

# Sustainable Impact Fundraising

Service Toolkit



# Welcome

WE is a movement that believes every individual can create meaningful change in our world.

By offering the resources to help people create positive social change in their local and global communities, we empower people to change the world.

Through domestic programs like WE Schools, our experiential service-learning program, and internationally through WE Villages, our sustainable development model, WE Charity empowers change with resources that create sustainable impact.

## WE Villages Pillars of Impact

We help break the cycle of poverty through five Pillars of Impact: Education, Water, Health, Food and Opportunity.

These pillars make up our holistic and sustainable development model, WE Villages, which partners with rural communities in nine countries: Kenya, India, Ecuador, China, Sierra Leone, Tanzania, Nicaragua, Haiti and Ethiopia.

Over the years, this sustainable development model has worked to solve not just one issue, but also tackle multiple issues to help families break the cycle of poverty. It works. It's proven. It's scalable.

**Education:** More than 1,000 school rooms have been built, giving more than 200,000 children access to education.

**Water:** More than one million people have been provided with clean water and sanitation.

**Health:** \$36 million in medical supplies has helped provide more than one million people with health care.

**Food:** 15 million nutritious meals have been produced by farmers engaged in our agriculture programs.

**Opportunity:** More than 30,000 women have empowered themselves with financial independence through our programs.



Education



Water



Health



Food



Opportunity

# Step 1

Choose the Pillar of Impact and country you would like to support



## Education

When children are educated, they are armed with the courage and self-confidence to better themselves and their families, their communities and the next generation. We not only help communities build school rooms for children to learn in, but we provide them with the tools and resources to help students develop throughout their lives.



## Water

Improving access to clean water is one of the most crucial and quickest ways to lift a community out of poverty. It reduces illness, allows girls to attend school instead of fetching water for their family and leads to better agriculture and access to food.



## Health

For people in developing countries, falling ill can plunge a family deeper into poverty and prevent children from attending school. We work with community partners to improve access to health clinics and preventative medicine, facilitate training of health care professionals, and teach the community about disease prevention.



## Food

Hunger keeps children from school, adults from working and families from thriving. In developing countries, hunger can lead to malnutrition and illness. We work with communities to implement agriculture and food security programs that ensure families have access to healthy, self-sustaining food sources.



## Opportunity

With workshops on running successful farms and businesses, families have what they need to become self-sustaining, develop new entrepreneurial skills and invest in their children's futures.

## Where we work

We work in nine countries, where we partner with rural communities to break the cycle of poverty. Visit [WE.org/we-villages/where-we-work](http://WE.org/we-villages/where-we-work) to learn more.



# Step 2

Decide how you are going to fundraise

There are many options for getting involved and fundraising with WE. Check out these ideas to help get you started!



## Sell Rafiki bracelets

Purchase a starter kit from [WE.org/wearerafikis](http://WE.org/wearerafikis) and display sample Rafikis in the workplace, at a community center or at your next family gathering. Take orders and help raise money for your cause.



## Host an event

Whether it's gathering your friends to make holiday cards, hosting a benefit dinner or running a trivia night in your community, there are so many incredible event possibilities to help you fundraise for your chosen country and Pillar of Impact.



## Collect donations

Ask local businesses, family members and friends to donate what they can to your cause. Try creating collection jars to put in local community centers and businesses for people to donate loose change, or collect pledges and challenge yourself to something—a marathon, bike-a-thon, get creative!

## Additional ideas

Having trouble thinking of a unique fundraiser? Check out these ideas to help make a meaningful difference.

## Give up a day of pay

Participating employees opt to give up a day's worth of their salary to donate the pooled money to WE Villages.

## Swap jobs for a day

Create a draw and raffle off the opportunity for employees to swap jobs for the day, or take bids on the ultimate job swap.

## Cook-off

Invite employees to showcase their cooking talents in specific categories—the best chili, ribs, hamburgers, etc.—and charge a tasting admission fee. Have participants vote for a "People's Choice" award for the best dish.

## Get moving

Get your sweat on with a dance-a-thon, walk-a-thon or cycling fundraiser and collect pledges in support of empowering programs in developing communities.

## "Back to your youth" dress down day

Make a donation to come to work dressed in what you wore when you were 16 or sponsor a co-worker to do it instead.

## Trivia contest

Charge an entry fee for trivia teams to compete against each other for bragging rights and fun prizes. Add a popular quiz master and let the games begin!

## Sports tournament

Organize a softball, basketball, touch football or bowling competition and charge an entry fee per team.

