

United Planet Fundraising Guide



“Individually, we are one drop.
Together, we are an ocean.” - Ryunosuke Satoro



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* Ask your Project Coordinator for our **Fundraising Samples** document (Includes a sample letter, press release, & pledge form)

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Introduction

Are you ready to start fundraising for your trip of a lifetime? In United Planet’s Fundraising Guide you will find helpful tips with everything from fundraising ideas to sample literature to success stories. However, the most important thing to keep in mind is get creative--use your imagination and resources!

The good news is with effort and a positive attitude you can raise funds to pay for either part or all of your Quest as well as for the airfare- and all donations are tax deductible! Plus **United Planet has some great tools** that are at your disposal once you enroll. You can set up your own United Planet FirstGiving page as well as use mGive so your friends can donate to your Quest right from their mobile device. See below for details about these awesome tools:

- a. **FirstGiving:** An online fundraising page helps to spread the word about your Quest. This page can feature photos and information to encourage family, friends and colleagues to donate. It can also send out personalized emails to generate support. You can spread the word about your page by linking it to your social media pages like Facebook and Twitter. Also, these donations go directly to your Quest (tracked and monitored by you and United Planet). It only takes a few minutes to create and is well worth the effort!

Please note that FirstGiving charges a fee to cover operational costs. A 7.5% fee will be charged to volunteers to offset the processing expenses.

Go to www.firstgiving.com/unitedplanet to set up your own fundraising page now!

Please do not create a FirstGiving account until your Quest is confirmed by your Project Coordinator.

- b. **mGive:** Ask your supporters to donate over a mobile device.

United Planet has a shortcode dedicated to enabling volunteers to raise money over cell phones and mobile devices. We can set up a keyword just for you. You can tell supporters to text your keyword to the shortcode and they'll donate \$5 or \$10 quickly and effortlessly. Contact your Project Coordinator for more information.

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Create a Letter/Email Campaign

The most efficient and effective way to reach a large number of potential donors is through a letter or e-mail campaign. You can find a **sample fundraising letter** in the Fundraising Samples document – ask your Project Coordinator to send it to you. Here are some tips to make your campaign successful:

- Provide stamped return envelopes with each letter. Even better, if you are using an online fundraising page through FirstGiving, be sure to provide the link as an option in your letter to make donating even easier. Remember: you want to make the donation process as simple as possible for your sponsor (refer to page 3 for more information on FirstGiving).
- Follow up with thank you cards 24 hours after you receive a donation.
- Send the letter to anyone you can think of. You never know who will support you!
- In addition to family and friends, contact local businesses. Many businesses look for tax deductions and would love to support a great cause! Note that your sponsor’s donation is tax-deductible.
- Community organizations and local service clubs, such as Rotary International, may also be willing to sponsor you. Offer to do a presentation about your experience upon your return at one of the organization’s meetings.
- Create an email distribution list to send out updates on money raised so far and details of your Quest journey before and after you return – people like to see how their money is being used for good!

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Create a Press Release

Let your entire community know about the life-changing adventure you are about to embark on! Contact your local weekly and daily newspapers to help spread the word about your Quest, direct people to your fundraising page and encourage donors to contribute. You can find a **sample press release** in the Fundraising Samples document – ask your Project Coordinator to send it to you. In addition to this press release, you can also ask your paper to do a story about your upcoming Quest.

By contacting your local media, you may be given the opportunity to share your story with hundreds of readers. This can not only help to bring in financial support, but can also draw much needed public attention to the international community you will be working with during your Quest.

Fundraising Ideas

Do it for the Planet

Pledge to do something challenging and good for yourself and others in your community, whether it is running, walking, biking, cleaning, dancing or anything else you can think of! For example, pledge that you will run x number of miles in a race that supports Breast Cancer Awareness or pledge x number of hours to clean up your local park or neighborhood.

