

YOUR PLANET

For tech that protects our world



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Foundation

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protects our world

**Together, we can raise £1 million to
protect our planet with conservation
technology.**

However you choose to fundraise, use this
guide for tips and ideas on how to raise
money, and to learn more about the
issues your fundraising will help to
address.

Let's get started!



Ready for your Epic Challenge?

Are you ready to row the Atlantic?
Ride across the Alps? Run with
wildlife?

After a LONG year of lockdowns,
we're excited to bring you a new
series of epic challenges to fill your
diary.

Whatever you choose to do, do it for
Your Planet.

Register today at
www.thresholdsports.co.uk/the-epic-challenge-series/



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Welcome to #TeamVodafone

To date, #TeamVodafone have raised over £9m with Vodafone Foundation to fight some of the world's most pressing problems through fitness and fundraising, from the refugee crisis to human trafficking. In 2021, with the health of our planet reaching crisis point, we invite you to take a stand for Your Planet, by supporting the work of charity partners using technology to protect the world we live, love and breathe. All money raised is matched by the Foundation and allocated at the discretion of our board of trustees to existing and new charitable partners.



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How can technology help protect our planet?

Technology may be a key source of environmental damage, but it is also our best hope to building a sustainable future. In recent decades, climate change has impacted natural and human systems on all continents and across the oceans. We are now living through a period of rapid change.

Global advancements in technology are coming to the fore as climate change and resource scarcity, rapid urbanisation and economic inequality mean new approaches to tackling the crisis are needed more than ever. In this context, there is a growing opportunity for conservation organisations and NGOs to use technology for positive social and environmental impact.



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OUR CHARITY PARTNERS



Tusk have a vision for a future in which both people and wildlife can thrive across Africa. Through progressive conservation initiatives using technology, involving local people in solutions, and preserving healthy habitats, Tusk are paving the way for a sustainable future for Africa's incredible wildlife.



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OUR CHARITY PARTNERS



Netherlands-based charity The Ocean Cleanup develop advanced technologies to rid the oceans of plastic. They aim to remove 90% of floating ocean plastic pollution by closing the source and cleaning up what has already accumulated.



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Shop for #YourPlanet

In the UK? Visit our online shop for a range of products with purpose, all proceeds support Your Planet!

www.yourfoundation.shop



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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 and when you need to have raised the full amount.

Set up a fundraising page

An online fundraising page is the best way to stay on track and share your progress - make sure you set one up on JustGiving! If you are unable to use this site, please contact us for advice.

Spread the word

Keep everyone up to date on 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 tag us! (see last page for our handles).

FUNDRAISING: GETTING STARTED...



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HELPFUL WEBSITES



To set up your online fundraising page
www.justgiving.com/campaign/YourPlanet



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



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



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Paying in your money

All money raised on JustGiving is automatically paid to the Your Planet Fund. Cheques (for donations over £300) should be made payable to 'Vodafone Foundation (Your Planet Fund)', and sent, together with your details, to Harriet Carder, Engagement Officer, 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. 1193984.



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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.

USEFUL INFORMATION



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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 about this.

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 beforehand.

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.



Virtual cookalong

Invite your friends for a virtual dinner (it could be themed by a cuisine or decade to make it more interesting) and send them a recipe for you all to follow. Ask them to donate what they would have paid if they went to a restaurant...

Cookies... delivered!

A classic bake sale always goes down a treat. But if you can't do a bake sale in person, bake a batch of your favourite cookies and send family and friends a tasty first class care package, for £10 each.

Book sale

Perfect time for a clear out. Help out the environment and sell your old books to be re-used and loved again.

