

Fundraising Pack



seed **madagascar**
sustainable environment, education & development



Welcome to the team!

Thank you so much for choosing to fundraise for SEED. Your support is invaluable to the work we do, and the vital funds you raise will go directly to our projects.



Fundraising for SEED

We are so excited you have decided to join our amazing team of supporters and raise money which help us continue to truly make a positive, measurable impact. Here in Madagascar, your donations go further than you might think!

As we're a small organisation without fancy offices, marketing teams or big salaries, 92% of the money you donate is spent directly on our projects.

In this document you will find instructions on how to get started, lots of ideas to help boost your fundraising and useful information to help you raise awareness.





Why Fundraise?

You really are doing something amazing!
Without the generosity of our supporters giving their time and effort, we would not continue our vital work in the Southeast of Madagascar.

Here are our top three reasons for you to keep your fundraising going strong...



1 - Help us put Madagascar on the map!

Most people only know the movie – but its real-life nature and culture are the stars. By fundraising and spreading the word, you can spotlight the challenges its people and environment face, and share the beauty of this incredible country.



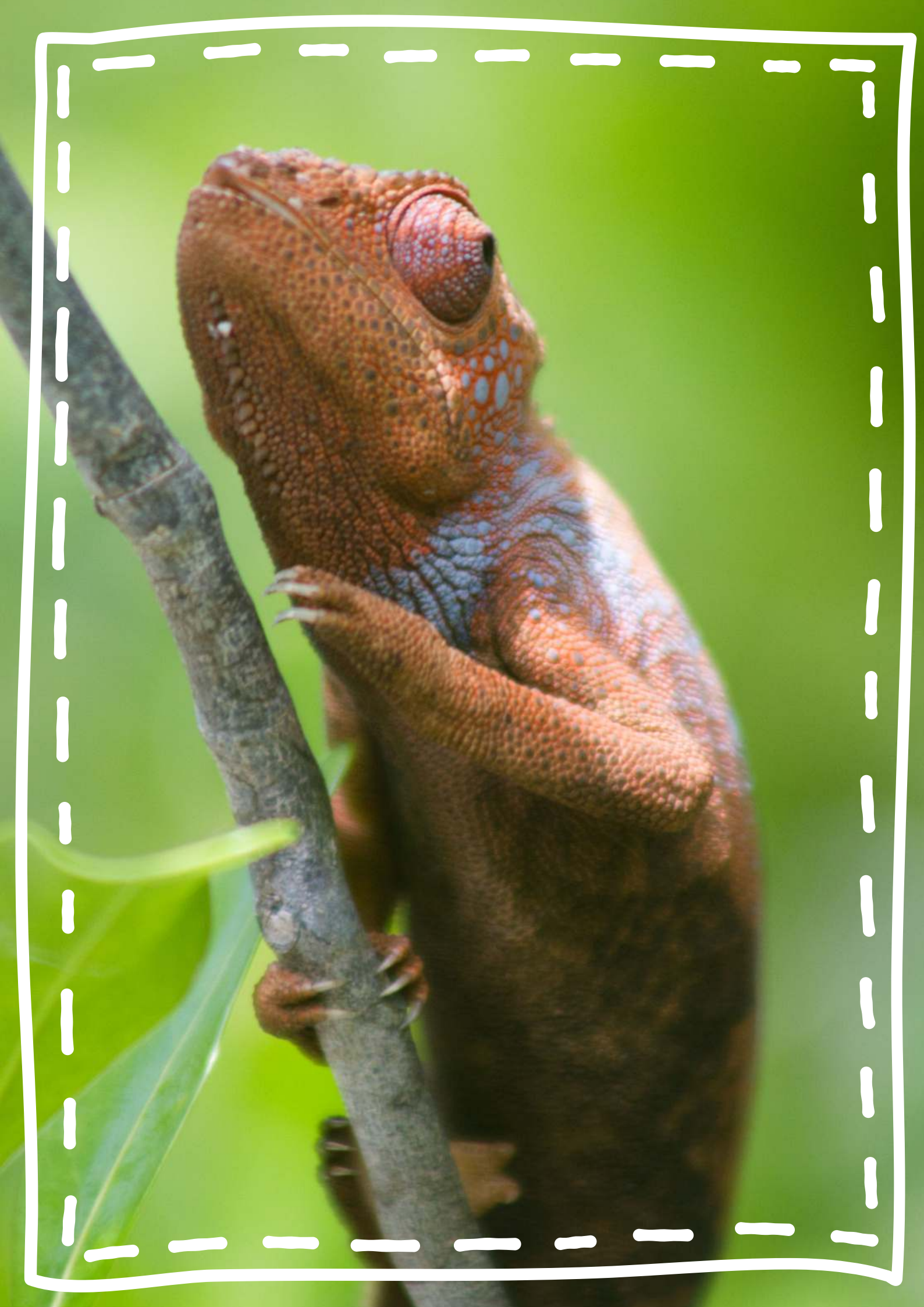
2 - Challenge yourself

It's time to shake things up! Fundraising isn't just about collecting cash; it's a chance to challenge yourself. Whether it's trying something new or pushing your limits, get ready for a new experience.

3 - Gain lots of new skills



Planning fundraising events is a golden opportunity to boost your communication, time-management, and organisational skills - perfect for building your CV!



