



Fundraising Pack

Your contribution to our work is invaluable. By representing us and raising funds, you are changing the lives of vulnerable people across the world.

Thank you and good luck!



Who we are



Doctors of the World UK, part of the international Médecins du Monde network, believes in a world in which all vulnerable people receive healthcare, **whether they are affected by poverty, exclusion, war, natural disasters or disease.** We are a unique, operating both UK and international programmes that focus on four areas:

- Conflict and crisis
- Families and children
- People at risk of harm
- Vulnerable refugees and migrants

We deliver our programmes through **thousands of dedicated volunteer doctors and nurses**, providing medical equipment and medicines and working closely with local communities. We don't just do quick fixes, but invest in long-term, sustainable health systems.



What we do



The Médecins du Monde network is currently delivering over 350 health projects in more than 80 countries.

Doctors of the World UK's key activities in 2014/15 included:

- We have been working in Calais for over 12 months, long before the media and politicians turned their attention to this desperate and complicated refugee crisis
- Playing a key role in combating Ebola in Sierra Leone where we managed a treatment centre on behalf of the UK Government
- Providing humanitarian health assistance in Nepal following the devastating earthquake in May 2015
- We provided over 1,454 health consultations for vulnerable people, such as pregnant migrants, at our London clinic in 2014
- We have mobile clinic teams on the ground in Ukraine, where conflict is leading to the collapse of the health system, particularly affecting the elderly and children



Getting started



The following are a selection of the simple things you can do to make your fundraising a success:

1. Create your own online sponsorship page with JustGiving or EveryDay Hero. They are quick, easy and secure.
2. Many companies offer matched-giving schemes to support their employees' fundraising activities. Check to see if your company does as it could double your money!
3. Have the clear-out you've always planned and sell items at a car boot sale, jumble sale or on eBay.
4. Organise an event that your friends will be desperate to come to, such as a dinner party, a quiz night or a gig.
5. Organise a fundraiser where you provide a service, such as a car wash, an auction of promises or bag packing at your local supermarket



Organising an event



What methods of fundraising suit you? Consider what you and your friends enjoy doing so that you organise an event they will all want to come to. For example, if you like food, host a dinner party.

When will you hold your fundraiser? You will need to think about when people will be free, the weather (if outdoors) etc.

Where will you hold your fundraiser? Think about whether a venue is safe, easy to get to and whether you can persuade the owners to give it to you for free.

Who will you invite? Colleagues, friends, families or the community?

How will you let people know? Put your event on Facebook, email or send invitations and put posters up.



Online sponsorship



You can set up your online fundraising page at:

- www.justgiving.com/doctorsoftheworld
- www.everydayhero.com/uk/

These websites enable you to easily build your own webpage in a few minutes, for you to then fill with tales of your training and fundraising efforts.

Once you have set up your fundraising page, simply send the link to friends and family and post on social media, then watch as the donations come in. Don't forget to keep everyone updated and put up lots of photos!

Other top tips: put a link in your email signature, promote on payday and don't stop asking for donations after the event.



Publicity



Shout about your event or fundraising idea and let the world know!

- Facebook, Twitter and LinkedIn are the perfect tools for advertising your fundraising page. Post a link to your profiles and include us:
- **Facebook** - facebook.com/DoctorsoftheWorldUK
Twitter - @DOTW_UK
LinkedIn - linkedin.com/company/doctors-of-the-world-uk
- Approach your employer and ask to be included on the intranet or internal communications. Tell a story: if you tell them why you are supporting us and what it means, they will be more likely to get behind you.
- Local newspapers, local radio and TV are always on the look-out for a good story, especially when it involves community involvement and 'doing good'.



Fundraising ideas



The following are just a few ideas to help you get started:

- **Acceptable in the 80's** - Médecins du Monde was founded in France in 1980. Get out the shoulder pads and heavy mascara and host an 80s party
- **Dinner4Good** - Everything you need to make your mates come dine with you and raise funds while you're at it can be found at www.dinner4good.com
- **Retro gaming competition** - There are loads of classic board games that you could play as part of the ultimate competition between friends. Our favourite is Operation!, obviously...
- **Forgo your birthday or Christmas presents** and ask people to sponsor you instead
- **Dress-down days** - A simple, yet effective way to raise funds. Ask your work or school if everyone can dress down for the day in return for donations
- **Go sober** - Get sponsored to avoid your chosen vice for a month whether it's alcohol, coffee or chocolate!
- **Cycle, run or walk to work** - You won't just be getting fit, but you can donate money you save on transport costs to Doctors of the World.



Where it goes



Make sure you tell everyone who is donating or sponsoring you the difference their money will make:

- **£7** could pay for a hygiene kit for a Syrian refugee
- **£10** could provide a set of antenatal & post-natal consultations for women in rural Nepal
- **£20** could pay for a psychological consultation for a survivor of war and conflict
- **£70** could pay for treatments for two people affected by cholera in Angola
- **£100** could pay for a doctor & two nurses to staff an emergency health clinic for one day



After the event



Once you have collected your donations and sponsorship, you can do the following:

- Pay the money into your account and transfer to Doctors of the World UK (contact events@doctorsoftheworld.org.uk for our details)
- Make a cheque payable to Doctors of the World UK, including a note to provide your name and details of the challenge/event and send to Doctors of the World, 34th floor, One Canada Square, London, E14 5AA

Contact us:

events@doctorsoftheworld.org.uk

020 7167 5789

34th floor, One Canada Square, London, E14 5AA

www.doctorsoftheworld.org.uk

