We must solve them not as “donors and recipients” but as global citizens, working as coequal partners in a common front to end hunger.

6. Sustainability

Solutions to ending hunger must be sustainable locally, socially, economically and environmentally.

7. Social Transformation

People's Self-Reliance is suppressed by conditions such as corruption, armed conflict, racism and the subjugation of women. These are all rooted in an age-old and nearly universal patriarchal mindset that must be transformed as part of a fundamental shift in the way society is organised.

8. Holistic Approach

Hunger is inextricably linked to a nexus of issues including decent work, health, education, environmental sustainability and social justice. Only in solving these together will any of them be solved on a sustainable basis.

9. Decentralisation

Individual and community ownership of local development is critical. Actions are most successful if decisions are made close to the people. This requires effective national and local government working in partnership with the people.

10. Transformative Leadership

Ending hunger requires a new kind of leadership: not top-down, authority-based leadership, but leadership that awakens people to their own power — leadership “with” people rather than leadership “over” people.

The Epicentre Strategy.

In rural Africa there is very little infrastructure. That means limited access to hospitals, schools or running water. For this reason, The Hunger Project created the Epicentre Strategy.

An Epicentre is a cluster of 10 to 15 villages within a 10km radius, with a population of 5,000 – 20,000 people. At the centre of the villages is a building that is built to house the community's programs for health, education, food security, water, and microfinance and income generation.

The Epicentre building serves as a focal point where the motivation, energies and leadership of the people converge with the resources of local government and non-governmental organisations.

Integrated approach

Created in Africa by Africans to address the multi-faceted causes of hunger & poverty.

Empowering - with dignity and respect

The Hunger Project believes those living in hunger and poverty are creative, intelligent and motivated and as such are the solution to their own problem.

Transparent and measurable

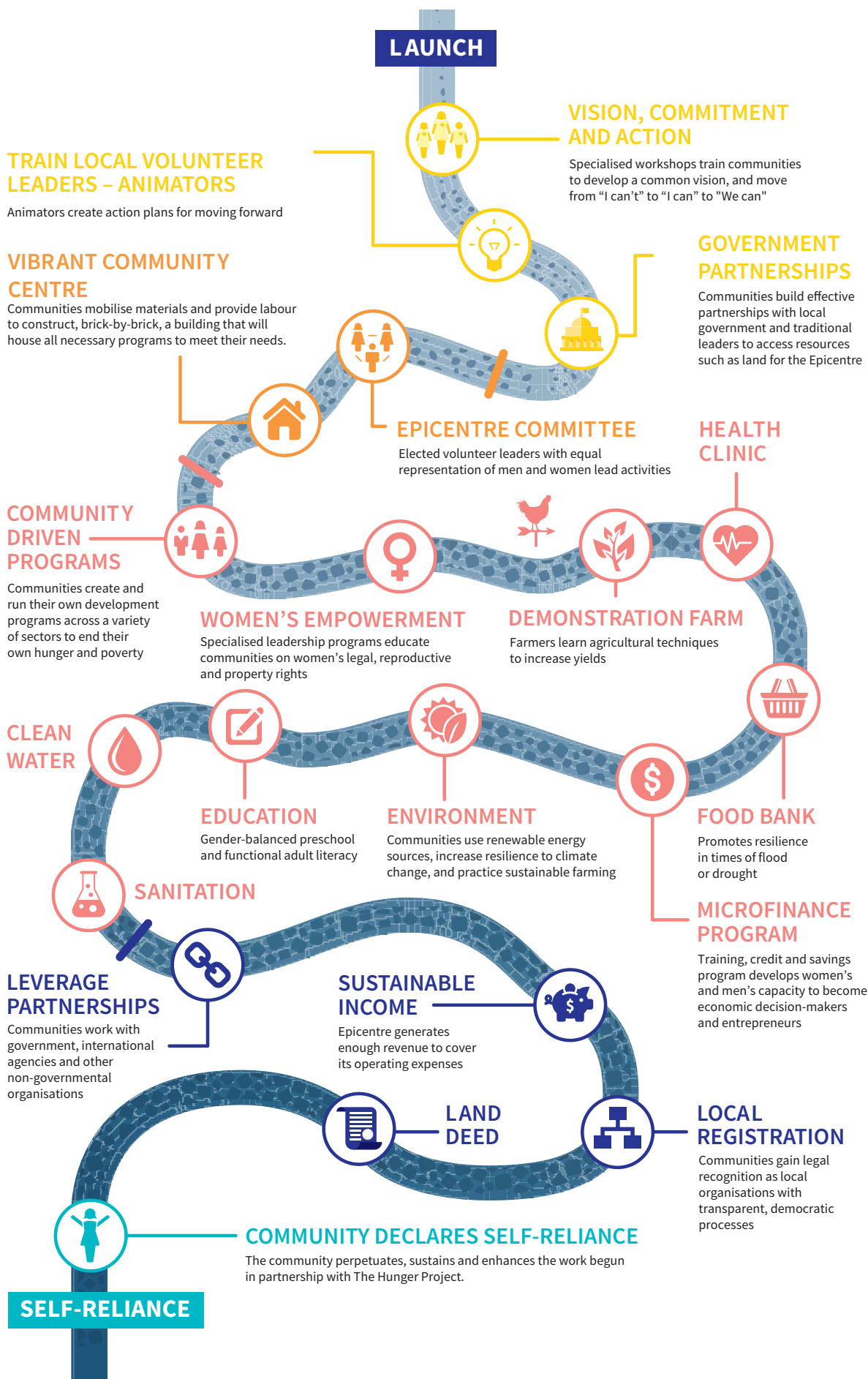
Progress is tracked against agreed targets using quantitative and qualitative data.