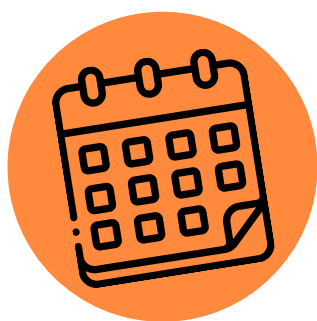


Let's get started!



Choose your activity

Feeling stuck? For inspiration, check out our activity ideas on the following pages!



Set a date

Set your date, and then map out your timeline. Why not make it a group activity, and ask others to help you too.



Let us know

Let us know about your plans and we will be on hand to offer any advice as well as infographics. You can chat with our Logistics Officer about this via info@seedmadagascar.com



Set your target

Set a target and your friends and family will rally their support to help you reach your goal! We've got tips and advice too! Aim high because in Madagascar, your money will go a lot further than you think.



Spread the word

Make as much noise as you can about your plans. Invite all of your friends to join you and have lots of fun. Create and share your [fundraising page](#) and let everyone know why raising money for SEED Madagascar means so much to you!



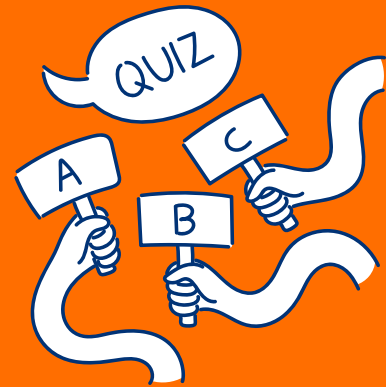
Celebrate

Remember, fundraising isn't just about raising money; it's about creating ripples of change. You are doing something amazing and your funds will make a massive impact across our projects. Thank you!

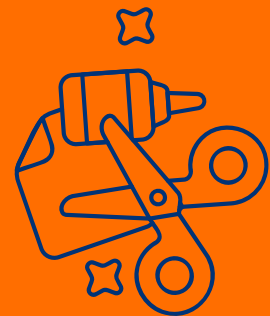
20 Fundraising Ideas



1. Quiz night
2. Bake sale
3. Dress down day
4. Head shave/hair dye
5. Give up... something!



6. **Dog walking or pet sitting** - Offer to walk dogs for friends and family in exchange for a donation.
7. **Football match, or any sport really!** - Hold a match or tournament and ask participants for an entry donation.
8. **Dance-a-thon/Zumb-a-thon**
9. **Host a Raffle**
10. **Sell your "craft":** artwork, needlework, sculptures.



"I have made a set of 4 Lino print cards, depicting animals that SEED help to support, and I set up an Enthuse page that I can easily manage myself."

