FUNDRAISING GUIDE

FOR UNITERRA VOLUNTEERS

uniterra
A WUSC & CECI PROGRAM

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CECI

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Introduction

This document is for volunteers whom WUSC and CECI have asked to fundraise for the Uniterra program. It sets out the procedures to follow to make this a simple, enriching experience.

AN OVERVIEW OF UNITERRA, CECI, AND WUSC

Uniterra is among the leading Canadian international development programs. Our volunteers guide, train and support local partners with the goal of improving socio-economic conditions for women and youth in Africa, Asia and the Americas.

CECI and WUSC have been running the Uniterra program since 2004. The program is made possible thanks to a strong network of partners in Canada and in our 14 countries of intervention. Each year, 600 volunteers contribute to making positive, sustainable change towards a more equitable world.

WHY IT IS IMPORTANT FOR VOLUNTEERS TO FUNDRAISE

Fulfill your commitment beyond completing your volunteer mandate

A volunteer's role is more than its assignment abroad. Volunteers instill confidence and facilitate understanding between people. As Uniterra volunteers, you are well positioned to help your family, your friends and the general public understand international development issues and encourage them to play an active role in the fight against poverty. Your fundraising activities will be a perfect opportunity to raise awareness about international development and explain the goal of your project abroad.

Provide Canadians an opportunity to make a difference

Your fundraiser provides your friends, your family and the general public an opportunity to show their support for your initiative and play an active role in the fight against poverty. Your friends and family will be called upon to help fight poverty and support your volunteer assignment. Donations are a very important way to get involved and can change the fate of millions of people around the world!

By fundraising, you are also effectively raising awareness among Canadians about international development. You will be able to change attitudes and build support for this worthy cause.

WHAT ARE THE FUNDS USED FOR?

The funds that you collect are a **direct contribution to achieving development results.** Your fundraising efforts help strengthen our capacity to act in our 14 countries of intervention and support the efforts of local partners working for inclusive, sustainable economic development.

The minimum expected contribution **does not cover the specific expenses of a volunteer's participation** in the program (such as airfare, lodging, etc.), nor does it cover the administrative costs for recruiting and training volunteers.

All minimum volunteer contributions are placed in a specific fund created by the Uniterra program to support its actions in the field. Each year, Uniterra Steering Committee uses this fund to provide the highest possible level of effective, strategic support in a way that meets the needs identified by teams overseas. The Committee will ensure that all countries of intervention can benefit from this fund throughout the five-year program.

The Uniterra Steering Committee will make sure that all volunteer-collected funds are put directly towards the development goals set for each country of intervention and towards achieving the desired results.

(See "Uniterra's Objectives in the 14 Countries of Intervention" in the appendices.)

How much of the volunteer-collected funds will be put toward administrative costs?
None of the funds you collect will be put toward administrative costs. That means that 100% of collected funds will go directly towards implementing activities that contribute to the development of an inclusive, sustainable economy in our 14 countries of intervention.

HOW MUCH MONEY MUST BE COLLECTED?

When you are recruited as a Uniterra program volunteer, the minimum expected contribution is **$2,000 for mandates lasting four months or less and $1,500 for mandates exceeding four months.** You can either make the entire contribution on your own through a donation to CECI or WUSC, or you can fundraise to cover part or all of the entire expected amount.

Why are volunteers with a short mandate (four or fewer months) expected to contribute more than those with a longer mandate (more than four months)?

Volunteers carrying out a mandate exceeding four months quite often must make greater sacrifices than those with a shorter mandate. They may have to quit their job, sell or rent their home, store their furniture, etc. This is why we ask them for a smaller minimum contribution to the program.

WHAT IS THE DEADLINE TO MAKE THE CONTRIBUTION?

The minimum expected contribution should be made as follows:

- At least 50% of the minimum expected contribution must be made before the start of the mandate;
- The remaining 50% must be made by the end of your mandate.

