

# MISSION POSSIBLE

CAMPAIGN // FUNDRAISING // DEPLOYMENT

## INFORMATION PACK

Supporting schools



Malaria prevention



Supporting orphanages



Health programmes



Livelihood projects



Community awareness projects



Water solutions



Environmentally sustainable projects



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## Welcome!

Congratulations on being accepted to Mission Possible! We look forward to having you with us on this enlightening journey.

Islamic Help is a UK registered charity and an international NGO established in 2003 in order to make a difference to the lives of those afflicted by poverty.

Now here is where you come in, our vision is to create a world free from poverty based on principles of justice and equality, with the mission to empower the poor and needy through building their confidence and independence. Mission possible is one of our unique and exciting projects which aims to achieve this through campaigning, fundraising and an overseas deployment which you have now chosen to embark upon!

The money that you raise will be put into developed projects such as malaria prevention, education, water solutions and much more. And it is your dedication which will help us make a real difference to the lives of people affected around the world; here's a fact, we couldn't do it without you!

On behalf of the Mission Possible team we would like to thank you for choosing to volunteer for Islamic Help and pray that your time, effort is put to great use!

This being said; let the challenge begin!

Islamic Help Team



## Your target... £5000!

As Mission Possible volunteers you will have a target of raising £5000 which you then decide how best to spend in the country of your deployment. You'll be supporting each other in raising this amount through organising sponsored treks, football tournaments, to charity dinners and more.

You may think your fundraising target is an enormous task but you will have up until six months before your deployment to raise this money so that will give you four which is a relatively good amount of time to raise your money.

All year, every year we give money to causes, from locally to the other side of the world. But how many times are we active and hands-on in helping to alleviate their struggles? This journey will be an unparalleled experience of your life and full of emotions and overwhelming, unforgettable moments. Not only will you be helping them, you'll be developing yourself.

Firstly, you should create an action plan on how you want to raise the money. In this pack there are some ideas on how you can reach your target so have a look and see what kind of fundraising activities you want to organise.

**We have many success stories we look forward to sharing with you. Two of these are Aftab and Imran.**

"I joined the programme late last year and had less time to raise my target however after getting support from the Islamic Help team I started to plan a charity bike ride where I got participants to get sponsors and I asked family and friends for donations and within 2 months I had hit my £5,000 target! If I can do it, so can you!" - **Muhammad Aftab**

"I was very nervous about raising my target but after getting my friends and family involved in street collections, organising a sponsored event I was able to hit my target within 3 months. It may seem difficult at the beginning but once you start planning events and getting involved, you can hit your target in no time!" - **Imran Boota**



## What you are fundraising for?

When people ask, it is important to be clear where their money will be going. The projects for Africa you are raising for will include:

### 1. Supporting Orphanages

Volunteers visit and support our orphanages and orphan projects. They get the opportunity to meet with orphans that we sponsor under our Worldwide Orphan Sponsorship Scheme. We also try to ensure that our volunteers get to organise a fun day with the orphans, either at the orphanage or at a local attraction like a zoo. In addition equipment and resources are also provided by the volunteers to the orphanages.

### 2. Malaria Prevention

Malaria remains a big killer in the developing world. As part of Mission Possible we carry out a Malaria prevention awareness campaign which includes leaflet distribution and workshops. In addition we also distribute mosquito nets.

### 3. Livelihood Projects

Income generation is a real challenge for many in the developing world. In supporting people out of poverty we provide opportunities for setting up small businesses. Our Mission Possible volunteers have the opportunity of assisting in this and in identifying viable opportunities and helping to establish the actual enterprises.

### 4. Community Awareness Projects

We have a number of initiatives that seek to increase awareness of certain issues and to assist in tackling those issues. Our Mission Possible volunteers assist in the delivery of some of the awareness seminars and programmes that we run.

### 5. Water Solutions

Water scarcity is a real problem and over 1 billion people still lack access to clean water and 2.5 billion lack adequate sanitation. We build water pumps, wells and other solutions to water scarcity including rain water harvesting systems. Our Mission Possible volunteers have the opportunity of being involved in these projects.

