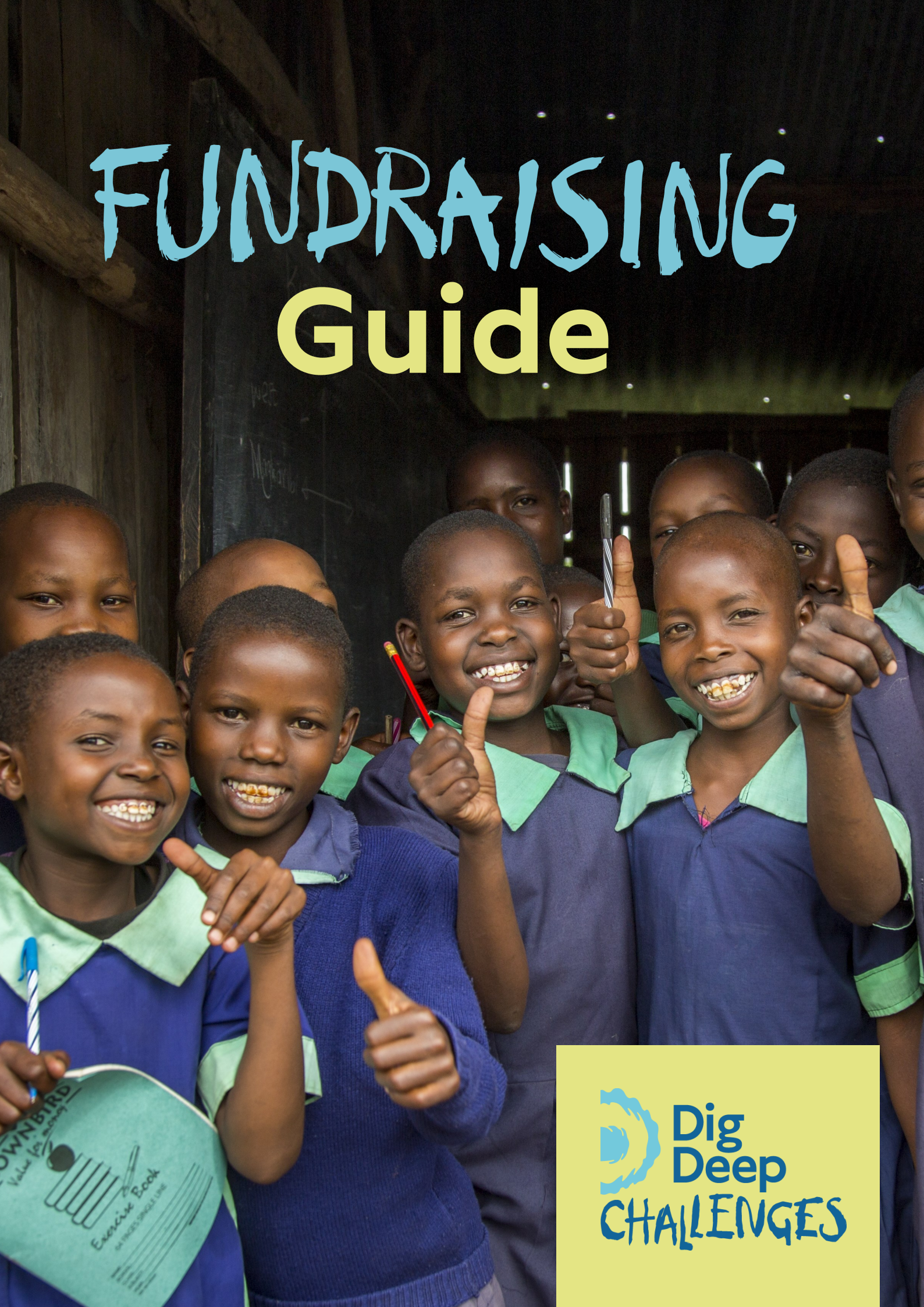
FUNDRAISING Guide



Dig Deep CHALLENGES

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Introduction
and testimonial

Hello, and welcome to your Dig Deep fundraising guide! We are so happy to have you as part of the Dig Deep family, it means a lot to us that you would like to raise money for our projects. You have an extremely exciting year ahead of you, in which you get to take on an epic challenge and at the same time support Dig Deep in rolling out taps, toilets and training that will transform students and communities living in East Africa.

