



樂施會
OXFAM
Hong Kong

無窮世界
World
Without
Poverty



1010

Fundraising Guide for Schools

Credit: Insiya Syed/Oxfam

The Covid affected world needs your help now!

The novel coronavirus has raged all around the world. Hundreds of millions of people have fallen into poverty due to the economic recession and loss of jobs, leading to many people being on the brink of life and death. A report issued by Oxfam on July 13, 2020 warned that the food crisis will worsen, and an estimated 12,000 people may die every day due to hunger. Hunger kills more than the virus!

Since the end of January 2020, Oxfam has worked with partner groups to provide epidemic prevention support to local cleaners, low-income families, under-resourced elderly, ethnic minority groups, chronically ill patients, visually impaired and intellectually disabled people. We hope to work hand in hand, heart to heart with all schools in Hong Kong to take action in order to help those in need!

So how does it work ?

「 We want to run a fundraising event, but... how should we start? 」

「 Fundraising event... what is the best event to organise? 」

More and more schools are organising various fundraising activities. Whether it is a fundraiser sale, sports competition or a large-scale concert, a lot of manpower and resources are used to organise these events. How can these organisational processes be made easier? For teachers and students who lack fundraising experience, are there any tips that can help you plan an event that is both attractive and hassle less.

This is a fundraising guide for schools. I hope schools/teachers/students can know:

1. 10 ideas for fundraising events
2. 10 simple steps for event preparation

We hope you can find out from this that - **it is not difficult at all to organise a fundraising event! By following the tips on this document, you will be able to do it!** - Regardless of the scale of the activity, as long as you are willing, you will definitely be able to help the people around the world in need!



Credit: Jed Regala/Oxfam

Big or small scale, it's up to you!

There are varying difficulties of fundraising events to organise. You can choose the most suitable event for you depending on your resources, expectations, goals, etc.



Small scale activity

- Goal: Attract 10-30 people to participate (Class)
- People needed: Not many - 1-3 can do it
- Teachers: Can choose to just observe and not participate in the organisation
- Time: Short preparation time. Can be completed in one or two days
- Expenses: Very little. Within \$100
- Example: Making cards resembling hearts to raise funds

Mid-scale activity

- Goal: Attract 60-120 people to participate (Year group)
- People needed: A preparatory committee of 3-6 people
- Teachers: Understand the needs of students and assist in coordinating time and venue if the event
- Time: 1-2 weeks of preparation
- Expenses: Within \$500
- Year group Oxfam Hunger Lunch





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Large scale activity

- Goal: Attract 120-500 people's attention (Whole school)
- People needed: A preparatory committee of 5-10 people
- Time: 3-4 weeks of preparation
- Expenses: \$1000- \$5000
- Example: Whole school charity Cosplay day

Challenge level activity

- Goal: Attract 500+ people's attention
- People needed: A preparatory committee of 10+ people
- Time: One month or longer of preparation
- Expenses: Varying depending on the needs of the activity
- Example: Fundraising walkathon



圖: 樂施毅行者

10 ideas for fundraising activities

1) Lai See for poverty

Suitable for kindergartens, primary schools and secondary schools

| Difficulty ◆◆◆◆◆◆◆◆◆◆ | Large scale

Being one of Oxfam's annual fundraising activity, many schools have actively participated in it. Just by asking students to donate a Lai See packet, you can help people in need to receive the aid that they require. Easy to do and meaningful!



2) Film/ Animation Festival

Suitable for primary schools, secondary schools and universities

| Difficulty ◆◆◆◆◆◆◆◆◆◆ | Small to large scale

Sometimes students just want to lounge and relax. Watching movies or TV shows will be popular with students. If it is well received, you could even make it a 'Movie Week' with many options of films and shows throughout the week to further increase engagement for the event. Donations will consist of the event tickets!

3) Party

Suitable for kindergartens, primary schools, secondary schools and universities

| Difficulty ◆◆◆◆◆◆◆◆◆◆ | Small to large scale

Parties are definitely the first-choice fundraising activity! Whether it is a Christmas party or a birthday party, everyone can have a good time! If you want to have a great response from the students, you must spend some time thinking about the content and the details of the party. For example, you could invite well-known alumni that students would like as guests or combine ideas #4,5 and 7. The party would be full in no time! Parties are good fundraiser events as tickets proceeds can

be donated or you could even ask participants to use donations instead of buying gifts.

