

ENERGY  
EMPATHY  
INNOVATION  
PASSION  
INTERGRITY



FUNDRAISING  
GUIDE

# Welcome to our community

We're so excited to have you on board as a FutureSense Foundation fundraiser. Your fundraising journey begins today and your donations will make a huge contribution to supporting our partner communities around the world. Together, we can make a difference.

In this guide, you will find everything that you need to begin your fundraising. Fundraising doesn't have to be daunting, in fact, it can be a whole lot of fun! Throughout your journey, you will develop and gain a variety of key skills from event planning to relationship building. If you need any support or advice with your fundraising, then please don't hesitate to get in touch with me and the team, you can contact them by email: [support@futuresensefoundation.org](mailto:support@futuresensefoundation.org), or call 01635 88 93 93-they'd love to hear from you.

In the meantime, I'd like to thank you for choosing to support the FutureSense Foundation, and I wish you the best of luck with your fundraising!

Best Wishes,

*Arvind*

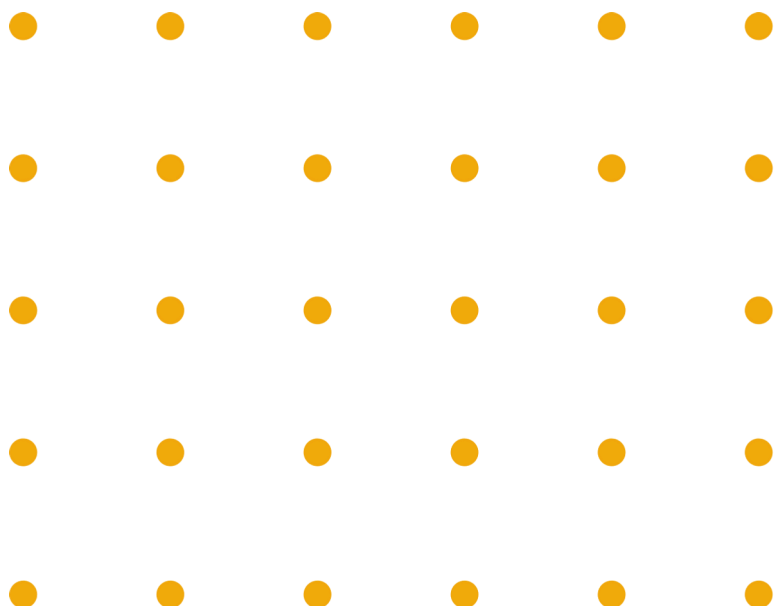
**Arvind Malhotra**  
**Director**



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# Introducing FutureSense Foundation

## 2/3 CHILDREN in education are not learning

Did you know - 617 million children in the world, which is also 58% of students enrolled in primary and secondary school are not actually learning.

The FutureSense Foundation works to support over 8000 beneficiaries across Thailand, Cambodia, Nepal, India, Tanzania, Peru and Panama. Guided by the United Nations Sustainable Development Goals, our programmes focus on improving Education & Learning, Health & Well-being, and Livelihood & Income generation in rural and disadvantaged communities.

Imagine living in a community where premature deaths occur because people are unaware of preventative measures they can take and even the existence of cures and treatment options available to them.



We inspire children to be curious, to aspire and strive for achievement, so they are able to progress with their education, improve their livelihoods and make decisions based on awareness and knowledge.

# Changing Peoples Lives



## Cambodia Supplementary Education Programme

In Cambodia, children are only provided with half a day of education. FutureSense Foundation provide the second half of the day to over 500 children across 3 centres. The Supplementary Education programme works with children who were dropping out of the education system. The pass rate for these

children going from primary to secondary was previously very low - well below 50%. Through this programme, we are now seeing an almost 100% pass rate of children moving from primary to secondary school.

This is just one example of how our programmes make a difference to the overall learning of the children. Our approach focuses on engaging the children in learning and we do this by running workshops on life skills, conversational English, STEM, as well as teacher training. This enables us to ensure the money from fundraisers goes much further and for as little as £10 per child, per month, we are able to ensure that a child is able to continue learning and hopefully have the opportunity for a better future.



# Where does your fundraising go?

**Fundraising is a critical part of the impactful work FutureSense Foundation, does.**



It's important to know where donations go when you're fundraising so you can confidently explain to potential donors. We keep our overheads as low as possible, which means your donations go a long way supporting our partner communities overseas. We're proud that over 90% of donations go directly to overseas programmes. Here's an overview of the way your donations contribute to making a sustainable impact.