Previous volunteer, Louise.



11. **Sell unwanted items of clothing** on Depop/Vinted/Ebay - write in your bio that you're raising money for SEED.

12. **Gift wrap in the festive season**

"I've been offering holiday gift-wrapping ... by advertising through family, friends & social media, parents that don't have much time to gift wrap send their gifts over to me, where I have a personal "workshop" ... in my garage. I've always priced my services by 'donation only', ... people tend to be to be very generous during the holiday season!"

Previous volunteer

13. **Walk, Run, Cycle or Swim** - Link Strava to Enthuse to let your supporters see your progress.

14. **Carboot/Jumble sale**

15. **Host a Charity gig, club night, or karaoke**



16. **Birthday giving**

17. **Organise a Fun Run!!**

18. **Fun night** - with games, raffles and competitions.

19. **Do some busking** - just check the local council guidelines first.

20. **Teach your skill** - Teach yoga, a language or a singing class and add a presentation about SEED.



More ways to Fundraise...

Nominate us as Your Charity of the Year!

Do you work for a company, school, club, or faith group that chooses a Charity of the Year?

Nominating SEED Madagascar is a powerful way to support our work! Whether it's through staff fundraising, events, or matched giving, it can make a huge difference — helping us continue our work with communities and the environment for a more sustainable future.

It's easy to put us forward — ask your HR, board or community team about the process. If you need anything from us (e.g. a letter of support), we are happy to help, simply pop us an email.



More ways to Fundraise...

Workplace Fundraising!

Fundraising at work is a fantastic way to support SEED – not just by raising money, but by raising awareness too. People love to hear about the good their colleagues are doing, and it can really bring a team together.

REMEMBER:
Even simple
activities can
have a big
impact!

Getting started...

- **Friday bake sale** in the staff kitchen or break room
- **Lunchtime quiz** with a small entry donation and prize
- **Charity day** – dress-up, dress-down, or themed events
- **Matched giving** – ask your employer if they can match donations
- Use your intranet to **share your fundraising page**, what you're doing and why it matters

Workplace fundraising not only supports our projects, it's also a great way to team build and show your company's commitment to making a difference.

If you need resources, support, or just want to talk through ideas – we're here to help!

Challenges!

