



# Fundraising Pack



The Joe Homan Charity

. . . Bringing Joy and Hope  
to Children



# The Joe Homan Charity ...Bringing Joy and Hope to Children

## Fundraising Pack - Welcome



We are asking if you will help to raise awareness and raise funds for **The Joe Homan Charity**, because your contribution will make a real difference to the work of the Charity, and help us to continue lifting children in South India and Thailand out of poverty.

For many thousands of families suffering from Poverty, in India and Thailand, their children are often denied an education, losing both their child-hood or any real hope for the future.



Instead many are forced to take up poor low paid employment to help family income,

**The Joe Homan Charity** has an excellent record of working with local organisations in India and Thailand, to provide sustainable solutions to poverty. Children are given a happy childhood, the opportunity to complete their studies, and will go on to rewarding employment.



Personal challenge – Jacki conquers Kilimanjaro



Craft Stall

This pack contains information intended to help you plan your own fundraising events and ensure that they run smoothly and successfully. Our team at Peterborough are always ready to discuss ideas with you, deal with any queries you may have, and support you every step of the way.

Contact us by email [jhct@btinternet.com](mailto:jhct@btinternet.com) or call 01733 253416

## Good Luck!

The Joe Homan Charity, P O Box 54, Peterborough, PE4 6JP,  
England t: 01733 253416 e: [jhct@btinternet.com](mailto:jhct@btinternet.com) w: [www.joehoman.org.uk](http://www.joehoman.org.uk)

The Joe Homan Charity is a charity registered by the Charity Commission for England and Wales (no 1006060) and a company limited by guarantee registered in England (no 261333)



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## Please... Pass It On

The best way to help The Joe Homan Charity is to tell others about the children and how we help them. Your own enthusiasm can be powerful and extremely infectious.



Show people the cards, letters, and photographs, you receive from your sponsored child in India or Thailand, and share your joy in their progress.



Once you have finished reading our newsletter, Nandri, pass it on to your friend or neighbour.

Please



Invite your friends or fellow club members to help you with a fundraising event.

Make sure they know what their efforts will achieve for the youngsters.



Use the enclosed DVD to introduce the Charity to your Family, Friends, Colleagues, Church, Club, or School, and ask if they would like a talk about the Charity's work.



Always include a link to our website when mailing your contacts.

[www.joehoman.org.uk](http://www.joehoman.org.uk)



## Pass it on . . .

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# The Joe Homan Charity ... Bringing Joy and Hope to Children

## Publicity

### How to publicise your fundraising activity

If you need publicity to sell tickets or to ensure sufficient visitors to an event, then it is crucial to the raising of funds to create a good plan for your publicity. You have organised a great event so you must let people know!



FOR 25 years Alan Colebrook has been involved with The Joe Homan Charity and spearheads the local support group for the Boys Town Society (BTS), based at Park Grove Methodist Church.

Many local people will know Alan either through the many talks he has given for local groups about the Society or during his 'dramatic' years spent performing with the Knaresborough Players mainly as the much-loved pantomime dame.

Appealing to readers of the *Knaresborough Post* for support, he told us more about the work of the Boys Town Society.

The charity is the culmination of some 40 years of work by a man called Joe Homan and his supporters, said Alan. Joe's charitable trust in England bears his name and raises all the funds needed for the Indian projects.

There are Children's Villages which operate for the youngest children who need residential care, while there are Boys and Girls

what their children would have earned. The child receives an education and additionally over the five years of secondary education, the family will be given two cross bred calves. The milk produced is then used for nourishment and the remaining milk sold which in many cases doubles the family's income.

Alan, who has visited India to see for himself the work of The Joe Homan Charity, has helped organise fundraising events to raise money for and raise the profile of the organisation.

"Many children, such as those pictured here, and their parents have, for decades, scratched a meagre existence from the agricultural scene but are hopelessly trapped by their lack of education," explained Alan. "The parents themselves are illiterate and children are very likely to spend their days earning a few rupees by working very long hours in very poor conditions rather than going to school."

Alan Colebrook. (s)

Towns for those over aged 12 and over.

For children who can stay at home but would otherwise have to work for a few pence a day from the age of ten, BTS pays the family

Contact your local newspapers and local radio and let them know your activity is going ahead, giving details of when and where the activity is taking place. It is a good idea to write a short press release and distribute to all your local media (newspapers, local radio, TV station). Contact individual reporters or journalists and ask if they will write an article about your event both before and after it has taken place. Ask them to feature the work of The Joe Homan Charity.

Take care to ensure your own contact details are clear, so that any journalists or reporters can contact you for a quote or to ask any further information they may wish for.

