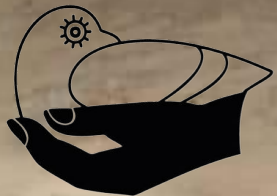




FUNDRAISING GUIDE

Tips and tricks for running a successful fundraiser for Kiota



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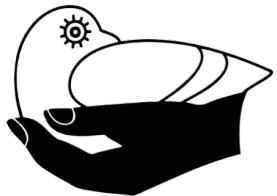
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About Kiota

Top Tip: Use the latest news on our website to stay up to date

We are a small-but-brave charity, working in partnership with KIWOHEDE, an established and respected Tanzanian NGO. Our holistic approach to poverty reduction focuses on the education, rights, health and development of young people, with a particular emphasis on girls. We are a UK-based volunteer-led charity with minimal costs in the UK, and pride ourselves on developing a collaborative, responsive and empowering approach to international development. We place a high value on the autonomy of our beneficiaries, and this manifests in us supporting them to develop their own solutions to the challenges they face.

We'd like to say a huge thank you for thinking about fundraising for us. If you'd like any help or support, please email kas@kiota.org for fundraising, and lauram@kiota.org for comms. We're here to help!



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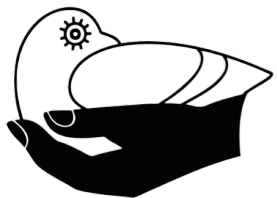
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Step 1: Plan a Fundraising Event

Top Tip:

Think about what you're interested in doing, that could still be a challenge. Here are a list of some ideas:

- A sponsored swim/ run
- Hold a pub quiz
- Put on a music night
- A bake sale
- Sell items you don't need, or that you can make
- Host a dinner party
- Sell your skills
- Dress up



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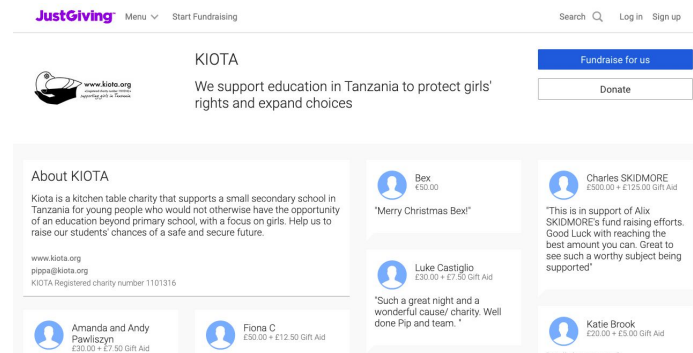
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Step 2: Set up a JustGiving Page

If you can't use JustGiving, get in touch for other ways to fundraise

1. If you're fundraising as an individual, go to <https://www.justgiving.com/kiota> and click 'Fundraise for us'. If you're part of a group, find your team page and click 'start fundraising.'



JustGiving Menu Start Fundraising Search Log in Sign up

KIOTA
www.kiota.org
We support education in Tanzania to protect girls' rights and expand choices

Fundraise for us
Donate

About KIOTA
Kiota is a kitchen table charity that supports a small secondary school in Tanzania for young people who would not otherwise have the opportunity of an education beyond primary school, with a focus on girls. Help us to raise our students' chances of a safe and secure future.

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pippa@kiota.org
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Bex
£50.00
"Merry Christmas Bex!"

Charles SKIDMORE
£500.00 + £125.00 Gift Aid
"This is in support of Alix SKIDMORE's fund raising efforts. Good Luck with reaching the best amount you can. Great to see such a worthy subject being supported"

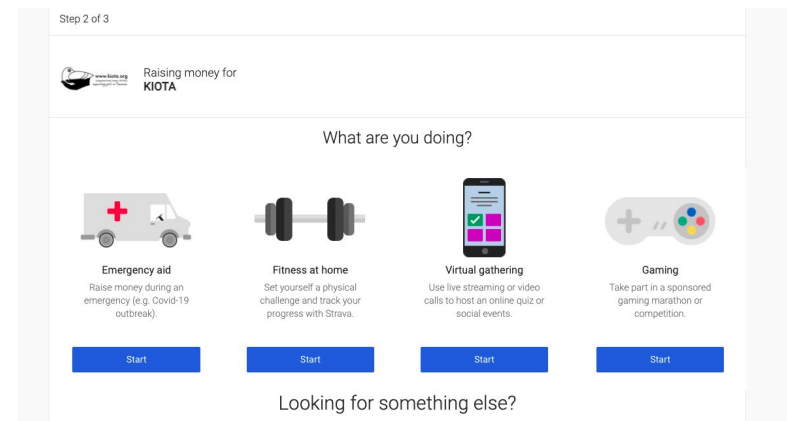
Luke Castiglio
£30.00 + £7.50 Gift Aid
"Such a great night and a wonderful cause/ charity. Well done Pip and team."

Amanda and Andy Pawliszyn
£30.00 + £7.50 Gift Aid

Fiona C
£20.00 + £12.50 Gift Aid

Katie Brook
£20.00 + £5.00 Gift Aid

2. Set up your page and give details about your activities, as well as the work of Kiota.



Step 2 of 3

Raising money for KIOTA

What are you doing?

