

It's time to take a stand and do something EPIC.

Together, we can raise £1 million to #ShineALight for girls and help in the fight to end gender inequality.

However you choose to fundraise for Vodafone Foundation's campaign, you can use this guide for tips and ideas on how to raise money, and to find out more about the issues your fundraising will help address.

#ShineALight
for girls



Vodafone
Foundation



FUNDRAISING

HOW TO REACH YOUR TARGET



Vodafone Foundation

Vodafone Foundation (UK registered charity 1089625) invests in the communities in which Vodafone operates and is at the centre of a network of global and local social investment programmes.

Connecting for Good is Vodafone Foundation's commitment to combine Vodafone's charitable giving and technology to improve people's lives.

The Girl Fund

All money raised through #ShineALight for girls is channeled to Vodafone Foundation's Girl Fund, a restricted fund dedicated to supporting charitable programmes that use technology to improve girls' access to education, informal learning and health services in countries where Vodafone operates.

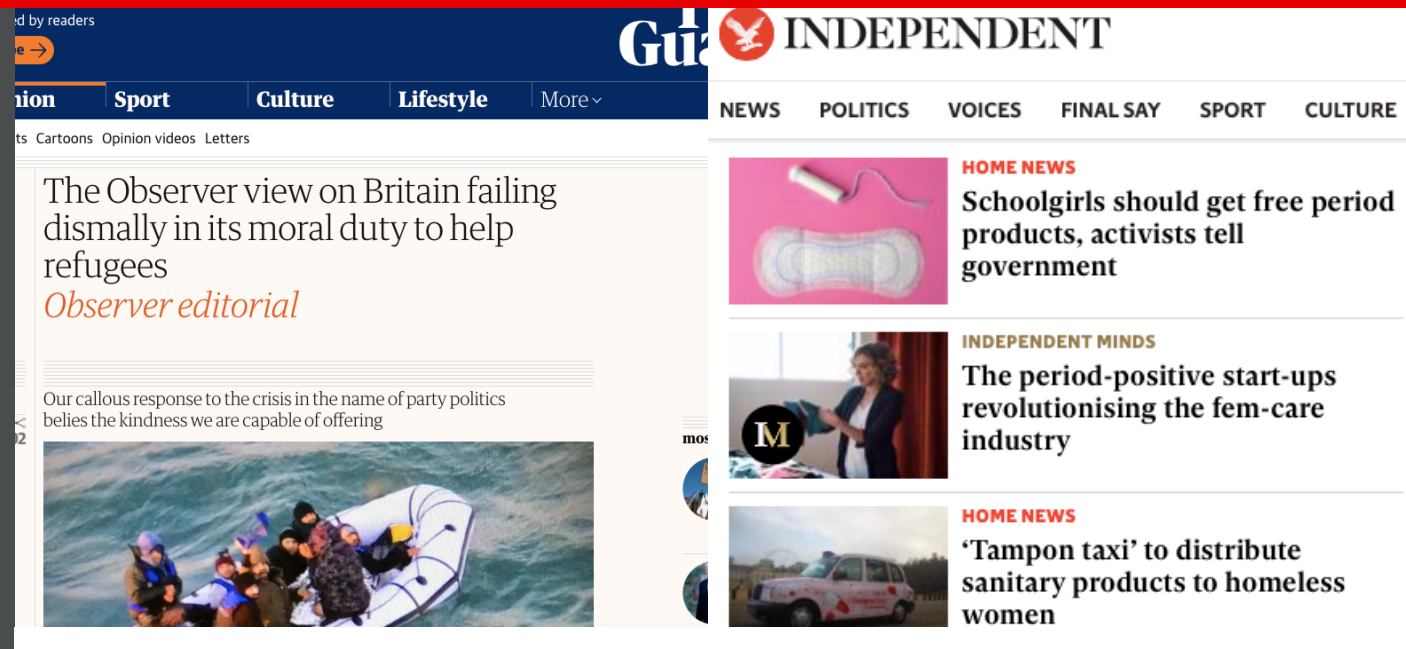
Money raised into the Girl Fund will be allocated at the discretion of Vodafone Foundation's Board of Trustees, to existing and new partners.

