



amos  communities

GOOD NEWS FROM THE POOR

# Nicaragua Fundraising Pack





## **contents**

<b>nicaragua: background</b>	<b>4</b>
<b>who do we partner with?</b>	<b>4</b>
<b>journeying with the people of teustepe</b>	<b>5</b>
<b>how can you help?</b>	<b>6</b>
<b>fundraising: getting started</b>	<b>7</b>
<b>amos newsletter sign-up</b>	<b>14</b>
<b>sponsorship form</b>	<b>15</b>



## thank you for downloading the nicaragua fundraising pack

We've designed this pack to help you raise awareness and vital funds for the work of Amos Trust's partners in Nicaragua.

It is full of ideas, links and suggestions so whether it's amongst your friends and family, in your work place, your college, your local place of worship or in your community, we hope you'll find some inspiring ideas here. [You may also like to take a look at the Nicaragua Resource Pack](#) which is designed to work alongside it.

Please do not hesitate to contact Amos Community Engagement Manager Katie Hagley ([katie@amostrust.org](mailto:katie@amostrust.org)) for further support and ideas or to let her know what you are up to.

**THANK YOU FOR YOUR SUPPORT.**



## who do we partner with?

Amos Trust partners with CEPAD in Nicaragua. Nicaragua is one of the poorest countries in the western hemisphere. Most of its population still live in isolated rural communities that experience the worst impacts of climate change.

For more information on the history of Nicaragua [please download the Nicaragua Resource Pack](#).

CEPAD works with communities that come to them for help. It trains and equips them with the practical skills needed to run community development projects, enabling their whole community to rise up out of poverty.

The organisation was founded by Amos' great friend and mentor, Rev. Dr Gustavo Parajon who believed passionately in helping individuals to be "the principal actors in their own development".



We walk with a community until it has the skills to walk without us and the people can claim the rights they did not know existed.

**REV. DR GUSTAVO PARAJON**  
**FOUNDER OF CEPAD**

Amos Trust has partnered with a CEPAD project named the Avocado Tree School since the school welcomed its first pupil through the doors 15 years ago.

Until the Avocado Tree School was built, only 50% of children in the town of La Concepcion (just south of the capital Managua) had access to education and over 85% of the population was unemployed.



---

**NICARAGUA FUNDRAISING PACK**

The school is now central to community development in educating the next generation and enabling the community to escape poverty long term.

Many parents in La Concepcion work abroad, often as agricultural labourers or domestic workers in the USA. As a result for many students their teachers are surrogate parents and the additional evenings, weekend and national holiday programmes offered by the school become vital parts of their lives and their personal development.

Amos Trust also has strong relationships with two offshoot projects from CEPAD, Amos Health And Hope community health care programmes and Prestanic Micro credit scheme. Both of these work alongside CEPAD to help realise a communities' needs.

## **journeying with the people of teustepe**

For the next five years we are partnering with CEPAD, to empower seven communities in Teustepe in the region of Boaco, to acquire the skills, knowledge and community resilience they need to address the different problems found within each community.

Much of this will focus on education, training and empowering women. CEPAD's projects include community banks, livestock share schemes and farming cooperatives. CEPAD's agricultural projects not only enable individuals to sell what they grow, but also teach sustainable agricultural techniques to counter soil erosion caused by global warming.



## NICARAGUA FUNDRAISING PACK

They also recognise the vital role of women in successful community development. The Women's Patio Project is one of CEPADs most recent and successful initiatives. Each woman participating in the project receives ten hens, one rooster, and a wide variety of seed stock.

Alongside this, they receive training in simple agricultural and irrigation methods that protect against soil erosion and other climate change related problems. These women are then able to provide for their families and cultivate their own food even on the smallest patch of ground.

For more information about CEPAD's work and the communities in Teustepe that we will be supporting, [please download our Nicaragua Resource Pack](#).

## how can you help?

We have committed to raising a minimum of £10,000 for the next 5 years for the seven communities of Teustepe.

We are looking for a minimum of 30 individuals, groups of friends, community groups, churches and schools to join us on this journey and to commit to giving £360 per year for the next 5 years.

This may be in the form of individual giving (£30 per month), you may get together with a couple of friends and each give £10 a month or you might decide to encourage your church or workplace to join you in a yearly fundraising event to raise the £360.

Whatever you do, we are here to help. Contact [katie@amostrust.org](mailto:katie@amostrust.org) to let us know your intentions and we will do all we can to help you with resources and ideas.



## NICARAGUA FUNDRAISING PACK

We also want you or your group to feel connected with the communities in Teustepe so if you let us know what you are up to, we can send updates about their progress as well as a certificate to display in your church or community group to encourage you as you walk on this journey with the people of Teustepe.

When you commit to supporting this work we will also keep you updated with news of their progress via regular e-newsletters.

