Awaken. Fundraising Guide.

The Hunger Project.

NEW ZEALAND

Fundraising for The Hunger Project New Zealand.

Thank you for deciding to fundraise on behalf of The Hunger Project New Zealand! We are honoured to have your support.

The leadership act of committing to fundraise $10,000 will have you shift gears and take actions that stretch you out of your comfort zone.

With your support, The Hunger Project can continue to sustainably grow our reach and impact throughout Africa, Latin America and South Asia.

Whether you plan to run a marathon, host a pub trivia night, hold a morning tea or ask for donations to mark a special event, we are hugely appreciative for your time, effort and commitment in the end of hunger.

To assist you in kicking off your fundraising we have put together this guide to support you every step of the way. Don't forget to read our Fundraising Terms & Conditions on pages 17-18.

Remember we are here to assist you on your fundraising journey to ensure you hit your target, so reach out whenever you need. We look forward to supporting you on this journey and celebrating your success.

> There is no tool for development more effective than the empowerment of women.
>
> “ ”

KOFI ANNAN Former Sectretary-General Of The United Nations

About The Hunger Project.

Our goal is to end chronic, persistent hunger by 2030.

Our approach is different – we see people living in hunger as the solution, not the problem. We shift the mindsets of women and men so they transform into leaders for the sustainable end of hunger. Then, through our programs such as education, microfinance, agriculture and health, we empower people with the skills, knowledge and resources they need to break the poverty cycle themselves.

We enable people to create change and move:

From top-down, aid-driven charity models that perpetuate the cycle of dependency…to treating the cause, not the symptoms, in order to create an enabling environment for change.

From people living in hunger being seen as mouths to feed… to seeing people who are enterprising and resilient, whose potential lies untapped.

From hunger seeming like an inevitable part of life… to having evidence that the cycle of hunger and poverty can be broken.

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From women being subjugated and oppressed… to unleashing their leadership and their voice in decision-making.

From communities being told what to do... to putting communities in the driving seat of their own development as authors of their own future.

From cookie cutter strategies being applied… to educating and empowering people to find local, sustainable solutions to ending their hunger.

From the seemingly impossible... to the possible!

Our Mission.

To end hunger and poverty by pioneering sustainable, grassroots, women-centred strategies and advocating for their widespread adoption in countries throughout the world.

Our Vision.

A world where every woman, man and child leads a healthy, fulfilling life of Self-Reliance and dignity.

The Hunger Project – At a glance

15.9
MILLION PEOPLE REACHED

ACROSS 12,900 COMMUNITIES GLOBALLY

88
EPICENTRE COMMUNITIES IN PROGRESS TO SELF-RELIANCE

13 PROGRAM COUNTRIES

BENIN. BURKINA FASO. ETHIOPIA. GHANA. MALAWI. MOZAMBIQUE. SENEGAL. UGANDA. ZAMBIA. INDIA. BANGLADESH. MEXICO. PERU.

9 PARTNER COUNTRIES

AUSTRALIA. CANADA. GERMANY. THE NETHERLANDS. NEW ZEALAND. SWEDEN. SWITZERLAND. UNITED KINGDOM. UNITED STATES.

The Hunger Project to date.

