

Uganda Village Project

Fundraising Manual

2018



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Context

About Uganda Village Project

Founded in 2003, Uganda Village Project is a 501(c)(3) non-profit organization focused on public health and access to healthcare in rural Iganga, Uganda.

WHO WE ARE

Vision

We envision a future in which all Ugandan communities will have the tools and the means to effectively create and facilitate their own health and development solutions.

Mission

We collaborate with diverse partners to facilitate community health and well-being in rural Uganda through improved access, education, and prevention.

We strive to uphold this mission in the following ways:

- Working on project development in collaboration with our local non-governmental and governmental partners in Iganga District, as well as the communities involved in the projects
- Advocating for community health and development through networking inside and outside the district, and supporting efforts on the ground by local partners
- Focusing on understanding the epidemiology and etiology of public health problems in Iganga in order to inform and support direct service projects
- Building sustainable public health and development programs that have real impact in communities
- Designing culturally-appropriate projects
- Collaborating with interdisciplinary long and short term volunteer teams of professionals and students seeking to support our on-the-ground efforts
- Learning about and experiencing the culture and daily lives of the Ugandan people
- In-depth planning, development, and evaluation to ensure outcomes are achieved

WHAT WE DO

Our programs target 5 prominent public health issues in rural Iganga District:



Planning



WASH



Malaria



Obstetric Fistula



HIV/AIDS

Family

HOW WE DO IT

The Healthy Villages Model

Healthy Villages started in 2009 as a program addressing rural healthcare and public health in Uganda. We work at a grassroots level, partnering with rural communities to improve provision of healthcare and preventative health education to underserved populations in the Iganga district of Uganda. It is a three-year program to establish sustainable health practices and empower community members through education and community involvement. In each of our Healthy Villages, we:

- Partner with and train Village Health Teams (VHTs), which function as a community's initial healthcare contact
- Provide education on malaria, HIV/AIDS, sanitation, family planning, fistula, and other critical health topics
- Bring access to preventative healthcare (HIV testing, family planning, etc.)
- Collaborate with local partners to create referral networks
- Distribute subsidized malaria nets and create sustainable network for the buying and selling of such nets

Foundational Practices

Our approach is rooted in:

- Sustainable development
- Interdisciplinary collaboration
- Gender sensitivity
- Partnership
- Cultural sensitivity
- Team work

UVP's Accomplishments

Over the past decade we have reached thousands of members of rural eastern Ugandan communities with our public health programs. UVP has worked in 28 Healthy Villages, implementing grassroots public health solutions and training Village Health Teams to be community-level partners for healthy behavior change. From 2003 to 2015, we:

- Facilitated repair surgeries for 596 women with obstetric fistula, and educated 31,428 community members about fistula through outreaches
- Distributed 5,273 insecticide treated bed nets to keep people safe from malaria
- Oversaw construction of nearly 3,000 tippy tap hand washing stations, as well as numerous latrines, bathing rooms, dish drying racks, and rubbish pits
- Tested 20,486 people for HIV and supported them with counseling and referral to services or treatment
- Provided contraceptives to help 3,028 women control their family size and educated an additional 3,882 women about safe motherhood and family planning
- Built 84 shallow wells to provide more than thousands of families with safe water
- Sponsored 130 children to attend school

Fundraising Logistics

TAX DEDUCTIBLE

Because the work you will do is critical to our annual plan, your entire program fee is tax deductible. If you choose to pay for your fee yourself, we will send you a tax letter at the end of the internship. If you choose to fundraise from your friends and family, hold events, or raise money online, we will send a thank you to each of your donors and this manual will provide ideas on how you can fundraise. Many of the suggestions and content in this manual are intended for people raising money for UVP outside of the internship program, but we've had plenty of interns use the same ideas and fundraise their entire program fee.

