

# Fundraise...

For the Think Pacific Foundation..



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www.thinkpacific.com



Supporting the Think Pacific Foundation, a registered Charity in England and Wales. Charity number: 1162190



# Bula...

## Let's get fundraising!

Once again, thank you for joining Think Pacific.

So...you've made your decision and paid your registration fee. Now you are looking to raise money to pay for your Think Pacific project? Grab yourself a cuppa and look no further. Our comprehensive fundraising guide will help you on your way to achieving your financial goal.

Fundraising doesn't have to be difficult or stressful. For so many of our volunteers, fundraising is a blast. It's a great opportunity to strengthen your relationships, meet new people and learn new skills.

In this guide, we are going to share with you the mindset, the planning and the steps to take to achieve your goal. Including, the things that have worked for others before you and some resources that will help you.

We are privileged to be preparing you for the adventure of a lifetime. You should be so proud that you're about to make a real difference to children in Fiji

Let's dive in.

*Simon, Harry & the TP team*



## Think Pacific - Fact File

As you prepare to fund raise is good to know some background into Think Pacific. Here's 7 useful facts.

- 1) Think Pacific has guided over 3000 volunteers to the Fiji islands since our first project in July 2009.
- 2) Think Pacific Foundation is a registered charity in Fiji (FJ989) and also a registered charity in England and Wales.(charity number 1162190).
- 3) We were founded by two students who volunteered in Fiji with a big gap year company. We wanted to make a greater impact by creating a small and more ethical social enterprise.
- 4) We created TP at The University of Leeds and won the Universities Enterprise Award, which gave us the launch pad to begin.
- 5) We are honored to have received the Sir Peter Thompson Award ("for our efforts to alleviate poverty overseas")
- 6) Think Pacific works in direct MOU partnership with the Fijian Government to implement aims and initiatives set by the Fijian national Development Plan in rural communities across Fiji.
- 7) Our AMAZING volunteers lead peer to peer workshops with the village youth group around relevant social issues.

# Think...

## Why Our Projects are Needed?

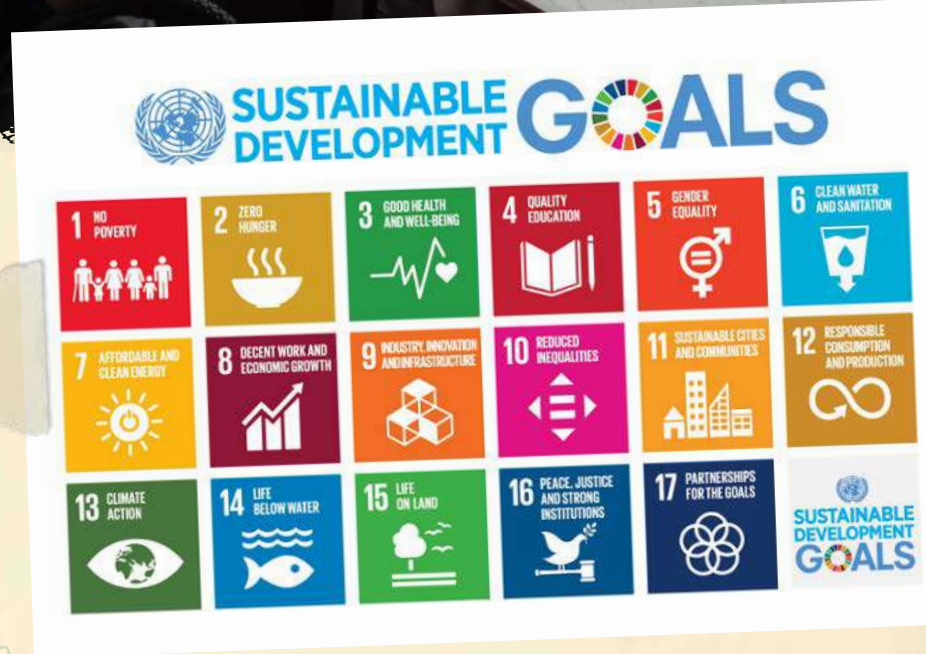
Fiji is a real country of contrasts!