This guide is packed full of info and advice for your fundraising so make sure you use this as your go to guide! Here at Dig Deep, we have years of fundraising experience and have all been challenge fundraisers ourselves so if you're ever stuck, make sure to get in touch.

"The whole team is brilliant! Everyone is useful, friendly and approachable. They organised the trip down to the last thing so it makes everything as easy as possible in East Africa. Thank you Dig Deep Team!"

George Waite
Gloucester

About Dig Deep

Dig Deep was founded by Kenyan and British volunteers in 2007, with the aim of helping to increase access to clean water and sanitation for communities in rural Kenya.

We work in areas where 8 out of 10 people lack access to clean water and sanitation, and our aim is to change this. We work together with schools and communities to build taps and toilets and facilitate vital hygiene and menstrual health training to the next generation.

Too many children and communities lack access to services like clean drinking water, safe sanitation and good hygiene, services that we take for granted daily and that are quite simply essential. At Dig Deep we believe that taps and toilets change everything for school children as having access to them keeps kids healthy, and in school where they can get the education they deserve.

We are a focused organisation, we aren't trying to fix every problem everywhere but we are committed to a number of small regions in Kenya. Our mission is to ensure that everyone in those areas has access to clean water, sanitation and hygiene training, which is why we have adopted our 3Ts approach - Taps, Toilets and Training, because we believe that taps and toilets change everything.

About **the 3T's**

TAPS

We build infrastructure that will provide a school or community with reliable, clean water (normally by installing a rainwater harvesting system). We use locally available materials, training up local artisans and community groups to ensure that the equipment can be managed and maintained in the long term. The clean water improves health, saves time that was previously used on collecting water, and positively impacts school attendance and attainment.

TOILETS

We build reinforced pit latrines in schools, providing children with a safe, hygienic and private space in which to go to the toilet. Access to toilets has a huge impact on children's health and school attendance, particularly for teenage girls during their menstruation.

TRAINING

We train teachers and community health workers in health and hygiene, ensuring that communities understand how diseases spread and what they need to do to keep themselves and their families healthy. We also run menstrual hygiene training, breaking down stigma, correcting misinformation and giving girls the tools and insight they need to continue their education and role in the community when menstruating.

You can read more about Dig Deep's work on our website : **www.digdeep.org.uk**

Why we are different

We are community led, focused and in it for the long haul.

We are community led

We are on the ground, working with communities to help them solve problems from the bottom up. We base our work around what matters to people – health, long-term water supply and school attendance and attainment.

We're focused

We aren't trying to solve every problem everywhere - instead, we know that our work is going to be most effective if we focus. We are committed to becoming experts in the areas that we work in, fully understanding the context, culture and geography to make our work even more effective.

We're in it for the long haul

Unlike many charities working in East Africa, we don't build a well and walk away. We will not stop until we're completely confident that the water supply we've provided can be managed and maintained in the long term.

We don't measure our success on the number of wells built, but on making sure they're still running just as well 5 years down the line. We're not working to get quick wins, but building knowledge that will impact communities for generations.

We invest in monitoring and evaluation to build on our work. We promote improved sanitation, hand washing, hygiene, and strive to achieve the long-term health and educational benefits that improved water and sanitation can bring.

Starting your **Fundraising Journey**

STEP ONE Share your fundraising page!

- You should have set up your fundraising page at the time of registering
- If you didn't share it on social media then, do it now!
- Write a short status to go with it summarising why you're doing it, where the money is going and ask for donations to support you to get you started
- It's important you're not afraid to ask for support—get your friends to share the status as well to reach a wider audience
- It can sometimes take up to 7 asks before someone gets round to donating even if they say they will (people are busy!) so don't be disheartened if people don't donate at first. Just us a rule post once per month as reminders to people.
  Here is an example post you can use:
  'Hey everyone, thank you SO much for everyone who has supported me in my fundraising journey so far. As some of you know, I am climbing Mount Kilimanjaro/Kenya in aid of Dig Deep and am raising money to provide 75/60 children with clean water. It has been a very busy year with lots of fundraising events such as x, y and z. There are 'x' months to go until I need to reach my deadline so if anyone can help me get there by donating or spreading the word, I would be so grateful!'

STEP TWO Join the Dig Deep Family!

