

# USPG FUNDRAISING GUIDE



I AM STANDING ALONGSIDE MY SISTERS  
AND BROTHERS ACROSS THE WORLD.  
WE ARE ALL ONE FAMILY.

† UNITED SOCIETY  
PARTNERS IN THE GOSPEL

USPG<sup>†</sup>

# THANK YOU FOR CHOOSING TO FUNDRAISE FOR USPG

'Fundraising is a very rich and beautiful activity. It is a confident, joyful, and hope-filled expression of ministry. In ministering to each other, each from the riches that he or she possesses, we work together for the full coming of God's kingdom.'

*A Spirituality of Fundraising by Henri J.M. Nouwen*

At USPG we wholeheartedly agree with this statement, and we are very grateful to all who wish to fundraise on our behalf.

In this guide you'll find everything you need to help you with your fundraising. We've included ideas and suggestions to ensure your fundraising is simple, fun and successful. We've used examples of events our supporters have organised for USPG over the years to help give inspiration and encouragement.

However much you are hoping to raise, please know that it will make a huge difference to our partner churches around the world who are living out the gospel in their local communities.

# WHY SHOULD PEOPLE GIVE TO USPG?

This is a good question that people may ask you while you're organising your fundraising. We've put together the below to help you describe why people might like to consider supporting our work.

## At USPG we believe...

### In the global church

By supporting USPG through fundraising and donations you are supporting the mission of Anglican churches across the world witnessing to the transformation of the lives of individuals and communities in Christ, and affirming that as sisters and brothers we are all heirs together and precious in God's sight.

Most of that work takes place within individual provinces of the Anglican Communion, but some activities cross these boundaries and enrich regions or the Communion as a whole.

Much of the work relates to issues of shared concern across the globe, like the environment, gender, migration, theological training and leadership development, but it does so in ways that reflect pressing local priorities. In North India that involves an anti-human trafficking initiative; in Calais the support of a Refugee Projects officer; in Zambia initiatives tackling gender based violence and across Asia the work of the Asian Theological Academy.

### In genuine partnership

What distinguishes USPG is not what it does, but how it does it.

Money given for the work of USPG goes to support those activities and initiatives prioritised by our partner churches. Always and everywhere, we work through the local church, unlike most Christian NGOs, which run their own separate projects overseas.

We work in deep and mutually transformative partnership with the leadership and the key structures of the churches that make up the Anglican Communion. Our relationships of trust with these churches have been nurtured by close listening over decades and in some cases centuries.

### In a wide-ranging understanding of mission

Our vision of sharing in God's mission is broad and inclusive. It includes initiatives in education, leadership development, health and community development, among others. So, the programmes that are supported are highly varied. At any one time, there may be initiatives to improve theological education, support Christian leadership, challenge gender-based violence, encourage the growth of green churches, provide pastoral care or advocacy for migrants or tackle the stigma associated with HIV/AIDS.

# BY FUNDRAISING FOR US, YOU ARE SHARING IN...

## Our mission

USPG is the Anglican mission agency that partners churches and communities worldwide in God's mission to enliven faith, strengthen relationships, unlock potential and champion justice.

## And our values

### **We are faithful**

We seek to be faithful to the call of Jesus Christ and to our vocation to serve the churches and communities of the Anglican Communion in mission since our foundation in 1701.

### **We are radical**

We seek to respond to the challenge of working for the Kingdom of God. In pursuit of that radically inclusive vision, we are willing to ask questions, to take risks and to reflect theologically on our broken world, and upon our own work as we seek to challenge injustice.

### **We stand in solidarity**

We seek to participate in God's mission in solidarity with those from our partner churches in ways that cherish and honour their dignity and agency as they give voice to their response to God's call in the life of their churches, communities and nations.

### **We respect context**

We seek to work across cultures for the benefit of all people, regardless of ethnicity, gender, sexuality, disability, age or beliefs. We recognise that this commitment involves humility, and a willingness to learn and be changed.



# SPOTLIGHT ON... SPONSORED WALKS

Whether you choose to plan your own walking fundraiser, or decide to take part in an organised event, sponsored walks are a great way to enjoy time with others while raising money for USPG.



'The fellowship and conversations along the journey make the miles fly by. Walking is a great way to get to know people on a deeper level. It's a simple thing to do if you're in good health. I'd encourage you to get out there and walk!'



Richard Reade, organises his own 20-mile walk each year in Derby for USPG.



'You meet different people as you go around. It's very sociable and offers the opportunity to share the reason you are walking.'



Una Barter, takes part in the organised event Just Walk.

# SPOTLIGHT ON...

## FUNDRAISING WITH FOOD

Organising a fundraising meal is a great way to get people together and enjoy dishes from around the world. What better way to raise money than to encourage your friends to come along to a tasting evening where they can try new foods and experience a different culture.

Coffee mornings and cream teas have been around as long as USPG. There's a reason they're always a successful fundraiser - everyone loves tea and cake! Invite people round to your house, or hold an event in your church hall and get the whole congregation involved. You can ask people to bake or buy cakes. It's a great way to bring people together for a natter and to raise money for a good cause.



Cream team fundraiser for USPG at St Andrew's, Steyning.

# SPOTLIGHT ON...

## FUNDRAISING IN LIEU OF GIFTS

Many of our supporters have kindly chosen to celebrate a special birthday or anniversary with a fundraising event for USPG. Not sure what presents to ask for? Why not ask your friends and family to make a donation to USPG instead.