### 6. Environmentally Sustainable Projects

Sustainability is vital to any solutions that we provide to poverty, disadvantage and hunger. We seek to ensure that the solution we provide has long term benefits and is sustainable and eco-friendly. Our volunteers are involved in the discussions on this and in the projects that we run.

### 7. Health Programmes

In addition to Malaria prevention initiatives we also have others initiatives that assist in the improvement of health and hygiene so as to minimise the exposure to disease. Our volunteers assist in the delivery of such programmes of awareness.

### 8. Supporting Schools

Volunteers provide support to schools and assist with teaching. They will also distribute equipment to the schools they work in.



# Let's get started...

## 1. The sooner you start, the more you will raise!

No explanation needed! Once you have been given the go ahead start immediately and don't leave it until last minute. Get out there and spread your cause through the ideas presented in this pack, as well as your own creative ideas.

## 2. Individual sponsorship

Use sponsor forms to make the most out of your family and friends. Or set up your own online sponsorship site such as JustGiving to make the most out of the online world.

## 3. Spread the word

Tell everyone what you are doing. Use email signatures, work noticeboards, local press, Facebook, Twitter and even answerphone messages – use every tool at your disposal.

## 4. Why should people sponsor you?

It is important to explain to people why they should sponsor you in support of Mission Possible – make your passion for the cause infectious!

## 5. Approach your employer

Ask your company if it operates a matched-giving scheme, which means it'll match your fundraising pound for pound. If they can't, you could ask for a donation or for permission to arrange some fundraising events within the workplace.

## 6. Don't feel daunted

If you set yourself a fundraising target, by breaking it down into easily achievable chunks, it will be less daunting. Divide your fundraising target and work towards a monthly or weekly target, instead of one amount.

## 7. Play to your strengths

Where do your talents lie? If you're good at something, make some money out of it! For example, project management, car-washing, gardening, odd jobs, babysitting and making greetings cards.

## 8. What's in it for me?

Don't rely on sponsorships alone. People are helping you to achieve your goal, so give them something in return. Organise an event which fulfils their needs of having fun, or feed their spending habits.

## 9. Don't give up

Persistence really pays off, as long as you never give up. You don't want to pester people too much, but there's nothing wrong with sending out an email reminder a couple of weeks after your first request. Don't be afraid to ask – people genuinely forget, and will appreciate the prompt, as well as deep down envy your dedication.

## 10. Delegate your fundraising!

Ask others to fundraise on your behalf. You have many people around you would love to assist you, ask them as you'll be surprised with their willingness to help you.

## A-Z of fundraising ideas!

Now that you're ready to begin, you need to decide what fundraising activities you'll embark upon. The world is vast, take a look, make your pick and be creative in your implementation!

