



Educating Children
Changing Lives

FUNDRAISING TOOLKIT

**YOUR GUIDE TO FUNDRAISING
FOR CARING FOR CAMBODIA**

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THANK YOU!

Congratulations! You are one step closer to hosting your own fundraiser for Caring for Cambodia (CFC). In this Fundraising Tool Kit you will find all of the tools, tips, and resources to make your event successful. Thank you so much for supporting CFC and believing in the power of education. Together we are building a brighter future for Cambodia—one child at a time.

About Caring for Cambodia

Caring for Cambodia was started in 2003 by our founder, Jamie Amelio, and a group of caring friends filling backpacks with school supplies for students in need. CFC has grown to be the model school for Cambodia by not only running 21 schools benefiting over 6,800 students but also partnering with the Cambodian government and creating curriculum for an entire nation. Our key programs provide 2 meals per day, clean water, health lessons that save lives, and so much more. Imagine... what started off as a small project has touched the lives of thousands of people! What you do truly makes a difference.

Why We Need Your Support

We accomplish more when we work together. You can play an important role in engaging your community by organizing a fundraiser in support of CFC. These events and initiatives are a great way to expand our support base, increase awareness about the work we do, and the opportunities we offer. Your commitment can also inspire people within your networks to support something you are passionate about!

6,800+ students

12 preschools

5 primary schools

2 junior high schools

2 high schools



IMPORTANT DATES

You can connect your fundraising with these days throughout the year!

January 21	CFC Day, the anniversary of our founding
March 22	World Water Day, raise funds for our clean water initiatives
June 3	World Bicycle Day, raise funds to purchase bikes for students who walk long distances to school
August 19	World Humanitarian Day, let the world know you support CFC and encourage them to do the same
October 5	World Teachers Day, support our teachers with much-needed supplies
December 1	Giving Tuesday, encourage your network to support CFC on this global giving day

GETTING STARTED

- 1. Choose a fundraising idea.** Contact us at volunteers@caringforcambodia.org to share your idea and we'll help get you started!
- 2. Set a fundraising goal!** It only costs \$180 to educate a child for a year. How many lives can you change?
- 3. Make a plan.** Set a date, create a timeline, make a to-do list that includes promoting your event and gathering any materials you might need. Are you collecting donations online? Create a fundraiser on [Facebook](#) or [Everyday Hero](#). 100 percent of donations via Facebook benefit CFC.
- 4. Spread the word!** Use our fun templates for social media posts, flyers, and emails, found on page 7. Be sure to share your success. Thank your supporters, share photos on social media, and be sure to tag Caring for Cambodia! Keep us updated at CFC so that we can highlight your efforts on our own posts and newsletters.
- 5. Submit any cash donations** to Caring for Cambodia and be sure to share donor information so that they will receive their tax receipt.



HOW WE CAN SUPPORT YOU

Planning

CFC will offer advice for fundraising and planning your event. Once you contact us at volunteers@caringsforcambodia.org we can start the conversation about what you are interested in doing and how we can support you in hosting a successful fundraiser!

Implementation

You can use this fundraising toolkit to help guide you through your fundraiser. We encourage our supporters to get involved on special giving days around the world to be part of a larger movement. We can even help you create an RSVP form for events as well as a giving page to make collecting and tracking donations a breeze!



Promotion

Once your event is approved, you will have access to our logo for your promotional use, CFC branded materials (e.g. bracelets, pens) and brochures to help you convey the importance of supporting education in Cambodia. Depending on the type of event, CFC can also promote your initiatives through our social media platforms and in our newsletters.

Post-event

You will be responsible for ensuring your supporters are thanked and donations are submitted to Caring for Cambodia. In order for CFC to provide tax receipts and/ or acknowledgment letters, all donor information must be collected and submitted to Caring for Cambodia.

FRIENDSHIP BRACELET FUNDRAISER



Meet Miah, a six-year-old from Houston, Texas, who raised more than \$1,300 for Caring for Cambodia by making friendship bracelets for our 1st grade students. Miah wanted to share her love of jewelry and reading by raising funds for the library program. She even involved her 1st grade classroom by making bookmarks for the library!



FUNDRAISING IDEAS

Benefit Concert or Comedy Show – Do you know a venue that would donate their space? How about some local bands or music groups willing to give their time and put on a show? Donate the proceeds!

Firetruck Pull – Join up with your local fire department. Form teams of friends, families, coworkers that pay for a chance to “pull the truck”!

Bake Sale – Encourage everyone to bake their favorite treat and then sell, sell, sell. This one works well where there are a lot of (potentially hungry) people in one spot.

Silent Auction – Obtain contributed items from local businesses or artisans and auction them off to the highest bidder.

Spa Day Event – Engage a local spa or salon—stylists can volunteer their time and space for a day of beauty for a great cause!