# SPOTLIGHT ON...

# FUNDRAISING WITH CHILDREN



'The cake making was fun. The chocolate cakes were my favourite.'



Maisie, junior church member at St Andrew's Backwell.

It's great to involve the Sunday School and Youth Group in your fundraising. Why not ask them to collect 5p coins in a special jar or USPG collection box. Smarties tubes work well too. You could instigate a competition to see who can collect the most coins.

Bake sales also go down well. Most children enjoy baking and eating cakes! Decorating cakes and biscuits is a great activity to do with younger and older children alike, and it's a chance to get creative.

# SPOTLIGHT ON...

# SEASONAL FUNDRAISING

Why not focus your fundraising efforts around a specific season, such as Lent? Invite others to join you for a Lent lunch in the church hall, at someone's house or at a local restaurant. You could charge for the food or the event and organise a raffle with locally donated items.

Another idea is to have a blessings jar, into which you could donate small change whenever you feel blessed.

You can find more ideas on our website at [www.uspg.org.uk/fundraising](http://www.uspg.org.uk/fundraising)

# FUNDRAISING TOP TIPS

**With all of these ideas, you can increase how much you raise by adding extra fundraising activities. Here are some examples:**

- Set up a Just Giving page for your fundraising. Go to [www.justgiving.com](http://www.justgiving.com) and create your own page for USPG, which you can then send out to all your contacts. If you need a hand with this, please call us on 020 7921 2220.
- Organise a raffle. Ask friends to help by approaching anyone they know who can donate a voucher, hamper, goody bag or gift set. Write letters to local companies, especially independent businesses, asking them to support your event. You can offer to display their business cards at your event to promote the company to your guests. A raffle is a fun and easy way to increase your donations, and you can get some lovely prizes too.
- Contact your local newspaper and radio station to see if they will promote your fundraising. Put up posters in local shops and hand out flyers. This will help to raise awareness of your event and even your church. You could advertise on local neighbourhood websites, Facebook groups and local blogs.
- Don't forget to order our Gift Aid envelopes to distribute at your event for anyone who is eligible. This means that for every £1 donated, 25p can be claimed back from HMRC to go towards the work of USPG.
- If you're organising a fete or community event, contact some local companies to see if they'd be prepared to sponsor the cost of the event. It's a great way for them to get free advertising, and can help keep your costs down.
- There may be someone within your congregation who is able to get their gift match funded by their employer. This is a great way to double donations instantly.
- You can use Social Media to spread the word even further, don't forget to tag us [@USPGglobal](https://twitter.com/USPGglobal) so we can share and retweet!
- Fundraise for USPG as you shop online. Easyfundraising is a great way to raise money for USPG while shopping - at no extra cost to you. Register at [www.easyfundraising.org.uk/causes/uspgglobal/](http://www.easyfundraising.org.uk/causes/uspgglobal/) and every time you shop online the retailer will make a donation to USPG - it really is that easy!

# WHAT WE CAN PROVIDE

**We have a range of resources that can be given out at your event to support your fundraising:**

- USPG leaflets to inform people about our work
- USPG T-shirts for you to wear with pride
- Posters about the work of USPG
- Editable posters which can be completed with your event details
- We have a range of films that you could show at your event - visit [www.uspg.org.uk/films](http://www.uspg.org.uk/films)
- USPG collection boxes
- Gift Aid envelopes
- A thank you letter from USPG to share and display after the event

Please get in touch if you'd like to book a USPG Speaker to come to your event and talk about their experiences of the world church. This is a great way to bring to life the work of USPG and explain how donations will make a difference. Please email [fundraising@uspg.org.uk](mailto:fundraising@uspg.org.uk) for more information.

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## HOW WE CAN HELP



Please get in touch and tell us about your fundraising by emailing [fundraising@uspg.org.uk](mailto:fundraising@uspg.org.uk) or calling 020 7921 2220. We'd love to hear from you and do what we can to support your event.

Please email photos from your fundraising events so we can feature them in future editions of our supporter magazine *Transmission* to inspire others to get involved.

# HOW TO PAY IN YOUR DONATIONS

**Once you've held your fundraising event, there are lots of ways to pay the money into USPG.**

- You can donate over the phone by calling the USPG office on 0207 921 2200 and make sure to tell us the money is from your fundraising event.
- Visit [www.uspg.org.uk/donate](http://www.uspg.org.uk/donate) and follow the instructions to make a payment.
- You can send a cheque made payable to USPG in the post to Fundraising, USPG, 5 Trinity Street, London, SE1 1DB.
- If you have collected cash/cheques on our behalf, you can pay the money directly into our bank account by using our bank details below. Please contact USPG for paying in slips.

Barclays Bank PLC  
Account name: United Society  
Account number: 50832596  
Sort code: 20-32-37

Please drop us an email on [fundraising@uspg.org.uk](mailto:fundraising@uspg.org.uk) to let us know the date you make the donation, and the amount so we can ensure it's coded correctly and a thank you letter is sent out to you.

## THANK YOU !

Once again, thank you for choosing to fundraise for USPG. We rely on the generosity of individuals and churches to help us continue supporting the amazing work of our partners around the world.

If you'd like to discuss your fundraising ideas with us, or have any questions at all, please call our Fundraising Team on 020 7921 2220 or email [fundraising@uspg.org.uk](mailto:fundraising@uspg.org.uk)

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