FUNDRAISING TIPS & IDEAS



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Virtual games night

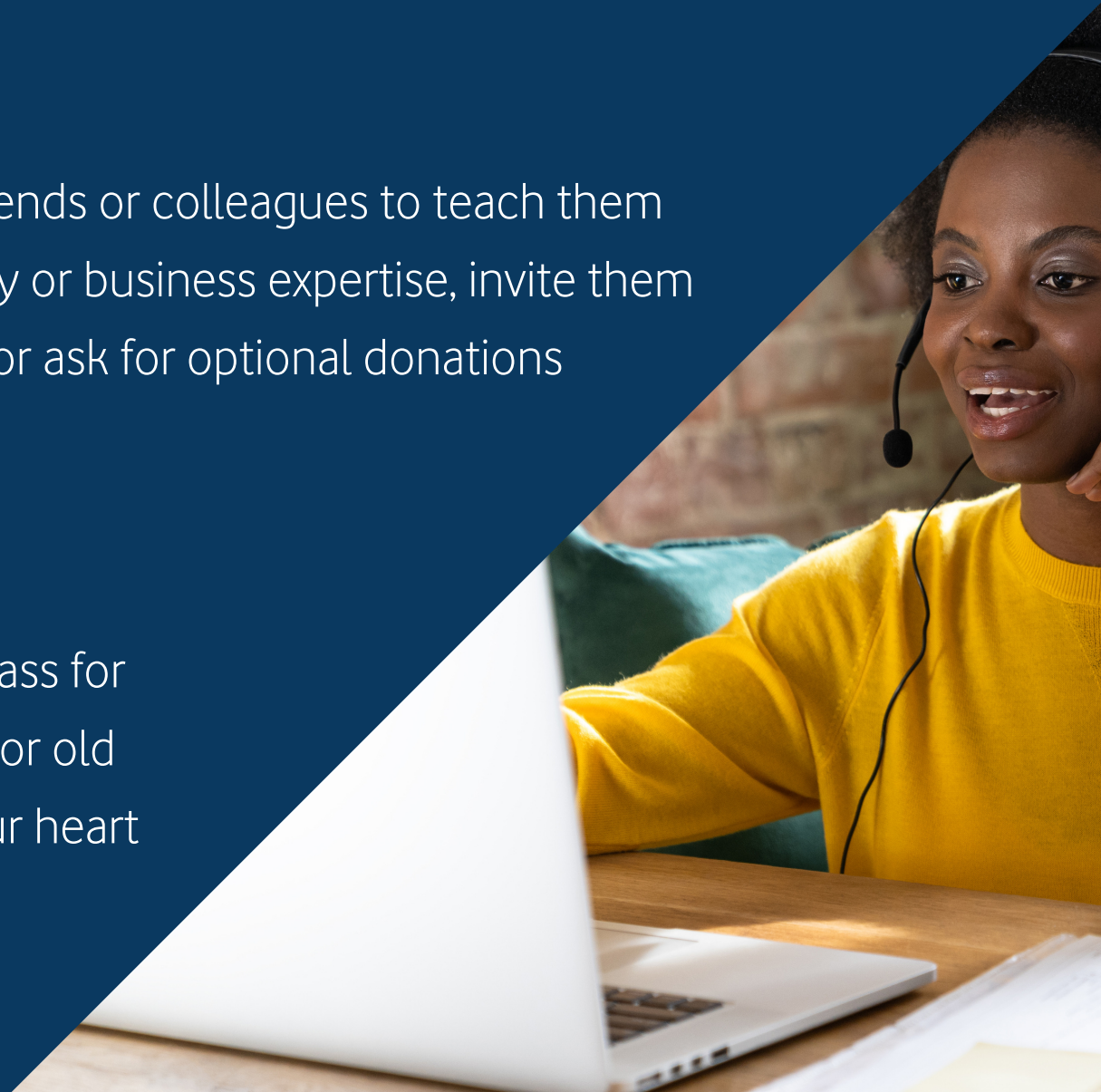
Host an evening of virtual games and challenges (think Taskmaster!). You could add extra fundraising into the night by giving penalty fines for being late, or talking about work.

Show off!

Share your secret skills with your friends or colleagues to teach them something new. Whether it's a hobby or business expertise, invite them to an online event using Eventbrite or ask for optional donations onto your JustGiving page.

Virtual exercise

Invite people for a virtual exercise class for £10 a time. It could be yoga, pilates or old school aerobics, anything to get your heart pumping.



Sell your crafts

If you can paint, sew, knit or do woodwork, then use your crafty skills to make some bespoke crafts that you can sell online.

Community recipes

Create your own recipe book by asking people to contribute their all-time favourite recipe. Then sell it on for all to enjoy.

Walk the dog...

Help out a neighbour and train for your epic challenge by offering to walk their dog in return for a donation to your fundraising target.

e-mail signature update

Add your JustGiving page to your email signature, so nobody can miss it.

FUNDRAISING TIPS & IDEAS



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"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!"

