



FUNDING YOUR QUEST



United Planet SM

(your journey here)

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INTRODUCTION

Are you ready to start fundraising for the trip of a lifetime? In United Planet's Fundraising Guide you will find fundraising ideas, sample literature, and success stories from past volunteers to help you cover the costs of your Quest.

The most important thing to remember when planning your fundraising efforts is to be creative - use your imagination and resources! With effort and a positive attitude you can raise the funds to pay for part or all of your Quest fee as well as your airfare - and all donations are tax deductible.

Before we share our fundraising tips, here is some important tax-deductibility information to keep in mind:

As a non-profit 501 (c) 3 organization, United Planet is required by law to only provide tax deduction letters for donations received by United Planet directly. Therefore, if donors would like a tax deduction letter, they will have to send a check to United Planet or pay with a credit card online or via phone. By law we are not allowed to provide tax deduction letters for cash donations. After receiving check or credit card donations, we will be able to apply the amount to your Quest fee and send tax deduction letters to the donors.



FUNDRAISING TOOLS

United Planet has a fantastic fundraising tool for you to use once you enroll in a Quest. We encourage you to use this resource, as it makes the process of donating to your Quest simple and painless!

FirstGiving is an online fundraising tool that allows you to raise money for your Quest through your own personalized webpage. This page can feature photos and information about your Quest to encourage family, friends, and colleagues to donate. You can also generate support by sending out personalized emails through the website and by linking your FirstGiving page to your Facebook and Twitter accounts. It only takes a few minutes to create a page and is well worth the effort.

Donations made through FirstGiving go directly toward the cost of your Quest, and donors will automatically receive a tax-deduction letter after they make a donation through your page. With your FirstGiving page, you may fundraise up to the cost of your Quest and flight, provided we receive a detailed receipt of purchase. Please note that your entire program fee will be due four weeks before departure (Short-Term Quests) or by the program fee deadline on our website (Long-Term Quests), but you will be able to continue fundraising for your international airfare until your departure date.

Please close your account the day you leave for your Quest. At this date, the Accounting Department will reimburse you up to the amount of your purchased airfare as stated in the receipt. Any money raised through FirstGiving after this date and/or exceeding the purchased airfare will be considered a donation to United Planet.

Go to www.firstgiving.com/unitedplanet to set up your fundraising page. **Please do not create a FirstGiving account until your Quest has been confirmed by your Project Coordinator.**



PROMOTING YOUR QUEST

To really get the ball rolling with donations, you will want to promote your Quest to as many people as possible. The more people who know about your fundraising efforts, the better your chances of receiving donations. Two great ways to get the word out are to create a letter or email campaign, and to send out a press release.

Letter and Email Campaigns

The most efficient and effective way to reach a large number of potential donors is through a letter or email campaign. In your letter, be sure to include a description of what you will be doing on your Quest and when you will be traveling, why you are participating in your Quest, and clear instructions for how to donate. Try to add a personal touch - people will be more likely to contribute if they feel a connection with you or your cause.

You can find a **sample fundraising letter** in the *Fundraising Samples* document – ask your Project Coordinator to send it to you. Here are some additional tips to make your campaign successful:

- Provide stamped return envelopes with each letter. Even better, provide the link to your FirstGiving webpage in your letter to make donating even easier. (Refer to page 3 for more information on creating a personal FirstGiving page.)
- Send the letter to anyone you can think of. You never know who will support you!
- Contact local businesses in addition to family and friends. Many businesses look for opportunities for tax deductions and would love to support a great cause.
- Contact community organizations and local service clubs, such as Rotary International or Kiwanis International. Offer to do a presentation about your experience upon your return at one of the organization's meetings.
- Note that your sponsor's donation is tax-deductible. In order to receive a tax-deduction letter, the sponsor must write the check to United Planet - not to you! You must provide an email or mailing address for the sponsor.
- Create an email distribution list to send out updates about the details of your Quest and your progress toward your fundraising goal before and after you return – people like to see how their money is being used for good.



- Follow up with thank you cards 24 hours after you receive a donation.

Tip: You may wish to create separate letters to send to personal contacts and professional organizations. You can adjust the tone of each letter to best fit your relationship with your potential donors.

Press Releases

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.

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

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 newspaper to do a story about your upcoming Quest.



PLANNING A FUNDRAISING EVENT

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

Note: Events are a great way for groups to fundraise. If you are going on a Group Quest, you can plan an event as a team effort. Decide on a great idea and divvy out the responsibilities.

We've put together some general steps you can take to get the ball rolling on your event.