Who are we fundraising for?

In 2018, Vodafone Foundation partnered with Girl Effect to connect 7 million girls in 7 markets in Africa and India to information that can help them break the cycle of poverty.

Now, it's time to #ShineALight on the issues affecting girls in the UK and in Europe.

Money raised by Vodafone employees into the Girl Fund will be matched by Vodafone Foundation up to £500,000, and used to address some of the biggest challenges facing girls today. Find out how on the following pages...



DISPLACED GIRLS

Girls in displacement risk sexual abuse, gender based violence and forced marriage. Over 65 million people are currently displaced due to conflict or natural disaster, half of them children.

Help Refugees

Employees helped raise £1m for the 2017 #ChooseLove campaign to support Help Refugees. We're continuing this partnership through Karam House, who run state of the art youth centres for displaced Syrians in Turkey (aged 14 to 18), where girls make up half of the student body.

www.helprefugees.org

PERIOD POVERTY

In the UK, 1 in 10 girls have been unable to afford sanitary products and 49% have missed school because of their period. Financial barriers to products and taboos around menstruation are hampering girls' education and future opportunities.

The Red Box Project

Working as a nationwide community, The Red Box Project provides free menstrual products for local schools and community clubs, so that no girl misses out on school or opportunities because of their period.

www.redboxproject.org



SELF-HARM

Over 25% of 14-year-old girls in the UK are reported to have self-harmed. Many cite overwhelming pressures over their appearance, sexuality and behaviour as the cause behind this.

For more than a decade, Vodafone Foundation have developed #appsagainstabuse; mobile services that support victims of domestic violence and abuse, including the TecSOS technology which has helped more than 100,000 high risk survivors of domestic violence.

We're looking at opportunities to adapt these sorts of technologies to address the issue of self-harm among girls and young people.

TRAFFICKING

In 2017, child trafficking referrals in the UK hit a record high, rising by 30% in one year.

Modern slavery can be hard to spot, as it assumes a number of different forms, including sexual exploitation, forced labour, criminal exploitation and forced marriage.

It's an issue that disproportionately affects girls and young women, and the Foundation are exploring how your fundraising can help support these girls who are at the greatest risk.



#TEAMVODAFONE: CHANGING LIVES

To date, Vodafone employees have raised over £8 million for Vodafone Foundation projects and leveraged a further \$116 million in external funding.

Back in 2014, you raised £3 million to support people living with HIV in Lesotho through Text-to-Treatment, a programme we officially handed over to the government last year.

More recently, in 2017, you provided food, shelter and access to information and education for refugees across Europe by raising £1 million for Help Refugees and UNHCR.

We can't wait to find out what difference you'll make to the lives of vulnerable girls through #ShineALight - let's make this the biggest and best campaign yet...



"We are continually amazed by #TeamVodafone's generosity and dedication: you've pushed to the limit for people you've never met, from sweating it out on bike rides and climbs to gathering much needed winter clothing.

"Your efforts through #ChooseLove in 2017 enabled the most basic needs to be met, like food, nappies and functioning toilets. You helped to keep women's shelters for refugees and asylum seekers open, supported language teachers, and allowed the most vulnerable displaced families to live in safe accommodation. From the bottom of our hearts, THANK YOU #TeamVodafone for choosing love!"

Matty Gladstone, Head of Programmes



Let's get started!

SAVE THE DATE

Taking on an Epic Challenge? Mark in your diary the date of your challenge, when you need to have reached 50% of your target (6 weeks before) and when you need to have raised 100% (one month after your challenge ends).

SET UP A FUNDRAISING PAGE

An online fundraising page is the best way to stay on track and share your progress. [Click here to find out how to set one up on JustGiving](#). If you are not able to use JustGiving, please contact the Foundation for advice.

SPREAD THE WORD!

Keep everyone up to date on your progress, from training sessions to carb loading to fundraising! You can also use email and social media to invite people to your fundraisers or recruit volunteers. Don't forget to use #ShineALight and tag Vodafone Foundation (see last page for handles).

THINK OUTSIDE THE BOX

There are lots of ways to raise money, it just takes energy, imagination and enthusiasm. We've listed some favourites on the next page...