Holiday Giving Tree – Invite guests at your holiday party to give the gift of education by donating to CFC in honor of a loved one. We will send a holiday card to let them know of your gift!

Restaurant Night – Check with local restaurants. Many of them already have programs in place that allow you to raise funds for the cause of your choice. Each restaurant will have specific rules so be sure to ask.

Bounce Bash at Trampoline Park – Do you have a trampoline park in your area? See if they have fundraising programs – similar to a walk-a-thon, friends jump to raise money!

Professional and Amateur Sports Partnerships – Check with your local sports teams—often they will allow you and your friends to volunteer your time in the concession stands for a portion of the profit.

Zombie Run – entrants pay a fee to run X miles while being sporadically chased by “zombies” (participants dressed as zombies).

Cornhole/Dodgeball/Kickball Tournament - Set an entry fee and ask friends, family, neighbors to start a team to compete. Create a bracket and have fun whittling down the competition for a cause.

DONATE YOUR BIRTHDAY TO CFC

To celebrate her 60th birthday, Savy Buoy asked friends and family to donate to Caring for Cambodia in lieu of presents. This is a great way to share your passion for education with your network!



COLLECTION CAMPAIGN

We always need basic items to keep our students healthy and learning. Generous donations of these items often come from supporters around the world and make a real difference. **Click the items to download a promotional flyer!**

- [Toothbrushes and toothpaste](#)
- [Headphones and USB drives](#)
- [Pens, pencils, erasers, rulers](#)
- [First aid kits \(band-aids, gauze, medical tape, antibiotic cream\)](#)

Invite your community to get involved. Contact local businesses, schools, scout troops, families, church groups, book clubs, teams, office colleagues, running groups, neighbors, and more! Post your flyer in community spaces and ask local businesses if you can place a donation box in their office or reception area



Ready to send your collected goods? **We DO NOT recommend that you ship directly to Cambodia.** Once you're ready to send your donations to CFC, you can:

- Deliver the items yourself, if you are planning a trip to Siem Reap;
- arrange transport through someone else who is traveling to Siem Reap or Singapore (we can help!); or
- ship the items to Singapore, and our Goods Donations team will arrange transport to Siem Reap with help from volunteers.

Send pics of you and your collected items to CFC so we can showcase your hard work and inspire others to get involved!

HOLIDAY GIVING TREE

Hong and Tinara Choing turned their annual holiday party into a Giving Tree Event by encouraging their guests to sponsor aspects of a child's education in honor of a friend or family member. What a great way to spread the holiday cheer!





FUNDRAISING IDEAS FOR KIDS + TEENS

Thank you for getting involved with Caring for Cambodia! Each year, we educate 6,800+ students across 21 schools. Our supporters ensure students have access to school supplies, clean water, hygiene products, transportation, and well-trained teachers. Want to help? Here's how!

Establish a club at your school

Start a club at your school to inspire your fellow students to join you in raising funds and awareness for CFC! Ask a teacher or principal how to start a club, get your friends on board, then try your hand at a few of our suggested fundraisers! Get creative and have fun with it!

Take a trip to Cambodia

Okay, so you may need a little help with this one. If your parents ask, "Hey, kids, where should we go for vacation?" suggest Siem Reap, Cambodia! Check out our Trip Guide on our [website](#) to learn more about directly improving our students' quality of life. While in Cambodia, you'll have the opportunity to volunteer at our schools by helping with a work project, participating in our Food for Thought breakfast program, or assisting with our English as a Second language program. Contact volunteers@caringsforcambodia.org for more information.

Start with \$180

It only costs \$180 to send a Cambodian student to school for an entire year. Some other numbers you might want to know: \$60 buys one student a bicycle to get to school; \$30 feeds a student for one year; \$25 provides clean water for ten students for one year. Set a goal and let your audience know how many kids their donation will help! Here are a few ways to get to that number:

Fundraise online

It's easy to [create](#) an online fundraiser and share with your friends and family! You can even use [Facebook](#) fundraisers or the donation button on Instagram stories. Make sure you share your fundraiser on your social media and encourage your parents and friends to do so as well! In the caption, write why you're passionate about helping CFC students!



Organize a sale

Gather a few friends in support of CFC and host a sale! Spread the word on social media and online. Advertise your sale on Nextdoor, Craigslist, and Facebook events! Invite your friends and family to come shop the sale and tell them all the proceeds benefit students in Cambodia. Here's a few ideas to get you started:

- **yard sale**
 - Ask your parents and community if they have anything they'd like to donate to a yard sale benefiting CFC!
- **bake sale**
 - Yum! Whip up a few baked goods with friends and start selling! Ask a local business if you can sell in front of their store, or set up a good ol' lemonade stand in your yard!
- **tamale sale**
 - Your sales don't always have to be sweet! Think of another delicious recipe people love to enjoy. Tamales, bean and cheese tacos, boba, soft pretzels, anything that catches people's eyes and welcomes appetites.
- **craft fair**
 - Have an eye for the arts? Sell paintings, jewelry, knits, mosaic plates, Christmas ornaments, homemade candles, anything you and your friends have a talent for!