- non-communicable disease (NCDs) - 80 deaths in 100
- 70% of Fijians are under the age of 40, with 50% below the age of 27.
- Reverse the choke-hold that NCDs have on Fijian people and their potential.
- No PE curriculum or extra-curricular activities.
- Lack of holistic health & higher education role models.
- Dr Tukana "We must focus on the leaders of tomorrow", Ministry of Health.

## Long Term Impact...



- To help Fiji achieve the Fiji Development Plan Goals.
- To assist in every province in the Fiji Islands
- To be a household name in Fiji, as a provider of access, opportunity & provision.



Our mission is: To achieve ethical, responsible and sustainable development for Fiji's poorest schools and communities, whilst allowing our volunteers to have a worthwhile and unique experience.

Simon & Harry



# Inspiring Facts...

## You belong to something meaningful

When asking donors for money, it's good to know just what an amazing contribution we are making. Through your support we're enabling children in the remotest areas of Fiji to have access to improved education, health, opportunity and infrastructure. Here are some key facts. We also asked our co-founder, Harry for his proudest achievements since we started TP.



### *Harry's proudest moments*

- ✓ 18,000 + Children have been introduced to extra-curricular activities
- ✓ Increased Sport Participation by over 600%
- ✓ Over \$7.5m Invested into Fiji through our projects and year-round donations
- ✓ Our volunteers have provided 640,000 hours of tuition.
- ✓ Increased Sport Participation by over 600%
- ✓ 83 Work based training placements organised for unemployed Fijian youths
- ✓ 72 Kindergarten programmes created, which now operate without volunteer assistance
- ✓ 97% Of participants reported projects increased their personal development
- ✓ 67 Building projects completed including opening 14 new health clinics
- ✓ 150 + Jobs created for local people and 2 community business launched
- ✓ 422 Fijian young men and women trained in engineering and carpentry skills
- ✓ 280,000 Hours of 1-1 educational support provided for disadvantaged children
- ✓ 18,000 + Children have undertaken our health and hygiene workshops
- ✓ 257 Teachers and community members trained to lead Physical Activity lessons

- Our first ever team touching down on July 2nd 2009, and having 16 volunteers believing in TP, and taking a leap of faith with us.
- Enabling 1,000 children to receive early year's education provision and building 4 kindergarten schools in 5 years.
- Creation of House Cup competition, providing access for more than 20,000 students to extra curricular activities.
- Two schools re-opened following TP Projects (Waitoga Village School & Bulu Mission School)
- Delivering Sports Outreach workshops across 118 schools.
- Funding 48 building projects across 5 Islands including building 11 health clinics, a school dormitory and installing fresh water to Wawa village.
- \$218,365.80 invested into local employment opportunities – Project Leaders, Building Managers and NEC Volunteers.
- Levuka 'Milo Kaji' - Volunteers coaching Moturiki School U10 and U14 Netball teams to championship glory against biggest schools in the province.
- Running Sports camps in Fiji's capital, Suva for over 2000 children, led by local Fijian volunteers.
- Cere ceremony and receiving whales too in Nasesara village, performed for volunteers, which is usually a custom afforded only to high chiefs!

# Transparent costs...

## Support for you and Fijian Communities

Your project fee provides you with an unrivaled experience. This means careful planning, fully supported, expert in country backup, unique adventures and a rewarding itinerary.

Over 30% of your fee funds our charities long term aims for **Fijian Communities**.

*This is important for 3 reasons:*

### 1. Sustainability

We support communities year round and long term, not just when our projects take place.

### 2. Locally Led

We place an emphasis on training local people and empowering communities

### 3. Widespread

By joining a Think Pacific project you are enabling our charity to support **tens of thousands of youth, children and families** across all areas of Fiji, not just those who receive your volunteering help.