1.7 million

people trained via Vision, Commitment, Action workshops

436,125

locally trained volunteer Animators leading change in their communities

523,144

people in 31 self-reliant Epicentre communities in Africa

43% decrease

in severe hunger in self-reliant communities in Africa

175,000

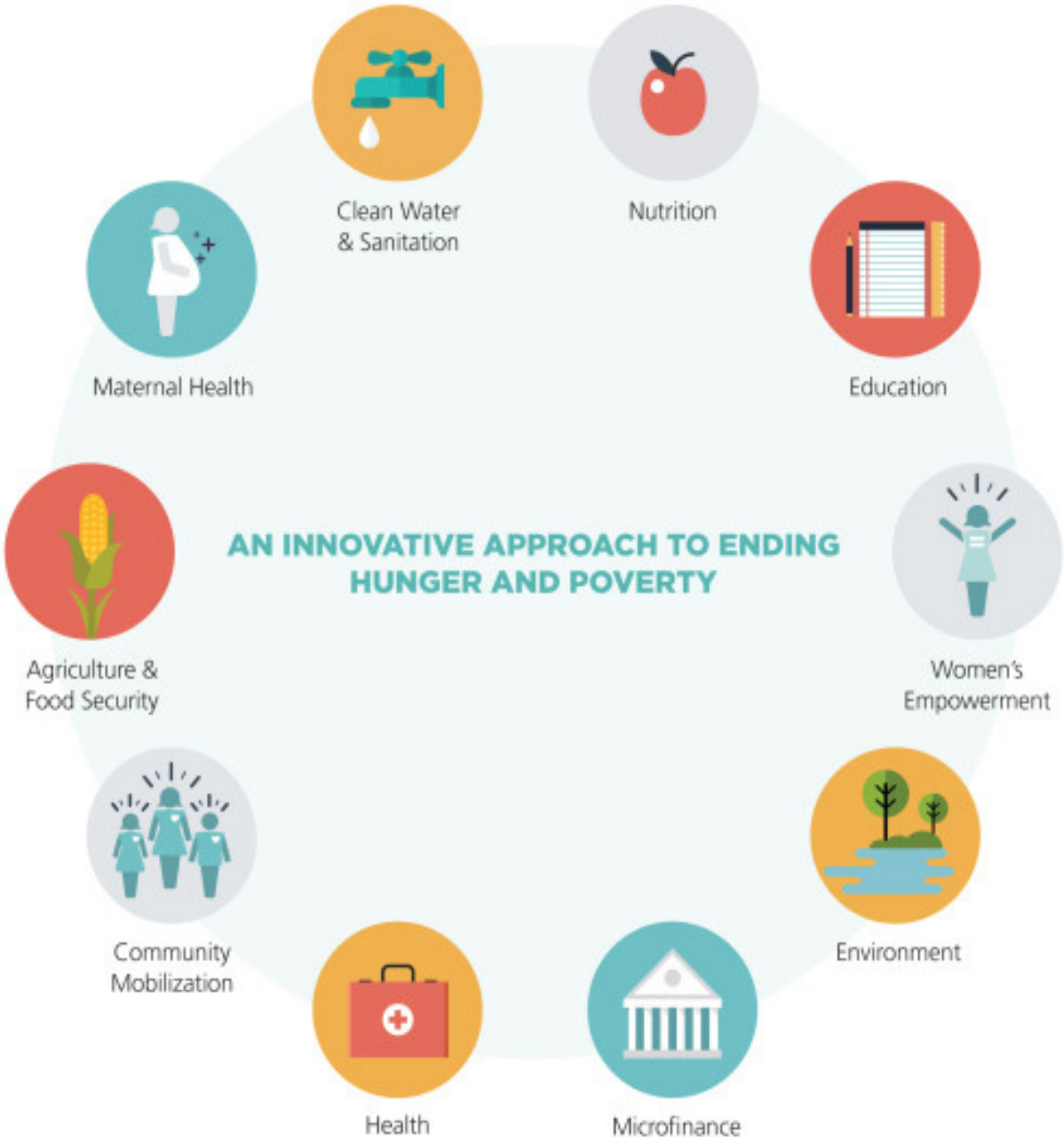
elected women in India have been trained, who are bringing water and electricity to their villages

Our 3 Pillars.

Whilst adapted to meet local challenges, our methodology enables change to occur. Our work begins by:

1. Empowering women as key change agents.
2. Mobilising communities into self-reliant action.
3. Fostering effective partnerships to engage local Government.

Our programmes.



The Hunger Project – Principles.

The Hunger Project's principles are a fundamental part of our work and are a great way of getting a deeper understanding of why we work the way we do in communities throughout the world.

When talking about The Hunger Project with your friends, family and colleagues, speaking through the lens of one or two of our principles can be an effective way to engage people in our work and communicate the fundamental drivers of our approach.

1. Human Dignity

All human beings are born free and equal in dignity and rights, including the right to food, health, work and education. Every person is inherently creative, resourceful, Self-Reliant, responsible and productive. We must not treat people living in conditions of hunger as beneficiaries, which can crush dignity, but rather as the key resource for ending hunger.

2. Gender Equality

An essential part of ending hunger must be to cause society-wide change towards gender equality. Women bear the major responsibility for meeting basic needs, yet are systematically denied the resources, freedom of action and voice in decision-making to fulfil that responsibility.