DONATIONS

- We encourage you to provide email addresses for any donors who give via checks so we can send updates on your work throughout the summer. Let us know if donors do not want to receive the newsletter or would rather remain anonymous, if you are sending checks.
- Checks should be made out to Uganda Village Project and should reference an intern's name in the memo line.
- Checks should be sent to:
Uganda Village Project
340 S Lemon Ave #8979
Walnut, CA 91789
- We provide an online platform called Razoo for interns who want to ask for donations electronically. There is more information about that process later in this manual.
- Supporters can also give through UVP's online donation form at www.ugandavillageproject.org/donate. Please instruct donors to type your name in the section allowing them to give in honor of someone.

The Importance of Fundraising

TO UGANDA VILLAGE PROJECT

- The resources received from private donors and small foundations are essential to our ability to function and serve the rural communities we work with
- Fundraising increases our visibility and strengthens our support network

TO THE COMMUNITIES WE WORK IN

- In the rural Ugandan communities, the difference between life and death literally comes down to a few dollars - we've seen it time and again. A mother cannot afford decent food, and a child starves. For lack of a net, malaria takes a life. Contaminated water sickens a young woman with AIDS, and she can't withstand the illness.
- The more funds we are able to raise, the more robust we are able to make the programs for our communities

TO YOU

- Your program fee will go toward covering your living costs while in Uganda, as well as supporting the program activities that you and staff members will implement together
- Personal fundraising is a way to build skills in:
 - identifying, leveraging, and redistributing resources
 - public speaking
 - event/campaign management
 - community outreach
- The personal fundraising process allows you to clearly articulate your personal mission and connect that mission to UVP's

Fundraising Fundamentals

BUILDING SHARED PURPOSE: PUBLIC NARRATIVE

Personal fundraising is not an easy task. However, you already have the most powerful tool you need in order to become a successful fundraiser, your personal story. Your public narrative allows you to share your purpose, values, and goals in a personal way that inspires others to support you and take action. There are three elements to public narrative, Story of Self (why you have been called to action), Story of Us (why we have been called to action), and Story of Now (the urgent challenge on which we are called to act). Framing it this way helps others to connect to your passion for health and social justice. Below are guiding questions as you work through your own public narrative.

Story of Self

Sharing about the challenges, choices, and people in your life that shaped your values and compelled you to do the work will be doing with UVP.

- *What calls me to engage in this cause?*
- *What values move me to act?*
- *How might those values inspire others to similar action?*
- *What stories can I tell from my own life about specific people or events that would show (rather than tell) how I learned or acted on these values?*

Story of Us

Articulating the power of community support and distinguishing UVP from other organizations.

- *What communities have you been a part of that inspire you and relate to this work?*
- *What are the stories in these communities of people overcoming obstacles to achieve success?*
- *How has UVP been innovative and effective in this work?*

Story of Now

Crafting your call to action; delivering your 'ask.' Here are some tips about how to effectively ask for a donation/support.

- It never hurts to ask...ask everyone....ask often!
 - The majority of people say YES to making a donation. This means you shouldn't worry about asking someone you perceive to be too poor or too rich to care. It doesn't hurt to ask everyone you come across who may be sympathetic to your cause! If you ask people often, they have more opportunities to donate.
- Don't just ask for a donation/support, ask for networks!
 - Make sure that as you are asking someone for support, you are also asking for them to spread your cause to their network.

Fundraising Ideas

Volunteering Abroad Scholarships

If you are currently enrolled at a university, check to see if they have any volunteering abroad scholarships that you can apply for. Many schools offer these. In addition, do some research on other volunteering abroad scholarships and grants. Here is a site to get started: https://www.volunteerforever.com/article_post/200-volunteer-abroad-study-abroad-scholarships-grants

Five Minute Fundraisers

Create your own fundraising website. Uganda Village Project has set up a page at Razoo (<https://www.razoo.com/team/Uganda-Village-Project-Internship-2016>) to make it easy for you to get online donations from friends and family. We've filled out the basic information and you just need to personalize your page and start fundraising. Please note that Razoo (like most other online processors) charge 6.8%, so you will need to account for this and if you raise enough to cover the fee.