### We Pride Ourselves on Our Ethics, Transparency & Attention to Detail

35%

Volunteer Related Costs

Transport - including airport or resort pick up, Project food & accommodation, Weekend activities including boat trips, truck transportation and any associated local fees or village contributions, Beach resorts for in-country Briefing & De-brief/ R&R, Nadi Beachside final evening, All In-country transport by bus or boat, Training materials, briefings and workshops, Project expenses (eg village fuel, kerosine, sevu sevu), Leleuvia Castaway Island Briefing (2 month team), Additional days R&R (2 month team), 24 hour emergency support, Think Pacific sulu & t-shirt.

33%

Charity & Sustainability

School, kindi and sports resources for volunteer project schools, School resources for 20,000 + children annually across rural areas (pencils, exercise books, teaching resources, sports donations) including those schools impacted by TC Winston, Community building achievement (planning, design, assessment, materials, transport, staff), Teacher training (ECE and 'Educate the Educators'), Funding ECE provision for over 1,000 children annually, Running sports camps, tournaments, school participation costs, Implementing UNICEF Just Play Programme, Conducting WASH Surveys in rural areas (Water Sanitation & Hygiene), Health advocacy, workshops and resources (medical provision to outer island clinics, ECG machines, health materials for schools), Ongoing Cyclone Relief (Food, clothing, distributing donations), Charity Reporting, assessment and audit, Providing local scholarships and Grants.

17%

Project Operations, Support & logistics

Expedition Leaders providing daily support & Project Managers overseeing project, Regulatory permits and Authority memberships (eg FTRB), Fiji Communication, Fiji office running costs including print, post & stationary, Expedition kit, equipment and first aid, Government bonds and local permits, Transport and resources for sports outreaches, Expedition kit, equipment and first aid, Company liability insurance, Staff recruitment & Training, International bank fees.

5%

Project Planning & Evaluation

Project site visits, Government Partner liaison and workshops, Community preparation, Risk assessments, Project reporting, NEC volunteer scheme and interns, Staff training, Systems Development.

7%

UK Volunteer Support

Staffing, Equipment, Print, Postage, Office resources, Computers, IT, data base management, Software Systems, Phone management.

1%

Re-investment

Research & New initiatives, Partnership building, local community and staff upskilling.

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# Myths...

## The 5 myths of fundraising.

### There is a short cut or way to avoid it being challenging

If this were true – we would have found it. There is no exception, you will have to put effort in.

### There's no money out there to ask for

There's trillions of dollars in the earth and lots of people who are willing to support you, some of whom you haven't even thought of yet! This could be your family and friendship network, clubs, schools, work, local companies or local charities. It really does boil down to you being resourceful, researching, picking up the phone, writing a letter and finding who is willing to help.

### It will happen eventually

Some may be lucky, opportunities may fall on their lap. But for most, it won't. You must sustain a level of intensity and persist. Persistence is the key. Connect with your 'why' and let it create the energy, passion and enthusiasm for you to persist.

### I don't have enough time

Why do some volunteers do more than others? We all have the same amount of time in one day. We make time for the things that are most important to us. It's so important to take action with baby step approach. So long as you keep moving forward.

### Average efforts will produce extraordinary results

It takes extraordinary effort to achieve extraordinary results, rare do we have a volunteer who fund raises their fee without extraordinary effort.



# Work...

## Save for your summer

Before we talk about donations and charity challenges it's important not to ignore one of the most straightforward fundraising streams available - Good old hard graft. What ever your uni timetable, there are ways to fit a little extra time for work And the day you land in Fiji, its worth every shift!

### 1. Part Time Jobs..

From bar work to shelf stacking. Labouring, cleaning, farm work, factory or care assistants are all in demand. They say a hard days graft is good for the soul! Evening and weekend shifts mean you can fit around studies and working just 1 or 2 shifts a week can be a big help. Working in a service industry (such as a restaurant or hotel) can provide amazing tips too and double your wage.

### 2. Tutoring

If you excelled at studying English at school, have a proficient knowledge of a second language, or algebra comes easily, then working as a tutor could be a fantastic way to gain an extra income. Parents paying for tutoring support is on the increase. Have a passion for music? Why not turn your guitar or singing hobby into an income stream?