Ask friends, family, and co workers to support your efforts, letting them know that their donations will be going to supporting you as a United Planet volunteer who will be doing more positive work in a community in need. Ask your Project Coordinator for our Fundraising Samples document. In it you will find a **generic pledge form** you can use to get started.

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Events

The best advice when planning a Fundraising Event is “think outside the box!” Think about your strengths, people you might know who can help, and what sort of entertainment your guests would enjoy. The ideas are infinite! For example, if you are a dancer, play a sport, play an instrument or have some other neat skill, then perhaps you could offer a clinic to teach that skill. If you are part of a tight-knit community host a picnic with games, food and fun! The ideas are endless—use your resources!

Also, events are a great way for groups to fundraise. If you are going on a Quest with others you can plan an event as a team effort. Brainstorm a great idea and divvy out the responsibilities! Check out one group’s story that raised money to cover most of their costs in our “Success Stories from Past Volunteers” section.

To help you get started we have put together some general steps you can take to get the ball rolling but remember- “think outside the box!”

1. **Decide what the event is going to be.** Be creative! You could do anything from a silent auction, dance, or a dinner to hosting a family night or picnic to creating a crazy float in your town’s local parade which you collect donations with.
2. **Figure out the people you want to invite.** Create a list of people who would be open to being contacted. Email is especially useful for contacting many people at the same time. Figure out if you are targeting parents, friends, families, coworkers or people in your local community.
3. **Use the contact list to find anybody who has experience with the type of fundraiser you are planning.** They don’t have to have been in charge, but any experience will be helpful. They may be very useful to you, especially if you do not have any experience! Maybe they have constructive tips to share with you.
4. **Find a place to hold the event.** Possible places for large events include schools, churches, parks or function halls. The best way to pick a location is to find out where similar events have been held and ask about the availability of those places. You may be in luck and even get the space donated! Also, it is a good idea to use the contact list to ask people for ideas on a place for your event or even better, they might even be able to donate a space (depending on the event).
5. **Tour the facilities.** This way you can determine if there is adequate space and to find out what supplies are available to use. Also, it is a good idea to make a map of the event ahead of time to avoid any “flow” problems.

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6. **Determine a date and time.** This will most likely depend on availability of the place where the event is held, especially if you are able to get the space donated to you. If you have some options for date and time make sure to pick a time that is most convenient and relevant to your event and guests.
7. **Decide what types of payment you will accept.** The easiest to deal with would definitely be cash and checks. If you are using FirstGiving, bring a computer so people can donate through your page with a credit card, and if you are using mGive, make signs with the shortcode and your keyword so people can donate using their mobile device.
8. **Get the word out.** Find out if a local newspaper or radio station would be willing to run an ad. Make flyers and post them around the area with information about the event and what their donation would go towards. Use viral marketing, meaning use your contact list to have people spread the word via email, word of mouth or any other ways you can think of. Use social media such as Facebook and Twitter. Create a Facebook event and Tweet about it throughout the process describing how it is coming along.
9. **Get cash for change and a lock box to hold cash and checks as people pay.** Also, consider putting a large bucket at your entrance table along with some United Planet literature from the “United Planet Fundraising Kit” that gives people an opportunity to donate more and learn about your volunteer Quest. It works surprisingly well.
10. **Create a check list of everything you need to do before the event.** To help keep yourself organized and others who are helping, a couple of days before the event, imagine the event and write yourself a list of what still needs to be done and who is responsible. Also, be sure to include what materials are needed and whether or not you already have them. This will help keep everything and everyone in check and minimize the possibility that you forget something crucial.
11. **Be sure to allow enough time to set up for the event.** This is pretty basic but it is crucial that you plan enough time to set up for the event so that you are not scrambling at the last minute.
12. **Start the event and enjoy your hard work!** Try and make it as fun as possible and remember after the event make sure to follow up by sending thank you notes or at least an email to all those who came and supported you and your Quest!

