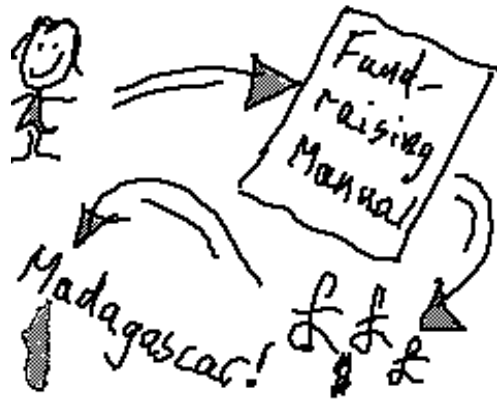




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FUNDRAISING MANUAL



How to squeeze money from a stone and materialise coppers from a variety of sources!



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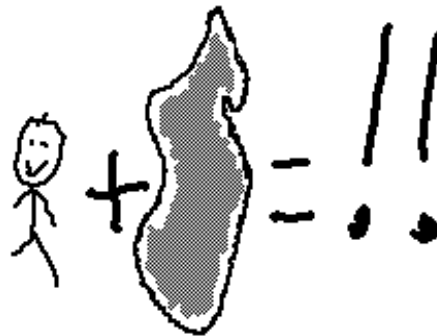
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Introduction

Congratulations on being selected to be part of SEED Madagascar's conservation volunteer programme! Take a moment out of your busy day to stand up and repeat the following:

"Woohoo! I'm going to Madagascar!"



So pat yourself on the back and feel good about the fact that you have exhibited the qualities we are looking for in a volunteer.

- ✓ Enthusiasm
- ✓ Desire to learn
- ✓ Want a challenge

SEED Madagascar hopes that the expedition satisfies your aspirations. Take this opportunity to learn from the experience, and also apply yourself to the projects at hand. You'll walk away from this feeling like you have accomplished something important, and hopefully, you'll want to return with a project of your own!

In just a short time, you are going to be transported to a part of the world that few people know about, and even fewer people will ever visit. Soon you'll be waking up in the morning to the sound of zebu being led out to pasture, women pounding grain before sunrise and curious children waiting for you to emerge from your tent! No cars, no tube strikes or football scores, no sad bloke singing karaoke in the local pub, and of course, no toilets!

Before you can experience Madagascar however, you have a little legwork to do for SEED Madagascar raising your donation. This manual provides basic pointers on all aspects of fundraising, and we hope that it helps dispel some of the trepidation that fundraising can cause and leads you to run a successful campaign. If you have any other questions, or good fundraising ideas, give us a call!



The Aims of Fundraising

There are a number of reasons why we ask you to fundraise your agreed donation:

1. Raise awareness

One of the primary aims of SEED Madagascar is to raise the awareness of people living in developed countries about the threats that exist to the people and environment of Madagascar. You will find out very quickly when doing your campaign that many people have no idea about these issues. In fact, you may find few people even know where Madagascar is! The more you fundraise, the more you will spread the word about Madagascar.

As a result, it is very important that you understand a broad range of issues concerning Madagascar, its people and environment, and you should be able to tie that back to the work that you will be doing as a volunteer for SEED Madagascar.

2. Put less stress on your wallet

Once you raise the donation, all you have to cover are the flights, insurance, visa and any immunisations you need. This equals approximately £1,200. That's about £120 a week if you stay for the 10-week expedition, or £13 a day if you stay for the whole 90 days, which is the length of the tourist visa that you can get. Add up what you spend during a week at home, and you may find you'll actually be saving money by going on the expedition!

3. Open doors

An important aspect of volunteering is that it is open to anyone, from any background or country. This means that you do not have to have a stash of gold bars to afford the expedition. Through fundraising, anyone can have the opportunity to gain the skills and experience of working on SEED Madagascar's conservation programme, regardless of their income.

Important Fundraising Deadlines

Donation	Deadline
Deposit (£200)	ASAP to confirm your place
Rest of your donation	3 weeks before departure

Note: Please contact us if you need to make alternative arrangements.



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Special Circumstances

As you know, the funds that you will be raising go towards paying your agreed donation. While we have strict guidelines as to how this should be done, we can be flexible in special circumstances, although ultimate decisions may have to come via our trustees.

(a) Fundraising before paying the deposit for your volunteer scheme

Generally, SEED Madagascar discourages this as it makes us lose sleep. Remember, we want to make sure you are committed to SEED Madagascar before we commit to you.

However, SEED Madagascar realises that not everyone is born with £200 sitting in their back pocket and will, under certain circumstances, allow people to fundraise before paying the deposit. There must be an understanding that you will pay the deposit to SEED Madagascar as soon as you have raised it and will keep in touch with us on a weekly basis letting us know how the campaign is going.

Please note, Gift Aid cannot be claimed on your deposit, regardless of how it is raised.

(b) Raising money for your flights, insurance, visa and other pre-scheme costs

In some circumstances, we may be able to allow you to raise the additional money needed for flights etc. We realise that the flights are expensive, especially if you are travelling from outside Europe. Our main stipulation is that fundraising for these personal costs is authorised by SEED Madagascar first, and that you make it **very clear to the people who are giving you money, what is the donation to SEED Madagascar, and what amount you are trying to raise to cover your personal expenses.**

If you think you will need to raise money for your flights etc., you should speak to SEED Madagascar **before** you start fundraising.



(c) Bursaries

It is SEED Madagascar's dream that in time we will have money available to award bursaries to volunteers who otherwise might find it difficult to raise the funds to contribute to our work, but who stand to gain from the experiences of volunteering with SEED Madagascar. Unfortunately, at the time of writing, we have not yet begun a bursary programme and can therefore offer no one a reduction in price.



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General Rules of Fundraising



Remember: anyone can fundraise! Some people find it easier than others, but there isn't a single person on the planet that can't put together a successful fundraising campaign if they are willing to invest the time and energy. We don't expect you to know anything about fundraising, or to have any prior experience, so don't count yourself out or worry that you don't have a particular necessary skill.

Rule #1:

**DON'T
PANIC!**

It's normal to have a few butterflies in the stomach before starting anything new. We hope that this manual makes your campaign stress free. Remember that fundraising takes a lot of patience and perseverance – just as conservation and development does!