### 3. Child Care

From babysitting to child care companies. A great way to make some additional money whilst building your skills in working with kids - a win win situation for a teaching project in Fiji. If you don't have local connections, try signing up to an Agency. Private nurseries and kids clubs are frequently in need to short term help. April and school holidays are a key time for sports and children's clubs such as Kings Camps.

### 4. University

If you're at uni, then the best job could be right under your nose! Try the Student Union as first port of call, or student gym, the library and jobs boards. Working at uni means you still get to socialize whilst earning your pennies and the roles can often work around your lectures. Student Ambassador roles are also often paid.

### 5. Flyer and PR work

If you love talking and meeting new people, why not try some promotional work? Google 'student brand manager jobs' and you'll be surprised how many companies would love your help to promote on campus - from local bars to household names needing help to spread their message.

### 6. Freelance

Some of the best paid part time income can be done from home. Copy writing, photography, web design, video production are just some of the skills you may be able to offer. Also look into 'market research jobs' - a great way to sample new products and get paid for the privilege.

### Where to look?

Try your university careers centre and SU jobs board, sign up to local temp agencies, search local listings on Google, and don't be afraid to hand your CV into all local businesses in person or take a trip down to the local job centre. Search for freelance work on sites such as gumtree.co.uk, Fiver.com or Craiglist.co.uk

**WE DID IT! YOU CAN TOO!**

**We funded trips to Fiji every summer at university with part time jobs, so it's definitely possible! Our Top tip - Be sure to bank it into a separate account! It's too tempting to spend on nights out. Open up a separate 'Fiji account' which you can't touch, makes it impossible! - Simon & Harry (Co- Founders)**

# Your Mindset...

## Golden rules to achieve success



Someone clever somewhere once said... that the quality of our thoughts dictate the quality of our actions. And so, here's a tip of how to approach every task within your fundraising, or life. Feel free to take this advice with you. We use a step by step model of how to approach tasks a lot at TP. Before you start a task, go through these steps;

### 1. Mindset -

What's the desired outcome? What is your goal? What mindset do you need to achieve this goal? Do you need to be creative, playful, fearless, open, honest or energetic etc?

### 2. Planning -

How are you going to do it? What do you need to know to complete this task? Put a plan together? Write a checklist? Failure to prepare is preparing to fail.

### 3. People -

Who needs to be involved? How will you communicate with people?

### 4. Action -

The when, what and where to implementing your plan. Then take action on it. Action is the foundational key to success of your fundraising.

## 9 Success Tips..

1. **Know your WHY.** Connect with you WHY. With a big enough why, we can figure out the how.
2. **Make a Plan** - A goal without a plan is just a wish. Create your roadmap so you know the step you need to take.
3. **Be Clear** - Whether you're writing a letter, or chatting to a member of the local community at a bake sale you're hosting, make sure they know what their donation is for.
4. **Be Organised** - Keep track of how much you've raised & make sure you've got plenty of ideas planned to keep the money rolling in.
5. **Be Bold** - Don't be afraid to ask for help or donations. If you don't ask, you don't get. And always remember, the worst someone can say is no!
6. **Express appreciation** – Thank people, offer to help people, share successes, now matter how small, because it will inspire others
7. **Make decisions** Often and rapidly and stick to them – say what you mean and mean what you say
8. **Take action** - all the time, no matter how imperfect – every success story has a 1000's of mistakes and dead ends
9. **Use the guide** – act on the advice you're given and follow the plan!

# Where to begin...

## Lets get started!

### Think.. Work

A great starting point for any fundraiser is to secure a part-time job. It will provide you with a source of income you can use towards your Think Pacific expedition. Nevertheless, we are fully aware that not everyone will reach their full amount with a part-time job alone so consider organizing other fundraising activities to reach your desired target.