Plan an event

A fun way to fundraise with friends! Provide a service or fun time and charge a standard fee. Advertise on the same platforms mentioned before, and make sure your patrons know you're raising money for a good cause!

- **dance-a-thon**
 - Find an event space, a few amateur DJs (maybe classmates?) to donate their time, and throw a party for CFC! Sell tickets and create awards for the best dancers.
- **movie night**
 - If the weather is nice, try a movie in the park! Find a projector, a screen, and sell tickets and concession foods.
- **spaghetti dinner**
 - Or any dinner that's cheap, easy, and fun! Pancake breakfasts work well, too! You'll just need a kitchen, the supplies, and a few friends to be servers. Remember, \$30 feeds a CFC student for one year, so maybe that's the dinner fee?
- **battle-of-the-bands**
 - Like the craft fair, if you know a lot of talented people, get them together to raise money for CFC! Book a few bands looking for practice and sell tickets! Have your audience vote on the best band and award the top band a prize.

Kick off a collection campaign

Our students are always in need of toothbrushes, toothpaste, headphones, plus the usual school supplies! Host a supply drive at your school or ask a local business if you can set up a donation box in their lobby. Right now, CFC is in need of first-aid supplies. Band-Aids, gauze, antibiotic cream, cough drops, etc. This is a fun and effective way to get people directly involved with CFC!



MARKETING YOUR FUNDRAISER

Social Media templates

Collection campaign:

Join me in collecting (items) for the students of Cambodia! Caring for Cambodia not only educates thousands of children Pre-K through 12th grade, but they also provide students with the resources to stay in school. Let's open up a new world for these students by donating (items).

Fundraising event:

Join me on (DATE) at (LOCATION) to raise funds for the students of Cambodia!

Online Fundraiser:

It only costs \$180 to educate a child for an entire year in Cambodia. Can you help me give (goal/180) students a world-class education?

I'm halfway there! Thanks to generous supporters, I've raised \$XXX towards my goal of \$XXX. Don't miss your chance to support my efforts. Donate now! (link to donate)

Email template

Hi [First Name],

I'm fundraising for Caring for Cambodia because I'm passionate about the power of education. It only costs \$180 to provide a child in Cambodia a world class education, 2 meals per day, school supplies, and more!

I'm trying to raise \$540 to change the lives of 3 deserving students. If I can get 8 people to support my fundraiser with \$70 or more, I'm there. It's important for me to help get children in school. I hope you'll support me and these kids by making a gift to my fundraising page below. Thanks in advance!

Brand information

We invite our supporters to use our logo and include pictures from our schools in the marketing of your fundraiser and event. You can find our Brand Guide here and access to our logo and pictures [here](#).

Stay connected



caringforcambodia.org



@caringforcambodia1



@caringforcambodia



FUNDRAISING GUIDELINES

Caring for Cambodia is extremely grateful to individuals and organizations who generously raise funds to support our mission. Our deserving students and staff in Siem Reap are benefiting from your efforts. To ensure that fundraisers are of the highest quality and standards, CFC insists that organizers agree and adhere to the following guidelines:

- **Name, Trademark, and Promotions**

- All fundraising is done on behalf of CFC. All messaging should be clear that your event is raising funds to benefit CFC, and is not an event organized by CFC. A suggested way of promoting your event is: “proceeds will benefit Caring for Cambodia.”
- You must have pre-approval to use the CFC name or logo on any promotional materials. Contact us at volunteers@caringforcambodia.org to request written approval before producing copyright materials or trademarked names and logos.
- CFC encourages spreading the word via your personal networks, including social media and free local media outlets.

- **Liability and Requirements**

- The organizer agrees to hold CFC harmless from all claims and liabilities in any way related to the event.
- The organizer of the event is responsible for all sales tax requirements and obtaining all necessary permits, licenses or insurance.

- **Donation collection and acknowledgment**

- The organizer must make sure all donations are accounted for and submitted to CFC, in a way that allows CFC to send an acknowledgment letter to each donor. Please provide a list of the names, addresses and/or email address, and the amount each donor gave.
- The easiest way to accept credit card donations is to set up an online fundraiser for your event on either Facebook or EveryDay Hero.
- All checks must be made payable to Caring for Cambodia and mailed to 3821 Juniper Trace Suite 210, Austin, TX 78738
- CFC will send an acknowledgment letter for all donations received by check. An acknowledgment is automatically sent when donations are made online.
- As the organizer, please remember to thank everyone who helped make your event a success—the donors, the volunteers, the venue, and sponsors.