**£2**

plants a tree,  
supporting local  
reforestation  
efforts



**£30**

enables us to  
deliver one  
workshop to  
students



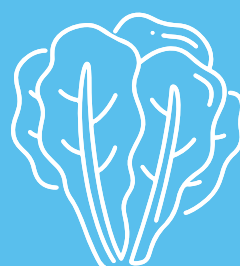
**£40**

provides one girl  
with a personal  
menstrual health  
kit



**£100**

enables us to  
provide first aid  
training to 2  
people



**£250**

enables us to build  
a handwashing  
station at a school



**£300**

enables us to build  
a safe, sanitary  
toilet to a rural  
community



# Your Impact

## Impact for others, and impact for you.

As a fundraiser for the FutureSense Foundation, you will be joining our global community where you will make a sustainable impact on our overseas communities through your fundraising! Throughout this journey, you will also make a huge impact on yourselves. You will learn and develop a huge range of skills and this is a fantastic opportunity to gain unique experience and enhance your CV.



Step out of your comfort zone



Develop creativity



Grow confidence



Marketing skills



Build resilience



Event experience



Boost employability



Leadership opportunities





# Lets Get Started

## Step 1- Create a Fundraising Page

We have set your school up with an event page on our fundraising platform enthuse. On this page each team member can set up their own personal page to collect donations.



How to set up your page:

- Step 1: you will have a received a direct link to your schools page
- Step 2: select 'fundraise for us' (top-right hand corner)
- Step 3: fill our your details to register an account
- Step 4: follow the steps to create your page

## Step 2- Share, Share, Share

Share your page on social media, with friends and family. Make sure you use social media to promote your event - post about it, set up event pages, upload videos.

## Step 3- Thank Everyone

Thank every person who donates to your page, use this to promote your fundraising even more!

## Step 4- Plan an Event

Whether it's a bake sale or a movie night, check out page 10 for a step-by-step guide on how to run an event.



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FOUNDATION

# Fundraising Ideas

Here are some ideas to get your started! If you are still struggling, send us an email at [support@futuresensefoundation.org](mailto:support@futuresensefoundation.org)



## Sponsorship

- Head shave
- Sponsored silence
- Run/walk challenge
- Leg wax
- Ice bucket challenge
- Eating challenge
- Eyebrow shave
- Give something up

## Sweepstake/Raffle

- I'm a celebrity
- Bake off
- Football/Rugby
- 100 Square Bingo
- Raffle

## Group

- Non-school uniform day
- Fancy dress
- Cooking Competition
- Walking, Cycling, Running, Swimming
- 

## Make an event

- Sports day
- Tournaments
- Quiz
- Bingo
- Bake sale
- Games night
- Movie night
- Scavenger hunt
- Car wash
- Disco
- Outdoor movie

## Seasonal Ideas

- Christmas
- Easter
- Valentines
- Halloween
- Bonfire Night
- New Year

## Provide a service

- Car Wash
- Dog Walk
- Mow the Lawn
- Baby sitting
- Clean the house
- Cook Dinner
- Sell something (eBay, Depop)



Top tip: make sure you plan in advance so your event runs smoothly!

# How to plan an event

Planning an event doesn't have to be daunting! If you need any help, the FutureSense Foundation fundraising team are here to support you with anything you need.

## 1 The event

Decide what event you'd like to run, and who your target audience is - what event do you think people would like to attend? Then choose the location. There will be lots of local venues that will offer you their venue for free.

## 2 The date

Think about which date will be the best for the highest attendance - will you have your event at the weekend or during the week? Make sure you are aware of any other events going on.

## 3 The promo

Spread the word! Make sure everyone knows about your event by putting posters up and handing out flyers. Ask your school to spread the word and share the event. Social media is an incredible free promo tool - use it!

## 4 The fundraising

Set yourself ambitious but achievable targets, and make the most of your events!

## 5 On the day

Gently encourage people to donate, and most importantly thank those who have attended and make sure they know that you appreciate their support. Remember to post on social media and tag Futuresense Foundation!



@FuturesenseFoundation



@FutureSense\_Foundation



futureSense  
FOUNDATION

# Checklist

- ☐ Set up a fundraising page
- ☐ Shared your page on social media
- ☐ Said "Thank You" to every person who donates
- ☐ Run a fundraising event
- ☐ Organise a whole school event (i.e. non-school uniform day)
- ☐ Reach out to your local community for fundraising support (newspaper, local supermarket for a bag pack)
- ☐ Help spread the word about the inequalities and issues you will be tackling

# Good Luck!



## Support

We are always here to support you, and you can contact the team if you have any questions or concerns.

[Support@futuresensefoundation.org](mailto:Support@futuresensefoundation.org)

Tel: 01635 88 93 93



Registered with  
**FUNDRAISING  
REGULATOR**

 **futureSense**  
FOUNDATION  
leave your handprint on the world