

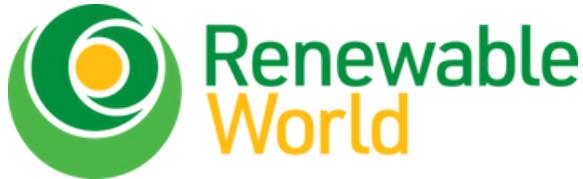


**Renewable  
World**

Transforming Lives Through Clean Energy



# Fundraising Pack



## Our Challenge

More than 21 million people in Kenya and Nepal do not have access to energy. 12 million are multi-dimensionally poor. This can mean no access to clean water, quality healthcare, or the ability to earn a secure living. Many depend on natural resources which severely impacts local conservation efforts. And as habitats degrade and climate shocks increase, they are increasingly vulnerable.

## The Solution: Clean Energy

The starting point of any Renewable World project is always clean energy.

Clean energy is the only solution to stopping climate change and avoiding ever worsening impacts. But we do more than power communities. We work alongside them to create solutions specific to their needs. By building skills, providing tools and working closely with local partners and governments, we ensure communities have ownership of these solutions long after we are involved.

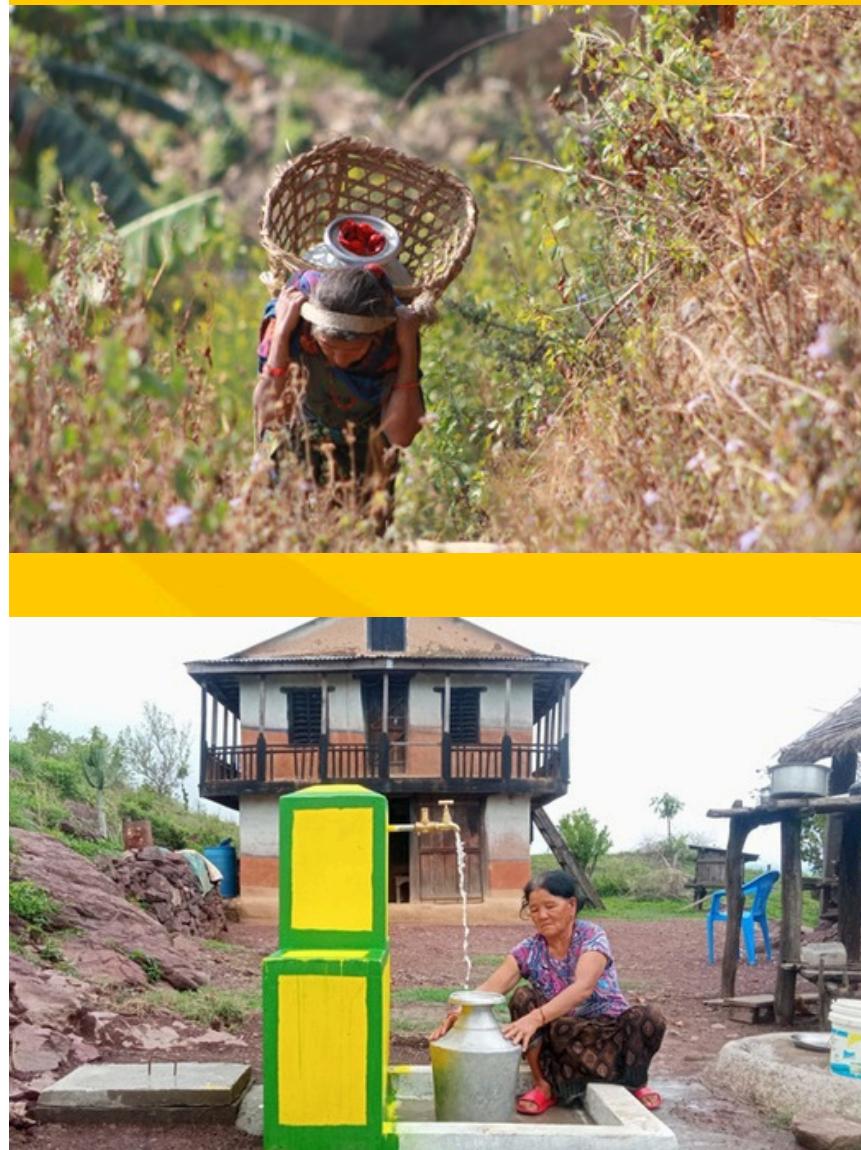
What starts with a solar microgrid ends with an empowered community living in balance with their natural surroundings. By strengthening livelihoods, building climate resilience and restoring biodiversity, we enable people and their environment to thrive together. A win for people and planet.

Women and girls are worst affected by poor access to water. Many spend several hours every day walking long distances, carrying heavy buckets over difficult terrain (pictured top right), to collect water from their nearest tap. After our E4WASH projects, each home now has a tap just outside - transforming daily life for women and girls.