### Advertise

Put up adverts in your local Library, Town Hall, Community Centre, Church Hall, local school (if the Principal is willing), and in your local shop windows. Use any free classified advertising locally. This would be in your local free newspaper. Should you decide to pay to insert ads, you need to make sure that your envisaged income will be sufficient to cover the outlay!

Dear Mary

I will be having a Coffee Morning at home from 10 –12 noon on Friday 19<sup>th</sup> June, and do hope you are able to come along.

As well as refreshments, there will be a raffle and an opportunity to buy some pretty Indian Crafts.

Looking forward to seeing you.

Yours etc

*All proceeds will be in aid of The Joe Homan Charity*

### Send Invitations

Send personal invitations to friends, neighbours, and work colleagues. They will be far more likely to attend if you do.

### After your event

Ensure that you write a press release saying how much was raised and thanking any individuals who have particularly helped in achieving this. Don't forget to include photos.



## Hints and Tips for a successful event

### Try to keep your idea simple and fun

Although events can take a bit of energy to organize and need to be well planned, it can be fun. You want people to enjoy themselves, and then they'll come back next time. Give yourself plenty of time to prepare and plan your event. Check in advance that the date does not clash with other local events.

### Ask for help.

Ask family, friends and colleagues to get involved and share ideas and tasks - much easier than trying to do it all on your own, and you'll have fun at the same time.

### Draw Up a Budget

An event that is not properly planned can even lose money, so to make sure that this does not happen check that any expenses are accounted for in advance and budgeted against what you plan to raise. Don't forget to include 'hidden' costs, such as licences or insurance.

### Publicity \*

You will need publicity to make your fundraising activity a success and to give greater profile to The Joe Homan Charity. (\* see separate [Publicity](#) information sheet)

### Funds

Once you have collected all the funds raised at your event, please send your cheque, payable to 'The Joe Homan Charity', to P O Box 54, Peterborough, PE4 6JP. Please ensure any individual cheques are also made payable to 'The Joe Homan Charity'

### Photos

Please remember to take some photos of your event and post or email them to us. We like to celebrate your fundraising efforts and are always looking for pictures and news to go on our website. They may inspire others to hold their own event for the Charity.

Remember to say

# Thank You

to everyone involved and congratulate yourself.

# Well done!!

Contact our team at Peterborough if you need any help  
email: [jhct@btinternet.com](mailto:jhct@btinternet.com) or call 01733 253416



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## **Making Your Money Go Further**

### **Sponsorship and Prizes**

When looking for sponsorship, prizes, donations or other support for your event, contact local businesses, companies, and individuals as they may like to help.

We can send you a letter of authorisation, which you can show to potential supporters, as confirmation of your fundraising activities for The Joe Homan Charity.

### **Matched Giving (£ for £)**

Find out if your company has a matched giving scheme, many companies will match £1 for a £1 (up to a set amount) for employees who take part in fundraising for charity.

Alternatively your employer may be willing to make a lump sum donation. It can make a huge difference to your final total.

Ask your employer if you can hold a dress down or dress up day to help publicise your event, with colleagues paying £1 or more for the privilege



### **Create your own online donation page**

**My Charity Page is our preferred online fundraising organisation. Visit their website [www.mycharitypage.com](http://www.mycharitypage.com) to create your own web page so that friends and family, anywhere in the world, can easily support you on line. Add a picture to your page, together with an explanation of what you are doing, then email all your contacts the link to your page.**

**This is a great way to reach a wide pool of people, and also saves you the trouble of chasing sponsors for money after your event. Money donated on line is sent directly to The Joe Homan Charity, and also allows us to make the most of Gift Aid.**

giftaid it

The Joe Homan Charity can reclaim the basic tax that has been paid on a donation, provided that the donor is a UK taxpayer.

Remember to ask people to tick the Gift Aid box on your sponsor forms and add their home address, including full postcode. Using Gift Aid means that for every pound you give, we get an extra 25p from the Inland Revenue, helping your donation to go further.

Please contact our UK office for further advice about donations that qualify for gift aid.

Tel: 01733 253416  
Email: [jhct@btinternet.com](mailto:jhct@btinternet.com)



# The Joe Homan Charity

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### Legally Speaking

#### Insurance

Our Charity insurance includes public liability cover up to £5million for non-hazardous activities. We would always recommend that you contact the Charity Manager to check that your event is fully covered.

#### Collection Tins

Having a collection tin at your own event in a set venue is not subject to licensing laws.

If you are planning a street collection in your neighbourhood, shopping centre, or high street, this will fall under the Charitable Collections Act and you will need to apply in advance to your local council for an official permit.



#### Permissions

Beware of causing disruption. Please warn local residents if you are having music that may disturb their peace and quiet. Even a coffee morning can cause problems for your neighbours, for example if car parking space is limited. Invite them too, and ask if a spare space on their drive may be used.