ADMINISTERING YOUR FUNDRAISER

If you have a volunteer mandate in one of the following countries, your fundraiser will be administered **by CECI:**

- Bolivia, Burkina Faso, Guatemala, Haiti, Mali, Nepal and Senegal

If you have a volunteer mandate in one of the following countries, your fundraiser will be administered **by WUSC:**

- Ghana, Malawi, Mongolia, Peru, Sri Lanka, Tanzania and Vietnam

Please see the insert provided for more information about fundraising with CECI and WUSC.

WE'RE HERE TO HELP!

A support person is available to help you fundraise. You also have access to several tools to get your fundraiser started, such as an online donation page and sample solicitation letters.

You can contact your support person at any time:

Arnaud Deharte, Program Officer, Volunteer Relations & Communications

arnaudd@ceci.ca / Tel: +1 438 346 1983 / Skype: zamind21

How to fundraise successfully

Because being well prepared can greatly improve your fundraising results, below are a few tips to help you plan.

PLANNING YOUR FUNDRAISER

When should I start my fundraiser?
Since 50% of the minimum expected contribution ($750 to $1,000) is due before your mandate begins, we strongly recommend starting your fundraiser as soon as possible, i.e., when your selection has been confirmed.

Who should I ask to donate?
You can contact a range of people and groups throughout the course of your fundraiser. A few examples of people/groups to approach are:

- Your family, friends and co-workers
- Associations and clubs (student council, Lions Club, Rotary Club, etc.)
- Your member of Parliament
- Small businesses, financial institutions and unions
- A special contact you have at a college or university
- Religious communities, your church parish, or other religious institutions.

Who else could I ask?

- Small businesses, financial institutions and unions
- A special contact you have at a college or university
- Religious communities, your church parish, or other religious institutions.

Important: *CECI and WUSC have several partners in religious communities, colleges, universities, cegeps, foundations and businesses that they ask to support various projects. If you wish to solicit one of these partners, you must first obtain our consent so we can make sure they do not receive multiple requests on behalf of CECI and WUSC.*

Who shouldn't I ask?
You are **not allowed** to contact the Department of Foreign Affairs, Trade and Development (DFATD), the Prime Minister or ministers to ask for donations.

Familiarize yourself with the fundraising tools available to you.
This includes the fundraising guide and your fundraiser page on CECI's or WUSC's website.

Build a strategy.
This is where your creativity comes into play. There are countless ways to raise funds. Some proven strategies include the following activities:

Directly ask for donations *from your family, friends, co-workers, local businesses, members of Parliament, etc.*

- **Organize events.** See the following section, "Fundraising ideas."
- **Online campaigns** via email, Facebook, Twitter, a blog, etc.

Don't forget...
Fundraising also has a human component.
People give to other people. If you focus on building relationships, you will increase your chance of raising more money and garnering support for your cause.

Don't be afraid of rejection. If you don't ask, you won't receive. Do not take rejection as a personal affront. People have limited resources and it can be difficult to choose which cause to support. When you receive a "no", thank that person for their time and keep their name on your list for next year, just in case.

Be responsible. Be sure to follow through and to have answers to all the typical questions. Donors need to know that their money is being spent appropriately. They will not give to your cause if you do not show them that you are serious. Letters such as the examples provided in appendix will help you structure your argument before approaching potential donors.

Thank your donors! It is a lot easier to keep an existing donor than it is to find new ones. When you receive a donation, you will have a much better chance of getting another one later if you show your appreciation. Thank your donors in person, over the phone, in a letter, or in a thank-you card. Let them know that your campaign was successful and that their donation made a difference. Thanking donors keeps them engaged and makes them happy to give you their support. A model letter is available in the appendices.

FUNDRAISING IDEAS

There is a variety of ways to fundraise. Here are a few ideas that have proven to work well. Feel free to use any of them and get creative!

Online fundraising

Email. What could be simpler than writing a personalized message to ask for a donation? Personalize the Direct Ask Sample available and send it to potential donors. Following up with a call and thanking the donor for their time or donation will help ensure that your request is properly considered.

Social networks. Think about sharing your request for support over social networks. Do not forget that personalized messages will have the greatest impact!