### Think.. Sell

Whether you decide to organise a classic bake sale, sell your old clothes on the Ebay, host a car boot sale or offer your time to do jobs for your family, friends and neighbours; the opportunities are endless to earn some cash. Whatever you choose to sell, you're sure to be moving closer to your fundraising target. Not only that, you will clear your wardrobe of your old clothes and clutter that are gathering dust - And Fiji will teach you you don't need many belongings to live happily!

### Think.. Celebrate!

Leverage any occasion worth celebrating as an opportunity to fundraise. For instance, make your birthday an event, organise a party and charge a small entry fee, people will certainly contribute knowing it's going towards a good cause. If partying isn't your thing, ask family and friends for cash instead of the usual birthday gifts.



# Challenge yourself...

## And harness social media!

### Think.. Challenge

People want to see you earn their donation and nothing seems to draw in sponsors like a physical challenge. Run a marathon, take on a 'Tough Mudder', participate in a physical obstacle course, organise a netball/rugby tournament or cycle from one landmark to another. Whatever you decide to do, we guarantee it will be a lot of fun, invite family and friends to get involved by promoting the event. The more people that find out about your events, the more donations you will receive.

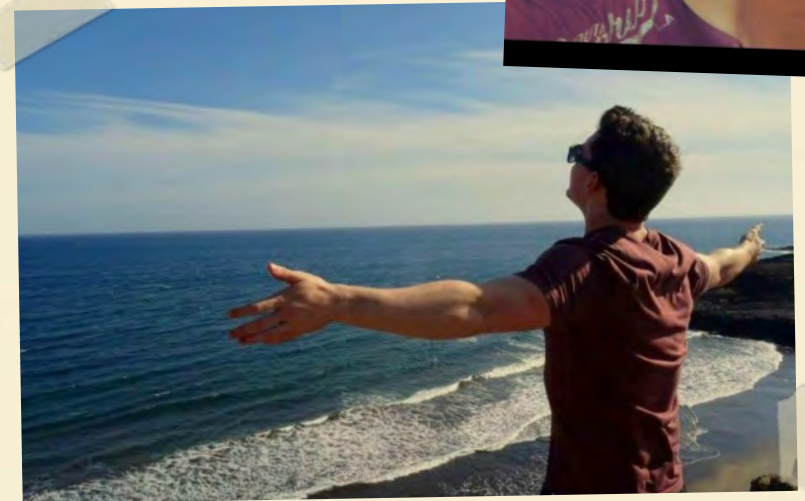
### Think.. Crowd Funding

Create a fundraising page where you can collect funding online. People can donate to you using credit card, which makes it so much easier.

**GoFundMe.com** seems the most popular but research the crowd funding side that you like the best. The money you raise goes to you directly (minus an administration fee), so you can use this to pay your project fee, flights or kit. Search 'Think Pacific' in Go Fund Me and you'll see some great examples.

**Just Giving** is also a good platform if you're looking to raise just your project fee only (and not flights) - all money from Just Giving goes direct to our charity.

Set your page apart from the others, provide pictures and a clear description of what difference you are hoping to make in the rural communities of Fiji. Take pride in your page and continue to update and inform everyone on everything you'll be doing. Ask your friends and family to spread the word and share your page across different social media outlets.



I raised over £700 in under 30 days by completing a personal triathlon with my very unfit dad! (Rowing machine, 10KM run and a cycle from Scarborough to Harrogate. Posting daily updates on social media was the key to getting the word out and maximising donations to my page.

Rob Lewis, Northumbria University, June

2016 Expedition

# Who can donate...

## Spread the word!

### Friends & Family

You don't have to look too far when you start looking for sponsors. Your nearest and dearest are your biggest supporters and will be more than willing to help you on your journey towards this life-changing experience.

### Classmates & Teammates

One of the easiest ways to expand your request for donations is to ask any groups that you're involved in. Ask your lecturer/coach whether you can take a few minutes at the end of the session to talk about what you are aiming to do in Fiji and how they can make a difference too by supporting you on your journey. You may even inspire some people to join a project themselves. If asking for donations directly feels uncomfortable ask the teacher/coach if you could hold a fancy dress lesson/training session to raise funds.