Emergency aid
Raise money during an emergency (e.g. Covid-19 outbreak).
Start

Fitness at home
Set yourself a physical challenge and track your progress with Strava.
Start

Virtual gathering
Use live streaming or video calls to host an online quiz or social events.
Start

Gaming
Take part in a sponsored gaming marathon or competition.
Start

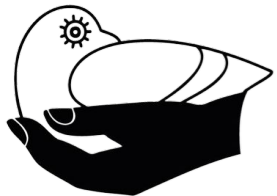
Looking for something else?



Step 3: Market Your Event

Remember to say Thank You and keep your supporters updated with how it goes!

1. Let us know about your fundraiser and we will help you by sharing it on our social media platforms, and newsletters.
2. Tag us in your social media posts, and we will reshare. Do the same with some of your close friends or family for bigger reach.
3. Don't forget to share your event on your social media, and provide updates on how it is going – either the planning, or how the event itself has gone.
4. Say thank you to those who supported, and ask them if you can share why they chose to support you.
5. Remember to share it offline as well: normally friends and family are much more likely to give, so send it to them directly.
6. Be brave: Think about your network and ask them to share the fundraising message so it goes further.



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Step 5: Telling the story

Remember to say thank you and keep your supporters updated with how it goes!

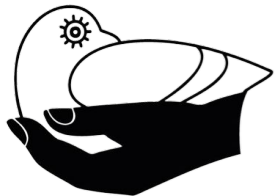
The fundraising event can be an opportunity for you to introduce our vital work to friends and family. Stories are a wonderful way to illustrate the work Kiota supports and the impact it makes. Nobody tells them better than the students themselves.

Below is a short quote by Dafrosa, one of KIWOHEDE's students, along with a picture:

"My name is Dafrosa. I am a Form Four student at Kiwohede Open School. I came to Kiwohede Open School in 2017 and joined as a form one student. I am a student who follows my school regulations and guidelines as all students do. But also I am a student leader who is a link between teachers and students. But also as a leader I ensure my fellow students come to school on time, in school uniform and ensure the school compound are clean.

The life at school is super good. We have good teachers. They love us and teach us unconditionally. We have also a Social Welfare Officers who helps us with sessions of counseling, psychological counseling and life skills. And also we have a doctor whom we consult with when feeling sick. The environment is good with full of trees, flowers and garden. The school has also a vegetable garden, cassava and maize farm which we use for breakfast at school during harvest session in April, June and October."

If you'd like further information about our work for your event, please do not hesitate to contact us.



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The Cook-along

An example of a successful fundraising event that has been run for Kiota in the past

Guest list and fundraising:

The Kiota Family Cook-along is a fantastic opportunity to virtually celebrate with your nearest and dearest, whilst raising critical funds for Kiota.

As with any virtual event, the more intimate the better, so we suggest a guest list of around eight households. This will ensure that you are able to get round to all your guests and make them feel equally involved.

You can fundraise in a variety of ways. This can either be asking for a minimum donation before the event, and we recommend £20 per person (less than the cost of a meal out!) Or your guests can 'donate-to-rate' your cooking skills at the end of the night!

Whatever way you choose to donate, we suggest setting up a fundraising page on JustGiving,

In advance of the Cook-along:

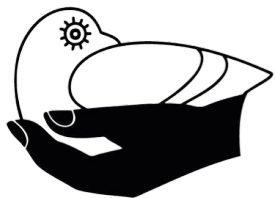
We know that half the fun of eating out or going to a dinner party is that guests can sit back, relax and enjoy the delicious food on offer. Cooking at home means that a little effort is required, but you can still find ways to make it fun, engaging and easy to do.

To help with this, we recommend sending out little party packs, with pre-prepared spices, herbs and any other essential ingredients your guests might need. You can also include a brief overview of the recipe or utensils they might need, and we think it's lovely to include a short thank you!

If you're interested in doing this for your guests, you can find a list of recommended cardboard boxes and bags here:

- [Cardboard Letterbox Packaging](#)
- [Eco-friendly plastic bags](#)

We recommend sending these out at least a week before to ensure they get to your guests on time.



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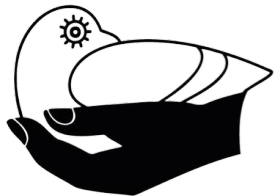
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The Cook-along continued

On the night:

The Kiota Family Cookalong is a brilliant opportunity to showcase your inner Heston Blumenthal and test your skills as a TV chef. We have a few tips to help with this:

- prepare your ingredients and utensils in advance of your guests joining you on Zoom. This will make it easier to run through the process with them - however, you can do some preparation during the event if you fancy showcasing your ninja-like knife skills!
- position your camera / laptop off to the side or behind your hob so your guests can see exactly how the magic is made!
- try to set a limit on how long you and your guests are cooking. This obviously depends on how elaborate your dishes are, and how much you need to talk through steps, but we recommend using recipes that take around an hour to cook. This will give you more time at the end to eat and collect compliments!
- make it fun! Try and throw some games and quizzes into the mix. Ask your guests to be creative with the presentation or come up the best name for the dish and get a prize for the winner.



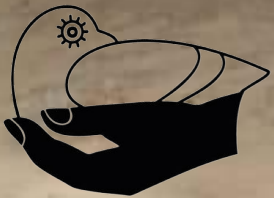
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A group of people, mostly men in white shirts, are sitting on wooden chairs under a large, leafy tree in an outdoor setting. In the background, there are other trees and a building with a grid-like facade. The ground is sandy.

Thank you and good luck!



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Remember to get in touch for more ideas and support
<https://www.kiota.org/>