## We are Renewable World

People and planet are under threat. 1.2 billion people are still living in poverty, inequality is rising, and the world is failing to decarbonise quickly enough to avoid climate disaster. The world's poorest people contributed least to climate change, yet they are most impacted, and least able to adapt. This is not fair. And it is not sustainable.

At Renewable World, we empower people living in poverty to develop sustainable and resilient livelihoods and mitigate the impact of climate change through improved access to clean energy. Since we were founded in 2007, we have helped over 220,000 people to access and utilise clean energy.



# Your fundraising can make a big impact!

**£10**

could plant two saplings in Nepal's Banke National Park, helping to restore and conserve important biodiversity which endangered species rely on.

**£25**

could provide two families with access to solar-pumped water, available from a tap stand located right outside their home.

**£50**

could pay for the wiring and fittings needed for a house to receive electricity for the first time from a community-owned and managed solar microgrid.

**£125**

can pay for a tap stand to be installed outside 10 homes in Nepal, saving women and girls precious hours each day on water collection.

**£500**

can train and support 25 women to make a sustainable living on the shore of Lake Victoria. With our support and access to clean-energy powered technologies, women can develop their skills and confidence as farmers or fisherfolk.

**£1000**

could purchase a bag digester system, helping communities living on the edge of Nepal's protected parks to grow crops and raise incomes without threatening endangered wildlife and the forest on which it depends.



# Make the most of your fundraising page

## Tell your story

People donate when they understand why you're fundraising. Share what inspired you, why Renewable World matters to you personally, and what difference the donations will make. Keep it heartfelt, honest and easy to read.



## Add images and videos

Photos and videos can make your page instantly more engaging. Try using visuals that highlight Renewable World's work and the impact donations can create, as well as updates on how your challenge is going. These kinds of images and videos help people connect emotionally with your story and inspire them to donate.



## Set a goal and keep people updated

A clear fundraising target motivates donors and gives them something to rally around. Update your page regularly with your progress, training, challenges or milestones. Every update is a reason for supporters to return, donate again, or share your page.

**Uploading a profile picture can result in a 23% increase in page.**

**Setting a fundraising target donation amount can lead to a 45% increase in page value.**

## Share your page widely

Post your page on social media, add it to your email signature, and share it in group chats or community spaces. People often want to support - you just have to remind them you're fundraising. A friendly, personal message goes a long way.

## Thank your supporters

Acknowledging every donation – no matter the size, this helps people feel appreciated and part of your journey. Public thank-yous (if appropriate) can also inspire others to donate and keep the momentum going.

# Fundraising at work

## Spread the word

Work is a great place to drum up support for your fundraising challenge. If you work for a large company then ask if your challenge (and a link to your fundraising page) can be included in the next company newsletter or the Intranet.

## Start big

Pluck up the courage to ask the Managing Director or your department head, explain that you need an influential and respected person to make a lead gift. Psychologically, the next people you ask are more likely to follow a "leader" and make a gift themselves. Also more senior people within your organisation might give a little more – giving you a great start to your fundraising!

## Ask if your company will donate

Many companies have a formal match funding scheme, where they will match some or all of what an employee raises. But even those that don't may still make a small donation from the charity giving pot. So it's always worth asking! If you aren't sure what your company policy is, the best place to start is by asking your HR department.

## Ask wider networks

Depending on your role in the organisation, there may be other people willing to support you beyond your network of colleagues. You could:

- Put a message on LinkedIn
- Ask your suppliers (check company rules on this, it's usually ok if you are not receiving the gift personally)



## Get creative

Ask if you can put up a poster in the coffee room. Register with free online design software Canva and use the templates to design a poster encouraging people to support you. Be bold and send it round to contacts, friends and colleagues at work.



## Have fun!

Bake sales, raffles, donating the cost of your morning coffee, or bringing in a packed lunch and giving what you would've spent – there are so many simple ways your colleagues can help you with your fundraising. You could even host a pub quiz for some friendly competition and fun!

There are countless ways to get your colleagues involved. If you'd like more inspiration or support, we're here to help: [event@renewable-world.org](mailto:event@renewable-world.org)

# Fundraising ideas

## Share far and wide

Don't be afraid to share your page multiple times! It can take people a few times before they donate. Use all the platforms from your social media channels, Whatsapp and email!

### Sell it or swap it

Clear out, cash in, and support your cause with a car boot sale or Vinted sale! Or host a clothes swap, ask friends to bring clothes in good condition, then "shop" each other's wardrobes. Charge a donation for entry. It's a brilliant way to keep clothes out of landfill whilst helping raise those pennies!

## Get family involved

Got kids? Get them baking and doing bake sales, selling old toys - they will love setting up shop! Or ask family to host fundraisers at their work places and share your fundraising page with their networks.



## Dine in and give back

Invite friends round for a cosy dinner party and ask them to donate the cost of a night out. Add a short story or video about your cause, and you've got a warm, personal way to raise funds (plus great food!).

## Host a charity raffle!

Ask friends to donate unwanted gifts or approach local businesses for prize donations. Then sell tickets to friends, family, colleagues, and neighbours – it's a fun and easy way to raise funds.