- Like us on Facebook at 'Dig Deep' and follow us on Instagram (@digdeepafrica)
- Join 'I'm doing a Dig Deep Challenge' group on Facebook
- Add your Fundraising Support Officers on Facebook and Instagram (@digdeepsupport)
- Book in for your fundraising chat with one of the team to come up with your tailored fundraising plan.

STEP THREE Let everyone know what you are doing!

- Directly contact family members to ask for sponsorship
- Set up an Instagram account/Facebook event/Facebook fundraising page
- Film a fundraising video diary/Youtube channel to keep people interested

STEP FOUR Get planning!

- Start thinking about what you are going to do to reach your target
- Book in your fundraising events
- Write down your ideas and plan your year ahead for how you are going to reach your fundraising target—setting a target amount for each month or each event is a good start-point and keeps you on track

Fundraising **MUST DO'S**

Get to know what we do!

It will be much easier to raise money if you can speak passionately about Dig Deep.

Use your networks!

Think about everyone you know, what skills/jobs/hobbies they have and how they can help you.

If you don't ask you don't get!

The worst thing that could happen is that someone will say no, so then you ask someone else!

Post regularly about your events and Dig Deep on social media!

If you keep people updated on your progress it will show that you are committed to your challenge and will make people more likely to donate.

Hold a mix of large and small events

Host different events that attract different crowds. Remember to do them both at home and at uni.

Incorporate fundraising into your lifestyle and hobbies

Use your hobbies and interests then you will have loads of fun organising and hosting the event.

Don't forget to do your own events

Group events are a great way to experience lots of different events but to reach your goal you will need to do some events on your own.

Manage your time effectively and set smaller targets between fundraising deadlines

Get started early, set yourself goals and stick to them! Don't leave fundraising to the last minute.

Keep in touch with Dig Deep and let us know what you're up to!

We can't help you unless we hear from you so make sure you keep in touch. We love hearing about your fundraising events and successes and award a Fundraiser of the Month every month to those who have gone above and beyond to make a success of their fundraising.

Don't forget about Health and Safety (there is a guide on our fundraising resources in the footer of our website) Make sure you read our guide when you are planning your events to make sure you are staying safe and within the law.

If you get stuck or you aren't quite sure how an event might work, just get in touch! It is what we are here for.

The Team
Top Tips!

SIMON!

"Do something that you love! One of my hobbies and passions is football, I used that and organised football tournaments. I got my friends and local teams involved and as I came from a football background I knew all about the game, what needed to happen and how I could run an awesome event.

If you love something it makes it 100 times easier to organise!"

RACHAEL!

"Get excited and make sure that everyone you know is aware of the incredible challenge you are going to be taking on. Everyone loves a good story, so show people that you are passionate and let that come across on your social media posts, if people like what they see they will share it and your page could be spread for miles.

Social media is a powerful tool make sure you use it!"

Dig Deep
www.digdeep.org.uk
Registered Charity
No. 1148745

I'M CLIMBING MT.
Kilimanjaro
FOR CLEAN
WATER
THE PIAZZA CENTRE

The Team
Top Tips!

HARRIET!

"Speak to everyone about your fundraising, remember to use all your connections and resources to get the word out. The more people know the more likely they are to donate and support your cause, so make sure you have all the information available to pass on to donors.
Chatting to people and posting on social media are such easy ways to get people involved and keep up the hype. Remember, information is key "

ELA!

"Dress up! It'll boost your confidence and make fundraising even more fun. Everyone loves a crazy outfit, so the crazier or quirkier the outfit; the better

Don't be afraid to stand out! If people see you're having fun and enjoying what you're doing they're more likely to engage with you"

Putting the Fun **in Fundraising**

Here are some of the many ideas you could use to smash your fundraising target this year. Fundraising can be done **ANYWHERE** and can be **ANYTHING**, so get creative.
Hint: The wacky ideas are normally the most successful!