### Co-workers

If you have a part-time job, make sure everyone you work alongside knows exactly what you will be getting up too. Talk to your boss and ask whether you can leave a container out with a note explaining your trip, so members of the public can also donate.

### Your University

A lot of Universities can offer bursaries or grants to help students fund projects abroad or volunteering opportunities. If you don't ask you don't get, so reach out to lectures or see if your University has a Global Opportunities department. For example Cardiff University offer a Go Global bursary.

### Trusts, Non-Profits & Charities

Research local charities, trusts and organisations that offer support for local people looking to develop themselves or helping less fortunate communities. Examples are Lions Clubs, Rotary Clubs, School Committees, Women's groups, Church Groups etc. It's good to offer to give a presentation when you get back to their group.

### Companies

Reach out to local businesses. We've even provided a template letter. Many companies like to support individuals embarking on a life changing experience, especially one that make an impact to under privileged communities. Mention that you could provide some photo's for their marketing purposes or write about the project for their newsletter or blog.

Our advancement in grass roots Sports for children in Fiji and the impact you'll have by coaching can be a great 'focus' for your fundraising. Organisations are far more likely to donate to you if their aims align with your volunteering. You can relate this to any topic for project e.g mental health, public health, education.

Possible contacts:

- *Sports bodies or professional sports clubs*
- *Youth sports teams*
- *School / university sports teams*
- *Sports shops, suppliers, Health clubs & Gyms*

# Network Map...

## Build your contacts!

Take a sheet of paper and map out all the possible groups of people that could help you. Expand this to your friends and family and you'll be surprised how many contacts you have to approach.



Spread  
The  
Word!

Ask friends & family to share with their network...



- Their friends
- Work colleagues
- Extended family
- Local businesses
- Sports teams
- Societies & clubs
- Local Charities
- Churches
- Rotary / Lions clubs
- local papers
- MP's
- Company links

# 50 ideas..

## To reach your goal.

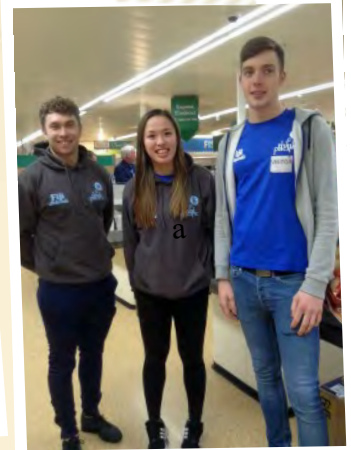
Here's our favourite fundraising ideas, from the simple and straightforward to the weird and wonderful, the choice is yours!

1. Auction
2. BBQ
3. Quiz night
4. Car wash
5. Open mic night
6. Fancy dress night
7. Cake sale
8. Talent show
9. Jumble Sale
10. Battle of the bands
11. Tough Mudder
12. 3 Peaks climb
13. 24 hour run
14. Sponsored silence
15. Sky dive
15. Bike ride / challenge
16. Coffee morning
17. Race night

18. Book sale
19. Ebay sale
20. Fiji 'tropical' themed party
21. Treasure hunt
22. Video game contest
23. Football tournament
24. Dog walk
25. Non uniform day
26. Bungy jump
27. Tug of war contest
28. Carol singing
29. Halloween party
30. Burns night
31. Darts match
32. Yoga class
33. Marathon
34. Jewellery making
35. Sponsored hair removal/ dye



Fiji themed party at Exeter University



Leeds Trinity Students  
bag-packing in Morrisons

36. Sports competition
37. Dinner party
38. Supermarket bag packing
39. Swimathon
40. Murder mystery night
41. Garden fete
42. Triathlon
43. Donut sale
44. Bingo night
45. Treasure hunt
46. Battle of the bands
47. Fashion show
48. Sponsored walk
49. Wine tasting
50. Club night

# Write...

## To potential donors.

Putting your message out to businesses, charities and organisations can be a fantastic route to gaining a little charitable support and help you achieve your target.