*Seek Corporate Matching Grants: Many companies will match their employees' contributions to a qualifying non-profit organization. Since UVP is a registered non-profit 501(c)(3) organization, it usually qualifies. Each company has their own set of guidelines, so be sure to check with your personnel office. Visit <http://www.matchinggifts.com> to see if your company has a matching gift program. Even though your company may not have a formal matching gift program, it still may be willing to match your contribution. We currently have a matching gift program active with Merck Pharmaceutical company that has been fantastic!

You should also see if any of your family, friends, or other donors works for an organization that might match a gift. If you find businesses in your area that offer matching gift programs, it can encourage their employees to donate (since donations go further).

* Create a Donation Jar: Make a Donation Jar out of a coffee can or any large plastic jug where you can cut a hole (for people to insert money into) into the top. If you don't have any suitable containers at home, you can go to any cafeteria and ask them for large plastic jars. Tape or glue a poster onto the outside of the container and find a place to leave it (preferably near a cash register). Examples of places to place your donation jar are: hospital/school cafeteria, coffee shops, businesses, libraries, etc. . Just put out the jar at the beginning of our fundraising campaign month, and collect it at the end. Make sure your poster explains who UVP is and what great work we do! You can also put contact information on the jug so that people willing to make larger donations have a way to contact you.

* Ask someone else to raise money for you: There are many groups out there who are doing fundraisers or have the capacity to do fundraisers and are in need of a cause to raise money for (they often give by default to huge, multinational groups like Save the Children, Red

Cross, etc. simply because they have heard of them). Bring your pictures of Uganda and meet or e-mail them to see if they are interested in fundraising for you/UVP. We have informational pamphlets, business cards, Powerpoint presentations and other resources available to you, should you need them. The best candidates for these kinds of fundraisers are: classes of kids (elementary through high school), church youth groups, congregations, scout troops, fraternities and sororities, clubs, etc.

* Find us another corporate sponsor: Very often there are businesses that are willing to donate to charity organizations or are willing to sponsor projects done by non-profit organizations. Get the word out about UVP to as many businesses and business people as you can! You never know who will be willing to donate to UVP. You can use the attached letter to look for sponsors, just edit it based on who you are asking and what you are asking them to fund. If you know any socially responsible companies or other groups that might be interested in helping our cause, you can even just let the fundraising committee know (e-mail leslie@ugandavillageproject.org) and they will send the letter.

* The honor system fundraiser: This fundraiser does the work for you! Just buy some food, put it in a safe place where a lot of people pass by, and put a price list and an envelope for money next to it. This is usually done with things like boxes of Pop-Tarts, granola bars, candy bars, donuts etc. This fundraiser is a great idea for work, businesses, hospitals, or school.

* The sponsored food fundraiser: Many restaurants and businesses have fundraising programs that you can easily participate in. Examples are Krispy Kreme and Panera Bread (you sell either dozens of doughnuts or special Panera coupons). These are also extremely easy and could be done on autopilot.

Fundraisers for Those with an Hour or More

These fundraisers involve a bit more effort – one hour or more – but they also can have a much greater result!

COMMUNITY FUNDRAISERS

* Attend a club meeting, church service, local Rotary meeting, international health night, or other such events and give a brief presentation about UVP. Many previous interns of UVP have given presentations to Rotary clubs, churches, alumni groups, etc and received funding for their trips and for UVP. We have PowerPoints, brochures, business cards, and other resources available to you if you choose to fundraise in this way. This is a highly effective and easy way to target multiple potential donors at once.