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Social Media

- a. **Facebook:** Facebook is a great social media tool to use for fundraising for your Quest. Facebook is a social networking site that enables different users around the world to connect with their friends, family and other people through the use of the Internet specifically with the interactive and useful applications of Facebook.

To have a good kick off with your fundraising activity, it is very important to create an informative Fundraising Page that describes what the fundraising is for. You can create a Facebook Page here: <http://www.facebook.com/pages/create.php>

Here are 4 tips for getting the most out of your fundraising through Facebook:

1. **Choose a catchy short title** that is clear and concise. You may also want to **add pictures** to support your statements. The more informative and social the approach of your Fundraising Page, the more you will get hold of interested people to help you.
2. **Create fun, eye-catching statuses** linking to your Fundraising Page to make sure it shows up in users' newsfeeds. Do this throughout your fundraising efforts so that people are reminded, however be careful not to overdo it so people do not become overwhelmed. Also, **ask your friends to write a status or share the link on their profile page** so that their friends also see your page. Getting the word out is critically important to successful fundraising.
3. **Do not forget to thank those that contribute** to your Quest. Create a Facebook status thanking your sponsors for their help OR during your Quest post a cool picture on their Facebook page from your travels with a description thanking them for helping you to get there. People want to know how the money they donate has been used-- so be sure to follow up with pictures, thank you notes, emails and blog posts.
4. **Make sure people have a way to donate from your page!** You can either ask them to send a check to you or United Planet or link your Facebook Fundraising Page to your FirstGiving page (details on FirstGiving, page 3) asking them to donate there.

Remember to have fun and get creative! Facebook enables you to tell a story and reach a lot of people while doing so.

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- b. Twitter:** Not only is Twitter a great resource in telling people about your exciting United Planet Quest adventure; it can also be used as an effective fundraising tool. However, it takes more than posting multiple tweets a day to get the job done; you will need to put some thought into it! Here are 4 tips for effectively using Twitter in your fundraising efforts:
1. **Create a Community.** It is important to build interest before asking for anything. Tell people why you are volunteering, what you will be doing and how you will be helping others. Then when you do ask for people to donate make sure to state your purpose and request clearly. Be as clear and concise as possible so they understand why they should care about your cause.
 2. **Create Buzz and Excitement.** Tell people about your progress and ask for donations by using catchy taglines or hash tags.
 3. **Recognize Volunteers and Donors.** Recognizing individuals for their contributions goes far whether they donated or helped to spread the word about your Quest. Give them a shout out on your next tweet or send them an email thanking them for their contribution no matter how big or small.
 4. **Keep Contributors Up-to-Date on Progress.** Provide status tweets on how your fundraising efforts are going but also don't forget to keep them posted even during and after the trip. People like to see what their money went towards. Post pictures during and after your Quest, tell people what you were inspired most by, or how you felt you made a difference in the community you were in. People love to hear happy stories especially when they contributed!
- c. Personal Blog:** Setting up a personal blog is also a great way to get the word out about your Quest. You can send the address to your friends and family and ask them to follow you. Post about your fundraising efforts before you go and also use it as a way to keep people updated on your Quest once you are there. Be sure to link to your FirstGiving or Facebook page from your blog. Let your Project Coordinator know about your blog as well – we love to hear about how you are doing! Here is one website where you can set up a free blog: <http://wordpress.com/>

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Scholarships and Grants

Scholarships and grants are a great way to get a substantial part of your Quest paid for. Here are some ideas to consider applying for, and also remember to research scholarship and grant opportunities in your local community:

[LIVFund](#)

For people 18 years or older who are studying, interning, or volunteering in Latin America. This organization gives out two \$500 scholarships each month! Scholarship recipients must post 3 blog entries on the LIVFund website.

[Volunteers For Prosperity \(VFPServ\)](#)

VFPServ provides grants to assist skilled Americans wanting to volunteer abroad. VFPServ grants (ranging from \$500 to \$1000) are individual, non-renewable and are designated to offset travel, insurance and local living costs of short-term international volunteer assignments. Successful candidates are current working professionals and will be volunteering abroad in a project in their professional field.