AT HOME

- Jumble/eBay/car boot sales
- Car washing
- Promise Auction
- Part time job in university holidays
- Coffee Morning
- Charity BBQ/Garden Party
- Babysitting
- Music Gig
- Odd-Jobs for neighbours

AT WORK

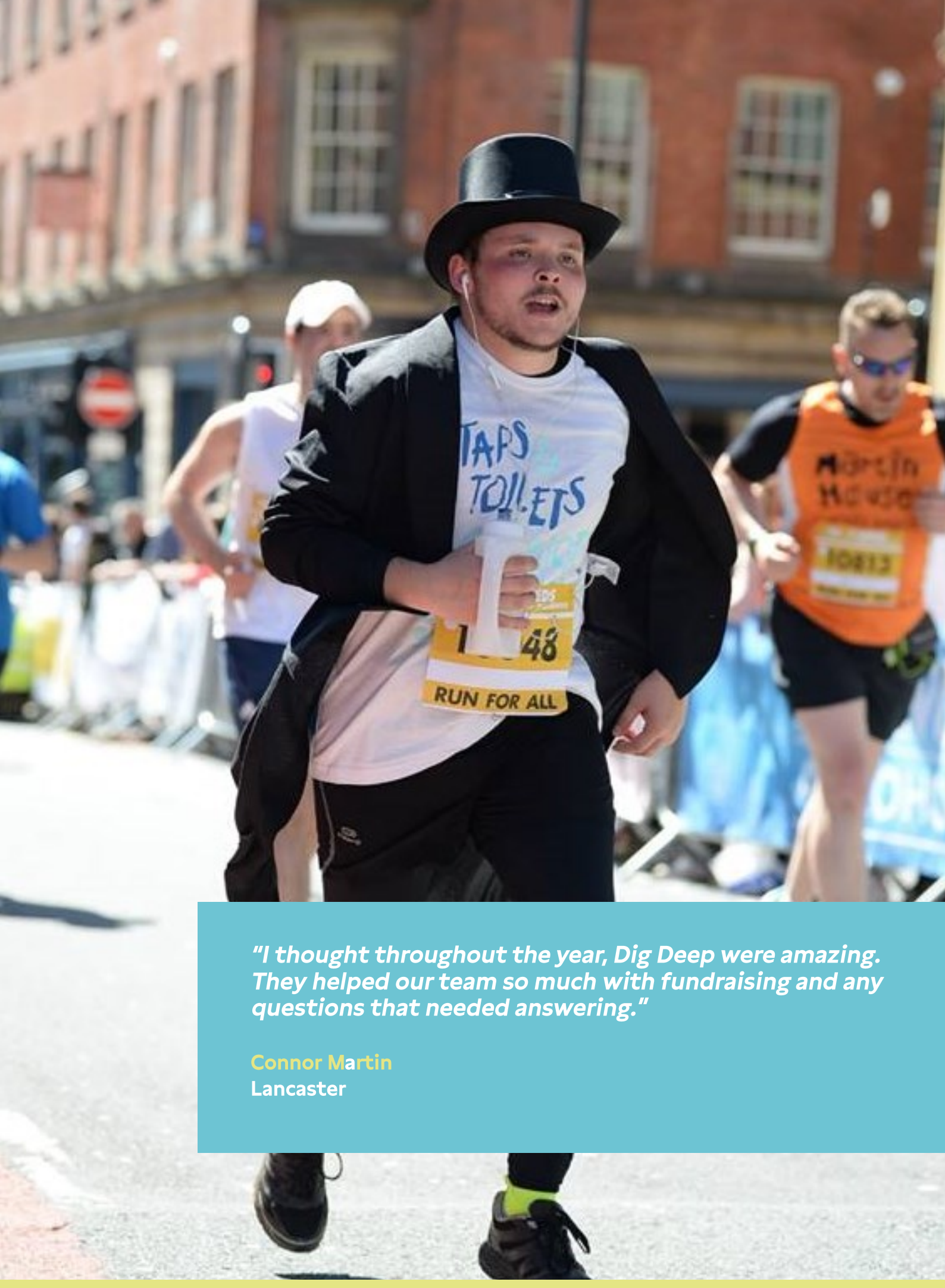
- Cake sale
- Raffle
- At desk collections – walk around with your tin
- Leave a tin in the kitchen with a story about your challenge and Dig Deep
- Dress down day/colour theme day
- Wall O' Money
- Matched funding
- Send an email around the office

AT UNI

- Pub quiz night
- Flat cleaning
- Netball Tournament
- Cake sale
- Dinner parties
- Fundraising Night at the SU Bar
- Carol Singing

PARTY EVENTS

- Friday Night In Party
- Cocktail Evening
- Bar Crawl
- Glowstick sales or Face painting
- Arts and Crafts stalls at summer fetes



"I thought throughout the year, Dig Deep were amazing. They helped our team so much with fundraising and any questions that needed answering."