Rule #2: Planning

A plan that is well thought out from the beginning will be an invaluable asset to your campaign. Planning involves thinking of anything and everything and outlining how these aspects can impact your campaign either positively or negatively. Your plan is your roadmap. With it you will be able to set targets and objectives, keep track of your contacts, and manage the friends and family that you have brought into your campaign.





Your plan should take into account the following:

Your skills and assets: Are you a good communicator? Have you done fundraising before? Are you an artist? Can you organise people? Do you have contacts with local newspapers, Lions or Rotary groups? Can the company you work for match funds raised for your campaign or does it offer employees grants towards personal development projects?

Your plan should also involve creating a **timetable** that outlines what needs to be done by when. This can be broken down on a weekly basis (i.e. £200/week) or when certain aspects of your plan have to come together. By creating a realistic timeline, you will benefit from having large problems broken into manageable hurdles. Speaking of timing...

Rule #3: Timing – How much time do I need to raise the money?

From past experience, we believe that two months is the average time people spend on fundraising. It may take more time if you are trying to raise the donation one pound at a time, or it may be accomplished in a few weeks with some well-planned events.

Either way, **beware** of the following:

- **Don't** set yourself unrealistic goals or timelines. If you're planning to raise all of your money the night before the plane leaves, you may end up coming to the airport to wave goodbye to the rest of the expedition team.
- **Never** put all your eggs in one basket! It's never wise to count on one event or letter to pull in the entire agreed donation.
- **Backup plan.** Think about what you will do if U2 turns down the opportunity of playing in your backyard fundraising event. Have something to fall back on so that you don't panic.
- **Don't give up!** If you have left yourself enough time and have planned a number of events/fundraising ideas, the failure of anyone won't sink the whole campaign.

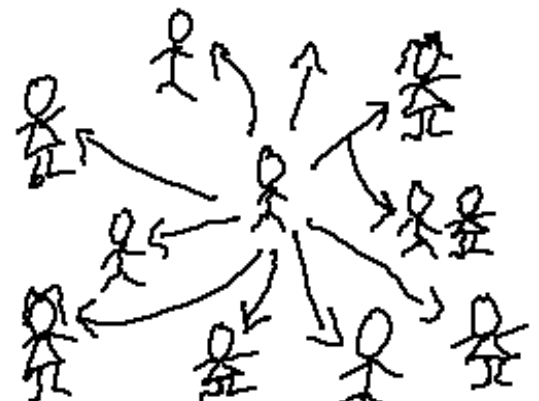
What's coming up in the calendar?

Timing also involves taking advantage of social events or holidays that fall into your campaign time. You should pay close attention to any social events that are happening in your community including the various religious holidays that fall within all of the cultural calendars. This includes Christmas, Chinese New Year, Festival of Lights, Ramadan etc. All of these events bring out the best in people and they will tend to be more generous. Your community might be holding a multicultural festival that you may be able to fundraise at, or your younger brother may be involved in a school play that could have part of the proceeds donated to you.

Rule #4: Networking – Who do you know?

One of the most important steps in fundraising is talking to your network and using it to its fullest potential.

- Spend an hour or two on the phone calling everyone you know and speaking to them about your campaign and conservation. Don't just ask your friends and family for money. Tell them about what you are doing and explain that you need their help raising the money and would like to hear any ideas they have.





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Essentially, you are trying to break into *their* network and get them to help you physically fundraise, either at their workplace, or through their friends/family/connections.

- Don't leave anyone out! Every extra person you talk to will give you a better idea of your assets, even if the people you are calling or talking to are only acquaintances. You'll be surprised where help will come from.

Some people will be willing to donate time or services, others will be able to give you things that could be raffled off (such as jumpers, sports equipment, paintings, gift baskets etc.) or even collected for a jumble sale. Others will be able to sell raffle tickets at their workplace or organisation, or may be able to organise a presentation on the project that you could deliver to their golf and country club.

Rule #5: Use SEED Madagascar's resources

SEED Madagascar has a number of resources that can and should be utilised to their fullest extent. Everyone in the office has done fundraising before. We are a wealth of information and will be happy to go over ideas with you at any time. It would be more helpful if you had already created a basic plan, had figured out who your network is, and have a few ideas of your own before contacting us, as we will be able to give you better advice.

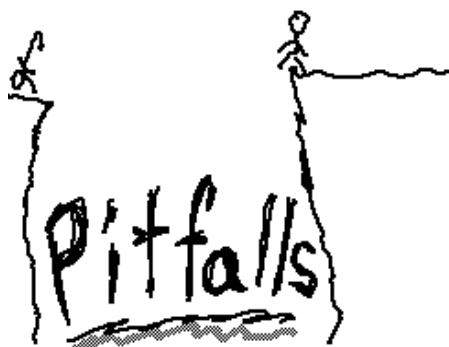
Some resources available in our office:

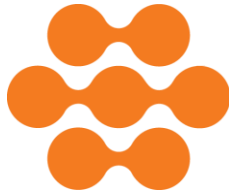
- Books about fundraising
- Books, publications, and project data concerning Madagascar
- Fundraising supplies - **Collection boxes, posters, newsletters, pamphlets, photographs, etc.**
- Slides - We have a standard presentation that can be delivered to a wide range of audiences, from friends and family, to larger donors. Please do ask if you would like a copy of this!
- External – don't forget to check other sources! There is a great deal of information on the Internet, at your local library or in bookshops.

Our office is open during regular business hours (approx. 9am – 6pm, Monday to Friday) and is open to anyone who doesn't mind sitting in a rather cramped room! Take advantage of these resources and don't be afraid to use them in combination with other events.

Rule #6: Pitfalls

Believe it or not, there are some fabulous ways that you can spectacularly mess up your fundraising campaign! Some of these, such as putting all your hope into one event, or leaving the campaign to the last minute, have already been covered. However, there are certain things you could do that would have large negative repercussions on SEED Madagascar.





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Remember who you are raising money for.

Always remember that you are not raising money for yourself, but for the projects you will be working on, the NGO in Madagascar and the registered charity in London.

Don't approach trust funds without first telling us whom you are applying to and giving us a draft of what you are sending for our clearance.