* Send a letter to your community. This fundraiser involves printing off donation request forms (below) and delivering them to a group of people (mailboxes, friends, co-workers, church congregation, etc). You can personalize these forms to meet your needs (see appendices), and hand them out! Make sure to tell your audience what the project is and what the connection is to your community. If you have room, you can add a picture of yourself or Uganda! This could also be done in an apartment complex or townhouses.

* Organize a community event and invite a UVP board member or past UVP summer intern to come speak to your community (such as at your local library or community center). During the event, distribute UVP pamphlets, set up pictures (we are glad to send whatever you need), and show one or more of our short UVP movies found on YouTube or our website.

* Hold a car-wash.

* In lieu of gadgets, appliances, or "stuff" exchanged at holiday time or for a birthday, invite friends and family members to make a contribution toward UVP. You could have a well constructed that is entirely funded by your family, sponsor an HIV testing and counseling day, or even sponsor an entire village for a year.

FUNDRAISING EVENTS

* Have a bar night! This is one of the most fun fundraisers you can do. It involves calling a bar in your area, and asking them to help you host a bar night. You can tell them that you will advertise and plan to have approximately ____ number of people coming. Since this will bring them business, they are usually willing to work with you and allow you to receive some of the cover charge or a certain percentage of proceeds. This works especially well if you pick a night that they would generally be slow. They tend to vary in what kinds of support they are willing to offer, but most are willing to help raise money for charity if it means more business for them. For example, they may or may not allow you to set a cover

charge, to take a percentage of the cover charges for the night, or to have very attractive drink specials. Additionally, you could plan to have a raffle at the bar or donation jar to raise extra money. An idea for a twist on the bar night idea is to have a cocktail night if you have a martini bar nearby. This is the same idea, but maybe for an older crowd. It is a chance to get dressed up and have cocktails!

* Hold a movie screening. You can use your institution's auditorium for this and show a movie like 'the Constant Gardener', 'A Closer Walk' or other public health related movies. You can't charge admission legally to these movies, but you can ask for donations afterwards.

* Arrange an auction or raffle. Ask local artists to donate art. Offer trips, sporting event tickets, babysitting hours, services from florists, spas, etc. Ask local businesses for donations, but remember that gift certificates generally bring less money than services or objects.

* Coordinate a walk-a-thon. To do this, you should pick a site where you can walk off-road, because holding an event like this on the street requires police to chaperone your event, which they charge a large fee for. Be sure that you have all the necessary permissions of the site where you are going to do the walk. Definitely use a press release if you are going to try this fundraiser - you might even get on local television!

* The Date Auction: This is a fundraiser that involves a little more planning, but has been very successful in the past. To prepare for the event you need to seek out local businesses to donate gift certificates to the cause. You also need to find about 20 people, both male and female, to auction off. The idea is to pair the people to be auctioned off randomly with the gift certificates to restaurants and performances that were donated. You then advertise the event, bring a keg or negotiate drink specials with the restaurant or bar you are holding the auction. Have each 'contestant' make a quick profile with their favorite things to do, and get a digital picture of them. You can also publicize for the event using these pictures (feel free to exaggerate the profiles). People then bid on the dinner and the date. These dates are considered to be in good fun and are not meant to involve romantic awkward situations! This event is meant for a large group of people that know each other. In our experience, the average date sells for \$100-\$300. So you can see that this fundraiser gets you a TON of cash, plus being fun times. It takes several people to run it and of course the contestants, but if you have a community of young, single people, it's easy.

* Recruit a restaurant owner/manager to do a benefit dinner and donate a percentage of their proceeds to your trip, or ask multiple restaurants in your town to all participate in a community "Dine for Health" event, where each restaurant donates 5 - 15% of its proceeds to Uganda Village Project.

* Host a home-cooked gourmet dinner (enlist a friend or two to help with cooking if you like), and then charge a group of friends, co-workers, congregation members, etc. to attend, or give a suggested donation amount and leave a jar by the front door. You can also hold a

“Ugandan dinner” and serve typical Ugandan foods such as pineapple, mango, and papaya, and tilapia and rice, and chapatti bread.