Connor Martin
Lancaster

Putting the Fun **in Fundraising**

EVENING EVENTS

- Bingo Night
- Speed Dating Event
- Movie Night
- Dinner Party
- Fancy Dress Event
- Comedy Night
- Eurovision song contest

DAY EVENTS

- Non uniform day at your old school
- Sponsored run/walk/12 hour sporting event
- Have a clear out and eBay sale
- Bag packs in supermarkets
- Henna Stall
- Street Collection

SMALLER EVENTS

- Cake Sale
- Glow Stick Sale outside a club
- Coffee Morning
- Leave your tin in a popular spot

SPORTY EVENTS

- Sweepstakes on a tournament
- Sports tournament
- Fitness class for charity
- Zumba fundraiser event
- Yoga Marathon

MUSICAL EVENTS

- Gig night
- Talent show
- Music lessons

ARTY EVENTS

- Get making and sell your craft
- Craft afternoon of craft lessons
- Kids craft sessions

Not sure how to start one of these ideas? Get in touch with the challenge team.

Event Planning
Section

WHAT TO CONSIDER	QUESTIONS TO ASK YOURSELF	EXAMPLE
EVENT	• What type of event would you like to organise? • Will it appeal to your target audience and if so, how?	Bake Sale
WHERE?	• Which location is cheap/free? • Where is a location that is accessible to your target audience? • Which location has a high footfall?	The University Xmas Fair
HOW WILL IT RAISE MONEY?	• What is your pricing going to be? • How will you keep overheads low? • Is there anything else on the day that can bring in extra income?	50p for a muffin, £1 for a slice of cake, £2 for a strip of raffle tickets (the raffle can be very effective in bringing in more money)
WHAT NEEDS DOING BY WHAT DATE?	• What do you need to organise and by when for the event to go smoothly? E.g. promo, raffle prizes, food, decorations etc.	Pick the date Promote on Facebook Ask local companies for donations for the raffle and cake ingredients
WHO CAN HELP	• Which of your friends/family are reliable and up for helping?	Get friends to bake cakes and sell them on the day
MATERIALS NEEDED	• What materials are needed for the day to run smoothly?	Cakes, raffle tickets, raffle prizes, Xmas themed serviettes, plates and decorations
PROMOTION PLAN	• Who is your target audience? • Who do you want to attend? • How are your promoting your event? • Does everyone helping at the event know enough about Dig Deep and what it does to talk about it confidently?	Promote on Facebook- make sure to keep promoting as your stall will be in competition with many others Get your friends to stand around the campus promoting your stand with flyers and through word of mouth Mention what the charity does and why people should support it
ON THE DAY I NEED TO	• What do you need to do on the day? • Who is in charge of what? • What are the timings?	Decorate the cakes Remind everyone when and where they are meeting to set up the table Sell, sell, sell!

Support
We provide

The Dig Deep team is here to support you every step of the way to make sure that you reach your fundraising target.

We have oodles of experience and loads of resources, guides and ideas to make sure you get there. We're always on hand to offer you some advice, answer any questions or give you a motivational pep talk, so make sure you get in touch if you need us.

Your dedicated Fundraising Support Officers are:

- Harriet Brass harriet@digdeep.org.uk/support@digdeep.org.uk
- Ela Antosiewicz ela@digdeep.org.uk/support@digdeep.org.uk

How we can help you:

Fundraising 121 call: To talk through your interests and hobbies and come up with lots of ideas

Tailored Fundraising Plan: A resource you can use throughout the year with fundraising ideas that interest you

Fundraising Portal: How-To guides, resources and ideas (the link is found in the footer on our website)

Office Support: Contact us by email, phone, Facebook or pop into the offices in Sheffield. We're open Monday - Friday 9-5pm

Fundraising targets and deadlines: To help keep you on track throughout the year

Catch up calls: To make sure you're feeling great throughout the year and to keep you on track

Newsletters: To keep you up to date with Dig Deep and seasonal fundraising ideas

Fundraising Booster Visits: If your Team Leader feels you need some extra hands on advice we will come to your location and help provide you with loads of fundraising ideas and support

