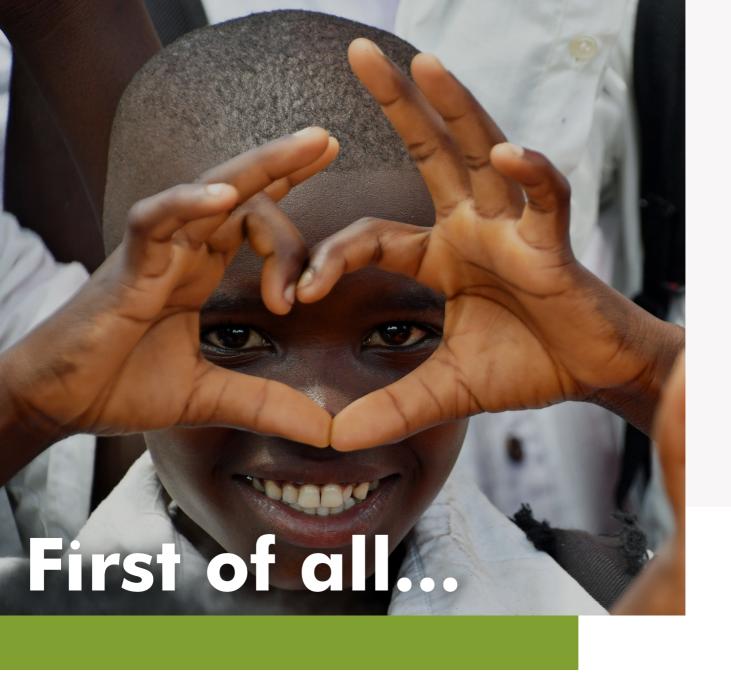


PEAS Fundraising Pack

www.peas.org.uk partnerships@peas.org.uk Peas



We'd like to say a massive thank you for fundraising for PEAS. Through taking part in this challenge you are helping to raise vital funds to transform the lives of young people in Uganda and Zambia, unlocking more school places with every pound you raise.

On the following pages we've listed some fundraising ideas to help you prepare for the day.

Thank you again from the PEAS family!



What we do

We build and run great schools. We help others run great schools.

PEAS is a not-for-profit that expands access to secondary education by running schools and improving the wider education system.

We run one of the largest secondary school networks in Sub-Saharan Africa. Each year, 19,000+ students learn at our 36 schools.

Evidence shows that our schools reach the poorest students and helps them make faster learning progress. And our girls are more confident and better equipped for life after school.

Beyond the PEAS schools, we work hand in hand with governments to share our best practices with hundreds of partner schools and to improve the wider secondary education system.

We've got our work cut out for us

Secondary education is lifechanging. Yet, only 1 in 3 children access secondary school in Sub-Saharan Africa.

Not enough schools exist and where they do, many students experience a poor standard of education and unsafe environment.

In 50 years, half of the world's youth will be African. Failure to provide access to high-quality, secondary education risks greater poverty, unemployment and instability across the continent.



When you're fundraising for PEAS, there's one important thing to remember – our schools are run sustainably and it costs just £284 to support a young person through a whole year of secondary school.

Why don't you challenge yourself to support as many students through one year of education as possible? When you ask your friends and family to sponsor you – don't forget to tell them. Maybe a group of friends can join forces to support a young person access a quality PEAS education for a whole year.



The following outlines a few tips to help you prepare for the day and smash your fundraising goal.

Creating a crowdfunding campaign page

Crowdfunding is the easiest way to raise funds nowadays, and you can
easily get started by setting up an online sponsorship campaign page.
There is a range of platforms available, such as JustGiving and GoFundMe,
which are easy to set up and share on social media. You can easily find
PEAS by searching for PEAS – Promoting Equality in African Schools.

How to make the most out of your campaign page

- Let everyone know! Tell your friends on social media, email your work colleagues, tweet about the challenge, ask your family.
- Remember to let them know why you are doing the challenge using key messaging from this pack just £284 can support a student through a whole year of education.
- Share photos from your training runs!
- When you get close to your target, increase it! Every donor that visits your page should feel you still need sponsoring.

Workplace fundraising tips

Office Lottery

You need up to 49 people to play, with each person paying one pound for a lottery number (1-49). If their number gets picked out of the hat, that person wins half the money and your fundraising pot gets the other half. Make this a weekly occurrence and watch the funds build up.