Self-sustaining

When an Epicentre community reaches Self-Reliance they no longer need the support of The Hunger Project or the funding of investors.



The five phases of our Epicentre Strategy.



PHASE 1

PHASE 2

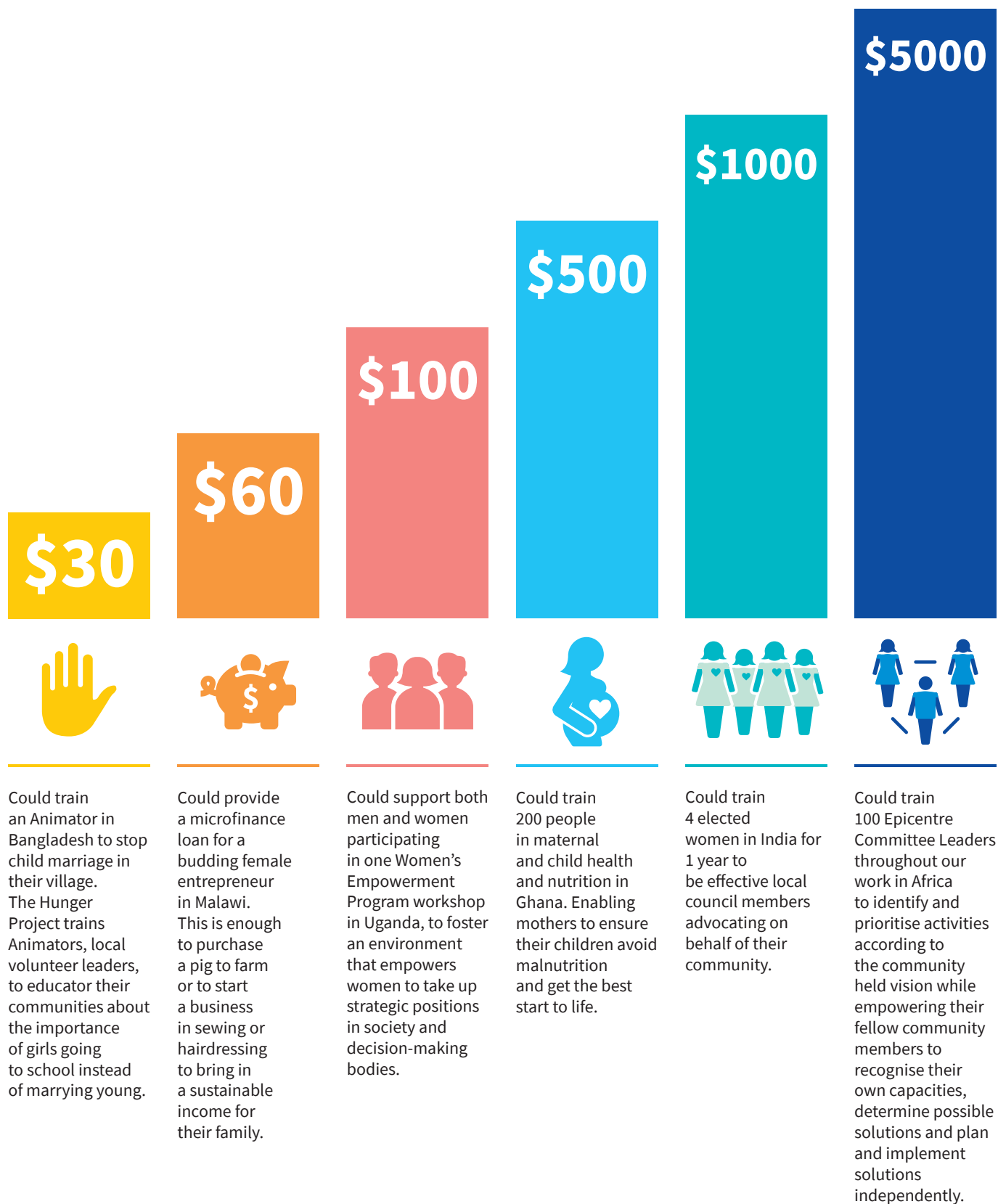
PHASE 3

PHASE 4

SELF-RELIANCE

Your donation is an investment.

What your fundraising could make possible...



*As The Hunger Project is a global development organisation all estimated amounts are in USD.

Let's get started.



SET A TARGET AND AIM HIGH

Having an audacious goal is a great way to get motivated. \$5,000 is the minimum target. What will your stretch be? Personal growth begins at the end of your comfort zone.



PLAN

If you fail to plan, you plan to fail! Complete the fundraising plan that was sent in your welcome pack with clear goals, actions and timelines. Brainstorm with your network to unlock ideas and hold you accountable.



SET-UP AND SHARE YOUR FUNDRAISING PAGE

Share the link to your fundraising page with your online network via email and social media. All donations over \$2 are tax-deductible.



EXPAND BEYOND YOUR NETWORK

Look outside your usual network, speak to everybody you meet as you never know who will be support you in your fundraising journey.



ASK

The best way to get donations is to ask! Tell friends and family why you are passionate about the work of The Hunger Project and what impact their investment will have. Practice your 'elevator pitch' first so you are clear on what you want to say.