3. Empowerment

In the face of social suppression, focused and sustained action is required to awaken people to the possibility of Self-Reliance, to build confidence, and to organise communities to take charge of their own development.

4. Leverage

Ending chronic hunger requires action that catalyses large-scale systemic change. We must regularly step back — assess our impact within the evolving social/political/economic environment — and launch the highest leverage actions we can to meet this challenge.

5. Interconnectedness

Our actions are shaped by, and affect, all other people and our natural environment. Hunger and poverty are not problems of one country or another but are global issues. We must solve them not as "donors and recipients" but as global citizens, working as coequal partners in a common front to end hunger.

6. Sustainability

Solutions to ending hunger must be sustainable locally, socially, economically and environmentally.

7. Social Transformation

People's Self-Reliance is suppressed by conditions such as corruption, armed conflict, racism and the subjugation of women. These are all rooted in an age-old and nearly universal patriarchal mindset that must be transformed as part of a fundamental shift in the way society is organised.

8. Holistic Approach

Hunger is inextricably linked to a nexus of issues including decent work, health, education, environmental sustainability and social justice. Only in solving these together will any of them be solved on a sustainable basis.

9. Decentralisation

Individual and community ownership of local development is critical. Actions are most successful if decisions are made close to the people. This requires effective national and local government working in partnership with the people.

10. Transformative Leadership

Ending hunger requires a new kind of leadership: not top-down, authority-based leadership, but leadership that awakens people to their own power — leadership "with" people rather than leadership "over" people.

The Epicentre Strategy.

The Hunger Project's strategies to end hunger vary depending on the need of the area. As you will be visiting Africa we have included an overview of The Epicentre Strategy which was created in Africa, by Africans.

In rural Africa there is very little infrastructure. That means limited access to hospitals, schools or running water. For this reason, The Hunger Project created the Epicentre Strategy.

An Epicentre is a cluster of 10 to 15 villages within a 10km radius, with a population of 5,000 – 20,000 people. At the centre of the villages is a building that is built to house the community's programs for health, education, food security, water, and microfinance and income generation.

The Epicentre building serves as a focal point where the motivation, energies and leadership of the people converge with the resources of local government and non-governmental organisations.

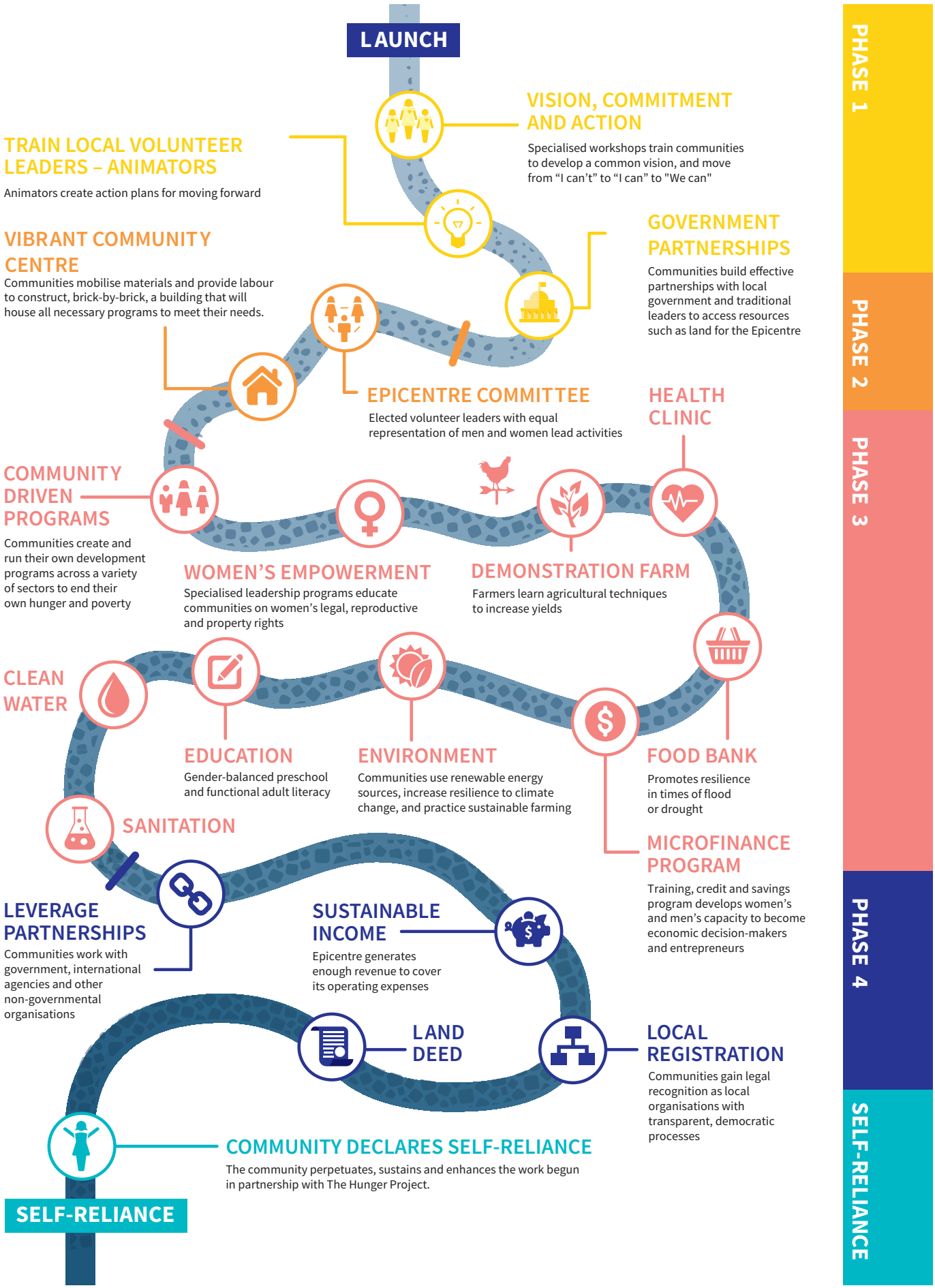
Integrated approach
Created in Africa by Africans to address the multi-faceted causes of hunger & poverty.