4) Oxfam Hunger Lunch

Suitable for primary schools, secondary schools and universities

| Difficulty ◆◆◆◆◆◆◆◆◆◆ | Small to large scale

Although there is enough food for everyone in the world, there are still nearly 900 million people who suffer from chronic hunger. Come together to host "Oxfam Hunger Lunch" so students can directly experience the taste of hunger and donate the cost of a meal to reduce the gap to the under-resourced people. The best way to let students understand the hunger crisis is by letting them experience it themselves whether it is through the 'Light Lunch', 'Poor-Rich Lunch' or 'Skip a Lunch' event, as long as you experience it, you won't forget it!



5) Lunch market/ Open day

Suitable for kindergartens, primary schools, secondary schools and universities

| Difficulty ◆◆◆◆◆◆◆◆◆◆ | Small to large scale

The market will make everyone curious! The preparatory committee can make popcorn as well as organise secondhand sales fairs and game stalls to attract students to buy, eat and play! The market can be arranged during lunch breaks or after school hours and can be held in conjunction with school open days or annual celebrations. Donations can either be made straight to us or you can invite us to set up a stall at the event! Everything is welcome!



6) Fun challenges

Suitable for kindergartens, primary schools, secondary schools and universities

| Difficulty ◆◆◆◆◆◆◆◆◆◆ | Small to mid-scale

Events which are both fun and challenging are the ones which students are most likely to proactively participate in. There are many options for games such as competing for the highest number of basketball shots made consecutively or building the longest domino possible. You could ask your students what event they think is the most fun! Invite your friends to donate and support you! This event can also be organised in conjunction with ideas #3 or #5.

7) Cosplay day

Suitable for kindergartens, primary schools, secondary schools and universities

| Difficulty ◆◆◆◆◆◆◆◆◆◆ | Small to mid-scale

Been doing the same casual wear day for the past 10 years? How about trying Cosplay day? Cosplay is 'dress up' which involves using costumes, accessories, props and makeup to portray the appearance of a specific character from a movie, TV show or anime. It is a very popular activity for the younger generation nowadays (including parents too)! You can set a few fundraising goals that you would like to reach. Want to increase the fundraising amount? Invite teachers, principal and even school supervisors to dress up and have fun with everyone!

8) Real world puzzle game

Suitable for secondary schools and universities

| Difficulty ◆◆◆◆◆◆◆◆◆◆ | Small to mid-scale

Despite video games becoming more and more popular, many people don't want to constantly be in the virtual world but instead enjoy some traditional real-world games. Real-world games give players authentic interactions with each other and has a sense of satisfaction that cannot be mimicked by video games. For the game, participants form teams and play the roles of the story while solving the puzzle. Whether you are the game designer or the participant. It is certainly challenging but also an unforgettable experience! You can either purchase the game to play or design it yourself.



9) Formal dinner

Suitable for universities

| Difficulty ◆◆◆◆◆◆◆◆◆◆◆ | Large scale to challenge level

Large scale dinner events should be grand. Everyone will be well dressed and there will be a formal dinner for guests to enjoy while they enjoy performances or a speech from a celebrity. Whatever the performances may be, they must be entertaining for the guests. It takes a lot planning to prepare for a successful dinner party but if done well, the funds raised are often the highest of any event.

10) Extreme challenge

Suitable for secondary schools and universities

| Difficulty ◆◆◆◆◆◆◆◆◆◆ | Challenge level

Unlike the "fun challenges" in idea 6, the extreme challenge is not a joke. Participants must push their physical limits to succeed in this event. You can set up extreme challenges based on the strengths of your school or university. Examples of events would be rowing relays, marathon relays or large-scale open water swim. It is not easy for the event to succeed and the risks can also be high, but the funds raised will be representative of this if it goes well. In addition to receiving high donations, it is also an opportunity to achieve great feats and break records to brag to your friends!