Activities / Events

- Spaghetti dinner with your friends and family
- Happy hour with your friends
- Conference or luncheon in your workplace
- Garage sale
- Wash-a-thon
- Clothing sale or swap
- Benefit event: concert, film, show, karaoke, bowling, etc.
- Silent auction: Invite your friends to a party and put several objects up for auction. Items go to the highest bidder and the profits will go to your cause.
- Raffle: Bring raffle tickets to a party and sell them to guests. Whoever's name is drawn at the end will receive fifty percent of the total amount raised; the other 50% will go towards your fundraiser. Of course, the winner can also donate their winnings to your cause.
- Work your contacts! Do you know an artist, a radio host or anyone else famous? Contact them and ask for their help.

Don't forget:

- Bring a box to hold the donations and a sheet of paper to write down the information of anyone who would like to receive a tax receipt.

- If there will be Internet access at your event, bring your computer and keep your browser open to your personal fundraiser page so that people can make on-the-spot donations online.

Note: *No tax receipts will be issued if the donor received a benefit to making the donation (e.g., if the donor purchased a raffle ticket, purchased an item at a garage sale, purchased a ticket to attend a special event, etc.).*

Donations

MAKING A DONATION TO CECI OR WUSC

Donations can be made online, over the phone (with a credit card), or by mailing a cheque. The following are instructions for each mode of payment. Share this information with your donors to inform them of their payment options.

Online donations

Depending on which country you have been assigned to, your donations will go through either WUSC or CECI. Please see the insert provided for more information about online fundraising with WUSC and CECI. Make sure to read through these documents to learn about the possibilities of online donations and encourage your network to donate online!

Telephone donations

If your fundraiser is being administered by WUSC, ask your donors to call the following number and provide us with the name of the volunteer they would like to support.

WUSC:
613-761-3693
1-800-267-8699, ext. 3693 (toll free)

If your fundraiser is being administered by CECI, ask your donors to call the following number and provide us with the name of the volunteer they would like to support.

CECI:
514-875-9911, ext. 226
1-877-875-2324 (toll free)

Mail-in donations

If your fundraiser is being administered by WUSC, ask your donors to complete a donation form for WUSC and mail it, along with a cheque, to:

WUSC
1404 Scott Street
Ottawa, ON
K1Y 4M8

Please ask your donors to write **the name of the volunteer** they wish to support in the 'notes' section of their cheque.

If your fundraiser is being administered by CECI, ask your donors to complete a donation form for CECI and mail it, along with a cheque, to:

CECI
3000 Omer-Lavallee
Montreal, QC
H1Y 3R8

Please ask your donors to make the cheque out to **'CECI - fundraiser of (name of volunteer)'**

Cash donations are strongly discouraged.

Do not send cash in the mail. If you receive a cash donation, record your donor's information on the donor tracking sheet. Make a cheque out to CECI or WUSC in the amount you received. Mail the offline donation tracking sheet and cheque to the appropriate address:

WUSC	CECI
1404 Scott Street	**3000Omer-Lavallee**
Ottawa, ON	**Montreal, QC**
K1Y 4M8	**H1Y 3R8**

You can also make the donation in the full amount you received over the phone by credit card. You will be asked to email your donor tracking sheet.

TAX RECEIPT ELIGIBILITY

CECI and WUSC are both registered as charitable organizations with the Canadian government. CECI and WUSC are therefore authorized to issue tax receipts. The registration number for CECI is 11884 6575 RR 0001 and for WUSC is: 11930 4848 RR 0001.

A tax receipt will be issued for every donation of $20 or more.

As a volunteer, can I receive a tax receipt for a donation I make on my own behalf through my fundraiser?
CECI and WUSC will provide tax receipts for volunteers who decide to write a cheque for part or all of their expected minimum contribution.

Is the minimum expected contribution tax deductible?
Be careful! A "contribution" is not the same as a "donation." The minimum expected contribution made by volunteers through fundraising may include donations, which are eligible for tax receipts.

Are funds collected in exchange for goods or services tax deductible?
No, they are not. No amount collected in exchange for goods or services is eligible for a tax receipt. For example, if my uncle Andrew writes me a cheque for $30 for my fundraiser, he will receive a tax receipt (provided that I have duly completed a slip for him). However, if he buys a bag of fair-trade coffee to support my fundraiser, he will not receive a tax receipt.