## Hold a collection

Whether at a local train station or shopping centre, collections are a fantastic way to raise funds and spread awareness. Choose a busy spot, gather a few volunteers, and get collecting. Just remember to check and secure any required permissions from the venue or local council beforehand. Email the team for support: [events@renewable-world.org](mailto:events@renewable-world.org)



# How your fundraising will help tackle energy poverty

**Every person deserves the right to determine their own future. Access to energy and a clean environment makes this possible.**

A lack of energy prevents economic development and compounds health issues. Without energy farmers can't pump water to irrigate their crops; women and children spend hours collecting water and fuel; homes are polluted with smoke; and there is no refrigeration for food or medicine. The solution: The provision of affordable, clean energy resolve many of these problems when it is used productively.

Through your support, you will help us build a fairer, more sustainable world where clean energy is accessible to all because with clean energy, both people and planet can thrive.



# Case Study

**To remain effective, medicines and vaccines must be stored at the correct temperatures. Without a reliable source of electricity, the refrigeration of medicines and vaccines becomes impossible, rendering them ineffective and placing lives at risk.**

As a nurse at Kajiado's Oldonyo Lasho health facility told us: "I store my vaccines in a nearby church because the health facility has no electricity. Sometimes I have to administer the vaccines from there so that the quality is not affected." At the Olorika health facility, nurse Anthony dispenses medicine at the facility's pharmacy room. With solar power arriving through our E4H2 project in Kajiado, soon this facility and six more like it will have a reliable source of clean electricity around the clock. Medicines and vaccines will be able to be stored and kept effective. Health staff will be able to provide services day and night. For the communities that rely on these facilities, these improvements will change, and sometimes save, lives.



## **Solar powered local livelihoods Here in Sadhane, our REALIZE project has powered a step change in local livelihoods.**

Sadhane's terrain and soil are ideally suited to the cultivation of turmeric and ginger. Unable to reliably dry and store their product however, farmers here were unable to take advantage of the best market prices. Instead, produce was often sold cheaply or left to rot. With the introduction of our Solar MUS water system in the community, and a solar powered dryer and mill, this situation changed beyond recognition. Sadhane's farmers can now grow and preserve a full harvest, store it for longer, mill their produce cheaply (not only ginger and turmeric, but also wheat, maize, rice and other grains), and sell only when the market price is high, increasing sustainable income for



# Seeking publicity for your fundraiser

## WHY NOT WRITE A PRESS RELEASE TO PUBLICISE YOUR FUNDRAISING EVENT?

Publicity can help raise awareness about your challenge and potentially increase your fundraising by letting a wide audience know how they can sponsor you. You might want to send your press release to your local newspaper, radio station, church, village broadsheet, company, gym or sports club.

### Ensure you answer the following questions

Who: (are the main people involved)

What: (is the event and the aim, i.e. what is the fundraising target)

Where: (is the event taking place)

When: (is the event taking place)



### Check out our example press release for inspiration:

#### Press release - for immediate release

#### **Cyclist takes on a 60 mile cycling challenge in the South Down to empower communities with clean energy**

Local man / women / resident / student / business owner XXXX takes on the challenge of a lifetime to raise money to bring clean energy to marginalised communities in Kenya and Nepal. XXXX will be competing / participating / (has competed / participated) in XXXX on XXXX to raise money for charity Renewable World who enable people living in poverty to transform their lives by improving their access to clean energy, empowering them to develop sustainable and resilient livelihoods, and mitigating the impact of climate change.

XXXX decided to support Renewable World because XXXX (quote). He/she has raised / aims to raise XXXX, which will enable the charity to do XXXX. If you would like to support XXXX in their quest and donate to Renewable World, please visit his/her fundraising page ([link](#)) or contact the charity directly at: [events@renewable-world.org](mailto:events@renewable-world.org) or on: 01273 076050.

Notes to editor: Renewable World ([www.renewable-world.org](http://www.renewable-world.org)) is a registered charity in England and Wales (number: 1119467). For more information please contact Renewable World at [events@renewable-world.org](mailto:events@renewable-world.org) or on: 01273 076050.

Readers can sponsor XXXX by going to XXXX ([link](#)) or calling Renewable World on: 01273 076050. For more information about the challenge or photos please contact: XXXX on XXXX or email [XXXX@XXXX](mailto:XXXX@XXXX).

# Sponsorship Form



# Renewable World

Transforming Lives Through Clean Energy

Get in touch

**W:** [www.renewable-world.org](http://www.renewable-world.org)  
**E:** [events@renewable-world.org](mailto:events@renewable-world.org)  
**T:** +44 (0)1273 076050

Keeping you informed:

We'd love to keep you informed about our work and how your support is changing lives. To hear more from us, just tick the box.

**Gift Aid:** Increase your donation by 25% at no extra cost to you!

### Gift Aid declaration:

**Please sponsor me and help tackle energy poverty!**  
Postcode: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_