* Hold a Battle of the Bands (this works well at universities especially) where ticket revenue goes to UVP. Or if you have a friend in a garage band, see if they can host a concert to support UVP.

SELLING GOODS FOR UVP

* Ask neighbors for their junk, and hold a charity yard sale; you can even ask a little more money if you advertise that the profits will go to charity

* Sell items for us on eBay! UVP is a member of MissionFish, eBay's charity sellers network. This means anyone can sell items for us on eBay and the fees to list these items will be waived. So all you have to do is dig up some stuff you want to get rid of and list it - it's very easy. We are searchable in the directory.

* Selling commercial goods. Many restaurants and businesses have fundraising programs that you can easily participate in. Just go in and ask about fundraising! (Examples: Krispy Kreme, Panera Bread, Sees Candies, Local florists). *Tip: time your sales with holidays like Christmas or Mother's day*

* Bake sale or red ribbon sale! A classic but successful idea is to sell some special food at your work or school. Either the traditional bake sale, bringing in special sandwiches and selling them during the lunch hours in a public place. You can also sell red ribbons - these are good for raising awareness too, and they are made to be used as a fundraiser in this way. You could also cut out photos from our work in Uganda such as traditional Ugandan houses or our scholarship students, and you wrap each brownie or cookie with a picture. Then you sell each one at a high price (this helps people see that you are really 'selling' a donation to charity, rather than just a baked good).

* Create and sell T-shirts, related to Uganda, Health, Safe Water, etc. - you can create t-shirts at www.cafepress.com (our gift shop is there at www.cafepress.com/uvp - we can get you these items at cost if you would like to sell them as a fundraiser). Another site we've used for fancy customized shirts is www.zazzle.com (feel free to shop around for better prices, these sites are not the cheapest available).

* Use our UVP photos (online, and we can send you more) to create note-cards/calendars/etc. Sell them to friends, at craft fairs or markets, or ask locally-owned stores to sell them for you by the check-out counter. You can do this using www.cafepress.com, another website, or your own local source.

NOTE: Please speak with the Executive Director about how purchasing items may affect the tax status of a contribution.

Tips & Troubleshooting

Tips to Make Your Fundraising More Effective

- * Make a goal for your campaign. Plan and determine what you hope to achieve, who your audience is, what you want them to do, and what metrics you'll use to measure success.
- * Find a fundraising support system. Whether it is other interns who are fundraising or your friends and family, it is important to have people supporting you and checking in on your fundraising goals.
- * Determine the best type of outreach/event for your audience. Your event should align with the interests of your audience, brand, mission, goal, budget, expertise, available time, and resources. Understanding your audience will help you determine what type of event or outreach to do in order to gain support.
- * Conduct an awareness campaign prior to or in conjunction with your fundraiser(s)! This involves hanging color posters explaining what Uganda Village Project is around your workplace or school. They raise both awareness about UVP and Uganda, but also help raise money in your jars (see above) or through other fundraising campaigns. Other possibilities are to put articles into newsletters.
- * Hold events in proximity to one another as part of an 'HIV/AIDS awareness week', 'Global Health Week', etc. Many times people complain that fundraisers only go on for one day and they didn't have their money with them that day, or they couldn't make it that day. If you have multiple people involved (ask friends to support) this is more realistic. Let us know if we can help you publicize your event – we have alumni and friends in many parts of the country.
- * Plan ahead: if you're hosting a large event, like a battle of the bands or a movie screening, give people as much notice as you can so they can keep the date clear.
- * Don't forget to thank your donors: if you received donations – thank people twice. Once when they give the donation, and again while you're in Uganda or after you get back. People who have contributed to the costs of your internship will be interested to hear about what you achieved while you were there. Be sure to thank everyone who attended or contributed to your event and send them a link to UVP's website and newsletter. Stay connected to them personally through blogging, social media, and email updates!
- * Assess your goal and event. After your event, analyze each step from budget to promotion to determine what worked, what didn't, and what you'd like to do differently next time.
- * Research matching gift programs (MGPs): Companies often have MGPs in which they double any funds that you raise. Research to see if any companies within your network

offer this program. If they don't have a formal MGP, they may still be willing to match your donors' contributions.