Empowering - with dignity and respect
The Hunger Project believes those living in hunger and poverty are creative, intelligent and motivated and as such are the solution to their own problem.

Transparent and measurable
Progress is tracked against agreed targets using quantitative and qualitative data.

Self-sustaining
When an Epicentre community reaches Self-Reliance they no longer need the support of The Hunger Project or the funding of investors.

The five phases of our Epicentre Strategy.



Your donation is an investment.

What your fundraising could make possible...

$30

Could train an Animator in Bangladesh to stop child marriage in their village. The Hunger Project trains Animators, local volunteer leaders, to educator their communities about the importance of girls going to school instead of marrying young.

$60

Could provide a microfinance loan for a budding female entrepreneur in Malawi. This is enough to purchase a pig to farm or to start a business in sewing or hairdressing to bring in a sustainable income for their family.

$100

Could support both men and women participating in one Women's Empowerment Program workshop in Uganda, to foster an environment that empowers women to take up strategic positions in society and decision-making bodies.

$500

Could train 200 people in maternal and child health and nutrition in Ghana. Enabling mothers to ensure their children avoid malnutrition and get the best start to life.

$1000

Could train 4 elected women in India for 1 year to be effective local council members advocating on behalf of their community.

$5000

Could train 100 Epicentre Committee Leaders throughout our work in Africa to identify and prioritise activities according to the community held vision while empowering their fellow community members to recognise their own capacities, determine possible solutions and plan and implement solutions independently.

*As The Hunger Project is a global development organisation all estimated amounts are in USD.

7 tips for success.

SET A TARGET AND AIM HIGH

Having an audacious goal is a great way to get motivated. $10,000 is the minimum target. What will your stretch be? Personal growth begins at the end of your comfort zone.

PLAN

If you fail to plan, you plan to fail! Complete the fundraising plan that was sent in your welcome pack with clear goals, actions and timelines. Brainstorm with your network to unlock ideas and hold you accountable.

SET-UP AND SHARE YOUR FUNDRAISING PAGE

Share the link to your fundraising page with your online network via email and social media. All donations over $5 are tax-deductible.

MAKE A PERSONAL DONATION

This is a great way to kickstart your fundraising and will encourage others to do the same.