CONNECT

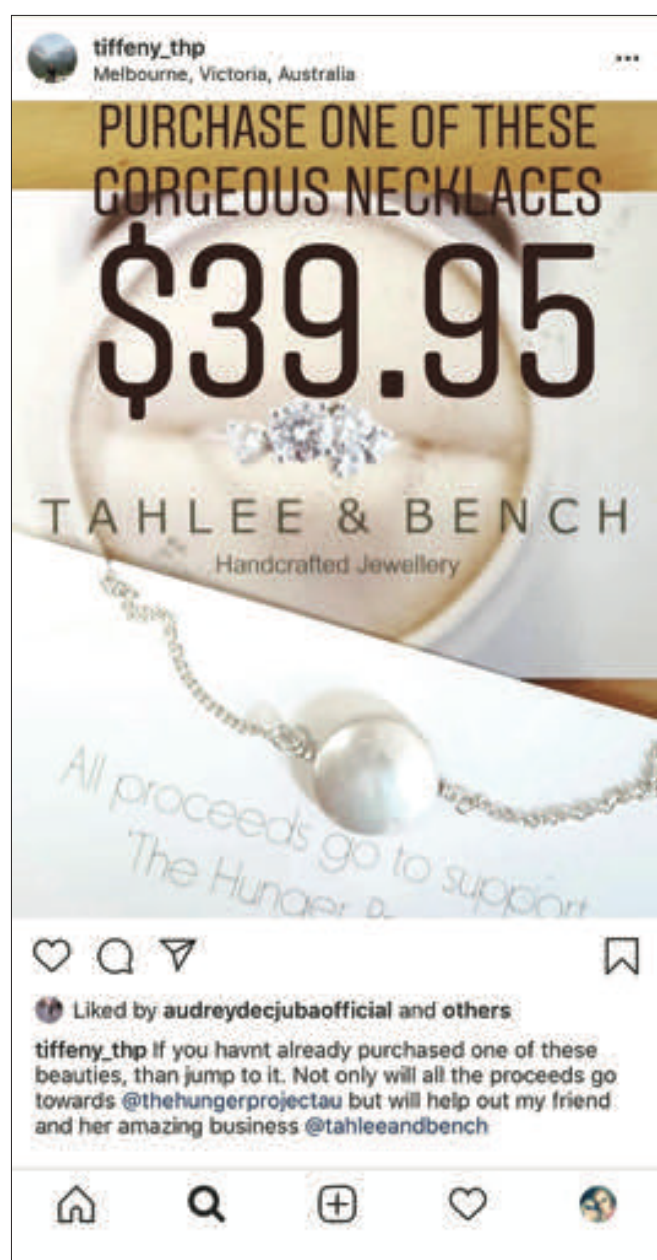
Reach out to connect with the THP team, your fundraising mentor and your fellow program participants. We are here to support you. If you need help or advice, all you have to do is ask.



MAKE A PERSONAL DONATION

This is a great way to kickstart your fundraising and will encourage others to do the same.

Share and connect.



SUGGESTED POST COPY - INSTAGRAM

I have committed to fundraise \$5,000 on behalf of The Hunger Project as part of the Decjuba #gamechanger Leadership Immersion Program travelling to Uganda.

The Hunger Project sees people living in hunger as the solution, not the problem. Help me reach my target by being part of the solution to end hunger in our generation. Click the link in my bio to find out more!

SUGGESTED POST COPY - FACEBOOK / LINKEDIN

I am excited to announce that I have committed to fundraise \$5,000 on behalf of The Hunger Project as part of the Decjuba #gamechanger Leadership Immersion Program travelling to Uganda. I am asking you all to donate to help me achieve my target!

The Hunger Project sees people living in hunger as the solution, not the problem. They focus on shifting the mindsets of women and men, so they transform into leaders for the sustainable end of hunger.

Join me in being part of the solution ending hunger in our generation by clicking the link below and donating to my fundraising page.

Don't forget to be bold and have courageous conversations with your network about supporting you and the work of The Hunger Project. Invite them to become partners with you by investing in your fundraising.

Remember to tag Decjuba and The Hunger Project in your posts using the below handles:

 The Hunger Project Australia

 THPAustralia

 @thehungerprojectau

 The Hunger Project Australia

 @thpaustralia

#THP
#EndingHunger
#gamechanger
#bethechange
#decjubaxthp

Share and connect.

Sending an email to someone can be an effective way to get their attention. When sending an email remember that people respond when they feel like you are connecting with them directly.

Individual or small group emails are better than mass emails as they create a greater sense of community and connection.



TICKETS \$30PP

PURCHASE TICKETS HERE



Hi,

I have committed to fundraise \$5,000 for The Hunger Project as part of the Decjuba #gamechanger Leadership Immersion Program traveling to Uganda.

I am really passionate about The Hunger Project because they see people living in hunger as the solution not the problem. They focus on shifting the mindsets of women and men so they transform into leaders for the sustainable end hunger. The Hunger Project breaks the cycle of top down, aid driven charity models that perpetuate the cycle of dependency to treating the cause, not the symptoms, in order to create an enabling environment for change.

I am asking you to join me in the sustainable end of hunger by helping me reach my \$5,000 target. A donation of \$60 could provide a microfinance loan for a budding female entrepreneur in Malawi. This is enough to purchase a pig to farm or to start a business in sewing or hairdressing to bring in a sustainable income for their family.