CONTACT

For further information, contact:

Arnaud Deharte

Program Officer, Volunteer Relations & Communications

arnaudd@ceci.ca / Tel: +1-438-346-1983 / Skype: zamind21

Frequently Asked Questions (FAQ)

What happens if I do not pay the minimum expected contribution?
We have every confidence that each of you will meet your targeted fundraising goal. Although we know fundraising can be intimidating, especially for first-time fundraisers, you will be provided the tools and resources to meet - and even exceed - your goal.

If you find that you are not reaching your goal at the rate you had hoped, get in touch with your support person, who will work with you to identify new ways for you to engage your network.

What if I exceed the minimum expected contribution?
Fantastic! Great job! You have just become one of our champion volunteers! We congratulate you on carrying out such a successful fundraiser and thank you for your commitment to our cause.

This will be of even greater help to our economic development efforts in the countries where we work and will help improve the living conditions of the people there.

CECI and WUSC will not reimburse contributions exceeding the minimum expectation, nor will we reimburse any donations. No exceptions will be made in this regard.

In the same way that the minimum expected contribution will be used, any amount in excess will be used to fund Uniterra program activities in general, but not its administrative costs.

Keep in mind that the established amount is a minimum expectation. You are encouraged to surpass your goal if possible!

What if I withdraw from the program after I have been selected?
If you withdraw from the program, your contribution and those of your donors still cannot be reimbursed.

We will thank you for your time, commitment, and the funds you have raised, which will support Uniterra program activities in its countries of intervention.

However, if you are able to fulfill a new Uniterra 3 program mandate (in 2015 – 2020), the amount that you have already collected will be put toward your new fundraising goal (if the goal has changed due to the length of the new mandate).

If I leave on a second (or third, etc.) mandate with the Uniterra program, will I have to pay the minimum expected contribution again for my new mandate?
Yes. The same rules apply when a volunteer carries out two separate mandates. However, if a mandate is extended, the volunteer will not have to pay a new contribution.

Remember what you learnt during your first fundraiser. You have a good idea of what worked well and what didn't and already have contacts that will help you reach your new goal. This will also be a great chance for you to show your friends and family what was accomplished during your first/previous mandate and to ask them to continue supporting your international development efforts! You are working towards a noble cause and this deserves to be sponsored!

Appendices

Uniterra's Objectives in the 14 Countries

Bolivia

Uniterra will build on its past programming and CECI's 24 years of experience in the country to contribute to the sustainable economic development of the agro-industry and manufacturing sectors. An inclusive market system approach will be employed with key partners to increase entrepreneurship and employment opportunities for marginalised women and youth through capacity-building, optimizing business development services and improving access to the labour market. Uniterra will work in 3 high potential subsectors: organic quinoa, milk, and textiles/handicrafts. In each of these sub-sectors, Information and Communications Technology (ICT) will be explored as a sector that is particularly relevant to youth. Volunteers will train 6,200 staff/management/members of 11 partner organizations (60% women). 80,000 people will benefit (60% women, 50% youth) from access to improved and more inclusive services provided by partners.

Burkina Faso

From the experience that CECI and WUSC have gained in this country since 1985 and through a market systems approach, Uniterra will strengthen the capacities of a set of actors in each of the targeted sub-sectors: livestock (poultry, sheep fattening), cereals (rice, maize), market gardens (tomatoes, onions), and oil crops (sesame, shea butter). These sub-sectors drive sustainable economic development for both women and youth. Uniterra will also facilitate discussions between various actors to improve overall market operations, thereby increasing job opportunities and income for women and youth. Volunteers will train and support 6,500 partner organization employees, managers, and members, 60% of whom will be women. One hundred thousand people, of whom 60% will be women and 50% youth, will have access to the improved, more inclusive services that the organizations offer.

Ghana

Building upon Uniterra's 10 years of experience working in Ghana, Uniterra 2015-2020 will facilitate access for youth and women to employment and increase income opportunities. To achieve this, Uniterra will work within the market system of agriculture (livestock and legumes sub-sectors) and residential construction sectors to make them more inclusive to women and youth. Uniterra volunteers will train at least 6000 staff, management and members of partner organizations – 60% of whom will be women. Over a 5 year period, 80,000 people, of which 60% will be women and at least 50% youth, will benefit from access to improved services provided by partner organizations.