TIPS FOR IMPROVING EMAIL APPEALS

Launching an effective e-mail campaign is not as easy as you may think. With the number of junk e-mails floating around today, ensuring that your audience opens your email and reads through it is more challenging than ever. Use this checklist to maximize the effectiveness of your e-mail campaigns (source: Network for Good):

- Is my subject line compelling? Make sure your subject line is a concise introduction that entices the reader to look inside.
- Does my e-mail seem like it came from a real person? Your appeal should come from a personal e-mail address or one including the full name of your organization. Acronyms and "do not reply" email addresses will make your message more likely to be deleted.
- Am I making the most of my preview pane? At first glance, many of your recipients will only see the first few inches of your message, so make sure your objectives (or brand logo) stand out.
- Is my e-mail easy on the eyes? Use reader-friendly fonts, colors, and style choices to grab and keep your readers' attention. Use breaks and pictures to minimize the number and length of paragraphs. Keep in mind that many of your recipients will be viewing the e-mail on a mobile device.
- Is there a clear call to action? Vague calls to action like "support us" are more likely to confuse readers rather than motivate. Provide a clear call to action telling donors exactly what you want them to do and how they can do it.
- Did I contextualize giving amounts? Suggest a variety of donation amounts and give meaningful context to those amounts.
- Does my email have a personal touch? Personalize your e-mails as much as possible through personalized greetings, warm tones, or tailored content. Your recipient will appreciate a friendly conversation much more than a generic mass e-mail.
- Does the message come through, even if the images do not? Images and pictures often do not show up automatically on mobile devices, preview panes, or some email clients. Balance your e-mail design with text to make sure your messages come through.

ADDITIONAL FUNDRAISING RESOURCES

Resources for Fundraising Letter Writing

Sample Fundraising Letters:

http://charity.lovetoknow.com/Samples_of_Non_Profit_Fundraising_Letters

Template:

<http://www.fundraising123.org/files/training/NFG%20Fundraising%20Appeal%20Template%20Final.pdf>

Additional Tips:

<http://www.resources.blackbaud.com/nonprofit-direct-marketing/writing-appeal-letters.htm>

Do's and Don't's:

<http://www.gailperry.com/2013/09/dont-make-5-mistakes-fundraising-appeal-letter/>

Troubleshooting for Fundraising

“I sent out letters, but I haven’t got anything back”

- FOLLOW-UP! Call or write emails – people forget!
- Include self-addressed stamped envelopes so that people can very easily mail you a check
- Ask for specific dollar amounts
- Show what those dollar amounts can do - UVP has them on the website, i.e. \$5 will provide a malaria net that will cover up to 3 small children. More examples are at www.ugandavillageproject.org/donate
- Ask after you’ve done presentations or had press coverage – that way it’s not the first time that people will hear of you

“How can I get money from organizations (schools, clubs, etc)?”

- Promise to return to do presentations when you get back
- Keep them updated while you’re overseas – through emails or letters – so they can see where their money goes
- Recommended organizations: Rotary Club (they particularly like to help with safe water projects), Lions Club, American/Canadian Legion, former high schools, local women’s group.
- Show them that we are legitimate: emphasize that it’s not a volunteer holiday; it’s a 501(c)(3), well-established organization, you’ll be working really hard, direct them to the website for financials and details, etc.

“I just moved away from home, and I don’t know anyone here”

- You can approach neighbors, have courage and remember, it’s a great cause! They will be knocking on your door with their Girl Scout cookies too.
- You can always approach local churches, even if you don’t go there
- Fundraising online is a great way to get people to donate who aren’t close by

“I keep getting hit with extra expenses – vaccines, travel gear, etc.”