## **fundraising: getting started**

### 1. Planning

Whatever event you're planning – a film night, a party, a sponsored event, a coffee morning, a slot in church or at work, a bungee jump, a quiz or a talent show, planning well in advance is key.

Set the date, time, venue and a target to aim for (e.g. getting two people to become committed givers, a fundraising target, number of people attending, number of new people signed up to Amos newsletter).

### 2. Promotion

Don't forget to publicise your event as early as possible. A 'Save the Date' email can give you breathing space as you design posters etc. Use every means possible: posters, Facebook, Twitter, the local paper or radio, newsletters, word of mouth and Amos Trust (we can promote your event on our website). We can supply images, logos and help with text.

To help get you started we've set up a [Dropbox folder](#) full of logos and images that might help you with your fundraising efforts. Please get in touch if you need anything else or to discuss the materials available.



## NICARAGUA FUNDRAISING PACK

### 3. Resources

We can provide postcards and other resources about Amos Trust and our partners' work in Nicaragua. Don't forget to print a copy of the sign-up sheet [at the end of this pack](#) and encourage people at your event to sign up to receive our e-newsletter 'Words of Hope' for updates on our work and details of our trips.

This is really important as we'd love to spread the message and create change by speaking to new people and we can't do this without you.

### 4. Making your money go further

Make everything worth more by asking us for Gift Aid cards for your event. If tax payers complete these when they make a donation we can claim back the Gift Aid from the government, making every £1 worth £1.25

Don't be afraid to ask people to give generously – we can help you talk about where the money goes.

### 5. Some ideas to get you started

Your event can be big or small, as simple or as complicated as you want to make it. Here are some starters:

– **DO SOMETHING TASTY**

Host a meal with a Nicaraguan theme – rice, beans, chicken, salsa, guacamole, mango, fresh fruit juices. [You can find Nicaraguan and Central American recipes here.](#) Don't forget the rum if you want your meal to go with a swing!

– **DO SOMETHING FUN**

Hold a quiz, a cocktail or wine tasting evening, an auction, a bingo night or a fundraising party.

– **DO SOMETHING AT WORK**

Have a dress down day – or maybe even a dress up day.



## NICARAGUA FUNDRAISING PACK

### – DO SOMETHING ACTIVE

Join in an event that is already happening – a local fun run, half marathon, bungee jump etc – you can often pay to enter and then raise funds for a charity of your choice. See what is happening in your area and encourage others to join you.

And don't forget to check out the [diary page on our website](#) to see if we are holding an event that you could get involved in as part of your own fundraising efforts.

### – DO SOMETHING ENTERTAINING

Organise a concert or talent show, or host a concert with Amos' founder Garth Hewitt and hear all about life in Nicaragua. Host a film night and charge for popcorn and refreshments and spend a few minutes talking about Nicaragua before or after the film.

### – DO SOMETHING IN CHURCH

Hold a service and using the readings, prayers and liturgies from the pack and organise a retiring collection. Even better, if you have visited Nicaragua use this opportunity to tell your story. Alternatively, we may be able to provide a speaker for your event.

Why not persuade your church to commit to supporting the community of Teustepe. We need 30 groups or individuals to raise/give £360 a year for the next 10 years. Your church would then be linked to the communities of Teustepe. They would receive regular updates on the developments in the communities they are supporting and a certificate of church support. Please contact [katie@amostrust.org](mailto:katie@amostrust.org) for more details.

### – DO SOMETHING INFORMATIVE

It's not all about fundraising, it's just as important to let people know about the situation. If that sounds a bit daunting, remember that we are here to help. And if you have volunteered with or visited one of our partners in Nicaragua then sometimes the best thing is simply to tell your story – "I have been and this is what I saw, experienced etc...", then let them know how they can get involved – committing to CEPAD, going on a trip, signing up to the e-newsletter or fundraising etc.



## NICARAGUA FUNDRAISING PACK

### – DO SOMETHING WITH FRIENDS

Don't go it alone. Get your friends and family involved with your event, promoting it, catering, setting up etc. If nothing else, you will have much more fun.

### – STOP DOING SOMETHING

You don't just have to give things up at lent to raise money for CEPAD, you could give up coffee, chocolate, takeaway or your favourite magazine for a month and put the money you save towards CEPAD. Get your friends and family to join you or challenge the local youth group to 'Give It Up For Nicaragua'.

### – DON'T REINVENT THE WHEEL

Does your university/church/school/workplace already hold a discussion group, a film night, a quiz night, a coffee morning, a harvest supper or a Christmas concert?

Why not ask them if they could hold one for your fundraising efforts or offer you a slot at the event to talk about the issues or to promote future events.