- Abseil- Scale the dizzy heights of a local landmark or office block.
- Advertising Leaflet- Compile a local information booklet for distribution at libraries, shops and businesses. Include info on local attractions. Make money with adverts and discount vouchers from local firms.
- Afternoon Tea - Put the kettle on and get baking. Entertain guests with raffles, auctions, & live music.
- Bad Tie Day- Charge your colleagues a pound to come in wearing their loudest tie. Award the winner.
- Bag Packing- Contact a local supermarket such as Asda to take a team of volunteers with buckets.
- Beat the Goalie- Score a goal and win a prize. Footballers pay to enter.
- Bike Ride- Organise a sponsored bike ride through a scenic route.
- Board Games Evening- Invite friends over to play Scrabble, Monopoly, Cluedo and more. Charge entrance or game fee.
- Boat Race- Teams build model boats and race them. Alternatively, use real yachts, dinghies or canoes.
- Boat Trips- Organise a cruise down a nearby river or canal. Include refreshments & entertainment.
- Book Sale- Sell old books, collected from everyone you know. Book dealers may buy leftover stock.
- Bouncy Castle- A great way to keep kids entertained at bigger family events. Bouncing fee.
- Bungee Jump- Raise sponsorship by flying in the face of fear.
- Cake Stall- Hold a traditional cake stand at fetes or fairs. Check health and safety regulations.
- Calendars- Design & sell a pictorial calendar for your company. Departments/suppliers may sponsor pages.
- Make and sell candles at craft fairs or coffee mornings.
- Car Boot Sale- Cash in your old belongings, or sell pitches. Raise more with bouncy castles, raffles, etc.
- Car Wash- Wash cars at shopping centre or office car parks.
- Carnival- Arrange a colourful carnival for your town, charging for each float entered.
- Charity Push- Get sponsored to cover a set distance in a bed, shopping trolley, bathtub, wheelie bin...
- Children's Party- Organise children's parties or activities, but be sure to check relevant childcare practices.
- Coffee Morning - It's open house for the morning. Make extra with raffles, bring and buy sales and cake stalls.
- Craft Fair- Make necklaces, dried flower arrangements, stained glass mirrors, etc. to sell on a stall.
- Cricket Match- Assemble a team and challenge your county team to a match. Charge spectators.
- Face painting- Get creative with face paints at fetes, fairs and children's parties.
- Family Fair- Arrange games, music, competitions and stalls at a nearby hall or sports club. Invite guest speakers and hold an auction.
- Fancy Dress- Jazz up your event with a fancy dress contest. Charge entrance fee.
- Fashion Show- Ask businesses to sponsor venue, outfits or catwalk. Charge admission and sales commission.
- Film Evening- Recreate an evening of vintage cinema by showing classic films and musicals.
- Football Tournament- Schedule fixtures and charge teams to enter. Ask local businesses for prizes or sponsorship.
- Furniture Sale- Hire a large hall to sell donated furniture and old office equipment. Take sales commission.
- Game Show- Host mock version of 'Who Wants to Be a Millionaire' or 'The Weakest Link'. Otherwise adapt board games for big audiences, and get prizes donated.
- Garage Sale- Sell off all your unwanted belongings.
- Go Karting- Hold a Go Kart Grand Prix at the nearest track. Drivers pay entrance fee.
- Greeting Cards- Make and sell cards for every occasion. Find out about selling cards for your charity.



- Krispy Kreme Doughnuts - Why not take advantage of Krispy Kremes fundraising opportunity by selling doughnuts for profit at Universities, shopping malls and any other busy areas. Visit <http://www.krispykreme.co.uk/fundraising/raise-dough/> for more information.
- Marathon- Get sponsored to run a traditional 26-mile race.
- Mountain Climbing- Get sponsored to climb a mountain such as Snowdon.
- Non Uniform Day- Arrange a non-uniform day at a school and charge students to participate.
- Paintball- Organise paintballing challenges at locally run centres. Players pay to enter.
- Parachute Jump- Daredevils only. Get sponsored to take the plunge.
- PlayStation- Organise a league of players and compete on a certain game. Charge entrants.
- Raft Race- Teams compete by building their rafts and racing over a set distance. Teams pay to compete.
- Sky Diving- Free fall your way back to earth - for sponsorship.
- Sleep-Outside Night- Get sponsored to spend a night in the cold outdoors, sleeping in cardboard boxes.
- Sponsored Silence- Stay silent for as long as you can.
- Sports Competition- Whatever your game, organise a tournament. Sell tickets, and organise stalls, raffles, etc.
- Stalls- At any event you organise, try to set up stalls if there will be a big turn out and charge stall holders for a stall.
- Street Collections- Apply for a permit and get friends and family to help you ask for donations on busy roads in your area.
- Swear Box- Spend a £1 for every '\$@\*£\$!' uttered. Put a box at home, at work and at the pub.
- Swimathon- Get sponsored per length, mile, minute, hour...
- Ten Pin Bowling- Bowling alleys often have special rates for big groups & charity evenings.
- Tuck Shop - Sell sweets, crisps, cake, drinks, etc. at a children's event.
- Walks- Lead organised walks to historical spots and places of interest. Ghost walks are also popular.





# Fundraising with a focus!

## Fundraising at home

1. Make the most out of Ramadhan this year. Ask your family and friends to donate and get involved with your University, local centres and, mosques.
2. Set up charity collection boxes in your family and friends homes

## Fundraising at work

1. Get them involved, encourage them to ask their family and social circles to donate on your behalf
2. Get match funding if your workplace are part of the scheme

## Fundraising at school

1. Arrange a £1 non-uniform day
2. Sponsor a student for £10 per student
3. Have a bake sale, sweet things galore!
4. Throw wet sponges at the teacher for the last day of term – you can dream!

