YOUR COMPLETE FUNDRAISING TOOLKIT
EVERYTHING YOU NEED TO CHANGE SOMEONE’S LIFE.
WHY WE NEED YOUR SUPPORT

The first **1000** days from conception is critical to a child

- Under-nutrition is the leading cause of death in young children across the world.
- Babies who were malnourished in the womb have a higher risk of dying in infancy and are more likely to face life-term cognitive and physical deficits as well as chronic health problems.
- Zambia has one of the highest rates of childhood stunting from under-nutrition in the world.
- In addition, 54% of children have a Vitamin A deficiency, 53% are born under-weight.
- The education of mothers in the first 1000 days from conception is absolutely vital. Lifeline Energy is providing our solar and wind-up Lifeplayer MP3s to mothers’ listening groups in rural areas.
- Mothers will listen to radio-based messages that will focus on maternal nutrition and diet during pregnancy. It will also educate on breastfeeding, using mosquito nets effectively and attending pre and post-natal clinics.
- Encouraging healthy lifestyles will help prevent stunting, aid mothers in raising healthier and well-nourished children and ultimately save lives.
- The mothers, who are poor and often illiterate, live in farming communities and do not have access to radio.
- Lifeline Energy is working in collaboration with Zambia’s National Food and Nutrition Commission (NFNC) to create the radio content.
- The first 1000 days initiative aims to reduce the stunting levels by 15%. In addition, Zambia’s Sixth National Development Plan (SNDP) has prioritised nutrition among the cross cutting issues for health and economic development.

We thank you for supporting this important initiative and helping to improve and save the lives of young children in Zambia.

HOW YOU CAN MAKE A DIFFERENCE

- **$10** Provides 20 hours of audio programming on nutrition and health
- **$50** Will go towards providing a Lifeplayer MP3
- **$70** Provides 1 Lifeplayer MP3 and nutrition content to inform up to 60 people
- **$140** Provides 2 Lifeplayer MP3s and nutrition content to inform over 100 people
- **$1000** Provides 10 mothers’ groups with hours of content
MEET OUR FUNDRAISERS

ANNUAL TOM HANKS DAY
Ten years ago, Tom Hanks fan Kevin and his friends invited a small group of friends to his house for a Hanks movie marathon. Inspired by Tom Hanks’s commitment to good causes, Kevin decided to make the day a charity event. 300 people gathered to celebrate the 5th Annual Tom Hanks Day and raised $1000 for Lifeline Energy. Kevin raised funds for our radios by selling souvenir T-shirts and food and by getting prizes donated for a raffle. The event has now become an annual gathering that helps raise vital funds for Lifeline Energy. Kevin and his friends have raised thousands of dollars for Lifeline Energy projects through Tom Hanks Day events which are now around the world.

TALKS FOR LIFELINE ENERGY
Rotarian Ian Ramsay tirelessly talks his way around Rotary clubs in the UK raising thousands of pounds to send radios to Zambia. Sharing his knowledge and love of Africa, Ian inspires his audiences with stories of how the radios have changed lives. Some of the people who hear Ian speak become separate fundraisers for Lifeline Energy, organising their own events and introducing more people to the power of radio in Africa.

INSPIRING IDEAS

GIVE SOMETHING UP
Canadian High School students gave up one soft drink per day for a month and helped almost 1,000 of their peers in Africa.

MAKE HISTORY
Sibusiso Vilane, our South African Ambassador, became the first black African to walk to the South Pole. His historic journey helped more than 5,000 South African children.

WALK, CYCLE, RUN OR SWIM IT
Students from several countries have raised money for us through marathons, swim meets and triathlons. Why not kick off your own sponsored walk, cycle, run or swim to raise money for Lifeplayer units.

MAKE EVERYONE SEE IT
One of our most notable fundraisers, Jeremy Gordon was saddened to read about African children studying at night by weak candle flames. Hearing about the impact renewable lighting could have, Jeremy set out to make a difference. During Hanukkah, the ‘Festival of Light’, he sold glow necklaces and bracelets and expanded his project to local events, ending with his town’s 4th of July celebration. Jeremy raised more than $400 for lighting in Africa.

HOW TO FUNDRAISE
1. Check out the rules and regulations in your country. Safety is one of the most important aspects on any event.
2. Tell us about your event and register as a Lifeline Energy fundraiser at fundraising@lifelineenergy.org
3. Tell us about your event on your Facebook page and register your event: https://www.facebook.com/LifelineEnergy
**SOME TIPS**

**SAY IT OUT LOUD**
Use social media to promote your event and try and get people to donate via our social media platforms. Don’t forget to tag us @lifelineenergy.

**TIME IT RIGHT**
Give yourself plenty of time. Before you set the date of the event make sure that you have allowed enough time to get everything in place. Pick a date that will suit the people you hope to attend and stick to it.

**SPACE AND RESOURCES**
Think carefully about the space and resources available to you. Is it going to be indoor, or outdoor? Is it a big or small event? Speak to the venue of your choice and explain that it is a fundraising event - you might be able to get a reduced rate. Safety is an important aspect of any event; seek advice if necessary.

**SET IT AND SPREAD**
Give yourself a realistic target that you want to hit. Once you’ve decided then tell everyone your fundraising goal. It will set the momentum for your event and give you something to aim for.

**TOP TIP**
Why not kick off your own sponsored walk, cycle, run or swim to raise money for lifeplayer units? Each lifeplayer preloaded with content costs $100 to deliver, providing life saving information for less than $5 per mother.

**BUDGET IT**
Work out how much you want to raise for 1000 Days of Motherhood and ensure that all your costs are covered. If you need equipment then see if you can borrow it rather than buy it. You can also ask local businesses to donate prizes. This will help cost cutting.

**WHERE TO DONATE**

- **ONLINE PORTAL**
The fastest and easiest way to donate is through our secure online donation portal. [CLICK HERE].

- **GLOBALGIVING**
Give to Lifeline Energy by visiting GlobalGiving. [CLICK HERE].

**FIND US ONLINE:**

- Facebook
- Instagram
- Twitter
- YouTube
- Pinterest

**HAVE ANY QUESTIONS?**
Email us at fundraising@lifelineenergy.org and we’ll be happy to help.
Thank you

We realise that there are thousands of wonderful causes you could have selected to support. We’re very grateful you chose ours.

For more information on how to get involved, visit: https://www.lifelineenergy.org/support-us/