Here is the link to my fundraising page where you can easily donate and find out more...

Thank you for your support and generosity!



Sara's Story

HOW MICROFINANCE IS ENDING HUNGER AND TRANSFORMING LIVES IN MALAWI.

Sara has been able to transform her life from subsistence to having a regular income to support her family and improve their standard of living. Sara received a microfinance loan from The Hunger Project and participated in training that gave her the tools she needed to grow the loan. Sara used the loan to expand her business and with the profits has been able to build a brick house with a tin roof that has a small shop inside. Sara can now provide 3 meals a day for her family and send her children to school.

Event ideas.



Events are a fantastic way to fundraise and help you get closer to reaching your \$5,000 target! Try and think creatively about different ways to expand your own networks and engage new people. Below are some ideas to help you get started. Remember the key thing is to plan!

Trivia night.

Hold a trivia night at your local pub and invite your family, friends and colleagues. Don't forget to tell people to bring a friend and ticket the event to cover any possible costs while including a donation amount. Prizes on the night are best sourced from local businesses. Don't forget to tell people why you are fundraising!

Hold a Yoga class.

Reach out to your local Yoga studio and ask if they can support you by holding a class with all proceeds going towards your fundraising target.

Corporate sponsorship/ matched giving.

Talk to your employer about what sponsorship or matched giving is available through your company. Remember, it may take some time and perseverance is key.

Garage sale.

Do you have lots of furniture, clothes or kitchen appliances you don't use anymore? A great way to increase your fundraising is to sell items you no longer need or want through holding a garage sale or selling them online.

Expanding beyond your network.

Make sure you tell everyone in your network about your fundraising target and what it means for you. Write a list of all your contacts and work out the best approach for each one. Every person is different, think about what approach would resonate best for each person.



Judith's Story.

I do not see myself sitting in the office. I like to give people power and inspiration. As a social worker I am at my best in poor communities in the countryside. I therefore enjoy my role as Moringa Animator for The Hunger Project.

Moringa is an accessible plant that grows quickly and has many health benefits. It took a while before the local people of Namayumba became aware of the benefits of Moringa. But with enthusiasm and persistence, I notice that usage has grown dramatically.

Judith (26 years) The Hunger Project Moringa Animator
NAMAYUMBA EPICENTRE, UGANDA

How to host a great event.



Hosting large events can raise a lot of money in a single day and can be extremely successful for sharing information about your journey and generating enthusiasm about your trip.

Rather than going out for an expensive dinner or to a concert, invite your friends and family to your event. Proceeds from the ticket sales can then be donated. Silent auctions or raffles on the night are a great way to increase fundraising.



1. The Plan

Do the maths – Make sure that the event will raise funds through the cost of tickets sales minus any expenses you will incur.



2. The Date

Select the appropriate date in your calendar with a day and time that is convenient for people to attend.



3. The Location

Select the venue where you would like to host your event and gather information from their staff.



4. Guestlist

Make sure to invite your friends and family and let them know that they can still make a tax-deductible donation even if they can't attend.



5. Reminders

Select the venue where you would like to host your event and gather information from their staff.



6. Event Design

Make sure to invite your friends and family and let them know that they can still make a tax-deductible donation even if they can't attend.



7. Preparation

Write a list of everything you will need so you don't forget anything. Eg. Food, drinks, napkins, candles...



ENJOY!

Make sure you have fun – you have worked hard! Take lots of photos and upload them to social media and don't forget to tag The Hunger Project Australia on Facebook and Instagram.

Have fun and don't forget to tell your guests what you are raising funds for.

How to bank your funds.



Congratulations on all your hard work and dedication
to raise funds on behalf of The Hunger Project

Now the funds are rolling in its time to add them
to your fundraising page and watch your total rise!

Remember donations over \$2 given to you as cash
or donated via you fundraising are tax deductible.

Online:

People can donate directly to you via your fundraising
page using a credit or debit card. All donations
completed online will automatically receive a tax-
deductible receipt. If processing cash donations
on your fundraising page please ensure you use
the supporters name and contact details.