1. Guess the baby photo
2. Walk/cycle to work week
3. New habit 30 day challenge

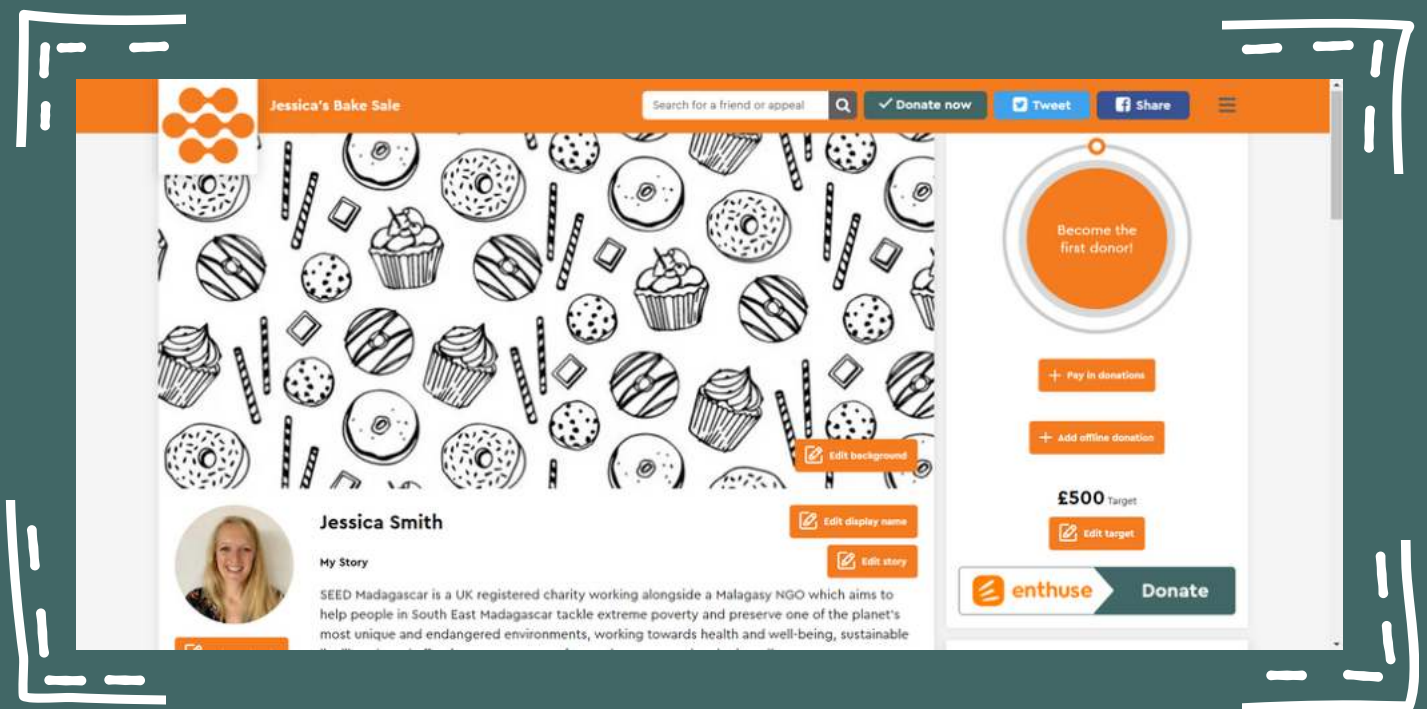
CHALLENGE YOURSELF

It's time to shake things up!

Fundraising isn't just about collecting cash; it's a chance to challenge yourself.

Whether it's trying something new, learning a new skill or pushing your limits, get ready for a new experience.





Set up your page

Create your very own Enthuse page to collect your donations from your wonderful family and friends.

It takes just a few minutes to set up, is free, easy to use and all of your donations come straight to us!

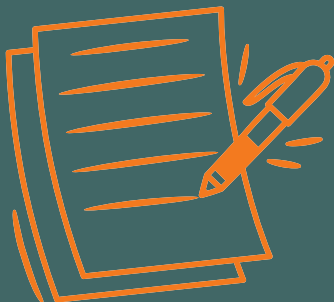
Click the link, and follow the simple step by step guide to create your page:

madagascar.enthuse.com/fundraising/start

On the next page you will find lots of hints and tips to help you increase your donations and make your page really stand out!

Make your page shine!

Personalise your fundraising page to show all your family and friends how passionate you are about supporting SEED Madagascar's work.



Share your story
you could increase your donations by 65%

Add photos
You could raise 23% more when you add profile picture and header image to your page



Set a target
setting a fundraising target raises 17% more on average

About SEED

SEED Madagascar is an award-winning British registered charity that was founded in 2000 and operates in Southeast Madagascar. The organisation has implemented a wide range of sustainable development and conservation projects across the Anosy region, working with local communities to support livelihoods and build environmental resilience. Our projects cover 5 key areas: Education Infrastructure, Community Health, Environmental Conservation, Rural Livelihoods and WASH (water sanitation and hygiene).

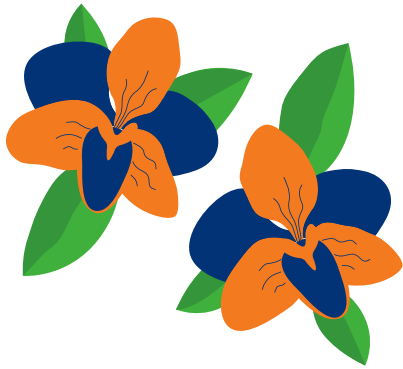
COOL FACT:
we advise the
Malagasy
government on
environmental
matters for an area
the same size as
England!



