

YOUR FUNDRAISING GUIDE

Do a little.....



.....change a lot



EVERY CHILD IN INDIA HAS AN OPPORTUNITY TO THRIVE

Welcome

Hi,

Thank you for fundraising to ensure every child in India has an opportunity to thrive. I hope this fundraising guide inspires and informs you.

Remember, even by doing a little, you can change a lot.

Thank you,

Jamie McIntosh

Jamie McIntosh, Chief Executive



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Amulya had to fight against the damaging cultural belief that girls can only make a living through marriage



To stop her teenage cousin's marriage, Amulya* had to fight against the cultural belief that girls can only make a living through marriage.

This was a struggle, as her cousin's critically ill parents believed that their daughter's marriage would ensure her welfare. They believed that, when they died, only marriage would give Amulya financial security and a bright future.

Amulya was so thankful for our local partner, VOICE 4 Girls, where she learned how child marriage can be negative for a girl. She learned about being a leader and how to support girls facing similar challenges to her.

The experience gave Amulya the courage she needed to approach her Dad about her cousin's marriage, to share what she had learned, and to persuade him to adopt her cousin. Following conversations with her dad, her cousin's parents eventually agreed to call off the wedding!

What We Do

Provide ★ Protect ★ Prepare



At SLA our mission revolves around the pillars of Provide, Protect, and Prepare. We work to create a ripple effect that breaks the chains of poverty, giving children and young people the foundations for a future filled with promise and opportunity.

Provide

We work to help vulnerable children to thrive. Our community-focused programmes prioritise family support, addressing basic needs and facilitating access to education. By providing children and young people with the skills and tools they need, we break the generational cycle of poverty, fostering environments where children can thrive within their own homes.

Protect

For children who find themselves without a home or family support, we work to ensure they have the best possible levels of care and protection. We work with a children's home to provide the best possible care, and provide community support to those who are extremely vulnerable. Our dedication to protection extends beyond physical safety, encompassing emotional well-being, a nurturing environment, and essential skills development.

Prepare

Our support initiatives are designed to equip young people with the tools they need to break free from the cycle of poverty. Through targeted training, life skills development, and personalised mentoring, we prepare them for the future.

Our goal is to help them recognise their own confidence, resilience, and build a sense of purpose, ensuring that every child has the chance to shape their own destiny.

How You Can Help



allows a girl to join a life skills class, learning about financial literacy, career options, and leadership.



is enough to train 10 Boys as gender ambassadors, learning about girls' rights and how to be an ally.



provides a child with a safe place to live for one year, giving them support, development, and fun.



runs an activity camp, where girls learn problem solving, decision making, and communication skills.



Fundraising Ideas

If you like food, then try...

Afternoon Tea

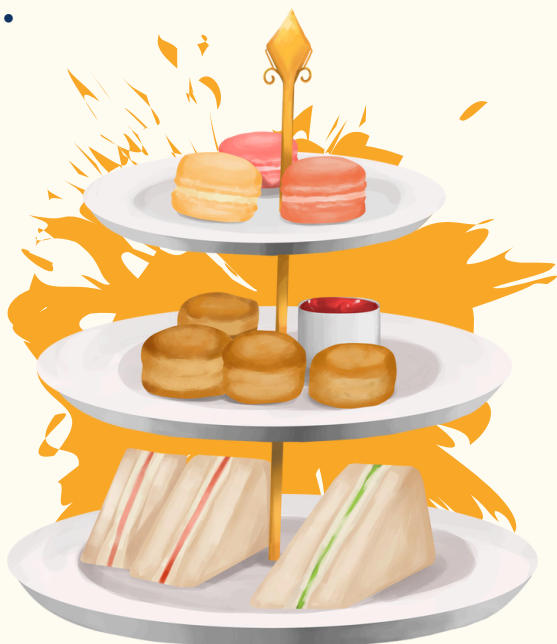
Bake Sale

BBQ

Burns Night

Coffee Morning

Curry Night



Do you love getting people together for food and friendship?

The children we serve in India lack the nourishment of food, care, and love. But you can make a change.

Whether it's in your own home with friends, or a bigger event as part of your church or group, invite people along and give them the opportunity to donate, providing children with an opportunity to thrive.



If you like fun, what about...

Ceilidh

Fancy Dress Party

Fashion Show

Games Night

Karaoke

Quiz Night



Do you love organising fun activities for family and friends?

For children who are left vulnerable in dangerous situations on the streets of India, there's no such thing as fun, only fear and loneliness. But you can change this.

Whether you go all out and arrange a fashion show, or prefer a games night with a few friends, you can give the opportunity to donate, bringing joy and friendship into children's lives.



If you like to keep fit, go for it...

Bike Ride

Dance Off

Kiltwalk

Skydive

Sponsored Run/Swim

Zipwire



Do you love keeping fit and giving yourself new challenges?