### – DO KEEP US POSTED

These are just a few ideas but we are sure you can come up with something even more creative. Whatever you do make sure you let us know what you are up to by emailing [katie@amostrust.org](mailto:katie@amostrust.org)

## Legal stuff

There are some legal issues that you should be aware of. Please remember that you are personally responsible for ensuring your event is run safely.

You will need to organise any necessary public event licences and insurance for your event, as well as ensuring that you meet the health and safety requirements of your venue.

**NICARAGUA FUNDRAISING PACK**

## Gift Aid

In order to claim Gift Aid, all you need to do is ensure that you hand out our pre-printed Gift Aid cards for people to fill in when they make a donation.

**Please make sure that people complete their address on the card in full. The rules for Gift Aid have changed and without a full postal address for the giver, we can't make a Gift Aid claim.**

## Ways people can give at your event

### **BANK PAYMENTS**

Your supporters can make payments directly into the Amos Trust bank account. The details are as follows:

**ACCOUNT NAME: AMOS TRUST**  
**ACCOUNT NUMBER: 11909513**  
**SORT CODE: 16-20-30**

Again, please make sure they add your name in the details box so we can allocate their donation to your fundraising total. You will also need to get them to fill in a Gift Aid card and send this to us.

### **CHEQUES**

Cheques should be made payable to '**AMOS TRUST**'. Please write where you would like the money to go e.g. 'Amos Communities – Nicaragua, CEPAD or Avocado Tree School and your name on the back of cheque so we know where to direct the money.

After your event, please attach the Gift Aid card to the cheque with a paper clip and send them to:

**AMOS TRUST**  
**ST CLEMENT'S**  
**1 ST CLEMENT'S COURT**  
**LONDON**  
**EC4N 7HB**

**NICARAGUA FUNDRAISING PACK****CASH**

Our preferred way to process cash donations is for you to pay the cash into your own account and then send us one cheque payable to 'AMOS TRUST' for the total amount of cash raised. Please do not send us cash in the post!

On the reverse of your cheque, please write your name and 'Fundraising cash donations for Amos Communities/NICARAGUA' or the name of the specific partner e.g. CEPAD or Avocado Tree School.

We can claim Gift Aid on cash donations too, so if possible, please get people to fill in a Gift Aid form, including a note of how much they have given. Please send us the completed forms along with your cheque to the address on [page 11](#).

**SPONSOR FORM**

There is a [sponsor form at the end of this Pack](#) for you to print out and use. Please make sure you get your sponsors to supply their full address and tick the box in the Gift Aid column if they are a tax payer. We can then claim the Gift Aid on their sponsorship.

After your event, please send us one cheque made payable to 'AMOS TRUST' for the total amount along with your sponsorship form to the address on [page 11](#).

**ONLINE GIVING WITH JUSTGIVING**

If you are doing a sponsored event, we recommend that you set up a JustGiving page for your fundraising so people can give online by card.

[justgiving.com](https://www.justgiving.com) is very user friendly and is a very cost effective way for a small charity like us to process donations and reclaim Gift Aid from the government.

Your sponsors will not be contacted by us unless they ask us to send them more information. The money you raise will be automatically transferred to Amos' bank account.



NICARAGUA FUNDRAISING PACK

**HERE'S A STEP-BY-STEP GUIDE TO SETTING UP YOUR JUSTGIVING PAGE**

1. Log on to [justgiving.com](https://justgiving.com)
2. Click on the 'Get Started' button
3. If you haven't used JustGiving before you will need to set up an account. If you already have an account, this is where you log in
4. Type 'Amos Trust' in the search box on the page that now appears
5. Select 'Amos Trust' by clicking on the words 'Amos Trust' underlined in blue from the search results
6. Choose what kind of event you are participating in
7. Choose a suitable name for your page e.g. 'JohnAmosScotlandCycle' and check if that name is available (you may have to try a few if you want a name someone has already claimed)
8. Go through the rest of the options on this page. At the bottom, confirm that the charity is not contributing to the cost of your fundraising
9. Using the 'Edit your Page' facility, you can now create your own page by adding words and photos that you think would appeal to your supporters.

JustGiving will ask you to enter a short description of what you'll be doing under the title 'Your Story'. As well as explaining what you'll be doing and what it means to you, you might want to include a short bit about Amos, for example:

Amos Trust is a small, creative human rights organisation. They challenge injustice, build hope & create change by promoting justice and hope for forgotten communities.

Amos works with a network of community projects from around the world to develop local solutions that address the root causes of injustice and poverty.




**SPONSORSHIP FORM**

## raising funds for nicaragua

I \_\_\_\_\_ **(NAME)** am \_\_\_\_\_ **(ACTIVITY)**

to raise money for \_\_\_\_\_ **(SPECIFIC PROJECT)**.

Please help me to achieve my target of £\_\_\_\_\_.

**PLEASE PRINT**

NAME	FULL ADDRESS	AMOUNT £	YES, I AM A UK TAX PAYER