Guatemala

Uniterra will build on its previous programming and CECI's 24 years of experience in the country to foster inclusive economic growth in rural areas by increasing economic opportunities for women, youth and indigenous populations.

Uniterra will employ an inclusive market system approach with key partners to work in 3 sub-sectors: coffee, cardamom (and other spices), and processed agri-food products. Uniterra will explore the use of Information and Communication Technology (ICT) as a cross-cutting sector to increase productivity and provide opportunities that meet the aspirations of youth. Uniterra will strengthen partners' capacities to ensure eco-friendly products (organic coffee) and to protect natural resources by optimising agricultural practices. Volunteers will train 6,000 staff/management/members of 13 partner organizations (60% women). 80,000 people will benefit (60% women, 50% youth) from access to improved and more inclusive services provided by partners.

Haiti

Drawing on CECI's forty years' experience in this country and WUSC's nine, Uniterra will apply the market system development approach as it works to increase the capacities of local operators and facilitate strong ties between the main actors of each identified sub-sector, such as agriculture, tourism (e.g., artisan crafts), and the textile industry. Uniterra's strategy will be to work towards increasing national production, especially in terms of agriculture (coffee and related crops, mangos). Its work in the tourism sector will focus on job creation for women and youth; the artisan craft sector is already well-established and profitable. As for textiles, the goal will be to create jobs for youth by supporting small, independent operations. Volunteers will train and support 4,500 member organization employees, managers, and members, 60% of whom will be women. Some 76,500 people, of whom 60% will be women and 50% youth, will have access to the improved, more inclusive services that the organizations offer.

Malawi

Building upon WUSC's work in Malawi since 1981 and Uniterra's 10 years of experience in the country, Uniterra 2015-2020 will facilitate access to employment and increased income for women and youth in Central and Southern regions. Uniterra will use a market systems approach, working with key partners to support coordination between market actors and improved market efficiency and effectiveness. Uniterra will work in the tea, legumes and dairy productive sub-sectors, which have been identified for their potential for inclusive economic growth that meets the needs of marginalized women and youth. Uniterra volunteers will train or coach at least 5000 staff, management and members of partner organizations – 60% of whom will be women. Over 5 years, this will result in 80,000 people, of which 60% will be women and at least 50% youth, benefiting from access to improved and more inclusive services provided by partner organizations.

Mali

Building on the experience that CECI and Uniterra have acquired since 1984 and 2004 respectively, Uniterra will use a market system development approach in 2015-2020 to build the capacities of local operators and facilitate strong ties between main actors and service providers, especially by providing technical and vocational training. The actions that Uniterra has planned are based on its top three objectives: promoting the industry/SMEs/SMIs, promoting business and services, and creating income-generating jobs and activities. Uniterra will focus

its efforts on the agriculture (42.8% of GDP) and service (16.4%) sectors. It will support the rice and market garden sub-sectors in rural areas and livestock business in urban centres. These sub-sectors are promising job creators for women and youth. Volunteers will train and support 3,500 partner organization employees, managers, and members, of whom 60% will be women. Some 50,000 people, of whom 60% will be women and 50% youth, will have access to the improved, more inclusive services that the organizations offer.

Mongolia

By using a market system approach, Uniterra will build the capacity of market actors and facilitate stronger linkages between them to tackle economic and social patterns of inequality, exclusion and social fragmentation of youth and women, currently exacerbated by unequal distribution of mining-based resources. By strengthening 2 of Mongolia's growing economic sub-sectors, i) fibre processing of yak wool and cashmere and ii) residential construction, Uniterra will support economic growth in general and economic diversification in mining regions. Uniterra volunteers will train at least 3,000 staff, management and members of partners organizations – 60% of whom will be women. Over 5 years, this will result in 50,000 people, of which 60% will be women and at least 50% youth, accessing improved and more inclusive services provided by partner organizations in the fibre processing and residential construction sub-sectors.