## Fundraising online

1. Set up a iHelpGive account [See page 10]
2. Use your social networks – Facebook, Twitter and LinkedIn
3. Write a blog post about your latest adventure
4. Email local staff and get your story online and in the local papers
5. Put your JustGiving account in your signature
6. Send out an email and sms message to family, friends and work colleagues
7. Put interesting pictures and stories on your online fundraising page
8. Document your journey step by step and share it on your social mediums
9. Sell some of your unwanted items on eBay

## Fundraising at University

1. Get your ISOC or Societies involved in University
2. Actively raise money around campus
3. Send a press release to the University newspaper

## How to make your fundraising efforts unique

1. Make your events themed
2. Invite Influential personalities

## Setting up iHelp Give Page

I Help Give is Islamic Help's own online platform which allows you to set up an online donation page where you can receive your donations for the cause of your choice.

It is similar to Just Giving however we are able to receive all donations without any cost implications.

You can set up your page by visiting: <https://www.islamichelp.org.uk/ihelp-give/>

1. Please click 'Start New Project' tab at the top of page.
2. Then proceed to follow instructions to set up your account.
3. Fill out the relevant information on the 'Add a project' page
4. Please ensure to add your page URL, this will be the link you send out to all your contacts. For example you can add 'AliSnowdonClimb' this will generate the following link:  
<https://www.islamichelp.org.uk/ihelp-give/AliSnowdonClimb>
5. For project description, please provide some information about what you are doing and what you are fundraising for, you can get ideas from other pages.
6. You can also upload media on the page, we have videos of our projects on our YouTube page, for example: <https://www.youtube.com/user/IslamicHelp>
7. Please then proceed to filling out rest of the information including fundraising target and please use the drop down menu to choose the campaign of your choice.
8. Once all relevant information is completed you can click 'complete project'
9. Now you can start fundraising by sending out the URL link to all your contacts and they can donate through your page by either providing their full card details or via PayPal.



## Planning your events...

### Pick an idea

If you're looking for inspiration, check out the fundraising ideas (on page?), you'll find plenty to choose from!

### Choose a time and place

Make sure you're not going to clash with any other event that may steal your limelight. Choose a venue that meets your requirements; is it easily accessible and will it attract lots of people?

### Tell us what you're up to

We have a team of expert fundraisers who will be delighted to help you with any queries or ideas that you may have. We're as accessible as you believe us to be!

### Recruit volunteers

Everybody needs somebody to help them fundraise! Make a list of tasks that need doing, and then recruit family and friends to help you fundraise for your cause.

### Gather some freebies

Always ask yourself a question, can I get this free? Or, what do I need to do to get this resource for free? If you need resources for your event then write to or visit local businesses and ask – you'll be surprised how generous people can be.

### Get the word out

The right publicity can make all the difference to your event. It has the great effect of providing credibility – people are more likely to believe the money is going to a good cause if they hear about your event on the radio or in their local paper. As well as using it to attract people to your event, you could also contact your local press for a follow up piece where you can thank your sponsors (many of whom would give a generous donation for a mention in the paper / radio) and ask for a donation from anyone who couldn't make it.

Do ensure you brand the event to make it clear where the money is going. Islamic Help is available to provide you with any support needed such as funds and literature and our staff will always be willing to give you a helping hand.

## After the event

### Say thanks!

Use social networks and to thank your supporters and tell everyone how much vital cash you raised! Drop a courteous phone call to your main donors and make sure you drop a gracious email on your team's behalf.

### Send us your money

There are various procedures you need to follow, firstly, when you receive a donation from an individual, organisation or an event or any other means apart from streets collection you are required to take down the name, address, contact number and note clearly if they're a tax payer.

In addition, any bank deposits we will require a stamp sort code which will be on the receipt,

Finally, when you place money into the Islamic Help bank account in person or online then reference it as your *first name* then Mission Possible, because this will help us track your payments.

## Tell us your stories and spread the word

If you fancy being an inspiration to others then we'd love to hear from you. Send us your fundraising stories and photos. We'd love to use them on our website and in future materials to inspire others to get involved!