Fundraising pack: Including t-shirt, posters and collection tin

Peer to peer forums: For extra support and advice from other challenge fundraisers who are in the same boat as you so may have the same questions

Fundraising opportunities offered by Dig Deep

We have other fundraising opportunities that you can get involved with. They are also a great way to get your family and friends involved in your fundraising if they want to do a slightly smaller challenge to support your fundraising. These include:

- Fundraising Campaigns
- National Events
- Half Marathon opportunities

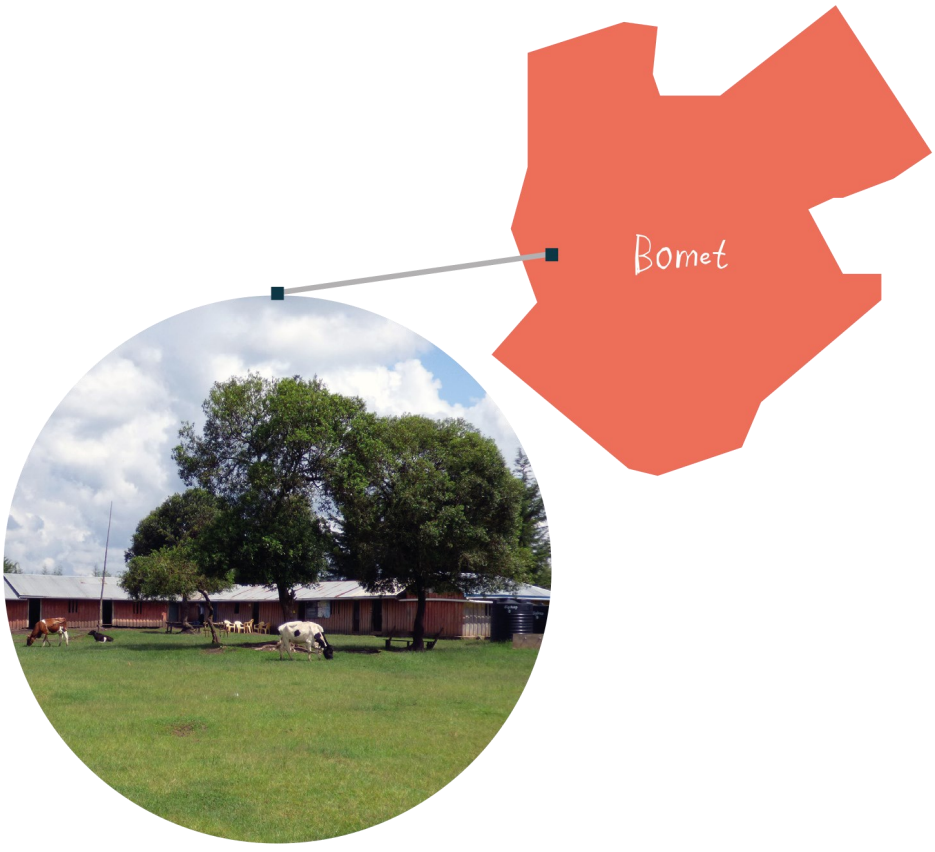
The Change
You Will Make

Taps & Toilets Change Everything

Tembwo Junior Academy is located in Ndanai, South-West Kenya. The school was typical of the region in having no access to clean drinking water or safe latrines for their 277 students.

The students were forced to drink from hand-dug ponds shared with livestock and to use wooden pit latrines, which offer little privacy and are prone to collapse. When we first visited the school there were no handwashing stations and no soap on the compound. The result was a high incidence of absenteeism due to diarrheal disease, which was limiting the potential of the students to achieve high grades.

Dig Deep built 20,000 litres of rainwater storage, 6 latrines and a shower for girls, 6 latrines and a urinal for boys, and we trained two teachers to become WASH Champions (Water, Sanitation and Hygiene).



Tembwo Junior Academy

This project has made a huge difference to the school's attainment and the lives of these school children, you don't just have to take our word for it here are some messages from the students and the headmaster to explain the impact this project has had:

Chebet

Student

"The toilets before were very bad. They were collapsing and the wooden floors were slippery with dirt, they were very unhygienic. Now we have toilets we can clean well. The shower room makes it easier for us girls to keep ourselves clean."