SEED Madagascar survives on trust funds and donations from a variety of sources. If you approach a trust fund asking for £200 at the same time as we are approaching them for £20,000, chances are neither of us are going to get anything and we will both look disorganised and unprofessional.

Never lie to donors. Never make up facts.

It is important to be honest and trustworthy when talking to donors, as a good relationship will make them more willing to donate and more interested in the cause! We absolutely want to avoid dishonesty regarding where the funds will go, or the mission of SEED Madagascar.

In this sense, we encourage you to learn as much about SEED Madagascar as possible, either by coming into the office, reading the website thoroughly, or talking to us on the phone before approaching donors. This ensures that you will have realistic answers to their queries, which will have a positive impact on the success of your campaign.

Remember, when you are fundraising, **you are representing SEED Madagascar** and are essentially a part of the charity. Whatever you do or say has both positive and potentially negative impacts on the charity. Aim for the positive stuff!

Also, make sure that people understand that you are *not* raising funds for personal expenses. Make it clear that you are paying for your own costs (flights, visa etc.) but that you are fundraising to support SEED Madagascar's projects in the field. More than 93% of what you raise will go directly to our charitable projects, with the rest of the money going to pay food and transport costs for you whilst you are working with us. We term food and transport as project costs as if we didn't feed you and take you to the project sites, nothing would ever get done!

Don't let your star lose its sparkle!

Losing enthusiasm due to initial disappointment can be catastrophic. Remember that fundraising takes perseverance and patience. If the first thing you have tried has failed, stand back and analyse why it failed.

Rule #7: Ethics, ethics, and ethics

SEED Madagascar's trustees have asked that the following be included in this document:

Anyone seen to be using fundraising in SEED Madagascar's name in ways that are deemed to be unethical or inappropriate will be reprimanded or terminated from the programme. As a result, it is wise to clear any fundraising ideas not found within this document with the London office first.



Types of Fundraising

Below we've listed a few ideas on how you can go about raising your funds. Don't feel that these are the only ways to raise your money. Remember, somewhere in your circle of friends/family you may have an Aunt Bertha who would love to split the proceeds from her husband's stamp collection. If you don't have long-lost and loaded connections, try some of the ideas below.

Online fundraising

Where possible it's always better to be 'face to face' with someone when you are trying to get them to financially help out. Your chances of getting a donation, and the size of that donation, will be greatly increased when they see the smile on your face and tear in your eye. An email is all too easy to put aside and forget!

Having said that, the internet is great for raising funds from people whom you don't see often.

Charity Checkout allows you to fundraise easily and keep track of your donations by setting up a personal fundraising page where friends, family and colleagues can donate online directly to SEED Madagascar.

1. **In order to set up a fundraising page with SEED Madagascar, go to <https://madagascar.charitycheckout.co.uk/profile>**
2. Click on the *Fundraise for us* button and begin creating your page
3. Follow the simple steps to give the details of why and how you are fundraising – you will need a couple of pictures to upload, but you can use your Facebook picture if you wish
4. Next you can put the details of your story (generally, the more personal you make it, the better!) and then customise the page link
5. **When you've completed all the steps you'll be able to complete and share your page! All donations will link to the main SEED Madagascar page and come directly through to us.**

Note: We have used other platforms for fundraising in the past, but Charity Checkout is our preference and we like all fundraising to be in one place!

eBay

Millions of people buy and sell unwanted items on **eBay** every day. If you have a computer and lots of clutter this could be an easy way to raise funds from the comfort of your own home. Ask friends to donate stuff as well and your online car boot sale will tot up the £s without you having to do very much at all. You could also add a line in about SEED Madagascar next to your for sale item just to get the word out and so people know you are raising money for charity.

Collections

Everyone has seen people standing on street corners, rattling collection boxes. The concept is pretty simple, but you will be amazed at how much money can be collected in just a few weeks.



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The steps involved in doing a collection are:

1. Phone your local council and find out all the legalities of collection box fundraising in your area. Tell them where you plan on fundraising (i.e. pubs, outside tube stops, outside theatres) and get them to send you any forms that may need signatures etc. Also, ask them how long it takes to get a licence to collect, and how long this is good for. Copy down the name of who you were talking to, in case you have to call them again.
2. The council may need our authorisation. We have a standard letter to send them.
3. SEED Madagascar will send you the collection boxes for a limited time (due to our limited number of boxes and box seals). Make sure you coordinate things with your friends, the council and SEED Madagascar, so that you can make the most of your time. Please note, you may only use the collection boxes supplied by us, and **only volunteers that have paid their £200 or £500 deposit should open collection boxes.**
4. SEED Madagascar will also send you identification cards. These need to have a passport-sized photo put on them for each person who is going to do collecting. Therefore, if you have 5 mates helping you, they all need their own ID badge. The badges must then be signed and laminated and worn at all times during collection.
5. Seal the boxes with the ring seals we provide. A collection box full of money can be very tempting and we have had many disappear. Choose your team well, and make sure they keep the boxes with them at all times during collection. If a box is stolen or goes missing, contact SEED Madagascar as soon as possible and we will contact the police.
6. Always ask permission from the place where you want to collect money, be it a tube station or a pub. Pub owners in particular will not look kindly on your solicitation if you interrupt the karaoke bloke during his rendition of Stairway to Heaven.
7. Send the boxes back to us as soon as your collection period is finished so that we can pass them on to someone else. Also, let us know how much you raised.

Collection box fundraising works best when a large group of friends can concentrate their efforts on a small area. Choose the areas and times that will see the greatest concentration of people. This may be rush hour in the early morning or after the theatre at night. Pubs are good to hit an hour or two before closing time as people part with their cash easier after a few pints (sad, but true!). Make sure you don't overlap or hit the same pub twice in a week. Also, don't leave the boxes in public places for a week hoping they will be filled automatically. Chances are, they will just go missing.

People helping you collect should also know a bit about what the money is for. Make sure they have a few standard facts to impart (see the **facts section** later in this manual). SEED Madagascar can also supply basic photocopied literature if you require it or print out leaflets to give away to people. Make sure your helpers are knowledgeable about our organization and goals. Remember, any questionable conduct may turn itself into a formal complaint.