Funds raised via the sales of event tickets or items
e.g. raffles, cake stalls or online auctions are not
eligible for a tax deduction. These funds need to
be transferred to The Hunger Project's bank account
to be processed and put on your fundraising page.

Bank Transfer:

Please deposit funds raised from events and sales
into the following bank account:

Bank: Commonwealth Bank

Account Name: The Hunger Project Relief Fund

BSS: 062- 000

Account Number: 14615336

Reference: Your Initials and name of program eg.
FMDecjuba

Once deposited please send the programs team an email
letting us know how much you deposited and when.

Fundraising Terms & Conditions.

The following guidelines and conditions (the “Conditions”) must be adhered to by all relevant parties in order to conduct fundraising activities on behalf of The Hunger Project Australia (THPA). If you have any questions, please contact The Hunger Project Australia.

1. General Conditions (Your Responsibilities):

The individual (the “Fundraiser”) responsible for running any fundraising event/activity must ensure the fundraising event/activity is planned meets the guides of The Hunger Project Australia (“THPA”).

1.1. Upon request THPA will send the Fundraiser an Authorisation to Fundraise letter acknowledging THPA as its beneficiary charity.

1.2. The fundraising event/activity shall be conducted in the Fundraiser’s name, who shall be solely responsible for managing the event/activity in an appropriate and responsible way. THPA will not assist in coordination, soliciting prizes, marketing, and/or promotion, organising publicity or providing goods or services to the Fundraiser in the running of the fundraising event/activity. THPA cannot provide volunteers to assist at the event/activity.

1.3. The Fundraiser must abide by all applicable legislation and regulations. Any necessary permits, authorisations to fundraise, insurance or licenses must be secured by the Fundraiser. Different states have their own legislation, which should be examined carefully by the Fundraiser.

1.4. The Fundraiser is responsible for ensuring the safety of the event/activity, including organising appropriate public liability insurance and providing first aid services if required.

1.5. Children under the age of 16 years of age must be accompanied by an adult when collecting donations or money.

1.6. The Fundraiser agrees to release THPA to the fullest extent permissible under law for all claims and demands of any kind associated with the event/activity, and indemnify THPA for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event/activity caused by the Fundraiser’s breach of these responsibilities or the Fundraiser’s negligence.

1.7. The Fundraiser must ensure that s/he and his/her partners, sponsors, associates and volunteers do not claim to represent The Hunger Project Australia nor claim to have any authority to act on behalf of THPA. At no time will any person affiliated with the Fundraiser misleadingly present themselves as a staff member or volunteer of THPA. An event or activity organised by the Fundraiser is not an official THPA event and must not be promoted as such.

2. Raffles: If the Fundraiser intends to conduct a raffle, the Fundraiser will need to determine whether a permit or license is required. Please note that each state has its own separate requirements and laws. THPA can only provide general information about raffles for each state. Please refer to the Special Conditions for Raffles with in this document for where to find information for your state.

3. Seeking Corporate and Government Sponsorship:

Before approaching the national or state office of any company for sponsorship, please contact THPA first to discuss. This includes businesses with multiple locations outside of your local area, franchises and/or international companies. Consulting THPA beforehand is necessary because there may be a conflict of interest with our current sponsorship arrangements.

4. Financial Aspects of Your Event:

4.1. It is a requirement of the Charitable Fundraising Act that the Fundraiser maintains accurate records of income and expenditure, and that monies received in the course of a fundraising appeal be immediately paid into a separate bank account.

4.2. The financial aspects, fundraising, raffles, record keeping and management of the fundraising event/activity are entirely the responsibility of the Fundraiser. The Fundraiser must comply with any obligations imposed by the Charitable Fundraising Act and/or regulations in the relevant state or territory.

4.3. The Fundraiser is responsible for depositing funds into the nominated THPA bank account within 14 days of the fundraising event.

4.4. THPA cannot pay expenses incurred by the Fundraiser. The Fundraiser may deduct the expenses from the proceeds of the fundraising event/activity, provided the expenses are properly documented. Total expenses of the fundraising event/activity must be less than 40% of total proceeds.

4.5. Please note that THPA is not responsible for any expenses that the Fundraiser may incur or any losses that may occur from an event.