## Staying safe and legal

### *Do's and Don'ts of Fundraising*

#### **Do this!**

1. Remember, fundraising is fun! It's a challenge to make you better, stronger and always keep the end result in mind whenever you feel like giving up. It allows you to leave your mark on the world and help the less fortunate to keep hoping, even after years of being distraught.
2. Fundraising takes time and effort – your job is to find people who are interested in supporting you and then ask them. You need to plan well ahead and make sure you put in the time and effort needed.
3. Start at home! Focus on your closest and dearest and then branch out.
4. Remember that you're representing Islamic Help, so everything you decide to embark upon should be in line with our vision and aims. In short, be a role model!
5. Remember Islamic Help is ready to support you. Whenever you need us, don't hesitate to get in touch.
6. Keep your costs at a minimum, the aim is to focus on cost effective and even better, free avenues to gain your target!
7. Keep us up to date with your fundraising efforts so we can support you to the best of our ability
8. Be Passionate, but respectful! Nobody will give you money if you are not absolutely passionate about your cause. You must be willing to talk to anybody and everybody about your cause, and not be afraid to suggest how they can help. Once they see the look in your eye, they will be moved enough to donate.

#### **The big don'ts!**

1. There are various legal requirements you will have to abide by whilst fundraising, always keep in touch with your co-ordinators to ensure you're keeping intact with the law. The last thing we want is for you to be locked up, days before we fly ashore ;-)
2. Don't wait until the final month to fundraise for your target, start early and remain consistent!
3. Don't get emotional or stressed - if you are raising money for something devastating and tragic, it is easy to become overwhelmed especially if you identify with those people in need. Although channelling your emotions to make your case stronger with potential donors is okay, there is a fine line between compelling people with an emotional case, and turning them off by being an unprofessional blubbing fool. If people are to trust their money to your cause, you must be strong for them.



4. Don't be afraid to ask - don't let your pride get in the way. This is what the point behind the whole thing is. Some people feel that asking for money is somehow demoralising or shameless but you have to take yourself out of the equation. Others depend on you to go out there and convince others of the legitimacy of your goals. And don't scoff at any size donation. Every penny helps. And sometimes, yes, you're going to have to come right out and ask for money so get comfortable with the idea.
5. Don't try and do too many different things – think of a few fundraising ideas which will bring in the money you need. Its best to concentrate your efforts and make sure whatever you do is done well.
6. Don't wear yourself down - If you are a small operation and doing all the work, you can very easily burn out. If your own health fails, then you are no good to anybody, and the project could even collapse as a result. Make sure you take care of yourself. Yes, there is always work to do, and a few more pounds to raise. Keep it all in perspective, and remember: One step at a time and consistency.
7. Don't give up – be persistent in achieving your goal, as this is important for success and you do your best, success will be yours.



# MISSION POSSIBLE SPONSORSHIP FORM

**Sponsor Name:** \_\_\_\_\_

Using **Gift Aid** means that for every pound you give, we get an **extra 25p** from the government at no cost to you. This means that a donation of £100 is worth £125 to us, and it doesn't cost you a thing. You **must be a UK tax payer** and should have paid income or capital gains tax equal to the amount we will claim in the tax year.

*giftaid it*

The person you are sponsoring will be taking place in a **climb up Mount Snowdon** and will be fundraising to help the people of Africa through building water wells, distributing mosquito nets and supporting the local schools.

Name	Address	Post Code	Amount	Gift Aid

Name	Address	Post Code	Amount	Gift Aid
<b>TOTAL</b>			£	

## Frequently asked questions

### 1. What is Mission Possible?

Mission Possible gives volunteers a full spectrum of the humanitarian aid delivery process and involves campaigning, fundraising and a ten day deployment abroad.

Mission Possible will take you on a journey from fundraising and meeting many like-minded individuals to actually distributing aid in a developing country and to seeing first-hand exactly how much of a difference a donation makes to a person's life.

### 2. Who do I contact if I need assistance?

You can contact us on:

Mission Possible  
19 Ombersley Road  
Balsall Heath  
Birmingham  
B12 8UR

UK: 0121 446 5682

Kamran Uddin  
e: [kamranuddin@islamichelp.org.uk](mailto:kamranuddin@islamichelp.org.uk)  
t: 07939842636  
w: 0121 446 5682 ext no. 205

Zain Sultan  
e: [zainsultan@islamichelp.org.uk](mailto:zainsultan@islamichelp.org.uk)  
t: 07854185545  
w: 0121 446 5682 ext no. 206

### 3. What do I need to pay for?

Islamic Help will cover a majority of your expenses if you are accepted into the programme; however there are several expenses volunteers will have to cover. This includes your travel to and from the airport in the UK and your vaccinations.