Another curious aspect of collection box fundraising is that there is a direct correlation between how ridiculous you look and how much money you raise. **Borrow our lemur suit** and we can almost guarantee it will get you more cash.





Plus a silly suit will also make you feel braver.

Events

Events are virtually limitless. The basic idea is that you do something for which people pay money to attend. The form the event can take is up to your imagination and the particular skills or interests you hold. Some events are more popular with certain age groups/people. Giving a presentation about SEED Madagascar and the goals of your fundraiser at any of these events could go a long way. Some ideas include:

- **Auction of promises:** Local tradespeople, service providers or willing volunteers can pledge services, such as free welding, hedge trimming, lawn care, babysitting, laundry, retail help, community service etc. All of these promises are then sold off at an auction held locally. A previous volunteer held a similar auction before leaving for Madagascar and was able to raise £1,500 in one night.
- **Charity discos** at local clubs/pubs or university centres, perhaps with a dress code and a prize for the best/worst dressed.
- **Film festivals:** Rent the entire Star Wars set and invite people over, charging them admission. Have a door prize and sell raffle tickets. Another idea is to approach independent theatres and work out an agreement whereby you buy a large number of tickets at a lower price, and then sell them at regular price, pocketing the difference. This works particularly well for movie premieres or film festivals. Remember to use the opportunity to sell raffle tickets, posters etc.
- **Excursions:** Plan a trip to a local conservation area or park and charge people a set amount to go. Provide a simple lunch.
- **Exploit your skills:** Sell a service like yoga lessons, lunchtime manicures, shoulder massages, making personalised cards, or baking cakes.
- **Presentations on Madagascar:** Invite people over for a night of Malagasy food (we have a cookbook of local Malagasy cuisine adapted slightly for western tastes). Borrow some slides and give a presentation on what you will be doing.
- **Sports events:** Organise an outing to a sports event, perhaps even getting the tickets donated or at a reduced price, or get people to join a charity league.
- **Dinner parties:** Guests can make donations at the door. Organisations such as **Dinner4Good** have already cottoned onto this idea, and their website is great for ideas and advice, but be aware that companies such as this take a significant amount of your raised money in commission, so best to just use for inspiration. Make your dinner party fancy dress for added fun!
- **Pub quiz:** Approach a local bar/pub to hold your event on a Monday or Tuesday evening (this would not work for all events). These are slow nights for pubs and you may be able to negotiate with the manager to get the venue for free if you bring in business they may not otherwise have attracted.
- **Karaoke Elvis singing competition** at the local pub.
- Get **sponsored** to have your head shaved/bodily hair waxed! Very popular with male fundraisers, and draws in big crowds of friends and family who will be very willing to part with cash to watch the spectacle!
- **Backward-running, banana-eating midnight donkey swim race:** You get the picture.

Events are an excellent way to raise funds. A few important things to remember:



- **Plan, plan, plan!** If you are hoping to rent a venue or supplies, plan well in advance. Ask yourself if the time you are going to put into the event is going to translate into money.
- **Get as much donated to you as possible.** This includes the DJ, the venue, door prizes, food, drinks, publicity, party hats etc. The less you have to put out in expenditures, the more goes into your donation. If you don't ask you don't get, so be brave!
- **Events take time, effort and in some cases money.** Make sure you have enough of all of these before investing anything into planning an event.

We're sure that your imagination will be able to come up with all kinds of excellent events. However, if you hit a wall and can't think of anything, ask your friends and family or even us.

Sponsorship

Sponsorships are a cross between selling raffle tickets and hosting an event. Essentially people pay for the privilege of knowing you are doing something they probably wouldn't do themselves. Sponsorships are a great way to gather



funds, but they have to be something that *catches the imagination* of the public. Also, sponsorships can be an amazing way to have a vacation before going to Madagascar. There are marathons, excursions to other countries and even some organisations that can involve you in a ready-made sponsorship event, such as **Charity Challenge**. One volunteer for SEED Madagascar raised almost £2,000 climbing Mt. Kilimanjaro through Charity Challenge!

Some things to remember when putting together sponsorships are:

- Don't feel you have to put yourself in near death experiences to raise money; it just needs to capture people's imagination.
- Why not do something that you've always wanted to do, or that you know you can accomplish?
- If expenses are built into the event, this must be clear to the people who are sponsoring you.
- Always focus on your final aim of coming out to Madagascar to work for SEED Madagascar. Have bite-sized facts in mind to use to persuade people why they should sponsor you (see the **facts section** coming later).
- Be proactive in suggesting how much people should be giving you. You know how much your friends and family can really afford!
- Why not offer an incentive for people promising large amounts? Donations of over £50 get a CD of Malagasy music or a book? Call us on this one; we may be able to provide you with something if you can't get anything to give away yourself.



- Try to get the first person on every page to donate a large amount. If the first person donates £10, it's pretty much assured that everyone else will try to match that. If you start receiving donations of £2, begin another sheet.
- Collect the money when people sign up. Don't try to find them after you have done the sponsorship activity.
- We suggest you use the **Sponsorship Gift Aid Forms** (at the back of this manual), which have the bonus that if you use these we can claim back Gift Aid on the donations. Please send us the original sheets at the same time as the money to enable us to take advantage of this.

If you are feeling sporty, why not try one (or two!) of the following:

Three Peaks Challenge: The Three Peaks Challenge involves walking up and down the three highest mountains in England, Scotland and Wales. There are companies who can organise the whole challenge for you, though taking part in the challenge this way is rather expensive. Many people plan and organise the challenge themselves which can all be part of the fun.

- **Bungee jump:** A less time-consuming option. It will be over in about a minute but is likely to be one of the biggest adrenaline rushes you will ever experience. To get info on possible dates and locations, check out ukbungee.co.uk.
- **Skydive:** Another option for those adrenaline junkies. Be aware that it can be pricey, but if the idea really appeals to you, one possible company to look at is Freefall. You can expect to pay somewhere around £200 if jumping for a charity, depending on which company you go with and how many people you book with.
- **Bike rides:** For a completely free, enjoyable, relatively undemanding group fundraising activity, a sponsored bike ride is an old favourite. For a comprehensive and international list of possible rides along with maps showing you safe and scenic routes, check out MapMyRide.
- **Walks:** Walking can also be a great way to raise some cash. For a list of beautiful, safe, ramblers-association-approved walks in and around the U.K. have a look at ramblers.org.uk or for a Europe-wide list check out era-ewv-ferp.com.
- **Running:** Another absolutely free and very efficient fundraising activity is running. Again, with no specialist equipment required and such great accessibility, running is up there with the best of them. There are a number of great sites to help you plan your run, providing advice on everything from warm ups to routes. For a sample of these, check out marathonguide.com, plotaroute.com and runfinder.co.uk.

