



**Welcome to  
#teamtreeaid**



## **We're thrilled you'd like to fundraise for us**

Whether you raise £20 or £2,000, your support means together we can help more people grow nutritious food, support themselves by selling tree produce and protect the environment for future generations

## **We really can't thank you enough**

This guide will help to get you started. It's packed with exciting ideas, inspiring stories and nifty tips.

For more information, please contact our Supporters Team; we are always happy to help! You can reach us on 0117 909 6363 or [info@treeaid.org](mailto:info@treeaid.org)



## About TREE AID

Tree Aid is a charity working with communities in the drylands of Africa to tackle poverty and the effects of the climate crisis.

TREE AID works in Senegal, Ghana, Burkina Faso, Mali, Niger and Ethiopia.

At Tree Aid, our vision is thriving, sustainable communities across the drylands of Africa. We believe that tackling poverty and protecting the environment are inseparable. That's why we work together with local people to grow trees and restore land, to fight poverty and the effects of the climate crisis.

## How your fundraising helps



£10

could buy a family a tree that will provide food, income and much more.



£75

could provide a beehive and protective clothing so a family can produce honey to sell.



£250

could pay for seeds, tools and everything else a farmer needs to set up their own nursery.



£500

could cover one hectare and made up of over 840 seedlings. It will provide for all of the community's wood needs.

## Why trees?

Sometimes it's hard to imagine how much of a difference trees can actually make. But at Tree Aid, we believe trees mean life – and for good reason.

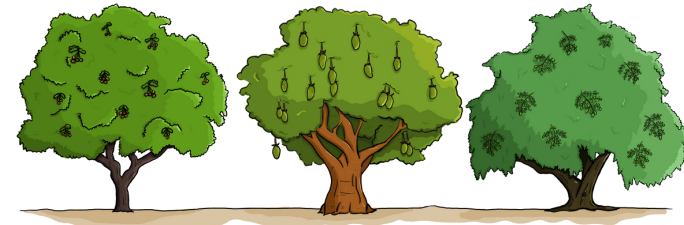
### Restoring the environment

We grow trees to protect the environment. We support people to use trees to improve the fertility of the soil and sustainably manage land in a way that helps them deal with the effects of the climate crisis.



### Growing nutritious food

We grow trees for healthy food, all year round. Trees provide nutritious fruit, nuts and leaves, giving people stable supplies of food even when other crops fail.



### Building sustainable businesses

We grow trees which grow businesses. We support communities to make and sell tree products, like shea butter and soap. The income they make from their businesses pays for essential healthcare and education.



### Protecting forests and land

We grow trees for long-term change. We campaign for forests to be managed by the people who depend on them. We work with communities and local government so they can agree rules for using forests and their resources.



# Inspiring ideas

Here, you should be able to find the inspiration you need to host a successful fundraising event! If you'd like a hand organising anything, just give us a call on 0117 909 6363 or email us at [info@treeaid.org](mailto:info@treeaid.org)

Make sure you're taking advantage of the seasons! We have fundraising ideas for every time of year.



## January

**New year – new you!**  
Dust off your running shoes and sign up for a half marathon or 10K.



## February

**Play Cupid!**  
Organise speed dating for your single friends. Sell tickets in advance.



## March

**Time for a spring clean?**  
Host a garage sale and donate your proceeds to TREE AID.



## April

**World Book Day!**  
Ask your colleagues to dress up as their favourite characters.



## May

**Spring Fling!**  
Organise a good, old-fashioned dance in your town hall.



## June

**Give up your car!**  
Get sponsored to cycle or walk everywhere you go for seven days.



## July

**Enjoy the sunshine!**  
Chuck some burgers on the BBQ and get your neighbours round.



## August

**Ready, steady, bake!**  
Organise a Great TREE AID Bake Off in your workplace.



## September

**Back to school!**  
Host a pancake breakfast in your community before the kids go back.



## October

**Host a spooktacular night in!**  
Get your friends round for pumpkin carving.



## November

**It's bonfire night!**  
Let off some fireworks (safely) and remember to charge an entry fee!



## December

**It's carolling season!**  
Practice some Christmas classics, and go and wow your neighbours.

## In the office

- Collection tin
- Bake sale
- Baby photo competition
- Raffle
- Run/walk/cycle with colleagues

## After school

- Sponsored silence
- Read-a-thon
- Face painting
- Sports day races
- Treasure hunt