Victory

Student

"Now we have water, handwashing stations and soap here. Its is now our everyday habit to wash our hands. Even the young children do this now, it never used to happen."

Gerald Langat

Headmaster

"This project only started 6 months ago but the difference has already been huge. The children are absent less from diseases, they are concentrating better on their studies and I am expecting to see record exam results in the future. This project will particularly help the girl-child. The latrine and the

This project was funded by our 2017 challenge fundraisers, **just imagine the impact you could have.**

Summary

Once again, thank you so much for joining the Dig Deep family! The year ahead is going to be amazing and we can't wait to embark on this journey alongside you.

There's quite a lot in this booklet so to summarise:

- There is no one set way to fundraise- a fundraising event can be anything and anywhere
- Start early- the earlier you start the more time you have to raise the funds
- Don't give up if a fundraising event doesn't go to plan! Fundraising is all a learning curve
- If you don't ask, you don't get!
- Make sure to ask one of the team for help if you get stuck
- You're AMAZING
- Keep in touch with the Dig Deep team as much as you can. We are here to help and we also just love to chat and hear about everything you're getting up to!

Remember: If you have any questions, then please get in touch! We are here to support you and help make this journey as fun as possible for you!

"11/10. Amazing people who care more than they are obliged to"

Tom Fisher
York

Challenge FAQs

The Challenge

What time of year does the challenge take place?

Mount Kenya takes place at the end of July/beginning of August.
Mount Kilimanjaro takes place at the end of August/beginning of September.

How long is the challenge?

Both challenges last between 8-16 days depending on whether you choose to add on the extension travel time after the climb or simply return home. Mount Kenya is a 5 day trek and Kilimanjaro is a 6 day trek.

When will I get my exact trip dates so I can book my flights?

You will receive your confirmed trip dates on 15th December 2019.

Do I need a Visa?

Yes! You will need a single entry tourist visa and this must be obtained in advance. Both Kenyan (Mount Kenya) and Tanzanian (Kilimanjaro) visas can be obtained online.

Can my friend from a different university or from home sign up with my team?

Yes, they should select the university team that they want to be a part of (i.e. yours) when signing up.

How do I know what flights to book?

Once we send out your confirmed trip dates we will also send you some great value recommended flights for you to purchase. We have a partnership with STA travel who you can go to and purchase these flights with your group so you can all fly out together. They also offer a payment scheme option whereby you can put a small deposit down on the flight to secure your seat and then pay the balance of the flight off throughout the year as and when you have the money. The full balance must be paid 10 weeks before departure.

How much are the Rest and Relaxation packages?

The rest and relaxation packages vary in price each year based on exchange rates and package arrangements. We work hard with our suppliers to ensure that these are of excellent quality and are low cost. To give you an idea of how much they cost these are the prices for the R&R packages from 2019:

Kilimanjaro

Zanzibar: $790
Safari and Zanzibar: $1060

Mount Kenya

Nairobi National Park Safari and Diani Beach: £725

(All of these prices are based on a minimum group size of 10 people and for each trip the payments were split into 2 instalments: Kili: $200 by 31st May followed by the remainder paid in country the night before you climb; Kenya: £175 by 21st April followed by the remainder due 2nd June)

What other things will I need to pay for?

The costs that are not included in your fundraising target are flights, visas, travel insurance, personal medication/vaccinations, travel to/from airport of departure, personal clothing and equipment, meals outside of your challenge, porters tips and R&R packages.

Do I need to sort out my own travel insurance?

Yes, you will need to arrange your own travel insurance policy. This must cover Trekking up to 6000m in East Africa, as well as including Helicopter evacuation up to 6000m, medical cover and evacuation up to 6000m, and if necessary medical treatment in the UK and medical repatriation. These are the basic requirements and personal upgrades should be considered. We have a partnership with STA Travel which you can purchase the right policy with them at a negotiated price as you are referred by us.

Is food provided?

Yes, food is provided on the trek. During your challenge you will receive 3 meals a day as well as being provided with 4litres a day of treated drinking water.

Challenge FAQs

How fit do I need to be?

Both Mount Kenya and Kilimanjaro are tough challenges. You will be walking 7 hours a day on average and dealing with increasing levels of altitude. However, most people with an average level of fitness will be able to conquer the mountain. Our challenges are as much of a mental challenge as a physical one., so with a fair amount of training and self determination anyone can make it to the top. We recommend that all of our fundraisers train before their challenge.