Trust funds

If the idea of jumping off a bridge leaves you nauseous, then raising money through writing letters can seem like an easy option. However, *be warned*, applying to trust funds or grant giving agencies can be the least rewarding and most time-consuming way to fundraise. You will probably find that you invest hours writing out 100 proposals, just to have the pleasure of receiving two letters back saying they will not fund you.

Another problem is that it is very likely SEED Madagascar is approaching the same trust funds and grant giving agencies as you. This could jeopardise our ability to get large grants for projects (as has very nearly happened in the past). Therefore, it is *critically important* to let SEED Madagascar know who you are contacting before you send anything out.

If, however, you feel that you would like to try this option, here are a few pointers:



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- **Research the trust fund before doing anything.** Many trust funds and aid giving agencies fund only specific things.
- **Phone the trust fund office.** Get a contact name and verify the address. Also, ask when they make their funding decisions. There's no point in sending anything to them if they make their decision three months after you have come back from Madagascar.
- **Don't send form letters.** Each trust fund letter must be tailored to suit the organisation, bringing out the strengths of the program and linking those strengths to the funding parameters of the trust. **Make the letters personal by addressing it to a specific person.**
- **Follow up** after a week or two to ensure that your proposal was received and again after a suitable length of time to see how the proceedings are carrying on.

You may find that you have more success approaching organisations like your local Lions and Rotary clubs, or local grant giving agencies or trust funds from your home community. This has the advantage of probably not overlapping with organisations SEED Madagascar has applied to, as well as making you more attractive on account of you being local. Offer to go in and give a talk when you return from Madagascar and offer to help publicise their donation to the local papers, giving them some good PR and raising their profile in the community.

Corporations

Similar to the trust funds in terms of frustration is applying to corporate donors. The standard line is that “we already have a list of charities that we fund”, or something along those lines. But this is not always the case! Some volunteers have managed to get their friends' companies to match the donations that they have made, so it is worth asking if anyone's places of work have 'match-giving' schemes.

Some ways to improve your chances include:

- **Be prepared to give something back to the corporations.** This may include wearing their T-shirt and taking pictures with a lemur for their newsletters, or giving the corporations good publicity when you get home.
- **Contact companies that are in your hometown** or that you have contacts in through friends or family.
- **Always phone the company and talk to the correct person**, directing all subsequent information and queries to them.
- **Follow the same guidelines as for trust funds**, in that you should tailor your correspondence and follow up anything you send out with a phone call.

A special note on fundraising from corporations and trust funds: Both can be extremely frustrating. After contacting a number of them, or receiving a hat full of rejection letters, it may seem that there is no way to raise the agreed donation. But don't lose heart! If these are the only methods you've tried, go back to your plan and start working on fundraising ideas from the top of the list.





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Merchandising

Selling merchandise is a risky, but potentially rewarding, way to make your donation, especially if you are able to make the merchandise yourself. The risk comes in the amount of time and money that has to be shelled out initially in the planning stage. If you run up huge costs, you may end up having to raise a great deal more than you bargained in order to break even and cover the donation.

Merchandising ideas include:

- Design and sell **Christmas cards or postcards** if you are artistic
- Make **bags or toys out of scrap materials** if you can sew. Use up any leftovers that you have in the attic so that you keep costs to a minimum.
- **Charity car boot sales:** Collect articles from friends and family. Usually the organisers will allow you to set up your stall free of charge if you are raising money for charity, make sure you speak to them in advance.
- If it is winter and you can knit why not make **scarves, hats or gloves** to order for friends and work colleagues and sell them to them for Christmas presents.

Use the power of the media

Contact your **local papers** and tell them what you are planning to do. They are always interested in local stories and will no doubt be intrigued to find out more about your trip and Madagascar. Just call the news desk or e-mail a press release. A sample press release can be found at the back of this manual. Don't forget to send pictures too! At the end of the article make sure they agree to include details of how local individuals and businesses can sponsor you. Agree to give them an update on your return and lots of great photos.

Facebook is also a great way to engage with a large number of people quickly and easily. You can use your Facebook status to update people about your fundraising events and to post links to the **SEED Madagascar Facebook page**. Make event pages in the run up to fundraisers and send out mass invites. You can also write on people's walls to say thank you when they sponsor/donate. It shows that you are grateful for each individual contribution, and also gets the message out to other friends that they should be donating!

YouTube is a great way to upload interesting videos of your fundraising activities, and also to publicise your events. You can also use links to **SEED Madagascar's YouTube channel** to quickly and easily inform people about the work you intend to do on your volunteering programme.

Update your **Twitter** with news of your fundraising activities, and re-tweet posts from **SEED Madagascar's Twitter** to raise awareness and interest about SEED Madagascar and the work in Madagascar.

Upload photos to your **Instagram** with photos of your fundraising events, and link to **SEED Madagascar's Instagram** to showcase what you'll be doing in Madagascar!

Start a **blog**. This is a great way to keep people updated about your fundraising efforts, especially for those who aren't a big fan of Facebook. You can use the blog to write up your experiences when you return, so people can read about their money being put to good use.



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A final word on fundraisers...

- ✓ Be polite/honest
- ✓ Follow all leads
- ✓ Don't give up!

