

A photograph of several young Ethiopian children. In the foreground, a girl with braided hair and a white headscarf looks directly at the camera with a slight smile. To her right, a younger boy also looks at the camera. In the background, other children are visible, some with their hands raised. The scene is brightly lit, suggesting an outdoor setting.

ETHIOPIAID

TRANSFORMING LIVES IN ETHIOPIA

2020 fundraising pack

Thank you so much for choosing to raise funds for Ethiopiaid.

For over 30 years, our supporters have helped to transform the lives of some of the most marginalised and impoverished people in Ethiopia. Together with our network of Ethiopian entrepreneurs and development experts, we have helped instil hope, transform futures and create lasting impact in the lives of the most forgotten and isolated people and communities.

By fundraising for us, you are standing with these people - thank you.

I hope that you have fun with your fundraising and please do share it with us as we love to hear all about what our supporters are doing.

Thank you so much,



Lisa Cousins
CEO

Who we are

Ethiopia is a vibrant country. Since our establishment in Ireland in 2002, we have been committed to helping communities unlock their potential by working through locally led projects. Our aim is to see all people in Ethiopia with equal access to health, education and a life of dignity. Amidst hardship, suffering and poverty, we have met and worked with bright and talented local people who are committed to seeing an Ethiopia free from poverty.

Since we first started, we have grown into a successful network for supporting long-term, meaningful and community led development in Ethiopia.

We listen to local voices and work closely with communities to support women & girls; end harmful traditional practices such as FGM; create opportunities through access to jobs and education for young people; create disability inclusive communities; provide hospice care; support the elderly; and respond to humanitarian crisis.

How you will be helping



28c could buy breakfast for a street child

€4 could provide a re-usable sanitary pack to keep a girl in school



€50 could provide food and water for one family for a month

€250 could provide one rough-rider wheelchair for a child



€220 could shelter a girl from domestic violence and abuse

€560 could provide surgery for a woman living with obstetric fistula



Community Fundraising



Community fundraising is a wonderful way to bring together your community, especially during times when people are self-isolating and may feel lonely. Fundraising for us means your community are helping transform lives in Ethiopia as our partners work tirelessly during COVID-19.

To get you started, we have a few ideas of events you could hold. Before you decide which event you'd like to host, it is best to make sure you can have the event while complying to Government guidelines.

With this in mind, here are some ideas of fundraising events to try:



- Hold a virtual Ethiopian Coffee Ceremony where you can drop off Ethiopian coffee and cake. Ask for a contribution from guests.



- Organise a virtual talent show. Charge people to enter and sell tickets. You could also ask for additional donations on the night via our website.



- Host a virtual quiz, games or bingo night. Have a set fee for each household and don't forget a prize!



- Have a virtual auction and ask your community members, local businesses and shops to donate items, services or gift vouchers (we have made a helpful guide for this on pages 3 and 4).

Hosting a Virtual Auction



A virtual auction is a fun and easy way to fundraise for Ethiopiaaid. You can bring your community and friends together for an evening of fun.

Start by asking your family, friends and community to have a clear out of items at home they no longer use but are still of value and in good working condition. If you know anyone particularly skilled at something, such as baking, hairdressing or gardening, you could ask them to offer their service as an item.

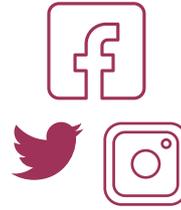


Pick a date and advertise the auction. Ask your friends and family to spread the word to their own communities. Choose a date and time when most people will be available, for instance a Friday evening. Make sure you give enough time after you advertise for people to keep the date free in their diaries.

Use high value items to generate interest and create a Just Giving page (a donation collection website: www.justgiving.com) so people can donate for the items they've bought. Host your auction on Zoom, Facebook live or Instagram live, depending on your audience.



Top Tips



- **Find two or three friends with good networks,** organisational skills and a passion for the cause to help you. It's much easier to organise in a team than by yourself.
- **Ask around your local community to find out if anyone has had a clear out.** They may have some items waiting to go to a charity shop that could be auctioned instead.
- **Auctioning off specific services** that can be carried out while adhering to government guidelines can be a great way of engaging with people who may not want any items. Perhaps, some people could offer a painting or a music lesson.
- **Ask any local businesses if they could contribute an item.** For example, could a local hotel offer a night stay? Or could a restaurant offer a romantic meal for two?
- **Use social media to promote and invite people to the event.** A Facebook event page can be a great way of getting the word out and advertising any high value and fun items.
- **Ask a friend with a good sense of humour to be your host for the night.** If you're nervous in front of the camera, this can help you enjoy the night while also providing light entertainment for your guests.

**Most importantly, have fun
and enjoy the event!**

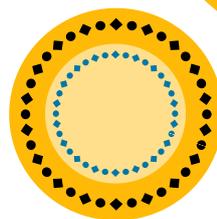
Charitable Champions

We are so grateful for the creative and clever contributions from our supporters, which help us to transform more lives in Ethiopia.

Here are some highlights from previous and current fundraisers to inspire you:

- Nuala and Vincent Melinn held a dinner in honour of AWSAD, raising over **€20,000**.
- **St Brigid's College** in Kilkenny raised over €300 with their fundraiser.
- Kathleen told her dentist Aoife at **Callan Dental, Kilkenny** about us, and together with dental nurse Liz raised €400 from family and friends.
- Samantha fundraised by challenging herself to run the **VHI Womens Mini Marathon**.

There isn't enough space to mention everyone who has fundraised for us in the past, but everyone has made a huge difference and we'd like to say a **big** thank you!



We understand that fundraising can be difficult while following social distancing guidelines, so here are a few **top tips** on making your event a success:

- Make sure that you can host your event safely by checking the Government's current guidelines found here: <https://www.gov.ie>
- Decide and plan your activities carefully and recruit others to help you.
- Have a think about how much you will realistically be able to raise and plan accordingly.
- Promote your event through social media sites, such as Facebook and Instagram, and via email and your community newsletter. Give yourself enough time to generate interest.
- Once you have finished fundraising, make sure to thank everyone who took part or donated items, equipment or time.

How to send us your donation



Post

Send your cheque payable to **Ethiopiaid** to: Bishop Street, Dublin 8, D08 H01F



Online

Visit Ethiopiaid.ie/donate or set up a Just Giving page



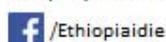
Phone

Call 01 677 5188 to talk to one of our team and they will process your donation for you.

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Registered Charity No: CHY13305
Company No: 343187





Thank
You!

If you would like any help
with your fundraising,
please contact Frances:
frances@ethiopiaid.ie



Committed to achieving Triple Lock

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