ASK

The best way to get donations is to ask! Tell friends and family why you are passionate about the work of The Hunger Project and what impact their investment will have. Remember you may have to ask twice or remind people of their commitment.

EXPAND BEYOND YOUR NETWORK

Look outside your usual network, speak to everybody you meet as you never know who will be support you in your fundraising journey.

CONNECT

Reach out to connect with the THP team, your fundraising mentor and your fellow program participants. We are here to support you. If you need help or advice, all you have to do is ask.

Let's Get Started.

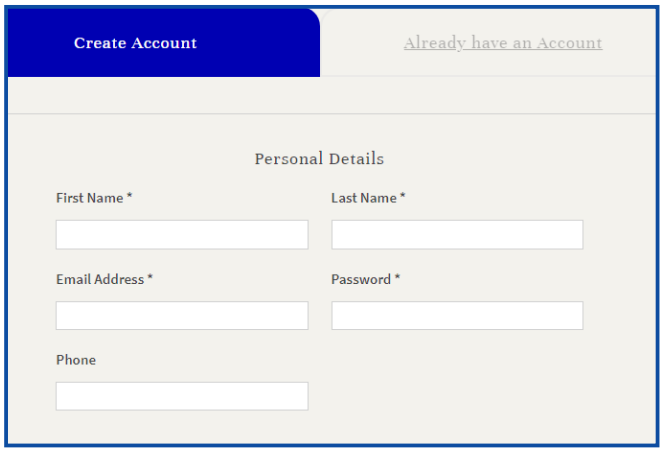
Personalising your fundraising page.

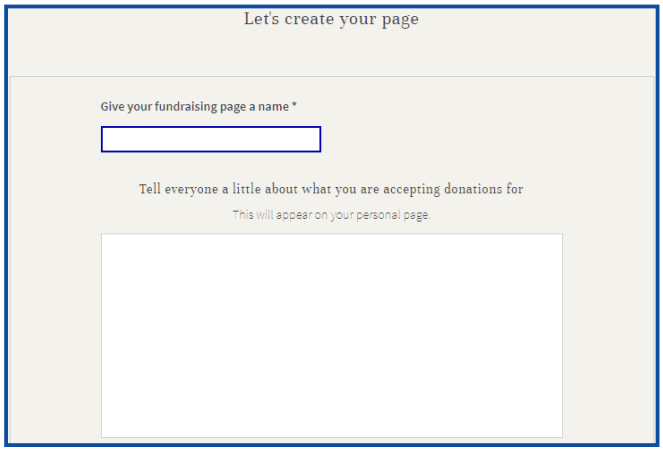
Your fundraising page is your online hub where you can share your stories and updates to your networks and also promote your fundraising events and activities.

This is also where you can track your progress towards your $10,000 fundraising target!

Tips and tricks.

- **Upload a profile picture.** Make sure your family, friends and colleagues can easily see which fundraising page is yours when they go to make a donation! Use a fun photo that people will recognise (try to avoid group photos).
- **Write an introduction.** Share your story about why you are taking part in The Hunger Project's Awaken leadership program and why your network should support the transformation of communities across the world.
- **Thank your supporters.** Show gratitude to all those people who made it possible. From your fundraising page you can send emails to everyone who donates. Don't forget to pick up the phone and thank your supporters face to face as well!





Rita is an Animator who advocates for the work of The Hunger Project in her community.

Rita focuses her efforts on preventing teen pregnancy as three or four girls each year take their Basic Education Certification Examination while pregnant.

Rita's Story.

"I worked with the teachers, sensitising the school children on the effects and the harms teenage pregnancy can do to them; and the fact that they stand the risk of contracting HIV.
RITA"

Through community advocacy and training, Rita has given families in her village the tools they need to put family planning methods in place and provide counselling during difficult times. These families have said that this has lead to increased family unity and helped decreased fighting and stress between parents.

Share and connect.

SUGGESTED POST COPY - INSTAGRAM

I have committed to fundraise $10,000 on behalf of The Hunger Project as part of a Leadership Immersion Program travelling to _____.

The Hunger Project sees people living in hunger as the solution, not the problem. Help me reach my target by being part of the solution to end hunger in our generation. Click the link in my bio to find out more!