[National Geographic Glimpse Correspondents Program](#)

The Glimpse Correspondents Program is for talented writers and photographers with a passion for storytelling. Supported in part by National Geographic Society, The Correspondents Program is for especially talented students specializing in writing or photography. Correspondents receive a \$600 stipend, a professional editor, career training in writing and photography, guaranteed publication on Glimpse.org, and potential publication in National Geographic platforms. The program is open to anyone between the ages of 18 and 34 who will be volunteering for at least 10 weeks.

[Mosaic Scholarship with America's Unofficial Ambassadors](#)

Volunteers going to majority-Muslim countries, such as Jordan or Nigeria, are encouraged to apply for the Mosaic Scholarship with America's Unofficial Ambassadors. You could receive funding for your program fee and other program expenses.

University Funds and Scholarships

Your university or college may be the best place to start looking for scholarships to help you realize your dream of volunteering abroad. Get in touch with the Financial Aid and International Offices on your campus and tell them your plans - they may offer stipends, grants or scholarships to help you raise your Quest fee. United Planet is happy to provide you with any material or information your school requires in order to qualify for available scholarships or grants.

Matching Gifts

Employers often offer a matching program which can be a great resource for employees wishing to dedicate their vacation to volunteer work. Inquire at work to see if your company provides this service.

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Fundraising Kit

To help you fundraise for your Quest successfully, United Planet has put together a “Fundraising Kit.” The purpose of the kit is to provide you with official United Planet material. This will help your fundraising efforts in that people will see that you are working with a legitimate organization and truly need the money to put towards volunteering for a good cause.

The “Fundraising Kit” includes the following:

Flyer of information about the country and project where you are volunteering: This flyer will help people to better understand what you will be doing and how you will be helping improve a community (based on availability).

10 Official United Planet Pens: These pens are great to show prospective donors and sponsors that you are working with an established organization and that in no such way is it a scam for their money. A great way to use them is for things such as a signup sheets or for raffle tickets.

A Flyer of our “Why Volunteer”: This flyer is another great source of information to provide potential donors with, to help paint the picture of what you will be doing on this life changing adventure and how you will be helping others.

A few postcards of photos taken from our photo database: As they say “a picture is worth a thousand words.” These are actual photos taken by past volunteers on their United Planet Quests. These photos are great to use as a visual to provide people with a glimpse into the cultures that we are working with.

Other relevant material may be available upon request: United Planet may have other literature or material that you and your Project Coordinator find would be useful to your fundraising efforts. Please speak with your Project Coordinator about obtaining this additional material.

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Success Stories from Past Volunteers

Using FirstGiving and having fun with cupcakes!

Traci and a friend wanted to do some fundraising for their two week United Planet Quest to our wonderful orphanage in Romania. We asked these girls to give us some insight as to how they successfully raised money for their trip. Here are their answers:

Q: *What type of fundraising event or campaign did you do to raise money before you left for your trip?*

Traci: We set up our fundraising page through FirstGiving, which was a huge success once I posted the link on my Facebook page. We had a cupcake drive where we made cupcakes & sold them. I got our local bank involved which led to lots of donations on our fundraising page as well as gifts for the children at the orphanage. We also featured in an article in our local paper which got lots of support.

Q: *How far in advance did you start fundraising before you left for your trip?*

Traci: A few months in advance.

Q: *How did you come up with the idea for your fundraiser?*

Traci: We tried to get as many people/businesses aware as possible and tried to do something simple—cupcakes are easy and a huge hit with most people. If you decorate them well & they taste good, people love them and are happy to donate.

Q: *Who did you speak with to get the ball rolling on your event? If you created an event, who did you get approvals from/did you have to get a space?*

Traci: We asked a local business with a large shop front if we could set up our cupcake stand there—we got the customers going into the shop as well as drawing people in with our colorful signs.