Madagascar Facts

The population of Madagascar is over 30.3 million (World Bank, 2023)

39.7% of Madagascar's population is undernourished (Global Hunger Index, 2024)

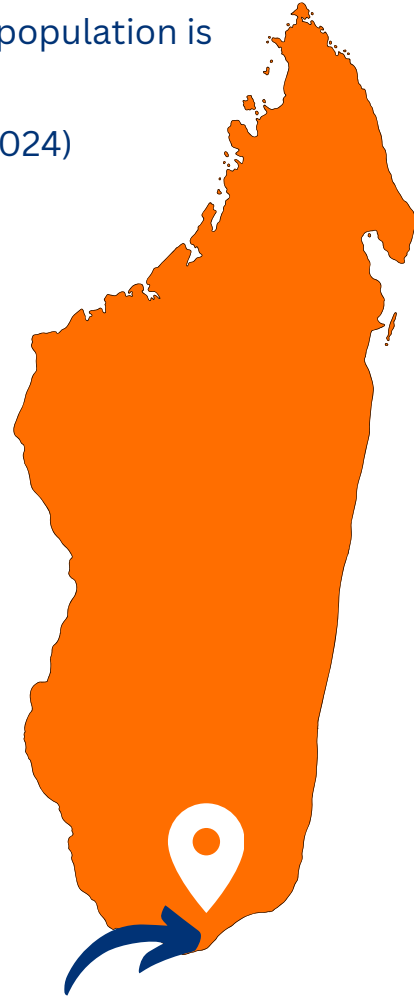


Madagascar is the only natural home of lemurs and the Rosy periwinkle, an effective cure for childhood leukaemia

Madagascar is home to more orchids than the entire African continent. The island has nearly 1,000 orchid species.

1 in 20 children die before the age of 5 as a result of what are largely preventable diseases, such as cholera (ReliefWeb, 2021)

Approximately 95% of Madagascar's reptiles, 89% of its plant life, and 92% of its mammals are endemic (WWF) but the island has suffered nearly 90% deforestation (estimated by Conservation International)



Fort Dauphin

Madagascar is twice the size of Britain, and the fourth largest island in the world.

SEED Madagascar works in the Anosy Region, where 29.2% of households are managed by women (INSTAT, 2020) and 70% of the region lacks access to safe drinking water (UNICEF, 2021). 50% of school aged children in the region have never been to school

80.7% of Madagascar's inhabitants live below the poverty line of \$2.15 per day (World Food Programme 2023)



Tell everyone about SEED Madagascar!

When you're setting up your fundraising page, it's important to give everyone information about what the charity does, why you're raising money, and how the funds will support their work. These overviews of our projects should help you to tell everyone how important SEED's work is to you...



Schools

In the Anosy region of Madagascar, many children do not have access to education. Only around 50% of children have been to primary school. Through our education projects, SEED Madagascar aims to tackle this by building new schools, repairing existing buildings, providing furniture and facilities to schools in need, and supporting teachers to teach.



Community Health

Many people in Madagascar do not have access to sufficient medical care or basic health education. There are high levels of child malnutrition and mortality, particularly in remote areas. SEED works to increase knowledge of sexual, reproductive, maternal and child health amongst women through project Votsira. SEED also seeks to improve nutrition levels in young children through project Miatrika.



WASH

Madagascar ranks third lowest in the world in the use of unimproved water sources (such as unprotected wells, springs, and surface water) and basic sanitation. Our CSB Strengthening project aims to improve the health status of communities by repairing existing, and constructing new, latrines, facilitating the delivery of a Ministry of Health WASH curriculum to healthcare workers, and adding solar-power to community health centres.

Environmental Conservation!



Our environmental projects work to protect threatened areas and species in the Anosy region of Southeast Madagascar - before they are lost forever. Our team of conservationists work alongside passionate volunteers to conduct vital research to help protect a variety of endangered species. We always involve and work with local communities as these are the people who know the most about the local environment and conservation priorities.

The key projects are...

Ala

The Ala Programme focuses on restoring habitat connectivity between the forests where we work. By creating and supporting forest corridors, we help wildlife move more freely and safely between habitats. This work is done hand-in-hand with local communities, who play a vital role in planting trees and nurturing the growth.