Nepal

Building upon CECI's work in Nepal since the 1990's and Uniterra's 10 years of experience in the country, Uniterra will support interventions aimed at youth entrepreneurship in agri-business in partnership with education and skill development organizations. The Uniterra program will focus on two subsectors: i) dairy; and ii) high value crops, such as vegetables, fruits, tea and spices. Both of these sub-sectors align with Government's Thirteenth Plan (FY 2013/14-2015/16), and with government policy to encourage youth in commercial farming. Volunteers will train or coach at least 6500 staff/ management/ members of partner organizations – 60% of whom will be women. 100,000 people will benefit, 60% women, 50% youth from access to improved and more inclusive services provided by partner organizations.

Peru

Uniterra will build on its previous 6-year programming and WUCS's 32 years of experience in Peru to contribute to sustainable economic growth by increasing the employment of women and youth in the agro-industry and tourism sectors. Uniterra will build the capacities of key partners in three highly dynamic subsectors: coffee, cacao and hospitality services, using a market system approach. Volunteers will train 6,700 staff/management/members of 13 partner organizations (60% women). 80,400 people will benefit (60% women, 50% youth) from access to improved and more inclusive services provided by partners.

Senegal

Drawing upon CECI's 25 years of experience, in 2015-2020, Uniterra will work to strengthen four profitable sub-sectors—rice, poultry, market gardens, and peanuts—and help create opportunities for women and youth. Uniterra will pursue these objectives by helping several producer organizations and other actors like chambers of commerce and women and youth

entrepreneur groups analyze markets and identify and develop business opportunities. It will be important to make vocational training more accessible on a scale that meets the demands of the job market. Uniterra's actions will be a part of the 2013-2017 national economic development strategy and the Plan Sénégal Émergent (PSE). Volunteers will train and support 6,500 partner organization employees, managers, and members, of whom 60% will be women. Some 100,000 people, of whom 60% will be women and 50% youth, will have access to the improved, more inclusive services that the organizations offer.

Sri Lanka

In Sri Lanka, Uniterra will build on WUSC's 25 years of experience in managing successful partnerships in vocational training, enterprise development, gender equality and workplace improvement. By utilizing a market-systems approach, Uniterra will build capacity and facilitate linkages between core market and supporting/enabling actors to better respond to the employment needs of women and youth across the island. Uniterra will also collaborate with the Sri Lankan-Canadian diaspora through the Sri Lanka Canada Business Council. Uniterra will target its interventions on the tea, hospitality and apparel sub-sectors. Uniterra volunteers will train at least 5000 staff, management and members of partner organizations – 60% of whom will be women. Over 5 years, this will result in 80,000 people, of which 60% will be women and at least 50% youth, benefiting from access to improved and more inclusive services provided by partner organizations.

Tanzania

In Tanzania, Uniterra will work towards improving of the socio-economic conditions of women and youth in the Northern Districts and the Lake Zone. Uniterra will build upon and extend programming of Farm Radio International (FRI) that has been working in Tanzania since 2007. To achieve sustainable results, Uniterra will work within the market system of two productive sub-sectors, fruits & vegetable value chains and Eco-tourism, to make them more inclusive to women and youth. Uniterra volunteers will train at least 3,000 staff, management or members of partner organizations – 60% of whom will be women. Over 5 years, this will result in 50,000 people, of which 60% will be women and at least 50% youth, benefiting from access to improved services provided by partner organizations.

Vietnam

Uniterra in Vietnam will build on its successful implementation since 2003 and on WUSC's 23 years of experience in strengthening vocational training delivery and private sector development. Uniterra 2015-2020 in Vietnam aims to facilitate access for youth and young women to quality long term employment in the growing economic sectors of tourism and ICT, resulting in their improved economic and social well-being. Through a market-system approach, Uniterra will increase training relevancy and job placement services of partners to deliver quality education and training programs in tourism and ICT so that they are in line with the growing requirements of each sub-sector. Uniterra volunteers will train at least 5,000 staff, management and members of partner organizations – 60% of whom will be women. Over 5 years, this will result in 100,000 people, of which 60% will be women and at least 50% youth, benefiting from access to improved and more inclusive services provided by partner organizations.