- **Decide what your event is going to be.** Be creative! You can arrange anything from a silent auction, dance, or dinner, to hosting a family night or picnic, to creating a crazy float in your town's local parade.
- **Figure out who you want to invite.** Create a list of people who might be interested in attending your event. Figure out if you are targeting parents, friends, families, coworkers or people in your local community. Email is especially useful for contacting many people at the same time.
- **Seek out people who have experience with the type of fundraiser you are planning.** Don't be afraid to ask questions - they may have constructive tips to share with you.
- **Find a place to hold the event.** Possible venues 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 in the past. You can use your contact list to ask people for ideas - you may even get lucky and get the space donated!
- **Tour the facilities.** This way you can determine if there is adequate space and find out what supplies are available to use. Also, consider making a map of the event ahead of time to avoid any "flow" problems.
- **Determine a date and time.** This will most likely depend on the availability of your venue, especially if the space is donated. If you have some flexibility, make sure to pick a time that is most convenient and relevant to your event and guests.
- **Decide what types of payment you will accept.** Cash and checks are the easiest types of payment to deal with. If you are using FirstGiving, bring a computer so people can donate through your page with a credit card.



- **Get the word out.** In addition to inviting people on your contact list, find out if a local newspaper or radio station would be willing to run an ad. Make flyers with information about the event and your Quest and post them around the area. Ask people on your contact list to spread the word via email, social media, and word of mouth. Make sure to promote your event on your own social media accounts! Create a Facebook event and tweet about the fundraiser throughout the process, describing how it is progressing.
- **Get cash to make change and a lock box to store donations.** Also, consider putting a large bucket at your entrance table along with some United Planet literature from the United Planet Fundraising Kit. This gives people an opportunity to donate more and learn about your volunteer Quest. It works surprisingly well.
- **Create a checklist of everything you need to do before the event.** To help keep everyone organized, imagine the event a couple of days beforehand and write yourself a list of what still needs to be done and who is responsible. Keep a list of what materials you need 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.
- **Allow enough time to set up for the event.** This may seem obvious, but allocate some extra time to set up. Things might not go exactly according to plan, and you don't want to be scrambling at the last minute.
- **Start the event and enjoy your hard work!** Try and make it as fun as possible and remember to follow up with attendees by sending thank you notes or at least an email to all those who came and supported you and your Quest.



GATHERING PLEDGES

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 *x* number of hours to clean up your local park or neighborhood.

Ask friends, family, and coworkers 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 for a community abroad. Ask your Project Coordinator for our *Fundraising Samples* document. In it you will find a **generic pledge form** you can use to get started.



USING SOCIAL MEDIA

Facebook

Facebook is a great social media tool to use to fundraise for your Quest because it allows you to connect with many people quickly and easily. To kick-off your fundraising activity, create an informative Fundraising Page that describes what you are fundraising for. You can create a Facebook Page here: www.facebook.com/pages/create.php

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

- Choose a short, catchy title that is clear and concise. You may also want to add pictures to support your statements. The more informative and eye-catching your Fundraising Page, the more you will capture the interest of people to help you.
- 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 to donate. However, don't overshare your Page - you do not want people to become overwhelmed or annoyed. 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.
- Do not forget to thank those that contribute to your Quest. Create a Facebook status thanking your sponsors for their help. You can also post a cool picture from your Quest on their Facebook page when thanking them for helping you 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.
- 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.



Twitter

Not only is Twitter a great resource in telling people about your exciting United Planet Quest, it can also be used as an effective fundraising tool. However, you will need to put some thought into it.

Here are 4 tips for effectively using Twitter in your fundraising efforts:

- 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. 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 that people understand why they should care about your cause.
- Create buzz and excitement. Tell people about your progress and ask for donations by using catchy taglines or hash tags.
- Recognize volunteers and donors. Recognizing individuals for their contributions goes a long way, whether they donated money or helped to spread the word about your Quest. Give them a shout-out in your next tweet or send them an email thanking them for their contribution, no matter how big or small.
- Keep contributors up-to-date on progress. Provide status tweets on how your fundraising efforts are going, and don't forget to keep people posted during and after your trip. People like to see what their money went toward. Post pictures during and after your Quest, tell people what you were inspired by most, or how you felt you made a difference in the community. People love to hear happy and heart-warming stories!

Personal Blog

Setting up a personal blog is also a great way to get the word out about your Quest. Send the URL 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 get 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!

[Wordpress](#), [Tumblr](#), and [Blogger](#) are a few services that allow you to set up a free blog.



SCHOLARSHIPS AND GRANTS

Applying for scholarships and grants is a great way to get a substantial part of your Quest paid for. Below are some great opportunities to consider. Research other scholarship and grant opportunities in your local community.

America's Unofficial Ambassadors Mosaic Grants Program

The AUA Mosaic Scholarship is a program that is increasing the number of Unofficial Ambassadors to the Muslim World who represent America in all its diversity. The program provides scholarships to support Americans volunteering with an AUA Directory-listed organization in a Muslim-majority country. Scholarships up to \$5,000 can be used to cover program fees and/or travel.