Palms

Project Palms works to protect six endangered palm species found in the Sainte Luce littoral forest. We've gathered local knowledge through community surveys, focus groups, and interviews with experts. In 2024, SEED planted over 1,000 endangered palm seedlings. Our approach respects traditional uses and aligns with community priorities for palm protection.

SCRIP

Having been reduced by over 90%, the southern littoral forests in Sainte Luce are one of only three significant areas of this forest type remaining. As the forest has both a high level of biodiversity, and a community heavily reliant on the resources the forest supplies, we work to combine scientific research with community conservation to build knowledge about this. Our SEED volunteers go on daily surveys, one to three times a day, to look for herpetofauna (chameleons, frogs, geckos and snakes), bats, and 4 species of lemur endemic to Madagascar. The data collected will help us to understand the importance of the littoral forest and surrounding habitats, to track the population trends of key species and help to shape our conservation efforts in the future.



So where does your donation go?...

We ask all conservation volunteers for a minimum donation. But those who fundraise have the chance to go above and beyond!



All proceeds go directly to SEED's projects, with a small fraction helping to support the infrastructure of the volunteer programme such as food and transport.

It is **important to highlight** to everyone supporting you that you are **not raising funds for personal expenses**.

You are covering all your personal costs such as flights and visas and you are raising money to support SEED's projects in the field.



Our **Top 6 Tips** for Fundraising



1. Plan: If you are organising an event you will need to plan ahead. Consider what other events are happening at the time, take advantage of social events and holidays.

2. Fundraising page: Always set up a fundraising page, even if you are holding an in person event. There will be people who cannot attend or who would like to donate more after the event. We recommend "Enthuse", so that your family and friends can keep track of donations and help you to reach your target. It is the easiest way for supporters to donate to your fundraiser.

3. Promote: Tell everyone you know. Speak to people, message friends, set up a Facebook event and use Instagram stories. Think about your target audience and how best to engage them.

4. Network: Think about who you know and how they can help you. Spend time talking to people about your fundraising and SEED. Not only will they be likely to donate, but they will also spread the word to their network. Some people may share their time or resources to help you too. Generally, people are more willing to get involved than you think, you may be surprised where help comes from!

5. Support: Fundraising can be challenging and daunting at times, but we are here to help. Get in touch for advice and resources (see the glossary at the end of this guide).

6. Thank people: most online platforms allow you to write a personal thank you message to those who donate.

A couple of last things...

- **Keep it ethical** - SEED is proud of our work and vision and we want you to help us spread the word of the work we are doing. With this in mind, make sure that you choose an ethical and appropriate fundraising activity to help us both raise awareness and give us your vital support.
- **Keep it legal** - if you're organising an event, it is your responsibility to make sure it is legal and safe. Remember to get permission, do any necessary risk assessments. You may also need to get permits to fundraise publicly, an alcohol or entertainment licence and insurance.
- **Keep it factual** - use the pages in this document and SEED's website to make sure that the information you are sharing about SEED and Madagascar are correct.

If you are unsure about any of the above, please pop us an email and our fundraising team will be happy to advise and support you with your idea. Simply email: info@seedmadagascar.com.



Useful Contacts

General Enquiries

Email: info@seedmadagascar.org

UK Contact Details

SEED Madagascar
Studio 7
1a Beethoven Street
London
W10 4LG
United Kingdom

Remember GiftAid!

The amount of a donation can be increased by adding GiftAid on donations from UK taxpayers. This allows SEED to reclaim tax back from such donations.

Not in the UK? Or don't want to use an online platform? You can...

- Write SEED Madagascar a cheque
- Make a bank transfer to SEED - Never send cash in the post!
- CAF America (Charities Aid Foundation)

Bank Details for Transfers

If you need to make a bank transfer, please request the bank details: info@seedmadagascar.org



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Spread the word!



**Post on your socials and tag
our account !**



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Thank you for your support!



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