The children we serve lack opportunities to learn, develop and build a prosperous life for themselves.

But you can make a change.

Whether you want to cycle, run, swim, or reach new heights with a zipwire, you can ask people you know to sponsor you, helping children get fit for a brighter future with care and education.



Special Occasions

Anniversary

Celebrating a special anniversary and want to support children in India? Ask friends and family for donations in lieu of gifts to provide shelter, friendship, and the opportunity to learn and grow.

E-mail enquiries@sla-india.org if you would like resources to share.

Birthday

Want to make an impact and bring joy to children in India through your birthday celebrations?

Whether it's a special birthday or you just want to do something different, you could do a fundraiser or simply ask for donations in lieu of gifts.

We would love to help you with any resources you need - just e-mail us at enquiries@sla-india.org

Wedding

With our custom wedding favour cards, you can share some of your love with children in India who don't have much, and provide something for your guests. This will have a lasting impact, better than any box of sweets. E-mail enquiries@sla-india.org to find out more.



Planning Your Event

**Preparation
is the key
to success**

Set the Date

Choose a date which gives everyone plenty of notice and gives you time to prepare for your event.

Pick Your Team

If you need other people to help you with your event, grab your friends or family and get them involved.

Register With Us

We love to hear about supporters fundraising, and want to support you while you show your love in action for children in India.

Register your activity at

www.sla-india.org/getinvolved/fundraise-for-us

Boost Your Fundraising

Set up your JustGiving page

Visit www.justgiving.com/sla to set up your fundraising page, allowing sponsors/donors to donate online and see how your fundraising is progressing.

Matched Funding

Reach out to local businesses or Rotary Clubs, asking them to match the amount you raise to double your funds. Or ask them to help in other ways, e.g. a venue, donation of supplies or prizes.

Gift Aid

Make your funds go further with Gift Aid. Donors will find a declaration on your sponsor form, JustGiving page or you can download our Gift Aid Form

Resources

- ★ **Poster**
- ★ **Flyers**
- ★ **Bunting**
- ★ **Sponsor Form**
- ★ **Gift Aid Form**
- ★ **Donation Return Form**
- ★ **Information Leaflets**



You can download copies of these materials at www.sla-india.org/get-involved/fundraise-for-us or get in touch at enquiries@sla-india.org and we will post them to you.

Let us know if there's anything else we can help you with.

Promoting Your Event

Use your socials

Share your fundraising page with your friends and family on Facebook and Instagram, and with colleagues on LinkedIn.

Publicity

Use our poster with blank space for details to advertise your event.

Ask to advertise in your local magazine or church/faith group/community newsletter.

Let us know the details of your event and we can share it on our social media

Set a target

Get others excited by setting a target and sharing your progress with them.

Photos

Take photos during preparations and share as a reminder for your event. Make sure to get photos on the day and send them to us. We would love to encourage other supporters to show their love for children in India by doing their own fundraising activity.

Thank your supporters

Remember to thank people who sponsor you, donate or attend your event.

This will encourage them to support Scottish Love in Action and any fundraising you do for us in the future.

Be Legal and Safe

Use the right language

Although we're here to help, we aren't responsible for your event and can't accept any liability.

Please say 'in aid of' when promoting your fundraising.

Let people know you're fundraising in aid of SLA

Let people know you are fundraising to support SLA's work. Legally, it's important to be clear who the money raised is for.

Use our logo

Email enquiries@sla-india.org to let us know how you plan to use our logo and we will send you a copy. Always mention

'SLA registered Scottish Charity no. SC030516' on publicity material.

Food hygiene

If you serve or prepare food, food safety laws apply.

Check food.gov.uk to be on the safe side.

**Whatever you plan,
it's important your
fundraising is
safe and legal**

Stay compliant

Look at the Code of Fundraising Practice -

fundraisingregulator.org.uk/code

- especially the section on Behaviour when fundraising.

Keep within the law

If you have a raffle and use cloakroom tickets, you must sell them and draw them on the day of the event.

Questions?

If you're unsure about anything, phone us on 0131 629 9112

Getting Your Funds To Us

Cheque

To pay by cheque, please make it payable to **Scottish Love in Action** and send it to:

Greyfriars Charteris Centre
138 -140 The Pleasance
EDINBURGH
EH8 9RR

Bank Pay In or Transfer

You can pay into any Bank of Scotland branch or transfer funds online to our account:

Account Name:

Scottish Love in Action

Account Number:

00164481

Sort Code:

80-02-77

Online

Head to our website www.sla-india.org and use the donate button to pay in your funds using your bank card.

**We recommend
another person
is present when
you count
donations.**

Use our donation return form to accompany your cheque, or to let us know you've paid in funds online/ by bank transfer.

This will allow us to celebrate your fundraising efforts and ensure we can accurately record your donation.

The form can be downloaded from our website at www.sla-india.org/get-involved/fundraise-for-us

Thank You !





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Charity Number: SC030516