For any major fundraising event (for example, a Fun Run, or an event when you are serving food, drinks or alcohol to the public) it is a good idea to check with your local authority or police about your plans. They can offer helpful advice about any legal requirements.

#### Raffles

Raffles are subject to strict guidelines. If you would like to organise a raffle as part of your fundraising event (but not as the main attraction) please keep to all of the points listed in the box below in order that your event will be classed as a 'Small Lottery' which does not require special licensing. For any other Prize Draw or Lottery, please contact the Peterborough office for further information.

##### Small Lotteries

- Prizes may be donated, or if purchased no more than £25 may be spent on the total prizes.
- None of the prizes can be money prizes, however gift vouchers are acceptable as a prize.
- Raffle tickets must only be sold on the premises of the event.
- Winners/winning tickets must be announced at the event, not at a later date.
- The raffle must not be the only reason for supporters to attend the event.
- All the proceeds of the raffle must go to the beneficiary charity.

#### Safety

Please ensure that you meet all safety requirements for any event you may organise. Apart from normal pre-cautions, please seek expert guidance from the police, fire and ambulance services for any event that may have an element of risk.



#### Environmentally Friendly

After your event please make sure you clear up properly. Sometimes people forget to collect posters left on notice boards or tied to lampposts.

#### Security

Make sure that everything, including collections tins, cash tins, etc, is secure and looked after at all times. Thieves don't care if it's for charity!

Contact our team at Peterborough if you need any help  
email: [jhct@btinternet.com](mailto:jhct@btinternet.com) or call 01733 253416



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## Raise Funds Every Time You Shop !



Do you ever shop on line? If the answer is yes, you could be raising funds for The Joe Homan Charity at the same time.

We are already signed up with [Easy Fundraising](#) and all you have to do is access your favourite online retailer via their website

[www.easyfundraising.org.uk](http://www.easyfundraising.org.uk)

The site is easy to use and registration is free. Every retailer listed is committed to making a donation to **your** favourite cause. This includes high street names like Marks and Spencer, Asda, and Pizza Hut, as well as more specialist outlets.

For everything from AA Travel Insurance to Zone Alarm for your PC simply log on to

[www.easyfundraising.org.uk](http://www.easyfundraising.org.uk)

and start fundraising today !



This is just one of many online fundraising sites - your search engine can help you find more.





## What will you do with the money I raise?

It is always good to know how your fundraising adds up not just in financial terms but practically in terms of helping the children. Every single penny helps, and the figures below will give you some idea of how valuable even a £10 donation can be.

<b>£10</b>	Buys some sweets, balloons, or other treats for a group of children to share
<b>£20</b>	Will help several children to join a community education centre and take part in all the activities it has to offer.
<b>£215</b>	<b>Fully sponsors a child for a whole year in one of the residential projects, including food, accommodation, education, and recreational activities.</b>
<b>£250</b>	Pays annual school fees for 70 children
<b>£285</b>	Fully supports 70 children in club and recreational activities for a whole year.
<b>£300</b>	Provides school uniform for 70 youngsters
<b>£2,500</b>	Pays for the annual repair and maintenance of one of the residential projects
<b>£5,000</b>	Will provide clean water and toilets for 180 schoolchildren
<b>£20,000</b>	Will provide a permanent home for 25 children affected by HIV/AIDS

### Residential Projects

The cost of supporting many of the youngsters in residential care in both India and Thailand, is met through **sponsorship** by private individuals, clubs, church groups, schools, etc. They receive regular updates at each stage of the child's progress. Most of these children are here because their home circumstances are too poor to sustain them.

Nonetheless, we always have many other youngsters who have no such sponsorship and for whom we seek support. It only costs 60p per day to fully support the care and education of a child in one of our residential projects.

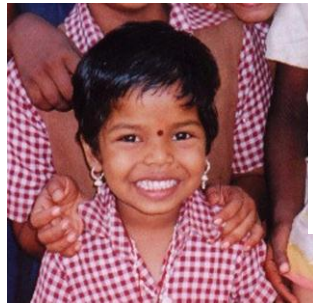
### Community Projects

These include supplementary education centres, after school learning, pre-school, and a small home for children suffering from HIV/AIDS. Other than those affected by AIDS, most of these youngsters have a stable family life, but their own poverty and lack of good local schools still leaves them largely vulnerable and ignorant. The education centres provide extra tuition that ensures these rural village children understand their lessons and are better able to compete for jobs with their city counterparts. The centres also provide opportunities for sport, culture, and other recreational activities.



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## NANDRI - THANK YOU !



Just a few of the youngsters who have been helped by our UK

Trustee John Bowman accepting a cheque on behalf of the Charity.