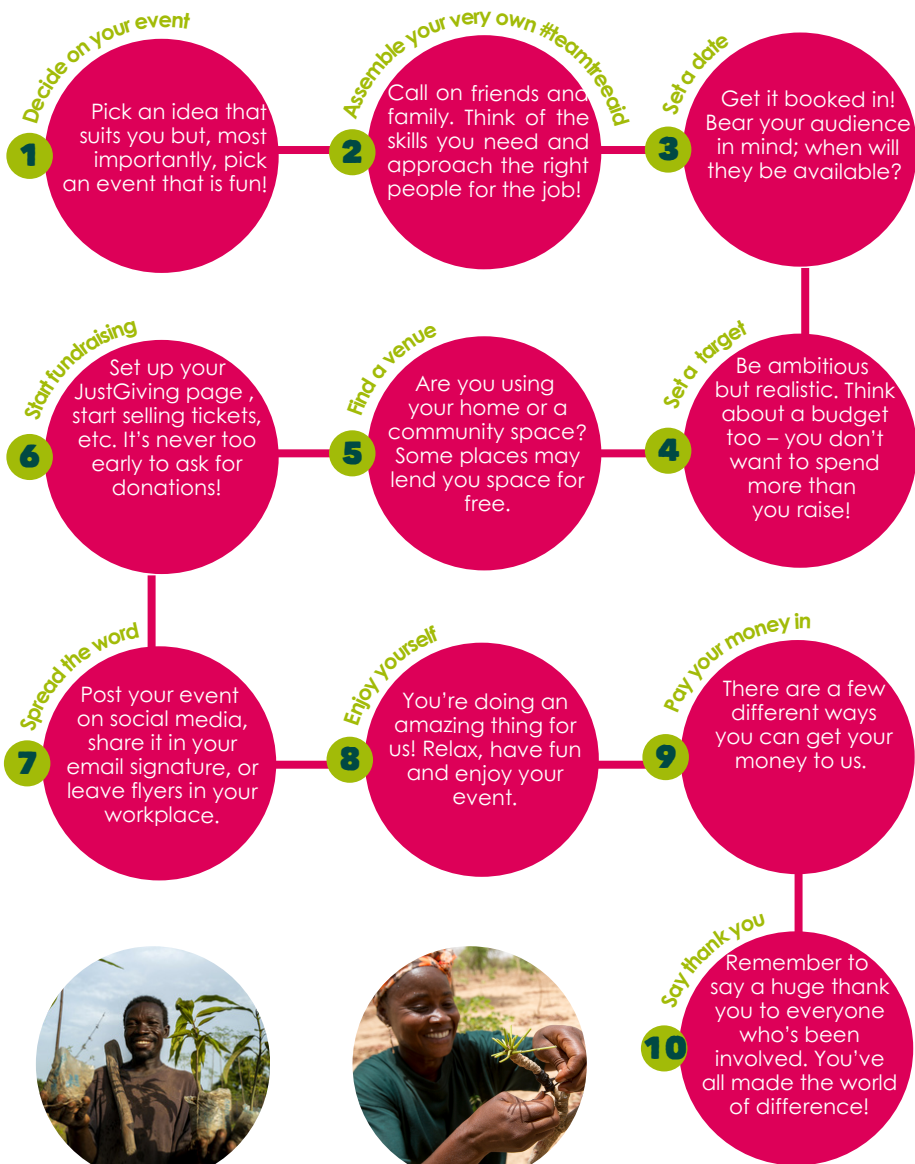
## With your neighbours

- Bring and buy sale
- Street party
- Progressive dinner party
- Barn dance
- Talent show

## Glitz'n'Glam

- Film night
- Masked ball
- Silent auction
- Fashion show
- Art exhibition

# Getting Started



## JustGiving™ fundraising online

JustGiving is a fantastic, easy way of collecting sponsorship money for Tree Aid. These online donations come straight to us from the sponsor so you don't have to worry about paying your money in.

It's also great for raising awareness of your event; you can share your page on social media.

### Setting up your page

Setting up your page could not be easier.

Visit [www.justgiving.com/treeaid](http://www.justgiving.com/treeaid) and follow the step-by-step instructions. We are happy to lend a hand, so give us a call if you'd like to be talked through it. You can reach us on 0117 909 6363.

### Attract attention

Make sure you jazz your page up with a story and some photos. Sponsors will want to know why you feel so close to the cause, and will want to see you in preparation. Remember to add updates every now and again so your friends and family can see how hard you're working towards your goal.

### Leave it running

Do not shut your page down straight away.

Leave your JustGiving page running after the event! Around 20% of your sponsorship will come in when your event is over.



## Legal bits

When you're organising your Tree Aid event, please bear the following in mind. If you have any questions, drop us a line on 0117 909 6363 or [info@treeaid.org](mailto:info@treeaid.org)

### First aid



### Security and money



### Food safety



### Accessibility



### Licenses



If you are collecting change in a public space or private venue, make sure you have the right permit.

### Serving alcohol



If you are serving alcohol at your event, make sure your venue has a licence.

### Happy snapping



Remember to take some photos! But also remember to get permission from anyone who is caught on camera if you wish to share their pics.

### Our logo



If you'd like to use TREE AID's logo on your fundraising posters or Just Giving account, please give us a ring and we'll help you.



# THANK YOU!

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