Q: *Did you have to invest any of your own money into your fundraising project? If so, how much?*

Traci: We had to put in the initial costs for making the cupcakes & signs, but it was a small portion of what we made in profits.

Q: *Was your fundraising successful? How much were you able to fundraise?*

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Traci: Our fundraising was successful for us, as we did not have any set amount we wanted to fundraise, and we managed to raise over \$1,000 dollars!

Q: Do you have any other words of wisdom that might help our future volunteers about fundraising?

Traci: Get as many people involved and aware as possible! When they hear you are doing something for a great cause the support is endless!

Willaston girls on holiday for good cause

WHEN most people take a vacation, they pack swimsuits or ski jackets, but Willaston teen Meg Eichmann and her sister Traci Noble will be swapping their flip-flops for handfuls of donations when they travel to Romania next month.

Meg, 16, and Traci, 22, will journey to the small village of Valea Serezii as part of United Planet's Volunteer Quest, where they will spend two weeks making care packages, helping build houses and taking care of the region's impoverished residents.

As part of the volunteer program the sisters will be working up to 12 hours each day to care for the elderly and disabled, as well as the children at Pro Vita, the town's orphanage.

Traci said the orphanage houses more than 100 children, while another 200 kids are fostered in surrounding homes.

"Half of these families can't even feed their own kids and they've taken on these foster children, so we will be doing food packages and delivering those to them as well as working in the actual orphanage," she said.

"It's going to be an amazing experience, which I'm really looking forward to."

Meg, who has been fundraising for the village with her family, said the local community has been very supportive.

"We told people we're going to Romania, which is quite a cold country and some people knitted things like hats, scarves and blankets for us to take to the orphanage," she said.

"We set up a cup-cake stand where we raised just a little more than \$100 and that money will also go towards the orphanage."

The girls have also raised more than \$1100 for their cause through their fundraising site, which can be found at www.firstgiving.com/fundraiser/tracinoble/tracimegsfundraisingpage

PHOTO: Natalie Vikhrov

Traci and Meg's local newspaper published this story about their Quest to Romania.

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Don't be afraid to ask!—A Group Effort

Keri was part of a group of 16 nursing students and 2 instructors that spent 10 days volunteering at a clinic in Quito, Ecuador. Here is her story on how her group significantly lowered the cost of their Quest:

Q: *What type of fundraising event or campaign did you do to raise money before you left for your trip?*

Keri: We wrote a grant proposal for a grant from a foundation of our university, Colorado Mesa University. We received a large grant from this foundation, which also allowed us to accept credit card payments for our fundraisers and process them through our university.

We also held a silent auction and dance event. Each person in our group was asked to get 3 items for the auction. We asked businesses for donations, making sure to tell them it would be tax-deductible, and we ended up having over 200 items to donate! We also got a band to donate their time and restaurants to donate food so we eliminated costs there. We gave the restaurants free advertising with signs saying that they had donated food. Tickets were sold for \$10/person or \$35/family (2 adults and 2 children). 250 people attended in total, and many people made donations above the ticket price when they bought tickets at the door.

Finally, we asked people for donations. We took 18 boxes of medical supplies and asked people to sponsor a box, or donate the cost of the supplies and shipping. We found it was much more successful to ask people in person rather than through a letter.

Q: *How far in advance did you start fundraising before you left for your trip?*

Keri: Our Quest was in July, and we started fundraising in April. Our silent auction event was in mid-May. If we were to do it again, I would start the fundraising process much earlier.

Q: *Who did you speak with to get the ball rolling on your event? If you created an event, who did you get approvals from/did you have to get a space?*

Keri: We went to the head of the nursing department to ask her about possible scholarships or grants, and she told us about the foundation that we received a grant from. We had to reserve a space in a city park for our event. To promote our event, we used the resources at our university – television, radio, and internet, as well as making announcements in classes.