SUGGESTED POST COPY - FACEBOOK / LINKEDIN

I am excited to announce that I have committed to fundraise $10,000 on behalf of The Hunger Project as part of a Leadership Immersion Program travelling to _____. I am asking you all to donate to help me achieve my target!

The Hunger Project sees people living in hunger as the solution, not the problem. They focus on shifting the mindsets of women and men, so they transform into leaders for the sustainable end of hunger.

Join me in being part of the solution ending hunger in our generation by clicking the link below and donating to my fundraising page.

Don't forget to be bold and have courageous conversations with your network about supporting you and the work of The Hunger Project. Invite them to become partners with you by investing in your fundraising.

#THP #EndingHunger

@TheHungerProjectNewZealand

@thehungerprojectnz

The Hunger Project New Zealand

@THP_New Zealand

Share and connect.

Sending an email to someone can be an effective way to get their attention. When sending an email remember that people respond when they feel like you are connecting with them directly. Individual or small group emails are better than mass emails as they create a greater sense of community and connection.

Hi,

I have committed to fundraise $10,000 for The Hunger Project as part of a Leadership Immersion Program travelling to _____. I am participating in this program because……

I am really passionate about The Hunger Project because they see people living in hunger as the solution not the problem. They focus on shifting the mindsets of women and men so they transform into leaders for the sustainable end hunger. The Hunger Project breaks the cycle of top down, aid driven charity models that perpetuate the cycle of dependency to treating the cause, not the symptoms, in order to create an enabling environment for change.

I am asking you to join me in the sustainable end of hunger by donating towards my fundraising target.

Here is the link to my fundraising page where you can easily donate and find out more ……..

Thank you for your support and generosity!

Sara's Story.

HOW MICROFINANCE IS ENDING HUNGER AND TRANSFORMING LIVES IN MALAWI.

Sara has been able to transform her life from subsistence to having a regular income to support her family and improve their standard of living. Sara received a microfinance loan from The Hunger Project and participated in training that gave her the tools she needed to grow the loan. Sara used the loan to expand her business and with the profits has been able to build a brick house with a tin roof that has a small shop inside. Sara can now provide 3 meals a day for her family and send her children to school.

Event ideas.

Events are a fantastic way to fundraise and help you get closer to reaching your $10,000 target! Try and think creatively about different ways to expand your own networks and engage new people. Make sure you tell everyone about your fundraising target and what it means for you. Write a list of all your contacts and work out the best approach for each one. Every person is different, think about what approach would resonate best for each person.

Trivia night.

Hold a trivia night at your local pub and invite your family, friends and colleagues. Don't forget to tell people to bring a friend and ticket the event to cover any possible costs while including a donation amount. Prizes on the night are best sourced from local businesses. Don't forget to tell people why you are fundraising!

Hold a Yoga class.

Reach out to your local Yoga studio and ask if they can support you by holding a class with all proceeds going towards your fundraising target.

Sponsorship or matched giving for your events.

Talk to your employer about what sponsorship or matched giving is available through your company. Remember, it may take some time and perseverance is key.

Garage sale.

Do you have lots of furniture, clothes or kitchen appliances you don't use anymore? A great way to increase your fundraising is to sell items you no longer need or want through holding a garage sale or selling them online.

Expanding beyond your network:

Host a big fundraising dinner. Large events can raise a lot of money in a single day and can be extremely successful for sharing information about your journey and generating enthusiasm about your trip. Proceeds from the ticket sales can then be donated. Silent auctions or raffles on the night are a great way to increase fundraising.

How to host a great event.

1 The Plan.

Do the maths – Make sure that the event will raise funds through the cost of tickets sales minus any expenses who will incur.

2 The Date.

Select the appropriate date on your calendar with a day and time that is convenient for people to attend.

3 The Location.

Select the venue where you would like to host your event and gather information from their staff.

4 Guestlist.

Make sure to invite your friends and family and let them know that they can still make a tax-deductible donation even if they can't attend.

5 Reminders.

Don't forget to follow up with anyone who hasn't RSVP'd.

6 Event Design.

The promotion for your event can be as simple or as fancy as you like! Enlist the help of friends and family who are savvy in area that can help.