You could send an email, but writing a letter shows more considered thought and the personal touch. You should express clearly your reasons for wanting to join the project and be passionate and inspiring about the impact that their funds may make.

If you're struggling to know where to start, here's an example to help you (but please do use this as an example and add your personality to it!)

## TP Top Tip!

### *The Directory of Grant Making Trusts*

Visit your local library for a book called 'The Directory of Grant Making Trusts', If you can't find it ask the Library staff to search their database. This contains details for thousands of trusts who you may be able to apply for funds. **YOU MUST** put work in and go through it (some volunteers have spent a week or more!). Write to every trust you are applicable for. Past volunteers have raised their entire fee through this!

Dear Sir/Madam

In **ENTER PROJECT DATE**, I aspire to undertake a youth and sports development volunteer project to assist communities in rural Fiji. My project supports a small charity, Think Pacific Foundation (1162190) who work in remote villages, implementing aims and initiatives for the Fijian Government inline with the Fiji National Development Plan.

During my **one month** project I will experience tough and challenging conditions as I volunteer to deliver a government backed programme to inspire youths to be the future leaders of their community. I shall also donate vital resources to the community and local school to enable our good work to continue long term.

Through the project my aim is to gain a deeper insight into life in a rural Pacific Island community and use skills gained through my education and extracurricular interests to make a personal difference to the community. I hope to immerse myself into the local culture, challenge myself and contribute globally.

To achieve my goal of volunteering and supporting the project in Fiji, I am aiming to raise **£1000** towards the charity. Over one third of this funding will be used directly to support the youths and children in Fiji by supplying resources, helping to re-build and equip schools and supporting long term educational initiatives for children, local teachers and communities.

I understand that your organisation has great compassion to assist people in need and the drive to inspire young people from our community to reach their potential in the world. I would be sincerely grateful if you may consider assisting me to reach my goal so I may make my ambition to volunteer on this project a reality.

I would sincerely appreciate the chance to speak to a representative from your organisation and answer any questions you have about my charity project or indeed present to you before or after the initiative.

Thank you for taking the time to read this letter and I hope to hear from you soon.

Yours faithfully,  
**Your name**

# Success Stories

## Will's cycling challenge..

I raised my full project fee through fundraising alone, the biggest success being a cycle challenge I organised from the Principality Stadium in Cardiff to Twickenham Stadium which took 2 and a half days! I planned the whole event myself and received lots of support from friends and family, some of whom also ran alongside at different stages of the route with buckets to we could collect more donations. Big thanks to my mum especially for sharing the page constantly to all her friends, family and colleagues!

Will Trumper, 19  
June 2016 project



## Tabitha inspires her colleagues..

To save up for my project I worked at a Solicitors firm, Pinsent Masons to fund the flight and gain some great work experience as my ambition is to study law..

After meeting Simon from TP, he suggested I wrote to the company partners and ask if I could present to them about the project and what it will achieve. I researched Fiji and the biggest thing that struck me was the lack of school resources and opportunity the children have, especially the lack of girls receiving further education. The firm and my colleagues really got behind me and my passion to help.

I organised sponsored activities at work including cake sales and a 10k run too. I exceeded the fundraising total and donated extra to the charity to provide even more resources to the children in Fiji. It was a rewarding feeling knowing I'd worked so hard to get here and ensured I made the most of each day.

Tabitha Candy, 18  
May 2016 project



# Recap...

12 Top tips to remember..

1. Know Your 'Why'
2. Create Clear Goals
3. Plan your events
4. Use your connections
5. Take action baby steps
6. Be fun, playful & thankful
7. Be creative
8. Be resourceful
9. Be confident
10. Be professional
11. Be ok with the word "no"
12. Have Fun!

Connect & share  
your success!

WEBSITE

[www.thinkpacific.com](http://www.thinkpacific.com)

FACEBOOK

[www.facebook.com/thinkpacific](http://www.facebook.com/thinkpacific)

INSTAGRAM

[www.instagram.com//thinkpacific](http://www.instagram.com//thinkpacific)

TWITTER

@/thinkpacific

Good Luck!  
The TP team