Bake Sale

The office-fundraising classic! Ask your company if you can hold a bake sale to raise money. Then make some cakes or baked goods, ask your Bake Off inspired colleagues to also bake some goodies, position yourself conveniently and sell them to your hungry contemporaries at lunchtime. Too busy to bake? Just buy them from your local café (no one will ever know...).

Get Smart(ies)

Give your friends and colleagues a tube of smarties and once they've eaten them, ask them to fill it with £1 coins. Each tube holds £27 – which is enough to provide a library starter kit to foster students' passion for reading and learning.

Office Potluck

Sell tickets to an office bring-a-dish and take a break from the regular supermarket sandwich grind. Pick a theme or ask people to make an old family recipe and bring the office together for a relaxed lunch. Participants can even auction off recipes after the meal.

Quiz Night

After almost two years of pandemicinduced family quizzes over Zoom, your general knowledge should be finely tuned, and nothing helps bring coworkers together like a little bit of friendly competition at the pub. Charge an entry fee to participate, split into teams, grab a drink, and find out who in your office has the best command of general knowledge!

Competitive Karaoke

A personal PEAS favourite! Break out the mics and belt out the tunes for a good cause. Charge £5 for admission, and have the office compete in teams or individually, rating performances to see who can cover the best version of their favourite noughties tune!

Personal fundraising tips

Wine Tasting

Ask a local wine merchant if they'll run a free tasting session for you and charge your friends to attend. Alternatively hold a wine and cheese evening at your house – get everyone to bring a bottle and make a donation to PEAS. Try and make the evening pay for a whole year of education for three PEAS students.

Film Night

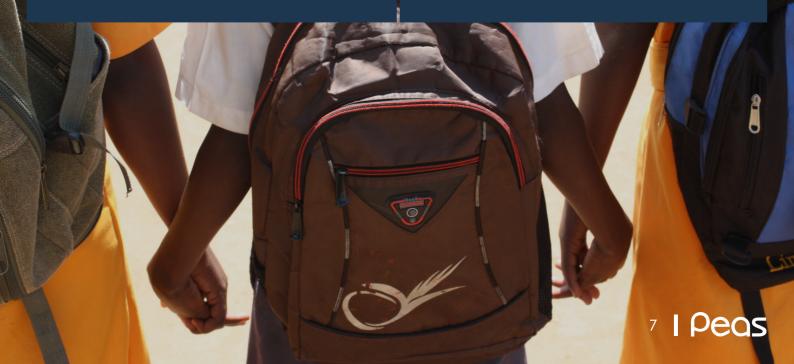
Turn your living room house into a cinema, lay on some popcorn and charge people entry to see an old classic. Before you show the film, show a short film about PEAS which may even inspire some people to donate a little bit more.

Reduce, reuse, recycle

Do you have a pile of clothes in your closet that you haven't worn in years? Why not sell them and donate the proceeds to PEAS! Online markets like Vinted, Depop, and eBay are an excellent place to start. Not only will you have more closet space, but the planet will also thank you!

'Kick It'

'Kick it' or 'give it up' rules are simple: participants agree to give up an indulgence or vice (coffee, alcohol, chocolate, cheese) for a certain amount of time and put the money toward your cause or project. You (and your friends or colleagues) can give up something as simple as a buying coffee in the morning. Instead of spending money on these expenses, put the funds towards PEAS!



Key messaging

The money you raise will go directly to improving our PEAS schools, so it's important that you make this message clear and provide your supporters with a good overview of our work and what their money will be used for.

To give your fundraising a boost, share photos from our schools and further information about PEAS through stories on our website and videos on our YouTube channel.

Here are some examples what your fundraising efforts could support and provide:





Firstly, well done on completing your fundraising challenge! If you used JustGiving or GoFundMe to raise money for PEAS, they will automatically send it to us, so there's very little you need to do - nothing in fact! We just kindly ask that the page is closed and money is sent within a month after the challenge.

For all other fundraising, please send the money to us in the form of a cheque (made payable to 'PEAS') to our office (address at the bottom of this document). Please include your name and how you raised the money, for our records.

Please do get in touch with us if you get stuck or you'd like to discuss some creative fundraising ideas!

Lucy Shearer

lucy.shearer@peas.org.uk

Thank you again for choosing PEAS!