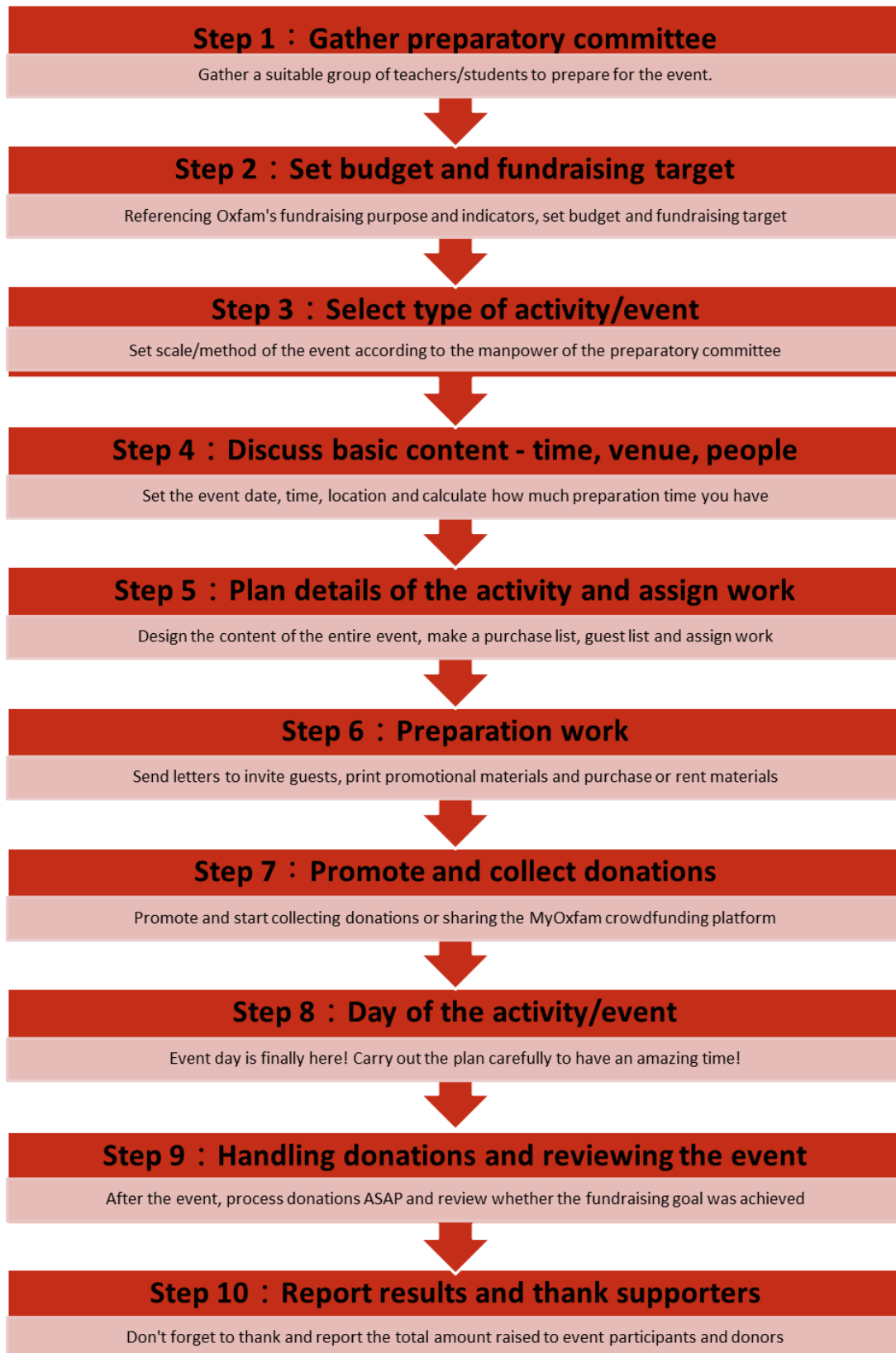
10 ideas for fundraising ideas

*K = Kindergarten, P = Primary, S = Secondary, U = University

	Activity	Content	K	P	S	U
1	Lai See for poverty	Donating a Lai See packet during the new year. Simple!	*	*	*	
2	Film/ Animation festival	Longer movies can be shown after school, shorter episodes during breaks. Most importantly, show movies that students enjoy.		*	*	*
3	Party	Going to a party means that you can eat, drink and have fun! Students will have the most fun if the party is meaningful.	*	*	*	*
4	Oxfam Hunger Lunch	Classmates are separated into those mimicking the rich and the poor to experience the disparity between the rich and poor.		*	*	*
5	Lunch market/ open day	Playing stall games and selling handicrafts. Feel free to welcome us to set up a booth!	*	*	*	*
6	Fun challenges	Attempting the highest number of basketball shots made consecutively or blowing a feather and keeping it airborne as long by possible, you can design any physical activity you like!	*	*	*	*
7	Cosplay day	Had many casual wear days? Try Cosplay day and invite principals and teachers to participate as well.	*	*	*	*
8	Real world puzzle game	Design the most creative puzzle-solving game. Invite investigative students to solve the puzzles quickly!			*	*
9	Formal dinner	Formal dinner with plenty of entertainment for everyone. Charity can also be classy!				*
10	Extreme challenge	Attempt the toughest challenges! Marathons, swimming the harbour crossing and walking the entire HK trail are all hard events but the rewards are just as great. It's time to challenge yourself!			*	*



10 simple steps, fundraising is easy!



Your donations can support Oxfam's projects that work on alleviating poverty :

- **Novel Coronavirus Emergency Assistance**

<https://bit.ly/39XH5Qb>



<p>\$500</p> <p>為100戶貧困家庭提供 足夠一個月用的肥皂</p> 	<p>\$800</p> <p>可培訓6名衛生推廣員 走訪貧困社區，加強村民衛生 及防疫知識</p> 
<p>\$1,000</p> <p>為5戶貧困家庭提供 衛生套裝</p> 	<p>\$2,000</p> <p>為40戶貧困家庭提供 一個月清潔食水</p> 

- **Poverty alleviation project**

<https://bit.ly/2C3a5Jl>



Oxfam has been adhering to the spirit of “helping others to help themselves” and actively implementing long-term poverty alleviation and disaster relief projects in poverty-stricken areas, including building basic facilities, improving healthcare and providing technical training and micro-loans to promote the long-term development of impoverished communities. The poor will have access to basic needs such as food, safe housing, education and medical services.

- **China project**

<https://bit.ly/3ka80lc>