Madagascar and SEED Madagascar Facts

Use the following facts to amaze your friends and family around the dinner table or donors when they ask impossible questions:

- Madagascar is twice the size of Britain, and the fourth largest island in the world.
- The island has suffered around 90% deforestation (estimated by Conservation International).
- As many as 83% of all plants and animals in Madagascar are unique to the island, forest dependent and therefore greatly affected by deforestation.
- There are more orchids on the island than on the whole continent of Africa.
- Madagascar is the only natural home of lemurs and the rosy periwinkle, an effective cure for childhood leukaemia – who knows what else is still to be discovered?
- 5 of the 6 sea turtle species in the world are found in the waters off of Madagascar.
- Infant Mortality Rate: 1 in 10 children before the age of 5 die as a result of what are largely preventable diseases such as cholera.
- 65% of people in rural areas have no access to safe drinking water.
- Madagascar is regularly hit by the same cyclones that hit Mozambique but never gets the same media attention.
- The population of Madagascar is 23.5 million (World Bank, 2016), and is projected to double every 15-20 years. This links back directly to the people's abject poverty.
- Most of the Malagasy people rely on subsistence slash and burn agriculture, which involves clearance of remaining forest to plant crops.
- Madagascar's national debt was \$3.46 billion in 2015. Although a considerable amount (roughly 50%) of Madagascar's debt has been written off since 2004, prevailing debt repayments of more than \$50 million a year mean that only very small amounts of government funds are channelled into health and education spending.



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- Hence, organisations such as the World Bank and IMF are relying on organisations such as SEED Madagascar to provide health care and education. Unfortunately many of the larger charities, such as War on Want, Christian Aid and Oxfam do not work in Madagascar.
- SEED Madagascar has received endorsements from both Sir David Attenborough and The Duke Primate Institute for its efforts in the field of conservation. SEED Madagascar received a Whitley Foundation award for human rights and conservation, given to us by HRH Princess Anne. [Check out more of our supporters and awards here!](#)
- SEED Madagascar has been voted president for the Regional Committee of the Environment in Madagascar, advising the government on matters of environmental consequence for an area the size of England.
- SEED Madagascar is community based. We work closely with communities helping them with income generation activities and helping them manage their resources in a sustainable manner. SEED Madagascar runs projects in four key areas: community health, education, sustainable livelihoods and the environment. [Check out our projects page for information on past, current and future projects! Visit our website for more info on the country and areas in which we work!](#)

Frequently Asked Questions

Use these to satisfy your own curiosity or to answer questions from donors!

What is SEED Madagascar?

SEED Madagascar, a registered UK-based charity (no. 1079121), is a body working on conservation, humanitarian and sustainable livelihoods projects in the southeast of Madagascar. SEED works in conjunction with ONG Azafady, an independent organisation set up with our help in 1996, to implement our projects on the ground.

SEED Madagascar has many prestigious endorsements for its ground-breaking work, such as those from **Sir David Attenborough** and the **Duke Primate Institute**. It has won a number of coveted funds such as the **Sting and Trudie Styler Award**, one of the **Whitley Foundation's** awards for conservation – the so-called ‘Green Oscars’ – presented to SEED Madagascar by **HRH Princess Anne**.

SEED Madagascar focuses its work in the southeast of the island in the Anosy region. This region is home to a great variety of unique, rare and endangered plants, animals and ecosystems but, as is the case in all of Madagascar, poverty poses an enormous and immediate threat to this precious natural environment. SEED Madagascar undertakes projects that bring measurable benefits to the very poorest members of the village communities where help is needed most.

[Check out our website to find out more about our vision, mission and approach!](#)

Where does your donation go?

In 2017, SEED Madagascar as a charity spent 92% of its total income in pursuit of its charitable aims. Only a very low 8% went on administration costs.



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Presently 100% of volunteers' donations go straight out to Madagascar to run both the organisation and the projects, some of which you will be a part (a small amount will be used to cover project costs such as food and transport).

Please don't forget that the agreed donation does not cover your flight, insurance, vaccinations, visa, or any other personal expenses.

Why Madagascar?

Madagascar is increasingly being recognised as a global conservation priority from professionals in many fields. There is greater biodiversity within the 4% of forest remaining on Madagascar than in all of Africa, and most other regions globally. However, these precious ecosystems are being destroyed at a surprising rate. Tied very closely to this is the poverty of the people who live in Madagascar, especially those in the area where SEED Madagascar works. SEED Madagascar believes that the best way to improve the survival rate of the forest is to work with the villagers to reduce their poverty levels.

How is SEED's volunteer programme different from other volunteer expedition schemes?

Volunteer expeditions seem to be a dime a dozen with new organisations springing up all the time. Many offer you the ability to see distant parts of the world and all will require you to pay money to some degree. However, SEED Madagascar sees itself as catering to different people from those who would be interested in an exotic holiday! We actively seek out people who want real experience working on development and environmental conservation projects, and hope that you will return to Madagascar with a project of your own. Essentially, we're looking for people like you!

Our volunteer programme is different from others in many ways:

- **Our volunteer schemes are non-profit.** All revenues generated above costs will be donated to SEED Madagascar (registered UK charity number 1079121).
- **Volunteers will be working with a grass-roots NGO** with many years of experience placed in one of the biologically richest yet impoverished corners of the world.
- **The coordinators are among an award-winning team**, as our many prestigious endorsements show.
- **Our projects are led by some of the most competent conservationists and development workers on the island** and are based on communities' expressed needs and therefore provide an insight for volunteers into real on-the-ground work – they are not set up simply to keep volunteers busy.

Is SEED Madagascar a religious organisation?

No. We are more than pleased to host volunteers from any religious or cultural background, but we are in no way tied to any religion or religious organisation.

Is SEED Madagascar a campaign group?

No. SEED Madagascar is not a campaign group. We have been elected President of the Regional Committee on the Environment in southeast Madagascar, and therefore give advice on environmental issues to the government.



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However, we remain a non-government organisation in Madagascar and are not waving a banner for any particular cause.

I'm from the US. What is the best way to send SEED Madagascar my money?

There are three main ways that money should be sent to SEED Madagascar. They are explained in brief below and are listed from least secure to most. What is most critical is that you remember that *amounts are in British pounds, not American dollars* and the exchange rate changes daily (check with your bank for up to date rates or on [xe.com](https://www.xe.com)).

Remember: Never, never send cash in the mail!