Q: *Did you have to invest any of your own money into your fundraising project? If so, how much?*

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Keri: We paid \$200 for the space in the park, which included tables and chairs. We bought tablecloths, some decorations, and posters, but the total cost was under \$500.

Q: Was your fundraising successful? How much were you able to fundraise?

Keri: Our fundraising efforts were very successful. We raised almost \$9000 from the silent auction event. The total fee for our Quest started at about \$3500 per person, and after our fundraising, we each paid less than \$1000.



Q: Do you have any other words of wisdom that might help our future volunteers about fundraising?

Keri: Be positive and stay with it! People want to help students, especially when they are working for a good cause. Don't be afraid about approaching people to ask for donations – you're going to get some no's, but you're also going to get a lot of yes's, and that's what counts.

Part of Keri's group at their "hoedown" silent auction and dance event.

Turning her love for dogs and baking into a fundraising business!

Liz is excited for her upcoming United Planet Quest to Romania for a week to volunteer at our orphanage but before she leaves she wants to raise money to help pay for some of the costs. Here is her story on how she took her love for dogs and baking and got creative with it:

Q: What type of fundraising event or campaign did you do to raise money before you left for your trip?

Liz: I did not just want to ask for money but instead give something back in return for their contribution. That is why I came up with the idea of making homemade dog goodies and gift baskets which were an especially big hit during the holidays! I created a Facebook page called "Paws For a Cause" (if you type in the search bar of your Facebook page

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“pjpaws4acause@aol.com” it will show up). I also created a FirstGiving page where people could donate and linked it to my Facebook page. I basically created a menu of items I could create along with the prices as well as stating I could do customized pieces. I posted this on my Facebook and spread the word by telling coworkers, family and friends. It has been a big hit so far and has kept me busy!

Q: *How far in advance did you start fundraising before you left for your trip?*

Liz: I started fundraising as soon as I enrolled which was in October of 2011 and will continue up until I leave for my trip which is in April 2012. So, I guess that makes it about 6 months of fundraising for this trip.

Q: *Who did you speak with to get the ball rolling on your event? If you created an event, who did you get approvals from/did you have to get a space?*

Liz: I basically got the ball rolling on my own, or maybe you could say my dogs helped me! I knew I wanted to do something fun and that was interesting so one day when I came home late from work and my lovely dogs came to the door to greet me, it hit me—I love baking yummy dog treats for my pups; I should do so for others and sell them! From there I got the ball rolling by putting the word out. I told friends, family, coworkers and others in my community. I put some demo treats out at work and shortly after I had people asking me if they could buy these treats for their dogs.

Q: *Did you have to invest any of your own money into your fundraising project? If so, how much?*

Liz: I do have to invest some money to make the treats and gift baskets but in return I make a lot of profit. Depending on the basket it can sell from anywhere between \$20 and \$70. I have done out the math so I know that I am making a great return on each basket, treat or bag I sell.

Q: *Was your fundraising successful? How much were you able to fundraise?*

Liz: Yes! I have fundraised for a good portion of my trip already and am still going strong! I have raised over \$1,300 already for my Romania trip and still have a few months left. I will also continue fundraising after my trip because I plan on volunteering in Nepal as well.

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Liz with her dogs, Petey and Jax.

Q: Do you have any other words of wisdom that might help our future volunteers about fundraising?

Liz: The best advice I can give is that anything is possible regardless of time and money. If you get creative and develop a plan you can do it! If any United Planet volunteer ever needs ideas or wants to talk about a fundraising idea they have please feel free to have them contact me, I would love to help, I love getting creative!

Using campus resources pays off

Andrew was part of a group of 8 students from Claremont McKenna College that volunteered in Guatemala for 9 days. Read below to see how they used resources on their college campus to help pay for their Quest:

Q: What type of fundraising event or campaign did you do to raise money before you left for your trip?