Who Can Apply? American citizens who plan to volunteer for a week to a year in a Muslim-majority country may apply. Successful applicants will convey their commitment and capacity to build people-to-people partnerships through volunteer service. Successful candidates will also have superior oral and written communication skills, demonstrating their ability to write or film captivating blog posts and give engaging public presentations about their volunteer experience.

Ambassadors Scholarship Foundation Scholarships

The Ambassadors Giving Scholarship Foundation "administers a scholarship fund that awards scholarships to deserving persons that enhance international understanding and friendship." The foundation is currently awarding up to 12 scholarships (worth \$1000) to students who plan to volunteer abroad in 2015.

Who Can Apply? The Global Volunteer Scholarships are available to any student age 16 and up traveling in 2015 for the purpose of service or volunteerism with a qualifying service organization other than People to People Ambassador Programs. The recipient will be selected based upon their commitment to service, financial need, and past volunteer and service achievements. Applications are due on January 30, 2015.



Samuel Huntington Public Service Award

The Samuel Huntington Public Service Award provides a \$15,000 stipend for a graduating college senior to pursue one year of public service anywhere in the world. The award allows recipients to engage in a meaningful public service activity for one year before proceeding on to graduate school or a career.

Who Can Apply? Any senior graduating from a U.S. college or university is eligible for the award. This includes non-U.S. citizens.

The LIVFund Scholarship

LIVFund was established in 2011 in order to recognize and proudly support study, internship, and volunteer opportunities in Latin America. LIVFund has been designed for anyone who wants to learn, intern or volunteer (LIV) in Latin America and is seeking financial assistance in order to offset program or living abroad expenses. Two \$500 scholarships are awarded per month.

Who Can Apply? The scholarship is open to anyone over the age of 18 interested in learning, interning or volunteering abroad in Latin America. Candidates may apply for the LIVFund Scholarship at any time, beginning six months in advance of their program start date.

Go Overseas Volunteer/Intern Abroad Scholarship

Go Overseas offers two \$500 scholarships for individuals to volunteer or intern abroad in the spring and fall each year—travelers are invited to volunteer with any organization of their choosing. The award is distributed directly to the volunteer organization itself, which ensures that the funds are used entirely for the project.

Who Can Apply? Any and all nationalities are eligible to apply for the scholarship.

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 Office on your campus and tell them about your plans - they may offer stipends, grants, or scholarships to help you cover your Quest fee. United Planet is happy to provide you with any



materials or information your school requires in order to qualify for available scholarships or grants.

Matching Gifts

Employers often offer a matching gift 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.



UNITED PLANET FUNDRAISING KIT

To help you fundraise for your Quest successfully, United Planet will send you a fundraising kit full of official United Planet materials to support your fundraising efforts. When you use materials from the kit, 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:

- Flyers with information about your country and volunteer project. These flyers will help people to better understand what you are doing and how you will be helping improve a community. (Flyers available based on availability).
- 10 official United Planet pens. These pens are a great way to show prospective donors and sponsors that you are volunteering through an established organization. Use these pens for filling out signup sheets or raffle tickets.
- United Planet's "Why Volunteer?" flyer. This flyer is another great source of information for potential donors. It helps paint a picture about what you will be doing on your Quest and how you will be helping others.
- United Planet postcards. As they say, "a picture is worth a thousand words." These postcards display actual photos taken by past volunteers on their United Planet Quests. These photos are great visuals to provide people with a glimpse into the cultures that you will be working with.

Other relevant material may be available upon request. United Planet may have other literature or materials 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.



SUCCESS STORIES

TRACI: FirstGiving and Fun with Cupcakes

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

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 and 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 were also featured in an article in our local paper which got lots of support.

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

Traci: A few months in advance.

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

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

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 shopfront 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.

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 and signs, but it was a small portion of what we made in profits.

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

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!

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!

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





KERI: Don't be Afraid to Ask: A Group Effort

Keri was part of a group of sixteen nursing students and two instructors that spent ten days volunteering at a clinic in Quito, Ecuador. Here is her story about how her group significantly lowered the cost of their Quest.

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 three 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 eighteen 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.

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.

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.

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



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.

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.

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.





LIZ: Dogs, Baking, and Fundraising

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

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 wanted 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 ForCause” (if you type in the search bar of your Facebook page “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!

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

Liz: I started fundraising as soon as I enrolled, and will continue up until I leave for my trip. So, I guess that makes it about 6 months of fundraising for this trip.

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.

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.

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.

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!

Liz with her dogs, Petey and Jax.





ANDREW: 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:

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.

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

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

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.

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.

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!

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.

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” *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 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.



Ask your Project Coordinator for our Fundraising Samples document

**(Includes: sample letter, press release, and
pledge form)**