Bobbie Mellor, RAB & Mount Kilimanjaro fundraisier



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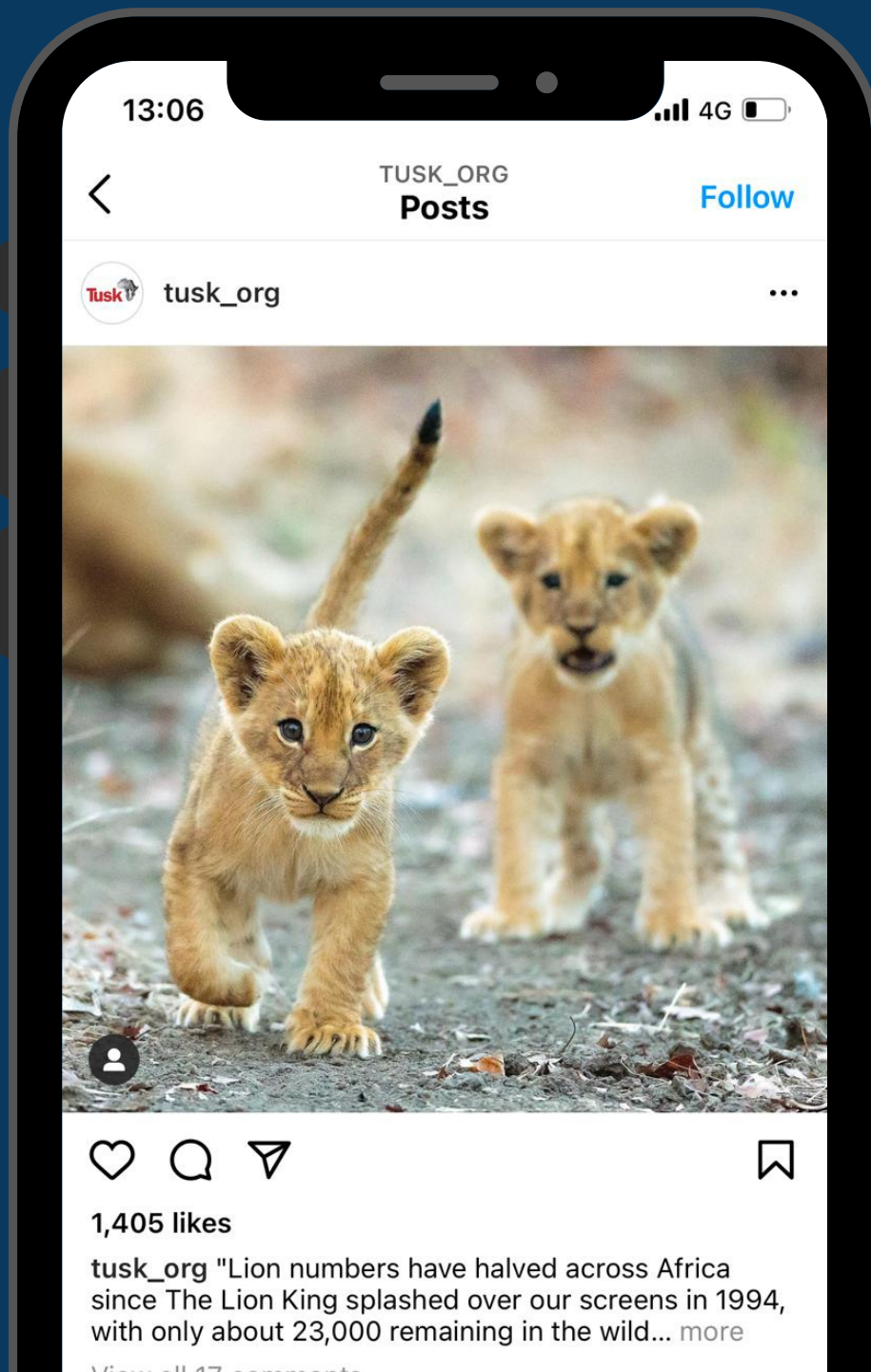
Harness the power of digital

- ✓ Follow Vodafone Foundation, Tusk and The Ocean Cleanup on our social channels and tag us in your posts using #YourPlanet. We'd love to see how you're getting on.
- ✓ E-mail, text or WhatsApp your closest friends and family with a link to your fundraising page - it's proven that people are more likely to donate when they've seen others have.
- ✓ Why not set up a new Instagram account or Facebook page about your fundraising, so friends and family can follow your progress?
- ✓ Frequently share your JustGiving page and keep your followers updated with your training progress, or with interesting facts around our #YourPlanet campaign and the charities you're supporting. See example messaging below.