I have Asthma, am I still able to climb?

We recommend that anyone with medical conditions consults their doctor before signing up for this challenge to ensure they are fit to climb. If you require individual support throughout the trek, we can arrange for an assistant guide to just support you.

Do I need a tent?

No, you are provided with tents for Kilimanjaro and on Mount Kenya you will sleep in dormitory huts with bunk beds.

Do I need to carry my own stuff up the mountain?

You will only need to carry a small daysack up the mountain which will have your daily essentials in and should weigh between 5-7kg. Your main rucksack will be carried by a porter, this can weigh a maximum of 15kg. This porter will carry your kit for the whole climb, which is why tipping is expected on both mountains.

What currency do we need to take on the challenge?

For Kilimanjaro you will need to take US Dollars, these are widely accepted but you can also change some into TSH (Tanzanian shilling) on arrival in Tanzania.

For Mount Kenya you will need to take KSH (Kenyan Shillings) you can pre-order these at most currency exchanges.

How much do I have to tip the porters and guides?

Based on KPAP recommendations we recommend that each climber tips between $130-$160 for the whole crew on Kilimanjaro, and 9300 KSH ($90) for Mount Kenya.

Please bear in mind that this may seem like a lot of money now but this amount will be divided between 50-100 crew members and is a reward for the hard work and dedication they have shown you during your climb. Trust us it will not seem like enough once you have finished your climb.

Fundraising FAQs

Are the registration fees included in the fundraising target?

No, the registration fees are not included in your fundraising target as they are used to cover the administration costs of organising your challenge and fundraising support costs throughout the year. If this was to be included in your fundraising target you would have to add-on double the cost of your registration fees to your target to maintain your 50:50 ratio.

If I withdraw from the challenge will my donations be refunded?

Dig Deep is unable to offer refunds on donations as once funds are received by the charity, we seek to put it to work as soon as possible and work to ensure that we have the greatest impact possible with the funds that are gifted to us.

Legally, once a donation has been received by a charity, they are to be considered charity funds. The law requires charities to use charity funds only to further the purposes of the charity, as outlined in the charity's governing document.

To refund a donation would, therefore, count as making a payment to a donor, which would not fall under our charitable aims, and would not be in the interests of our beneficiaries in Kenya. As a result, to do so would go against our legal and moral obligations. This is outlined in our terms and conditions in point 3.2.

How strict is the fundraising deadline?

The deadline is a compulsory deadline that MUST be met, as this is a deadline inflicted upon us by our suppliers. If you do not reach the fundraising target by this deadline your place on the challenge will be cancelled.

What happens if I don't reach my target?

You must reach your target to be able to go on the challenge, if you do not reach your minimum fundraising target then you will not be able to climb.

Does Gift Aid count towards my fundraising?

We are not allowed to include Gift Aid within fundraiser's totals. When we receive Gift Aid from the government at the end of the tax year it comes with restrictions on what we are able to spend it on. We must spend Gift Aid solely on the beneficiaries of the charity and are not allowed to use it for personal gain, such as spending it on a trip. However, we can still receive gift aid on all taxpayer's donations, which will greatly increases the impact of your fundraising.

Do I have to fundraise or can I use my own money/wages to pay for it?

You do not have to fundraise, if you wish to cover the trip costs or full fundraising target yourself then you are more than welcome to. You can simply donate to your fundraising page or ask your manager for the Dig Deep bank detals.

What percentage of my fundraising goes as a donation to Dig Deep's projects?

All of our challenges and fundraising targets have a 50:50 ratio, this means that 50% of your fundraising target will go as a direct donation to Dig Deep's projects.

What should I do with cash I receive?

You have two options for getting cash to Dig Deep: you can either go to the bank and deposit the cash in our account using our account details as follows.

Account Name: Dig Deep Challenges
Sort Code: 40-52-40
Account Number: 00023661
(please make sure you reference your payment with your full name)

Or you can keep the cash yourself and donate the same amount to your own fundraising page using your bank card. We ask that you hand over cash to Dig Deep promptly.

Contact the challenges team via email on support@digdeep.org.uk or call to enquire on 0114 360 1471

Dig Deep (Africa) is a registered charity (No. 1148745) and a registered company limited by guarantee (No. 8034496) in England and Wales.