Oxfam began implementing poverty alleviation work in mainland China in 1987 and has carried out over 1400 poverty alleviation and disaster relief projects in 28 provinces and cities. Currently, we have offices in Kunming, Beijing, Guiyang, Lanzhou and Chengdu. Projects cover rural livelihoods, ecological

poverty alleviation. urban livelihoods, basic healthcare, AIDS family assistance, NGO gender equality.



education, development and

- **Educational project**

<https://bit.ly/3kcXNj8>



Since its establishment in 1976, Oxfam has been carrying out educational projects to help poor communities build schools, improve school facilities, train teachers and strive for educational opportunities for ethnic minorities, children of migrant workers and other marginalised groups. In addition, appropriate education and skill training are also provided for poor villagers. Oxfam is active in advocating and promoting global basic education, lobbying governments and international organisations to provide support and resources.

- **Africa project**

<https://bit.ly/3fyJHF8>



Oxfam started working in Africa as early as the 1980s. Since 1990, we have successively implemented more than 300 projects in more than 20 African countries, such as emergency rescues, agricultural support, water supply, basic education, healthcare and AIDS prevention.

- **Smallholder farmers development project**

<https://bit.ly/3kaZUUx>



Oxfam's 'Smallholder Farmers Development Project' concentrates resources to help improve the lives of hundreds of millions of smallholder farmers around the world. This is accomplished through the implementation of comprehensive poverty alleviation development and advocacy projects where smallholder farmers are organised to strengthen their capabilities, increase production and are given help to integrate with the market. Also, these projects strengthen their ability to respond to natural disasters, improving their livelihoods in the long run and alleviating poverty.



One in three people in the world is poor. Oxfam, along with the power of the public, works to eradicate poverty.

Oxfam uses pragmatic and innovative methods around the world to help poor people improve their lives and sustain development. We actively respond to humanitarian crises, provide relief, and help restore livelihoods. We promote public education and advocacy campaigns to help the poor speak up to improve local and global poverty alleviation policies.

Oxfam works with our partners and the poor to eradicate poverty and the injustices that cause it.

For more info : <https://www.oxfam.org.hk>