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- “ Did you know the black rhino population has fallen from 70,000 in 1970 to just 4,800 today? That's why I'm <insert activity> to raise money for @VodafoneFdn's #YourPlanet campaign, which is supporting charities like @Tusk_org, using #conservation #technology to protect the world we live, love and breathe.
- “ I'm fundraising for #YourPlanet with @VodafoneFdn, to support charities like @TheOceanCleanup and @Tusk_org that are using #conservation #technology to protect the world we live, love and breathe. <Insert info about your fundraising activity / link to JG page>.
- “ Over 5 TRILLION pieces of plastic current litter our oceans @TheOceanCleanup. I've joined #TeamVodafone to protect #YourPlanet by taking on <insert challenge>. All donations are matched by @VodafoneFdn and support charity partners using #convervation #technology to safeguard our world for generations to come. Please give generously! <insert link to your JG page>



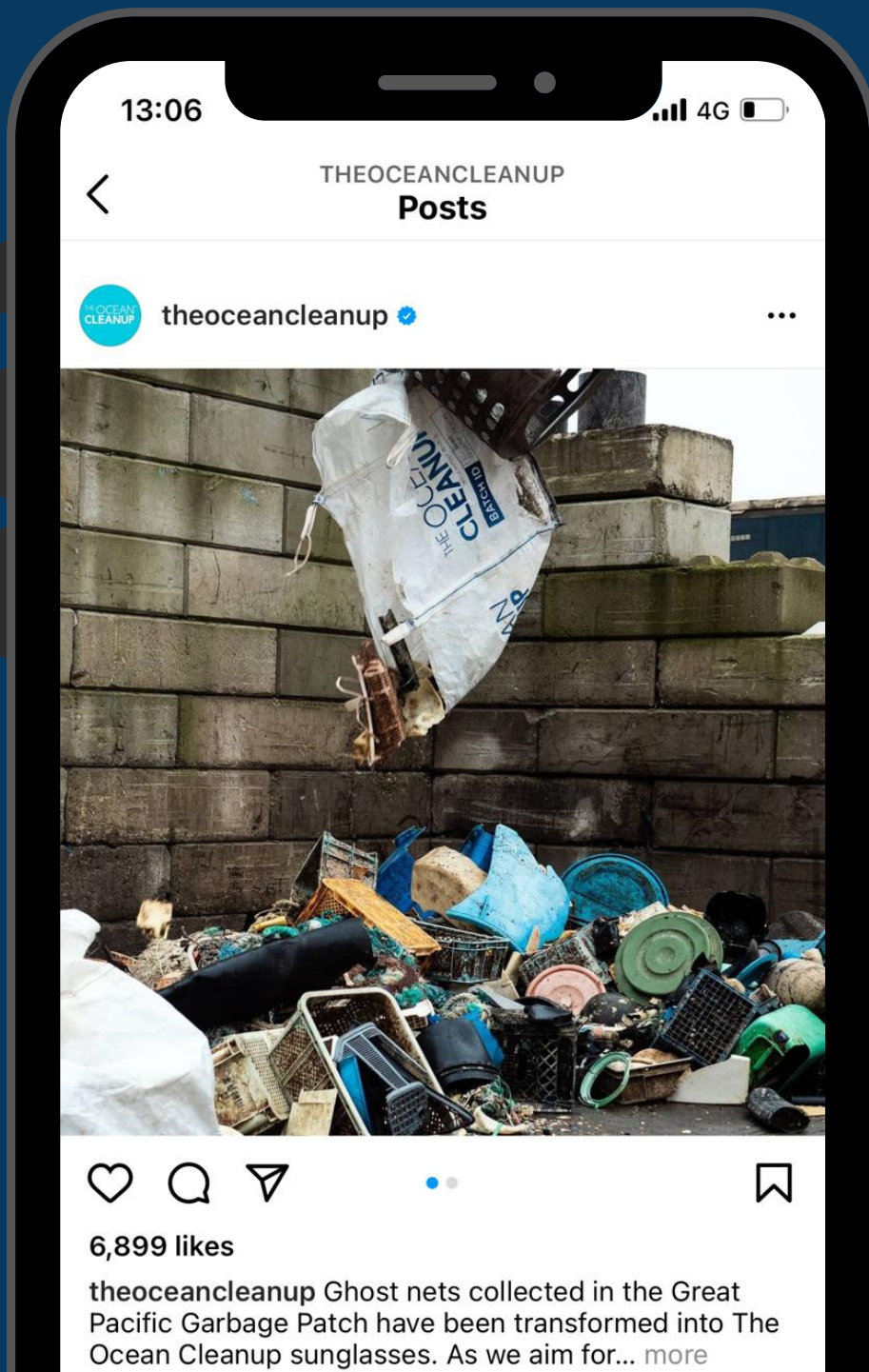
Tusk



www.tusk.org



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The Ocean Cleanup



@theoceancleanup



@TheOceanCleanup



@TheOceanCleanup



www.theoceancleanup.com



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CONTACT US



Fundraising enquiries:
connectingforgood@vodafone.com



Event enquiries:
epicchallengeseries@thresholdsports.co.uk



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