- Don’t forget these! Make a budget.
- Try to get in-kind donations (if a friend works at a sporting goods store, see if he can donate a backpack to you, or if he can buy it cheaply at an employee discount). You can also just ask the store directly. The worst they can say is no, and we have had some volunteers have success with this in the past. You could offer to mention them in your press release so they get some good publicity for their good deeds.

Tools & Templates

Fundraising Checklist

Use this checklist to stay motivated and focused as you prepare and execute your campaign

- Read through 'UVP Fundraising Manual' and 'Note on Finances'
- Prepare a budget and set a fundraising goal
- Create a list of contacts in your network. Include friends, family, student groups, professors, mentors, coaches, coworkers, businesses, charitable organizations, mentors, private corporations, and community resources
- Craft your public narrative/fundraising pitch
- Review your budget in order to relate to donors why you need funding, how much you need, and what you are doing with it
- Set up your online fundraising platform through Razoo
- Advertise and execute (through social media, email, phone, in-person meetings, events, etc.)
- Send thank you notes to supporters
- Keep supporters engaged in your summer internship experience through a blog or email updates
- When you return, host an event and share your experience with others

COMMUNITY SAMPLE EMAIL/LETTER TO FRIENDS AND FAMILY (PERSONALIZATION ENCOURAGED!)

Dear [insert friend or family member name here]:

Hi, I'm writing to you today about my upcoming trip to Uganda this summer with Uganda Village Project, a not for profit organization that works to facilitate community health and wellbeing in rural Uganda. I will be travelling to Uganda as part of their internship program this summer, where I will be living in a rural Ugandan village and working with members of the village to implement life-saving public health programs.

I am conducting a fundraising drive to help fund my trip to Uganda and make a donation to Uganda Village Project's work. Here are a few reasons Uganda Village Project is a great cause:

- Because Uganda Village Project works in partnership with local government, health centers, volunteers, and other nonprofits, they are able to make a lot of impact with a small budget.
- Last year they reached thousands of rural community members with health projects. They are the only organization operating in many of the villages where they work, so the services they provide are in high demand.

As an intern, I will be working predominantly on Uganda Village Project's Healthy Villages Program, which works with local communities to improve the health of their village. This program does work including:

- Distributing subsidized high quality mosquito nets to prevent malaria, which is responsible for 23% of deaths of children under five according to the World Health Organization.
- Working with the community to promote sanitation by building latrines, digging rubbish pits, assembling simple hand-washing devices and conducting education on the importance of sanitation.
- Improving access to family planning and raising awareness about maternal health issues, to help address the high rate of maternal mortality in rural Uganda.
- Providing HIV/AIDS testing, counseling and referral to treatment.

Uganda Village Project also provides safe water by building shallow wells in villages and identifies women with obstetric fistula and helps them to access life-changing repair surgery. Check out our website for more details: <http://www.ugandavillageproject.org>.

To make a donation:

- Visit www.ugandavillageproject.org/donate , or
- Make a check out to 'Uganda Village Project' and mail to 340 S Lemon Ave #8979, Walnut, CA 91789

If you would like the donation to go towards my internship, please write my name in the check memo line or make your online donation 'in honor of' me. If you want your donation to go to a specific program, you can also specify this in the memo line or on the website.

Thank you so much for your time and consideration. Your support and generosity truly mean a lot to me! Please feel free to e-mail or call me if you have any questions.

Sincerely,

GENERIC FUNDRAISING LETTER

To whom it may concern:

Uganda Village Project is a 501(c)(3) charity that works to facilitate community health and wellbeing in rural Uganda, including safe water and community health education. I will be travelling to Uganda as part of their internship program this summer, where I will be living in a rural Ugandan village and working with members of the village to implement life-saving public health programs.