4.6. THPA must comply with the obligations and regulations imposed on it by the Charitable Collections Act 1946. Therefore, all money collected must be accurately recorded by the Fundraiser on a Fundraising Completion Form, as attached.

Fundraising Terms & Conditions.

5. Tax Deductible Receipts:

5.1. THPA is registered under the Charitable Fundraising Act. Individual receipts for tax deductions for attendees/supporters of the fundraising event/activity will only be issued by THPA if a donation of \$2.00 or more is made to THPA by that attendee/supporter.

5.2. The Fundraiser must keep a register of all attendees/supporters eligible for a tax-deductible receipt. THPA shall provide to the Fundraiser a sample register indicating the necessary information to be recorded. THPA will issue individual receipts directly.

5.3. When an attendee/supporter has given money in return for goods or services (e.g. an event), a tax-deductible receipt cannot be issued. The following items have tax deductible restrictions: raffle ticket purchases, entry to a fundraising activity, donations of goods or services, and auction purchases.

6. The Hunger Project Australia Bank

Deposit Details:

Commonwealth Bank

Account name: The Hunger Project Relief Fund

BSB 062000 ACC 14615336

6.1. Please ensure you email thpa@thp.org once you have completed a bank transfer with the amount deposited and tax receipt details.

7. Insurance: As a third party fundraising group or individual, the Fundraiser is not covered under any of The Hunger Project Australia's insurance policies, including travel, public liability or group personal accident. The Hunger Project Australia suggests that the Fundraiser obtain its own insurance for any fundraising activities undertaken.

8. Permits/Permissions: If the Fundraiser is conducting activities in a public place, the Fundraiser must obtain permission from the property owner or council.

9. Using The Hunger Project Australia Name and

Logo: If the Fundraiser wishes to refer to or promote The Hunger Project Australia, the organisation must be referred to as "The Hunger Project Australia".

9.1. THPA's name and logo are protected and can only be used by permission from THPA.

9.2. A "Proudly supporting The Hunger Project Australia" logo may be used only after authorisation to fundraise has been granted by THPA. No other logo may be used. THPA will provide an electronic file with the logo that is acceptable for use by the Fundraiser only for the purposes of the fundraising event/activity. No changes to the logo, other than size, may be made to the logo provided.

9.3. THPA's name cannot be used as part of the event's name as this would indicate incorrectly that the event is an official THPA event. Instead the Fundraiser may say that funds raised are to be donated to THPA.

9.4. Acceptable wording to promote the event/ activity include the following:

9.4.1. "proudly supporting The Hunger Project Australia"

9.4.2. "net proceeds donated to The Hunger Project Australia"

9.4.3. "This is a volunteer run event raising money for The Hunger Project Australia."

10. Special Conditions for Raffles & Auctions: A raffle is a lottery held for the purpose of raising funds for a non-profit organisation. Each state has separate requirements for raffles undertaken as fundraising activities. Below are general guidelines for each state. Please be sure to contact the appropriate state office for more specific information.

11. Australian Capital Territory: With limited exceptions, a permit is required to conduct a raffle. Please contact the ACT Gambling and Racing Commission for more information and to apply for a permit (www.gamblingandracing.act.gov.au).

12. New South Wales: For raffles where the prize money does not exceed \$25,000, a permit is not required. However, a minimum of 40% of the gross proceeds must go to the not-for-profit organisation, as well as other requirements must be met. Please contact the New South Wales Office of Liquor, Gaming & Racing for more information (www.olgr.nsw.gov.au).



The Hunger Project.

AUSTRALIA

The Hunger Project
Australia

thp.org.au

+61 (0)2 9222 9088
ABN 45 002 569 271
#THP #EndingHunger



The Hunger Project Australia



@thehungerprojectau



@thpaustralia



THPAustralia



The Hunger Project Australia

Ending hunger starts with people.



The Hunger Project Australia (The Hunger Project Relief Fund) is endorsed by the Australian Tax Office as a Deductible Gift Recipient gift fund, which means that our investors can claim a tax deduction on monetary donations of \$2 or more.