

YOU ARE AMAZING



Thank you for taking the first step towards supporting Reseed.

Our aim at Reseed is to support livelihoods and empower local people in Sierra Leone, and we are working hard to create and sustain numerous projects that work towards this goal.

However, our work is only possible with the support from people like you.

Whether you decide to hold a bake sale, take part in a sponsored run or set yourself a personal challenge, all of your efforts will help support vital initiatives to help support the livelihoods of many people.

GET INSPIRED AND GET INVOLVED

There are so many ways to fundraise - you can host events, incorporate some of your hobbies and interests or push yourself to do something completely out of your comfort zone! It's a great way to challenge yourself and get creative.

Here are a few different ideas to get you started on your fundraising journey!

ORGANISE SOMETHING IN YOUR COMMUNITY

Host a **raffle, prize draw or sweep stake**. A super simple way to raise money between colleagues and friends! Consider involving local businesses to provide prizes and encourage people to get involved!

Host a **dinner party** or organise **come dine with me** (nearly) everyone loves a lasagne don't they?! Ask all your friends to come for dinner, BYOB, do a couple of games and ask everyone for a minimal donation which goes straight to our projects

Host a coffee morning

A great way to get your friends involved in fundraising and enjoy each other's company! Simply invite everyone to bring over some treats (homemade is not essential!) and a small donation to raise funds for sustainable livelihoods in Sierra Leone

Hold a bake sale

Classic fundraising as who can't be tempted by a bit of cake! This is a great way to engage with people about the cause you are fundraising for, and it's also a great activity to get family members and friends involved in!



This local Explorer Scout group volunteered to sell cakes and jam outside a local butchers shop and raised £120 on just one Saturday afternoon!

GET ACTIVE AND CHALLENGE YOURSELF

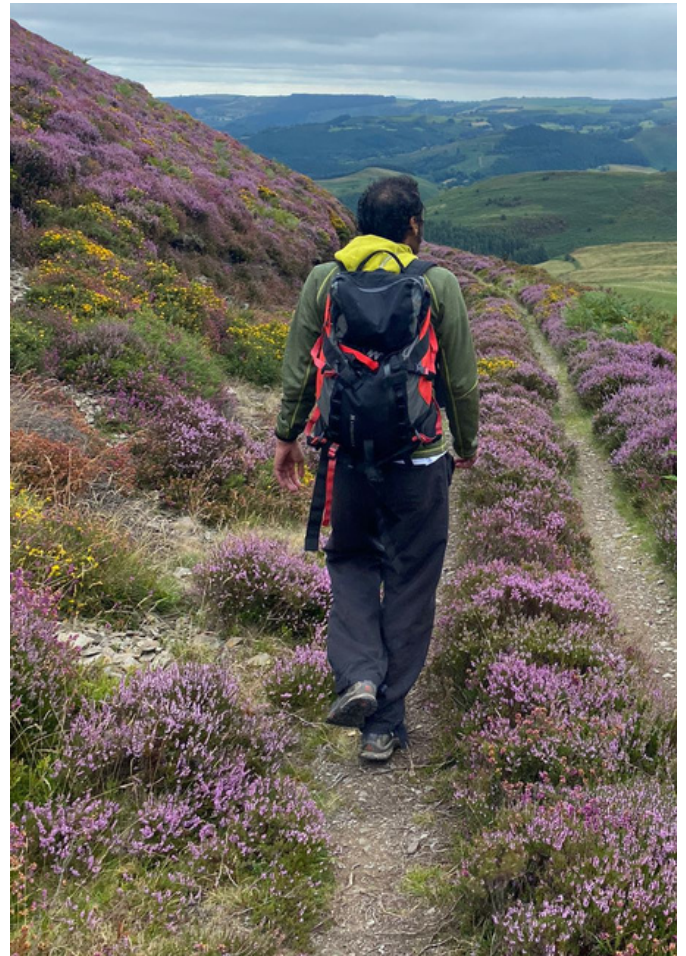
Sports and challenge events are a fantastic way of raising money, and are really effective at inspiring people to support you - and maybe even start fundraising themselves!