### 4. Where does the £5000 I raise go and to who?

The £5000 is put forth towards your Mission and specific projects in Tanzania.

### 5. What happens if I don't reach my target?

If you're unable to meet your target within a certain deadline set - unfortunately we will have to withdraw you from the deployment.

### 6. What happens if I reach my target and then unable to take part on the chosen dates?

If you reach your target and unable to take part, then we can't guarantee you a place on the next Mission, however you are free to apply and compete for a place, however you will have to raise your target again. We advise all participants to take the deployment seriously, we make a commitment to deliver resources of a specific amount, thus when a volunteer decides to retrieve themselves from the programme, it affects everyone.

### 7. When do I need to meet my target for?

All your money should be raised and banked three weeks before deployment. Mark the dates in advance and work towards this deadline.



### **8. Do I need legal permits for any events?**

If your event involves using public areas and selling things, you may need a license. For example, if you were to do a street collection or a door to door collection, you will need a permit from your local city council in order to conduct this. Islamic Help would be able to help you with this.

### **9. If we organise an event, will Islamic Help create the posters for us?**

We at Islamic Help want to push you to your full potential; we encourage and expect you to create your own posters. These are the guidelines we expect you to follow. These following needs to be included;

- 'Islamic Help Volunteers Present' within the poster.
- Use the Islamic Help logo and Mission Possible logo
- Have the charity registration number for Islamic Help on all your logos
- Designs should be of a high quality

### **10. Who can claim gift aid?**

Gift Aid means more money for your mission. If any of your donors are UK taxpayers we can claim 25% on top of their donations. So every pound donated, HM Revenue and Customs will give Islamic Help an extra 25p at no extra cost to your sponsors. All you have to do is make sure people provide their correct details.

### **11. Can I collect Zakat for Mission Possible?**

Yes, however you need to ensure you clearly mark the money collected is for Zakat purposes so it can be used appropriately.

### **12. I would like a representative for Mission Possible to attend my event, how do I arrange this?**

Discuss with your co-ordinators and they will ensure an appropriate representative is available for you.

### **13. I want to hold bucket collections, what should I do?**

There are various types of collections.

- Street collections - If you are holding a collection in the street, you will need to obtain a licence, from your local authority and abide by the rules and regulations.
- Private collections - If your collection is still open to the public, but being held on private property such as within a shopping centre or rail station, you must obtain permission from the landowner or manager.
- Static collections boxes - Boxes must be secured sealed and tamper proof. You do not need a licence to place these in a shop or business, just permission from the business owner.
- House-to-house collections - Licences must be obtained from the relevant local authority.

Also note, when collecting in public, you will need identity badges as well as Islamic Help t-shirts that contain details of your licence or exemption.

#### 14. What is JustGiving and how do I use it effectively?

You can create your own online sponsorship page. It's easy and fun. Just follow the instructions and you can have your own JustGiving page in a matter of minutes. What's so cool about JustGiving, you may ask? It gives you an online medium to collect and track your donations. You can email it to all of your friends and get them to donate quickly and easily.

Here's how to get started

1. Just go to [www.justgiving.com](http://www.justgiving.com)
2. Click on Make your page.
3. Follow the simple instructions to create an account
4. Type in Islamic Help in the search box on top of the screen. Islamic Help will be displayed. Click on this.
5. Follow the instructions. You can upload your own photo or a standard one. Feel free to personalise it!

If you have any difficulties, please don't hesitate to contact us.

#### 15. What resources can Islamic Help offer me?

- Mission Possible promotional material
- Sponsorship and donation forms
- Buckets for bucket collections

If you wish to hold a collection in a public space (e.g. town centre) you must apply to the district council for a permit to do so. This is free, but can take a while to do so and you may find yourself clashing with other charities. Get in touch with your co-ordinators who will provide you with more direction, but remember the process will vary so it's best to start with a phone call. It is advisable to get a letter confirming you have permission so that you have something to show to inquisitive staff on the day!