Andrew: We applied for multiple grants through our college. We wrote a proposal for a grant from a leadership institute on our campus and received \$2600. We also submitted the proposal to the dean of students office, receiving \$500 each, and a human rights institute at Claremont McKenna. In addition, we contacted our student government to see if we could raise any money through them. They paid us for cleaning up after campus events and we earned between \$500-600 by helping out for just a couple of nights. Finally, we tried canvassing door-to-door to ask for donations, but this was not as successful as the other efforts.

Q: How far in advance did you start fundraising before you left for your trip?

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Andrew: We left in May and we started planning our fundraising efforts in January. We submitted the grant proposals in mid-February.

Q: *How did you come up with the idea for your fundraiser?*

Andrew: We decided to try to see what was available for us through our university in terms of fundraising.

Q: *Who did you speak with to get the ball rolling on your efforts?*

Andrew: We contacted the Assistant Dean in the dean of students office and the Assistant Director for Research at the leadership institute.

Q: *Did you have to invest any of your own money into your fundraising project? If so, how much?*

Andrew: No money, just time and effort!

Q: *Was your fundraising successful? How much were you able to fundraise?*

Andrew: Our fundraising was definitely successful. We even received some more funding when we returned from our trip by making presentations on the impact we made in Guatemala to a few groups on campus. Through our fundraising efforts, the total cost of our Quest, including the airfare, was more than cut in half.

Q: *Do you have any other words of wisdom that might help our future volunteers about fundraising?*

Andrew: If you are a student group, try to find an applicable department on campus to ask for funding, as that can be a tremendous help. Overall, just try to use your resources!

“Hoops 4 Hope”- a story about raising money for a school that touched his life

Written by Robert Flook, a United Planet volunteer

In June of 2007, I made the decision to travel to Tanzania to learn more about the country. As a science student who had acquired some formal education about human diseases such as HIV, I wanted to share this knowledge with people in other countries. I hoped that by volunteering and teaching in African

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communities I might be able to make a difference in the lives of some of these people. Upon my arrival, I soon realized that there was much more to be done at Ezra Ministries School District than simply educate students about AIDS. I soon began teaching an English class, computer sciences, and a course in human rights. This experience became much more than a teaching job. It was a unique opportunity to form lasting friendships with some wonderful people living in Tanzania.

Upon returning to Canada, I realized that my teaching experience had given me an invaluable life experience. I was profoundly grateful to my friends in Tanzania for what they had taught me. I also realized that many children would not be able to get their education at Ezra Ministries due to the chronic shortage of funds so I began to talk to my friends about making plans for fund raising events.

We settled on “Hoops 4 Hope”—a basketball tournament that would allocate all its proceeds to United for support of the school at Ezra. We recruited 25 teams involving more than 100 university students in this tournament. With this great participation, we raised enough funds to build a library and a computer lab for the school in Tanzania.

Sometimes the hardest part for people who are motivated to help in some way is to determine when, where and how to give. Hoops 4 Hope solved these issues and united two communities that were widely separated geographically. People warned me that the funds we were raising would not get to the destination we intended but these skeptics were shown to be wrong. All of the funds were delivered to the Ezra Ministry giving all the participants in Hoops 4 Hope the satisfaction of knowing their dream of helping had been realized.

The Ezra library and the computer lab are now real and getting lots of use. The children are learning and benefiting from the generosity of friends in a community thousands of miles away. The greatest gift for everyone involved in this fundraiser was to learn that our efforts will have a lasting impact on the education and lives of hundreds of children living in Dar es Salaam.

Hoops 4 Hope is a reminder of the importance of working together to achieve a common goal. I have witnessed the tangible results of such a collaborative effort. United Planet’s slogan reads, “Individually, we are one drop. Together, we are an ocean.” All of our hard work, volunteering and donating has made a real difference around the world. We are all essential parts of the solution.

“Individually, we are one drop.
Together, we are an ocean.” - Ryunosuke Satoro



Ask your Project Coordinator for our Fundraising Samples document

(Includes: sample letter, press release, & pledge form)