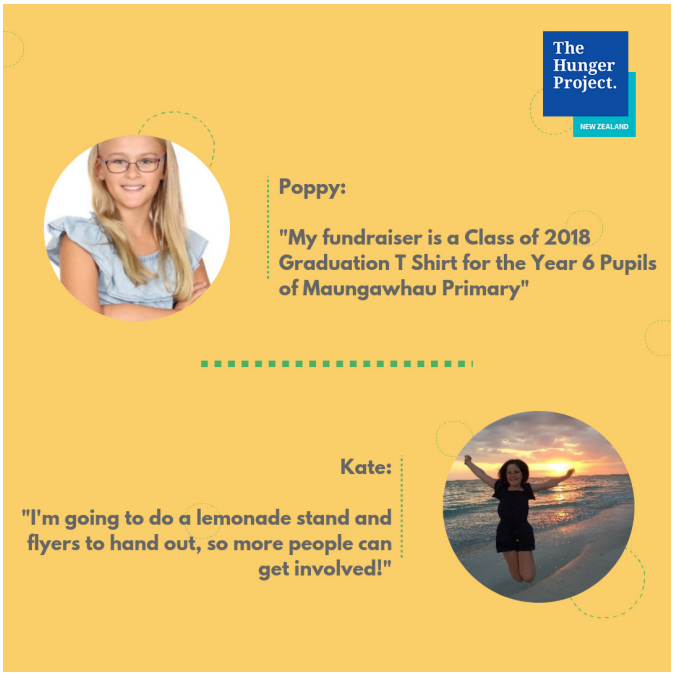
7 Preparation.

Write a list of everything you will need so you don't forget anything. E.g. Food, drinks, napkins, candles...

8 ENJOY.

Make sure you have fun – you have worked hard! Take lots of photos and upload them to social media and don't forget to tag The Hunger Project New Zealand on Facebook and Instagram.

Have fun and don't forget to tell your guests what you are raising funds for.



How to bank your funds.

Congratulations on all your hard work and dedication to raise funds on behalf of the Hunger Project.

Now the funds are rolling in its time to deposit them into our accounts and watch your total rise.

Remember donations over $5 given to you as cash or donated via your fundraising page are tax deductible. Funds raised via the sales of event tickets or items, e.g. raffles, cake stalls or online auctions, are not eligible for a tax deduction.

Online.

People can donate directly to you via your fundraising page using a credit or debit card. All donations completed online will automatically receive a tax-deductible receipt.

Bank Transfer.

Please deposit funds raised from events and sales into the following bank account:

Bank: ASB

Account Name: The Hunger Project New Zealand

Account Number: 12-3035-0043856-00

Reference: Your Initials and name of program

eg. FMAwaken

Once deposited please email us at nzoffice@thp.org

letting us know how much you deposited and when.

Fundraising Terms & Conditions.

There are some formalities that we need to cover off to ensure that you as a fundraiser, and The Hunger Project New Zealand, are protected. We are 100% here to support you on your fundraising journey, so please reach out to us if you have any questions.

The following guidelines and conditions (the "Conditions") must be adhered to by all relevant parties in order to conduct fundraising activities on behalf of The Hunger Project New Zealand (THPNZ).

1. General Conditions (Your Responsibilities):
The individual (the "Fundraiser") responsible for running any fundraising event/activity must ensure the fundraising event/activity planned meets the guides of The Hunger Project New Zealand ("THPNZ").

1.1. Upon request THPNZ will send the Fundraiser an Authorisation to Fundraise letter acknowledging THPNZ as its beneficiary charity.

1.2. The fundraising event/activity shall be conducted in the Fundraiser's name, who shall be solely responsible for managing the event/activity in an appropriate and responsible way. THPNZ will not assist in coordination, soliciting prizes, marketing, and/or promotion, organising publicity or providing goods or services to the Fundraiser in the running of the fundraising event/activity. THPNZ cannot provide volunteers to assist at the event/activity.

1.3. The Fundraiser must abide by all applicable legislation and regulations. Any necessary permits, authorisations to fundraise, insurance or licenses must be secured by the Fundraiser.

1.4. The Fundraiser is responsible for ensuring the safety of the event/activity, including organising appropriate public liability insurance and providing first aid services if required.

1.5. Children under the age of 16 years of age must be accompanied by an adult when collecting donations or money.

1.6. The Fundraiser agrees to release THPNZ to the fullest extent permissible under law for all claims and demands of any kind associated with the event/activity, and indemnify THPNZ for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event/activity caused by the Fundraiser's breach of these responsibilities or the Fundraiser's negligence.

