

Step for Schools

Fundraising guide



Vodafone
Foundation

This is a get-together that matters.



Everyone has the right to a quality education. By working together, we can make this a reality for a generation of young refugees.

However you choose to fundraise, use this guide for tips and ideas on how to raise money, and to learn more about the difference your fundraising will make.

Let's get started!



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Welcome to Team Vodafone!

Vodafone employees - aka Team Vodafone - have raised over £10m with Vodafone Foundation to fight some of the world's most pressing problems through fitness and fundraising. Now, its time to take on the challenge for refugee education!



"Education will prepare refugee children and youth for the world of today and of tomorrow. In turn, it will make the world more resilient, sustainable and peaceful."

Filippo Grandi, UN High Commissioner for Refugees



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Education is a tool for empowerment and a pathway to a better future.

Yet across the world, children are caught up in conflicts with devastating impacts on their lives. But with education comes hope - helping give young refugees the chance of a brighter future.



We have already seen the incredible impact education can bring to refugee learners through Vodafone Foundation's longstanding partnership with UNHCR, the UN Refugee Agency, to deliver the Instant Network Schools digital education programme.



Now, we're going one step further, fundraising to support UNHCR's work in refugee education and ensuring no one, including refugees, get left behind,

Getting started with your fundraising

Set up a fundraising page

An online fundraising page is the best way to stay on track and share your progress - make sure you set one up on JustGiving! If you are unable to use this site, please contact us for advice.

Spread the word

Keep everyone updated on progress, from training sessions to fundraising milestones! You can also use email and social media to invite people to your fundraisers and recruit volunteers. Don't forget to tag us!

Save the date

Joining our in-person challenge or signing up to the virtual? Mark in your diary the date of your challenge, when you need to have reached 50% of your target and when you need to have raised the full amount.



Helpful websites and resources

To set up your online fundraising page

<https://www.justgiving.com/campaign/step-for-schools>

For everything you need to know about fundraising in the UK

www.institute-of-fundraising.org.uk

Get inspired by other people's fundraising initiatives!

www.fundraising.co.uk



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Useful information

Paying in your money

All money raised on JustGiving is automatically paid to the Refugee Education Fund. Cheques (for donations over £300) should be made payable to 'Vodafone Foundation (Refugee Education Fund)', and sent, together with your details, to Marius Maxwell, Vodafone Foundation, Vodafone Group Headquarters, 1 Kingdom Street, London, W2 6BY. If you're fundraising from a local market, please contact connectingforgood@vodafone.com for advice on paying in your funds.

Don't forget

It's a legal requirement to include Vodafone Foundation's charity number on all publicity materials. If you're creating your own, please display this as: Vodafone Foundation is a UK registered charity no. 1193984.

Useful information

Event insurance

If you're organising an event, it won't be covered by Vodafone's insurance. You may need to arrange your own, unless you're already covered by home insurance, for example. The same applies for any contractors, sub-contractors or external facilities used - make sure they have the relevant experience and can demonstrate evidence of the relevant insurance cover. Vodafone Foundation and Vodafone won't be liable for any loss or injury arising out of the event or its organisation.

Food hygiene

If you're fundraising by selling food and drink, please be very careful when handling food, and work to basic rules for safe preparation, storage, display and cooking. A licence is needed if you serve alcohol at your event. For more information, contact your local authority.

Useful information

Health and safety

You will be responsible for the health and safety of all involved in your fundraising event: check out The Institute of Fundraising and government websites for useful information about this.

Raffles, lotteries & draws

Raffles, lotteries and prize draws are a highly regulated area. If you are planning a fundraiser through one of these methods, please contact Vodafone Foundation beforehand.

Collections

If you're planning a collection that takes place in a publicly owned place, in the UK this activity is governed by strict legal requirements and must be licensed by your local authority. Please contact them for more information.

Fundraising tips and ideas

Coffee mornings

Invite your friends for a coffee morning on the weekend. Ask them to donate what they would have paid if they went to a cafe...

Bake a cake!

A classic bake sale always goes down a treat. But if you can't do a bake sale in person, bake a batch of your favourite cookies and send family and friends a tasty first class care package, for £10 each.

Book sale

Perfect time for a clear out. Help out the environment and sell your old books to be re-used and loved again.



Fundraising tips and ideas

Games night

Host a night of games and challenges (think Taskmaster!). Add extra fundraising opportunities through penalty fines for talking about work!

Show off!

Share your secret skills with friends or colleagues to teach them something new. Whether it's a hobby or business expertise, invite them to an online or in-person event using Eventbrite for donations.

Exercise class

Invite people for a virtual exercise class for a fee. It could be yoga, pilates or old school aerobics, anything to get your heart pumping.

Fundraising tips and ideas

Sell your crafts

If you can paint, sew, knit or do woodwork, then use your crafty skills to make some bespoke crafts that you can sell online.

Community recipes

Create your own recipe book by asking people to contribute their all-time favourite recipe. Then sell it on for all to enjoy.

e-signature update

Add your JustGiving page to your email signature, so nobody can miss it.



"It can be hard to know where to start with your fundraising. Break it down into small targets over your training period. Make your get-together with friends a bit more special by adding some games to a BBQ, organising a coffee morning or a quiz night. Then ask them to donate what they would for a drink or dinner out. We had an Instagram account too that meant people could follow along our training journey and never miss an update (@wavebreakers2023).

WaveBreakers Atlantic Row team



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Harness the power of digital



Follow Vodafone Foundation on our social channels and tag us in your posts using #StepForSchools We'd love to see how you're getting on.



E-mail, text or WhatsApp your closest friends and family with a link to your fundraising page - it's proven that people are more likely to donate when they've seen others have.



Why not set up a new Instagram account or Facebook page about your fundraising, so friends and family can follow your progress?



Frequently share your JustGiving page and keep your followers updated with your training progress, or with interesting facts around our #StepForSchools campaign and the cause we're supporting. See example messaging below.



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Example social posts

“

I'm fundraising to ensure young @refugees have access to a quality education with @VodafoneFoundation. <Insert info about your fundraising activity / link to JG page>. #StepForSchools



“

Did you know that 49% of refugee children are estimated to be out of school - which means more than 7 million refugee children are currently missing out on an education?

I'm supporting @VodafoneFoundation's #StepForSchools campaign to ensure every child has access to a quality education through their Instant Network Schools programme with @refugees. Donate here: <link to JG page>

Contact Us



@VodafoneFoundation



@VodafoneFoundation



@VodafoneFdn



www.vodafonefoundation.org



Fundraising enquiries: connectingforgood@vodafone.com

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