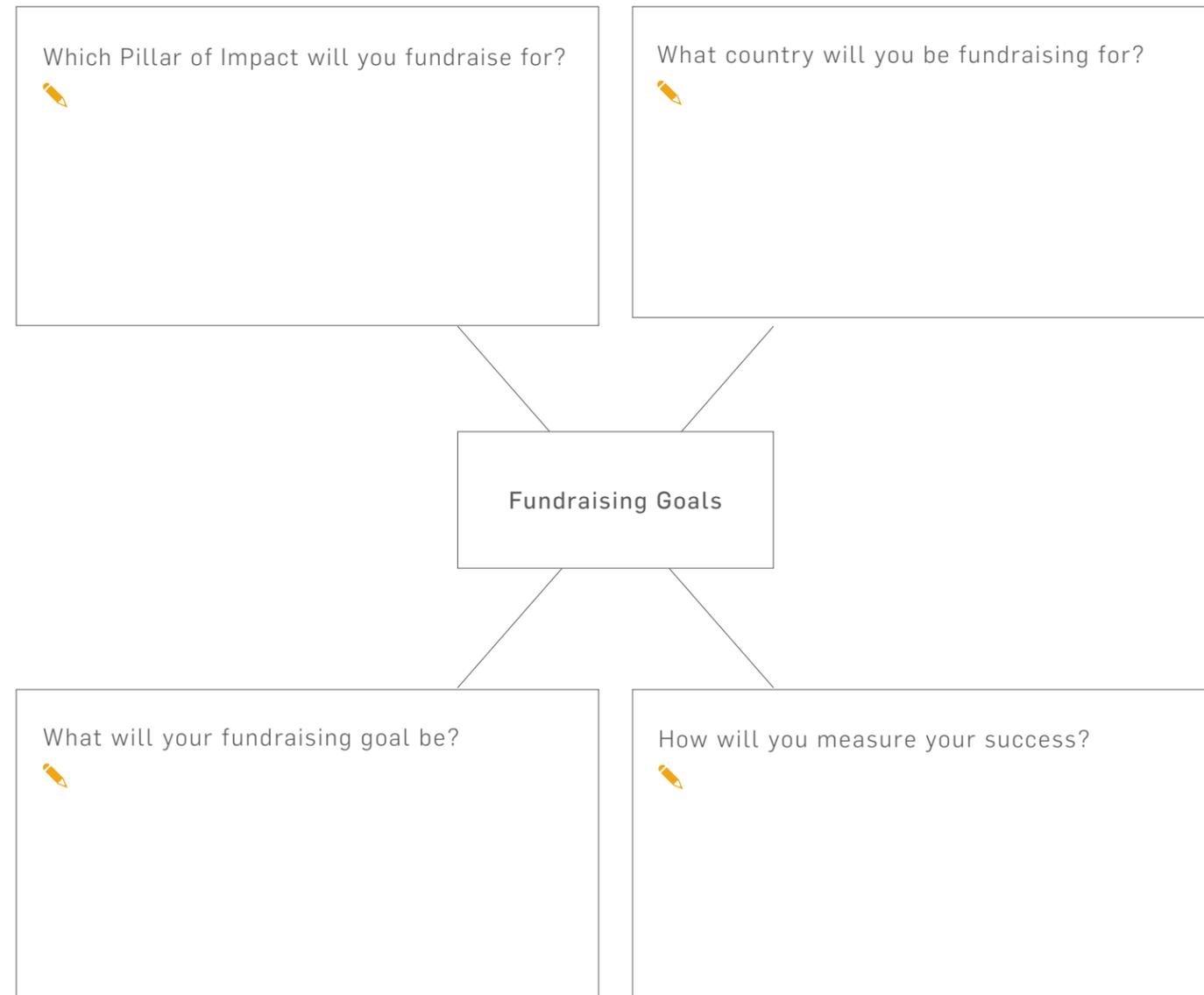
## Games of childhood

Compete to be the fastest Rubik's Cuber, the best Swingball player or the fastest on a space Hopper. Charge an entry fee to take part and offer a prize to the winner.

# Step 3

## Set your goal

Every fundraiser needs a goal! When you fundraise for WE Charity, you empower change with resources that create sustainable impact. Once you've decided on your fundraiser, set a specific, measurable goal that you, your friends and family, or community can work toward.



# Step 4

## Start fundraising

To help spread awareness of your fundraiser, share this WE Villages video to help others understand what you're fundraising for.

Also make sure to share your fundraiser on social media and take photos throughout your event or campaign.

Use the tag **@WEmovement** on all of your posts!



Check out this video to help you spread awareness during your fundraiser!

# Step 5

## Connect with the community you've made an impact in

Update the people who donated about how their contribution impacted a community. WE will provide updates on the community or project you've helped to fundraise for so that you can stay connected to the impact you've helped create.



# Thank you

We are so grateful for your support and involvement.



Making doing good, doable.

[WE.org](https://www.we.org)