1.7. The Fundraiser must ensure that s/he and his/her partners, sponsors, associates and volunteers do not claim to represent The Hunger Project New Zealand nor claim to have any authority to act on behalf of THPNZ. At no time will any person affiliated with the Fundraiser misleadingly present themselves as a staff member or volunteer of THPNZ. An event or activity organised by the Fundraiser is not an official THPNZ event and must not be promoted as such.

2. Seeking Corporate and Government Sponsorship:
Before approaching the national or state office of any company for sponsorship, please contact THPNZ first to discuss. This includes businesses with multiple locations outside of your local area, franchises and/or international companies. Consulting THPNZ beforehand is necessary because there may be a conflict of interest with our current sponsorship arrangements.

3. Financial Aspects of Your Event:

3.1. 3.1 Cash handling, record keeping and ensuring the financial aspects, fundraising, raffles, and management of the fundraising event/activity are the responsibility of the Fundraiser. When cash is collected an itemised record of all money received and deposited is required to be sent to THPNZ.

3.2. The Fundraiser is responsible for depositing funds into the nominated THPNZ bank account within 14 days of the fundraising event.

3.3. THPNZ cannot pay expenses incurred by the Fundraiser.

3.4. Please note that THPNZ is not responsible for any expenses that the Fundraiser may incur or any losses that may occur from an event.

3.5. THPNZ must comply with the obligations and regulations imposed on it by the Charitable Collections Act 1946. Therefore, all money collected must be accurately recorded by the Fundraiser.

4. Tax Deductible Receipts:

4.1. THPNZ is registered under the Charities Act. Individual receipts for tax deductions for donations will only be issued by THPNZ if a donation of $5.00 or more is made to THPNZ by that attendee/supporter.

4.2. The Fundraiser must keep a register of all attendees/supporters eligible for a tax-deductible receipt. THPNZ shall provide to the Fundraiser a sample register indicating the necessary information to be recorded. THPNZ will issue individual receipts directly.

4.3. When an attendee/supporter has given money in return for goods or services (e.g. an event), a tax-deductible receipt cannot be issued.

5. The Hunger Project New Zealand Bank Deposit Details:
Bank: ASB
Account name: The Hunger Project New Zealand
Account Number: 12-3035-0043856-00

5.1. Please ensure you email nzoffice@thp.org once you have completed a bank transfer with the amount deposited and tax receipt details.

Fundraising Terms & Conditions.

6. Insurance: As a third party fundraising group or individual, the Fundraiser is not covered under any of The Hunger Project New Zealand insurance policies, including travel, public liability or group personal accident. It is recommended that the Fundraiser checks with any venue or supplier to ensure they have adequate insurance.

7. Permits/Permissions: If the Fundraiser is conducting activities in a public place, the Fundraiser must obtain permission from the property owner or council.

8. Using The Hunger Project New Zealand Name and Logo: The Fundraiser shall adhere to THPNZ Brand Guidelines when using THP logo and name for promotion, events and fundraising activities.

8.1. THPNZ's name and logo are protected and can only be used by permission from THPNZ.

8.2. A "Proudly supporting The Hunger Project New Zealand" logo may be used only after authorisation to fundraise has been granted by THPNZ. No other logo may be used. THPNZ will provide an electronic file with the logo that is acceptable for use by the Fundraiser only for the purposes of the fundraising event/activity. No changes to the logo, other than size, may be made to the logo provided.

8.3. THPNZ's name cannot be used as part of the event's name as this would indicate incorrectly that the event is an official THPNZ event. Instead the Fundraiser may say that funds raised are to be donated to THPNZ.

8.4. Acceptable wording to promote the event/ activity include the following:

8.4.1. "proudly supporting The Hunger Project New Zealand"

8.4.2. "net proceeds donated to The Hunger Project New Zealand"

8.4.3. "This is a volunteer run event raising money for The Hunger Project New Zealand."

The Hunger Project.

NEW ZEALAND

The Hunger Project
New Zealand
thp.org.nz

#THP #EndingHunger

@TheHungerProjectNewZealand

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Ending hunger starts with people.