With places in over 650 events, we know you can find one that suits you perfectly; from a 5k walk to cycling 100miles.

[Find an event today!](#)

Need an excuse to tick off a bucket list dream?

Extreme challenges might be for you! Climb K2, do an ironman, walk to the artic circle. Essentially decide to do something a bit bonkers and then do it for Reseed.



Joshi has decided to walk all the peaks in North Wales over the next year, raising funds for Reseed every step of the way



**FIND AN EVENT THAT
SUITS YOU RIGHT HERE**

OTHER IDEAS

Are you or your kids or friends part of a club or society? Convince everyone involved and make it easier for yourself; more people = easier fundraising!

From a swim club collectively (and virtually!) swimming to Australia to convincing a staff social to be a treasure hunt with a compulsory donation

Be creative and set yourself a challenge! It could be to walk 100km in a month, or skip for 20 minutes a day - whatever it is, set yourself a goal and encourage people to support you!

Not feeling active? Try giving something up and encourage your loved ones to sponsor you - it could be sugary drinks, snacks or social media but set yourself a goal and stick to it! Let your imagination run wild and challenge yourself for a good cause.

Feeling brave? Think BIG!

Why not cross off that 'bucket list' activity you've always dreamed of or face your fears! Whether it's diving with sharks or sky diving, ask us for help on how to get there!

There are hundreds of different ways to fundraise - try out a few different methods and see what works best for you! We'll be there to advise and encourage you along the way - we'll be able to help you get the most out of your efforts and keep you motivated throughout your journey!

HOW TO GET STARTED

Now that you've decided you want to fundraise, it's time to get **planning!** We understand it can seem daunting at this stage, but we're here to make the experience as exciting and productive as possible. Here's our step-by-step guide to the fundraising process:

1. CHOOSE YOUR ACTIVITY

Have a think about what you would like to do to raise money. Use our guide for inspiration, or go creative and think outside of the box!

2. SET UP YOUR FUNDRAISING PLATFORM

First things first, create yourself a page on a fundraising platform. There are plenty to choose from, we tend to use Crowdfunder but there are plenty to choose from.

3. PICK A DATE

Once you've got your activity decided, it's time to set a date! For many sporting events or marathons, prior sign-up is required so make sure to leave yourself plenty of time to register. We have 650 places already available for you here or you can do something else

4. SET YOUR TARGET

Set yourself a target amount that you would like to raise - it doesn't matter if you end up raising more or less, having a goal to work towards is a great way to boost motivation and encourage support from your friends and loved ones! Most events will have a set fundraising target but it's always good to aim higher

5. GET SHARING

Once you have everything set in place, start spreading the word about your goal! Social media is a great way to quickly and easily share information about your fundraising, and can help you towards meeting your goal. Sharing on work platforms like slack or Teams is also a winner

6. HAVE FUN!

Remember, fundraising is an incredibly rewarding experience and we want you to make the most of it along the way. Use it as a way to connect with friends, and to do activities that you love. Don't forget, we're here to help you every step of the way!

KADIJAH

Kadijah (right) has a small space at the Lunsar covered market and has managed to grow her business in the last six months thanks to your support. Kadijah says cooking oil - which due to her micro loan she can now bulk buy by the gallon - is her best selling item.

Having completed all her repayments on time and proving reliable and hard-working, Kadijah has applied to us to receive a further business expansion loan to grow her market business even further.



MRS KAMARA

Travelling to Freetown weekly, Mrs. Kamara buys clothing in bulk from the port and then returns to Lunsar and sells assorted items at her market stall on a small wholesale margin.



Mrs Kamara is on her second cycle of receiving Reseed microfinance support. She is using the loan to buy bigger clothing bundles at the port. Increasing her stock and range of items has boosted sales and improved her profit margin. During this cycle she has successfully been making personal and business savings.