Write SEED Madagascar a cheque

Probably the simplest way to get your deposit and the rest of the agreed donation to us is to write us a single cheque for the full amount. However, SEED Madagascar strongly discourages this as cheques frequently get lost in the mail, or are cashed with different exchange rates weeks later. *Also SEED Madagascar has to pay bank charges on every single foreign currency (non-GBP) cheque, typically in the region of £12.00, which we would need you to cover.*

As a result, SEED Madagascar will only accept a cheque payment if:

1. You have discussed this option with SEED Madagascar and we agree to receive your cheque.
2. The cheque can be couriered by registered post on the same day.
3. There is no other way to get the money to us.

Bank transfer

Transferring money is more secure than writing a cheque. Nothing is put in the post, and the money arrives on the same day with the same exchange rate. The downside is that you will have to pay a bank transfer charge, which (depending on your bank) may be approximately £12. This cannot be worked into your donation and would have to be covered out of your own expenses.

If you are going to transfer money, it is crucial that you let us know in advance so that we can track the money, and ensure you that it has arrived safely in SEED Madagascar's account. Please, transfer all money in your name so that it can be tracked.

Please contact us for our UK bank details.

CAF America (Charities Aid Foundation)

You can also use CAF America, a US registered charity, to transfer money. To quote from their [website](#), "CAF America is a tax-exempt organization which supports and promotes global philanthropy. Our job is to remove the obstacles to international giving by bringing together U.S. donors and non-U.S. charitable organizations."

There are two ways by which you may donate to SEED Madagascar via CAF America:

1. **By cheque:** in short, cheques are made out to CAF America and sent in conjunction with a tax exemption "gift form" (available on their website) that specifies the money is to go to SEED Madagascar.
2. **By credit/debit card or PayPal:** by searching CAF America's website for SEED Madagascar and donating online.



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Please bear in mind that CAF America takes an 8% administration fee from all donations, and that we therefore require you to add an additional 8% to your donation to cover this fee. *Please also note that CAF America only accepts donations of \$500 or more.*

CAF America will issue you, or your donors, a tax exemption “gift form” which can be used to reduce the amount of money you pay on your income tax. This is a very exciting option as you may find that you can travel to Madagascar for considerably less or even for free, due to the money saved on income tax. The scheme becomes extremely useful when dealing with larger donations (over \$500) or donations from large corporations.

Also, at the end of the tax year, many corporations are actively looking for places to donate money to avoid excess taxes. As a result, both you and the corporation come out ahead, as the corporation is exempt from taxes, and you go to Madagascar for free!

SEED Madagascar suggests that you first familiarize yourself with the information on CAF America’s website. Afterwards, contact us, or CAF America directly with any questions.

CAF America
Headquarters
225 Reinekers Lane
Suite 375
Alexandria
VA 22314
USA

Tel: + 1 (202) 793 - CAFA (2232)

Fax: + 1 703 549 8934

Email: info@cafamerica.org

There are three very important things to realise when using CAF America. First, it is against the law to claim tax relief for money that you did not earn. Therefore, if all your friends and family make small donations to you totalling \$500, and you write a single \$500 cheque to CAF America as if you had earned that \$500 without sending in a separate gift form for each donation, you will have broken the law.

Second, there is more administration you will have to undertake to coordinate the fundraising, especially if your donations are coming from a variety of sources or are small amounts. For example, if three people make three donations through CAF America, you must contact SEED Madagascar with their names and amounts pledged so that we can track the transfer and keep a running total of your total donation. In other words, if your three friends pledge \$500 each, yet SEED Madagascar only receives \$1000, we have to be able to let you know who didn’t send money, or that we didn’t receive the amount you quoted.

Last, CAF America charges an additional 8% as a service charge. This is important to calculate when sending in a donation as it is not part of your agreed donation (i.e. SEED Madagascar does not receive any of the 8%).

For example, as of July 2018, 1 US Dollar = 0.76 British Pounds Sterling. If your donation is for £500 GBP, add 8% = £540

Convert to USD = \$673



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Write out cheque to CAF America and enclose it with the CAF America gift form, filling in the section that states where the money should be sent.

SEED Madagascar receives £500 from CAF America.

Donor receives a tax relief form stating how much they have donated and how much they do not have to pay income tax on.

This must be done for *every* separate donation cheque.

I'm from the UK. What is the best way to send SEED Madagascar my money?

The UK has something similar to CAF America, called **Gift Aid**. Essentially, by using Gift Aid, you will allow SEED Madagascar to claim a 25% tax relief on the donation. **This only works if the person who is giving you the donation is a UK taxpayer!** A Gift Aid form can be found in the back of this manual. Get people who are giving you a donation to fill in the form and then mail them to us (you can mail it for them as they are more likely to fill in the form if you are standing there waiting for it!).

Remember that Gift Aid cannot be claimed on the deposit, regardless of how it is raised. Please also note the SEED English Programme is not Gift Aid-able for UK residents as you are provided with accommodation during your programme.

Unfortunately, we can't count the 25% towards your agreed donation, as we usually have to wait a year before seeing the proceeds, if we see them at all. However, if everyone were to fundraise using Gift Aid, we would be able to increase our revenue by 25%, making our projects all the more robust.

Cheques can be made out to SEED Madagascar directly, or to you. All money donated should go into a separate account of yours (or keep very good records of the donation money going into your account) and then you can write us a cheque for the full amount once you have it. **Don't ever send cash in the mail!**

How can I get in contact with SEED Madagascar?

If anyone (including potential donors, funding groups or your mother) would like to talk to us, we can be reached at:

SEED Madagascar
Suite 7, 1a Beethoven Street
London
W10 4LG

Email: info@seedmadagacar.org

Phone: +44 (0) 208 960 6629

Fax: +44 (0) 208 962 0126

Please note that we can act as a communications node between parents/spouses and you when you are in Madagascar. There is a phone in our office in Fort Dauphin and our staff carry phones out in the bush for emergencies. Email is usually the best way to get a message through.



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Can I talk to someone who has already volunteered with you to find out what to expect?

Of course you can! We have many ex-volunteers who are happy to speak to you about the whole experience. They may even give you a few hints on how to raise the donation. Just call the London office and we will put you in touch with someone.