I am seeking sponsorship for my trip to Uganda, and to make a contribution to Uganda Village Project's work. I am approaching [Name of Business's] because of your history of social responsibility and support of community projects. [if you have something specific to ask for, eg: a backpack, etc put it here].

As an intern, I will be working predominantly on Uganda Village Project's Healthy Villages Program, which works with local communities to improve the health of their village. Some of the work we do includes:

- Distributing subsidized high quality mosquito nets to prevent malaria, which is responsible for 23% of deaths of children under five according to the World Health Organization.
- Working with the community to promote sanitation by building latrines, digging rubbish pits, assembling simple hand-washing devices and conducting education on the importance of sanitation.
- Improving access to family planning and raising awareness about maternal health issues, to help address the high rate of maternal mortality in rural Uganda.
- Providing HIV/AIDS testing, counseling and referral to treatment.

If you would like to know more about us and the work that we do, please see our website at www.ugandavillageproject.org. Additionally you can see interviews and other media content that features the villagers at www.youtube.com/ugandavillageproject.

TO MAKE A TAX-DEDUCTIBLE DONATION OF ANY AMOUNT:

- Visit us online (by credit card): <http://www.ugandavillageproject.org/donate>. If your donation is for a specific intern, please make your donation "on behalf of" or "in honor of" the intern.
- Or, you can make out a check to Uganda Village Project and mail to:

Uganda Village Project
340 S Lemon Ave #8979
Walnut, CA 91789

Please write on the check's memo line if this donation is intended for a specific program or intern.

I would be more than happy to acknowledge your contribution by [writing an article for a local paper about how you have assisted my internship, sending photos and updates that you could display in your store and providing a certificate of appreciation from UVP for you to display] [amend as appropriate].

Should you have any further questions, I am happy to answer them. You can reach me by e-mail at [ADDRESS] and also by phone at [NUMBER].

Thank you for your time!

LETTER FOR CORPORATE SPONSORS

This Summer _____ from _____ will be traveling to rural Uganda with Uganda Village Project, a non-profit organization that works on creating sustainable health solutions in Iganga District of Uganda.

As an intern, I will be working predominantly on Uganda Village Project's Healthy Villages Program, which works with local communities to improve the health of their village. Some of the work we do includes:

- ⌘ Distributing subsidized high quality mosquito nets to prevent malaria, which is responsible for 23% of deaths of children under five according to the World Health Organization.
- ⌘ Working with the community to improve sanitation by building latrines, digging rubbish pits, assembling simple hand-washing devices and conducting education on the importance of sanitation.
- ⌘ Improving access to family planning and raising awareness about maternal health issues, to help address the high rate of maternal mortality in rural Uganda.
- ⌘ Providing HIV/AIDS testing, counseling and referral to treatment.

We are currently fundraising to support these programs and to send NAME to Uganda to make these programs a reality. We hope you may wish to make a contribution to the Uganda Village Project today or in the future to help support SCHOOL students in their attempt to learn from and give back to healthcare and public health throughout the world. Even \$5 can provide a malaria net to a family, \$240 can fund family planning education for a whole village for a year, and \$1400 can fund a clean water source that will serve many households.

- I would like my donation to help to support _____ traveling to Uganda this summer. (Please put name on memo line of check)
- I would like my donation to directly fund the programs discussed above.
- I would like my contribution to go to either cause depending on which is most in need for this summer's trip.

We greatly appreciate any donation you may be able to make! Please return any contributions with this form to ADD NAME, ADDRESS or email any questions to EMAIL ADDRESS. Checks should be made out to Uganda Village Project.

Donations can also be made online:

<http://www.ugandavillageproject.org/donate/>

All donations are tax-deductible. Thank you for your support! We will share pictures and stories with the community when we return!

Fold, staple/tape sides, and return!

Uganda Village Project
c/o NAME

ADDRESS