GAMES NIGHT

Host an evening of games and challenges. You could add extra fundraising into the night by giving penalty fines for being late, or talking about work.



FANCY DRESS DAY

Get sponsored to wear fancy dress for the day, and post about it on social media.



NAME THE... COMPETITION

Tap into people's competitive nature with a simple guessing game. Charge per entry and provide a percentage of the money raised as a prize or try to get one donated.

GET BAKING

It's a classic for a reason! Get together with friends or colleagues to set up a bake sale. Whether it's in the office or at a local venue, tea and cake is always a winner.



EMAIL SIGNATURE

Add a link to your Just Giving page in your e-mail signature.



BIRTHDAY DONATIONS

Donate your birthday! Ask your friends and family to donate to your fundraising target instead of giving you presents.



DOG WALKING

Help out a neighbour and burn some calories at the same time by offering to walk their dog in return for a donation to your fundraising target.

QUIZ NIGHT

Ask a local pub if you can fundraise at their quiz night or host your own: ask groups for an entry fee and find your quiz questions online.

GET WAXED

A classic! Just how much will people pay to see you go through the pain of a full body wax?!

BINGO

Who doesn't love bingo? Charge for tickets and ask around locally for donations you can give as prizes.

ART FAIR

Show off your artistic talents (and ask others to get creative too) and sell your goods to raise funds.

LUNCH & LEARN

Host a lunch and learn session with a guest speaker and charge a small entry fee - it all adds up.

HOST A SUPPER CLUB

Invite your friends for dinner (it could be themed by a cuisine or decade to make it more interesting) and ask them to donate what they would have paid in a restaurant for the meal.



Bobbie Mellor, RAB Fundraiser (2017 & 2019)

"The targets seem daunting but you WILL get there. Keep asking and perhaps organise something social for people to donate to, like a BBQ. I also created an Instagram page (@BobbieCyclesBritain), to take donors along on the ride!"

Useful information

PAYING IN YOUR MONEY

All money raised on JustGiving is automatically paid to the Girl Fund. Cheques (for donations over £300) should be made payable to 'Vodafone Foundation (Girl Fund)', and sent, together with your details, to Natasha Dalton, Communications & Fundraising Manager, Vodafone Group Headquarters, 1 Kingdom Street, London, W2 6BY. If you're fundraising from a local market, please contact connectingforgood@vodafone.com for advice on paying in your funds.

DON'T FORGET

It's a legal requirement to include Vodafone Foundation's charity number on all publicity materials. If you're creating your own, please display this as: Vodafone Foundation is a UK registered charity no. 1089625.

EVENT INSURANCE

If you're organising an event, it won't be covered by Vodafone's insurance. You may need to arrange your own, unless you're already covered by home insurance, for example. The same applies for any contractors, sub-contractors or external facilities used - make sure they have the relevant experience and can demonstrate evidence of the relevant insurance cover. Vodafone Foundation and Vodafone won't be liable for any loss or injury arising out of the event or its organisation.

FOOD HYGIENE

If you're fundraising by selling food and drink, please be very careful when handling food, and work to basic rules for safe preparation, storage, display and cooking. A licence is needed if you serve alcohol at your event. For more information, contact your local authority.



Health & Safety

You will be responsible for the health and safety of all involved in your fundraising event: check out The Institute of Fundraising and government websites for useful information on this.

Celebrities

Having a celebrity at your fundraiser will help raise the profile, but we can't organise this for you - try contacting their agent instead!

Collections

If you're planning a collection that takes place in a publicly owned place, in the UK this activity is governed by strict legal requirements and must be licensed by your local authority. Please contact them for more information.

Raffles, lotteries, draws

Raffles, lotteries and prize draws are a highly regulated area. If you are planning a fundraiser through one of these methods, please contact Vodafone Foundation before hand.

Useful Websites

JustGiving

To set up your online fundraising page
www.justgiving.com

Institute of Fundraising

For everything you need to know about fundraising in the UK
www.institute-of-fundraising.org.uk

Fundraising News

Get inspired by other people's fundraising initiatives!
www.fundraising.co.uk





CONTACT US

Fundraising enquiries:

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