SEED Madagascar Sponsorship Form including Gift Aid Declarations

We, who have given our names and addresses below, and who have ticked the box entitled "Gift Aid", want the above charity to reclaim tax on the donation detailed below, given on the date shown. We understand that in order to qualify for Gift Aid, the amount we pay in UK Income Tax and/or Capital Gains Tax must be at least equal to the

	Full Name	Home Address	Post Code	Amount Pledged	Amount Given	Date Given (Day, Month, Year)	Gift Aid (✓)
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
Total donations							

To be completed by the charity:

Date money received:

Total amount of Gift Aid donations:

x 0.25 =



Conservation Press Release

Instructions for use

On the following page, you will find a copy of a do-it-yourself press release. This press release has been designed to help you publicise your involvement in the Conservation or Pioneer scheme in your area. We have highlighted the areas that need to be personalised yourself and you can use this either as a template to add to, or simply fill in the gaps.

Please note that this press release is currently on SEED Madagascar headed paper. If you wish to use headed paper and/or wish to substantially change the letter (i.e. more than the bits highlighted), please contact the London office for an editable version.

By sending out this press release, we hope that you may be able to secure editorial coverage that will not only help you to raise funds towards the scheme but also raise awareness and educate people about the plight of Madagascar and its inhabitants.

Some examples of places you can send the press release to include:

- **Local newspapers:** paid for and free papers
- **Student newspaper** or website: if you are at university
- **Newsletters:** of any clubs or societies you are a member of
- **In-house publications:** if you work for a large company that has its own internal magazine then make sure you contact them if you are taking a sabbatical
- **Community radio stations**

But what do I do?

The easiest way is to call a publication (contact details are usually on the first few pages inside the front cover) and ask to speak to someone in the newsroom, or the editor if it is a small publication. Simply explain to them what you are doing and say you have a press release you can fax or email through to them which contains all the information.

Always make sure you include your contact details on the bottom of the press release, as they may want to contact you for further information, or even arrange for a photographer to visit you. If you are planning a big fundraising event to raise money then this is also a great way to publicise it. And just think, you could become something of a local celebrity!



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Press Release

<Today's date>

<Your name> gets ready to marvel at Madagascar!

On <date, month and year of project> <your name> will be departing from <his/her> home town of <name of home town/village> headed for the magical island of Madagascar to take part in a <2-10> week charity expedition.

<Your name> has secured one of a limited number of places on the Conservation scheme run by the charity SEED Madagascar. SEED Madagascar runs projects in rural southeast Madagascar supporting conservation, humanitarian and sustainable development projects.

As part of the scheme, <your name> needs to raise an agreed donation of <£ your amount>. This goes directly to support SEED Madagascar's work, with only a tiny proportion covering the volunteers' food, training and travel whilst in Madagascar. <Insert information about any events or sponsored activities that you may be doing>.

Set in the Indian Ocean off the east coast of Africa, Madagascar is the fourth largest island in the world and is recognised as one of the planet's top conservation priorities. Eighty per cent of the island's plant and animal species (including over 100 species of lemur) are found nowhere else on Earth.

Delete one of the following sections as appropriate:

On the SEED Madagascar Conservation Programme, <your name> will be working with the staff of SEED in the Fort Dauphin region of the southeast of the country, an area which has been substantially deforested but retains fragments of some of the most important tropical forests in the world. The work of the Conservation team will be concentrated in the littoral forest which is a highly endangered coastal habitat.

Insert a quote below about how you heard about the scheme and why you decided to join:

"XXXXXXX," said <your surname>.

Delete one of the following sections as appropriate:

The Conservation scheme was set up in 2009 to support the ongoing conservation projects of SEED Madagascar, an organisation that has been working in the south east of Madagascar for over 15 years. It runs across the year and allows volunteers to be involved in all different aspects of conservation work through modular courses.

The Conservation volunteering scheme was set up in 2008 to support the ongoing projects of SEED Madagascar, an organisation that has been working in the south east of Madagascar for over 15 years.

For further information on SEED Madagascar and its volunteer schemes, visit madagascar.co.uk.

To make a donation on behalf of <your name> to assist <him/her> to her target please call 020 8960 6629.

Ends

SEED MADAGASCAR
SUITE 7, 1A BEETHOVEN STREET, LONDON, W10 4LG, UK
PHONE: +44 (0)20 8960 6629 • FAX: +44 (0)20 8962 0126
EMAIL: INFO@SEEDMADAGASCAR.ORG • WEB: MADAGASCAR.CO.UK
COMPANY NUMBER 3796669 • REGISTERED CHARITY NUMBER 1079121

For further information, or to arrange photography, please contact:

<Your name, address, telephone number and email address>

Or:

Mark Jacobs
Managing Director – SEED Madagascar
Email: mark@seedmadagascar.org
Phone: +44 (0) 208 960 6629
Fax: +44 (0) 208 962 0126

Notes to editor:

Conservation volunteering programme is a non-profit scheme. All revenues generated above costs are donated to SEED Madagascar (registered UK charity number 1079121)



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Gift Aid Declaration

Saying yes to Gift Aid means that for every pound you give, SEED Madagascar gets an extra 25p from HMRC, helping your donation to go further.

We can Gift Aid your donation if it is from a personal account, a one-person business, a partnership or is on a 'trading as' basis. To qualify for Gift Aid the amount you pay in UK Income Tax and/or Capital Gains Tax must be at least equal to the amount that all charities and CASCs will claim on your gifts in this tax year, and you are responsible to pay any difference.

Title _____ Forename(s) _____ Surname _____

Address _____

Post code _____

I want the charity SEED Madagascar to treat as a **Gift Aid** donation (delete as appropriate):

- My donation of £_____ only
- All donations I make from the date of this declaration until I notify you otherwise
- All donations I have made since 6th April 2000, and all future donations I make from the date of this declaration, until I notify you otherwise

Signature(s) _____ Date _____

Please return this form to SEED at the address below. Thank you for your support.

SEED MADAGASCAR
SUITE 7, 1A BEETHOVEN STREET, LONDON, W10 4LG, UK
PHONE: +44 (0)20 8960 6629 • FAX: +44 (0)20 8962 0126
EMAIL: INFO@SEEDMADAGASCAR.ORG • WEB: MADAGASCAR.CO.UK
COMPANY NUMBER 3796669 • REGISTERED CHARITY NUMBER 1079121