

FUNDRAISING GUIDE

16 OCTOBER



CELEBRATE WORLD FOOD DAY WITH OXFAM

WE WON'T LIVE WITH POVERTY



OXFAM

Celebrate World Food Day with Oxfam and join the movement to end poverty

Oxfam is working towards a world where everyone has enough to eat. This World Food Day join the global movement to end poverty. Be a part of the solution in your community and around the world.

Life is tough for millions of poor farmers, and the current economic crisis is hitting them particularly hard. Any fall in demand or rise in prices can mean the difference

between eating every day or going hungry.

And it's women who are worst affected. Many women work the land or are employed in informal, casual work, so they're the first to lose their jobs and go without when household budgets shrink.

Another challenge facing farmers is the impact of climate change.

Fluctuating seasons make it more challenging for farmers or those reliant upon a consistent weather system to produce food. With demand and food prices on the rise, climate change poses a real and serious challenge if we are to ensure that everyone worldwide has access to enough food. Together we will fight poverty - and the hunger and inequality it causes.



MEET LYDIA

Lydia is 44 years old and has 4 children. Lydia was widowed during Liberia's civil war, which ended in 2003.

In 2008 Oxfam bought 76 acres of land situated 38 km from Monrovia. This land was given to a group of women who were widowed by the civil war. This resulted in the formation of the Gbarlin Women's Multi-purpose Co-operative Society. The group has helped women to grow food and then linked them up with markets and shops to enable them to get a good return for their produce, which includes peppers, okra, maize, cabbage and lettuce.

The other women who are part of the co-operative collect their harvest of peppers on their farm near Kbor town, Mamb Kaba district, Margibi county, Liberia.

One in eight people worldwide (842 million) suffer from chronic hunger

With your help, Oxfam can:

- ✓ help farmers get a fair price for their produce
- ✓ campaign against global trade rules that keep people in poverty
- ✓ support women's labour rights

Last year Oxfam provided support to 470,000 people to improve their crops, goods or services.



Put on an event to celebrate World Food Day!

Help Oxfam to ensure people living in poverty have enough to eat.

To order a fundraising pack to put on your event please visit our website www.oxfam.org.uk/fundraising-toolkit

Your pack will be filled with event ideas, top tips, items to use at your event and inspirational stories to show how your donations will transform lives. Email fundraising@oxfam.org.uk or call 0300 200 1300 for help with your event or to request additional materials.

To find your local Regional Fundraising Manager, please check www.oxfam.org.uk/regionalfundraisers



Some tried and tested fundraising ideas:



Experience the delicious flavours of food from all corners of the world. Just ask your guests for a donation to attend, or one for each dish they eat. Invite a few of your friends to help you cook and assign each one a different dish from a different country. You could hold the buffet at work and have everyone dress in the clothes of their cultural heritage.



Bake some cakes, put the kettle on and get together to raise money for Oxfam. Ask for a donation and encourage attendees to give more by getting some leaflets or showing a short video about the cause.



Get together with friends and ask each of them to pay to enter a 'Come Dine with Me' style competition. Take it in turns to cook, then score each other at the end. The winners gets a prize and Oxfam gets the dosh! Alternatively, have a dinner party and get people to donate what they think the meal was worth.



Get your community together to have lunch. Have a street party with food stalls, hire a hall, or hold it in your back garden.



Oxfordshire Bake Off raised a tasty £4,000

One quiet weekend I discovered the “Great British Bake Off” and managed to watch the entire series over two days! From that moment I was hooked. I had been thinking of organising a fundraising event for some time and as soon as I saw that, I knew that a “Bake Off” event would work really well and had the potential to create a lovely community feel. I created a website and started spreading the word, recruiting judges, sourcing prizes and setting up an entry process.

For me personally, it was one of the most amazing experiences to see how many people took part in the second year, particularly how many enthusiastic juniors we had taking part. Then counting up all the buckets at the end of the day to find we had raised £4000!
Kate Kellaway-Moore

VISIT: oxfordbakeoff.wordpress.com/about

Once you’ve decided on your event

Use our poster generator to make your own poster
www.oxfam.org.uk/poster



Keeping it safe and legal

Small but important details like carrying a first aid kit, knowing where the fire exits are if you’re hiring a venue, and checking any equipment you are using is critical. You can get free health and safety advice from The Health and Safety Executive online.

You’ll need to do a risk assessment for your event and make sure you are covered by insurance – if you would like some guidance please contact your Regional Fundraising Manager.

For more info: www.oxfam.org.uk/event-safety

PAY IN YOUR FUNDRAISING

Send in your money as soon as you’ve got it – that way you won’t forget and we can put it to good use straight away.

1. CHEQUE – You can send a cheque to ‘Regional Fundraising Team, Oxfam House, Cowley, Oxford, OX4 2JY’ Please use the paying in form on our website.

2. CREDIT/DEBIT CARD BY PHONE – You can pay over the phone by calling 0300 200 1300. Please state your Regional Fundraising Manager’s name and how you raised the money.

3. ONLINE GIVING PAGE – Create a page at: fundraising.oxfam.org.uk

4. PAY IN ONLINE – Pay in using the payment form at donate.oxfam.org.uk/fundraising or create a page at fundraising.oxfam.org.uk

£1,000

could build an agricultural produce collection centre to help women sell their crops.

£400

could train women farmers from 11 communities in seed production and help them earn a better living.

£150

could provide a farmer with a water pump so they can grow more food for their community.

Email fundraising@oxfam.org.uk or call 0300 200 1300 for help with your event or to order additional materials.
www.oxfam.org.uk/regionalfundraisers

Raising that little bit extra at an event:

- Add a raffle or tombola, for rules and regulations please visit www.gamblingcommission.gov.uk
- Set up a ‘bring and buy’ book sale
- Set up an online page for people who can’t attend to make a donation at fundraising.oxfam.org.uk
- Sell homemade items e.g. painting and crafts

CONTACT US

 Oxfam Regional Fundraising, Oxfam, John Smith Drive, Cowley, Oxford OX4 2JY.

 0300 200 1244

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