



FUNDRAISING GUIDE

EMPOWERING THE VULNERABLE
AND LESSENING THEIR STRUGGLES,
THROUGH LONG-TERM SUPPORT

WWW.HOPEWELFARETRUST.ORG

@HOPEWELFARETRUST
CHARITY REG 1165106



A LITTLE ABOUT US

HOPE WELFARE TRUST IS A VOLUNTEER-LED CHARITY, WITH A 100% DONATION POLICY, CARRYING OUT MIGHTY WORK ACROSS PAKISTAN, GOING DEEP INTO RURAL VILLAGES AND TOWNS, SUPPORTING THE MOST VULNERABLE, IN HARD TO REACH AREAS.

WE ALSO DELIVER AID TO POCKETS OF COMMUNITIES HERE IN THE UK.
ALHAMDULILLAH.

WE FOCUS ON A SMALL NUMBER OF PROJECTS TO ENSURE QUALITY DELIVERY AND SOLID FOUNDATIONS FOR THE SUPPORT WE OFFER.

OUR 100% DONATION POLICY

HOW ARE WE ABLE TO GIVE 100% OF YOUR DONATIONS TO THOSE WHO NEED IT?

LOW ADMIN COSTS

GIFT AID SUPPORT

RUN PURELY BY VOLUNTEERS

ABOVE ALL, THROUGH THE WILL OF ALLAH

AREAS WE FOCUS ON

HEALTHCARE

SAFE AND SECURE SHELTERS

FREE EDUCATION

NUTRITIOUS FOOD

CLEAN, SAFE AND DRINKING WATER

EMERGENCY RELIEF

SOME STATS AND FACTS

IN 2022, ONE IN FOUR PEOPLE ACROSS THE WORLD STILL DO NOT HAVE ACCESS TO CLEAN DRINKING WATER.

NEARLY 9 MILLION PEOPLE IN PAKISTAN LIVE ON BELOW \$1.90 A DAY.

AS OF 2022, MORE THAN ONE IN FIVE PEOPLE IN THE UK LIVE IN POVERTY.

PAKISTAN RANKS 154TH AMONG 195 COUNTRIES IN TERMS OF QUALITY AND ACCESSIBILITY OF HEALTHCARE.

75% OF NEW BORN DEATHS IN PAKISTAN ARE CAUSED BY PREVENTABLE OR TREATABLE CONDITIONS.

THERE ARE 7.3MILLION PEOPLE IN THE UK WHO ARE FOOD INSECURE, 57% MORE THAN THE SAME FIGURE LAST YEAR.

FUNDRAISING IDEAS

BAKE-SALES: ALWAYS GO DOWN A TREAT. IF YOU CAN'T BAKE, PARTNER UP AND FIND YOURSELF A BAKER WHILST YOU FOCUS ON GETTING THE ORDERS IN? #TEAMWORK

CHARITY CAR WASH: MOST OF US HAVE A CAR WHICH HASN'T BEEN WASHED FOR A YEAR! REACH OUT TO YOUR LOCAL CAR WASH AND SIMPLY ASK IF ONE DAY DURING RAMADAN THEY WOULD BE HAPPY TO LET YOU TAKE OVER FOR CHARITY.
(BROTHERS-ONLY)

DONATE A DAY: REACH OUT TO TAKE-AWAYS, BARBERSHOPS, DESSERT PARLOURS, CHAI PLACES AND SIMPLY ASK FOR THEM TO DONATE A DAY. EVEN AFTER THEIR COSTS, THIS COULD EASILY MOUNT UP TO A CONSIDERABLE AMOUNT. AT THE END OF THEIR CHOSEN DAY, SIMPLY SHARE YOUR LINK FOR THEM TO PLACE THEIR DONATION ONTO. CHALLENGE YOURSELF: PERHAPS AIM TO COMPLETE THE QUR'AN OVER A NUMBER OF HOURS, WALK A NUMBER OF MILES, ETC.

DO YOU DARE? MAKE THIS SOMETHING THAT WOULD MAKE THOSE WHO KNOW YOU, REALLY DARE YOU. IF YOU LOVE YOUR HAIR BE DARED TO CHOP IT ALL OFF OR DYE IT! IT'S SIMPLE- DISH OUT DARES FOR DOSH AND ORGANISE A DAY TO FOLLOW THROUGH.

SELL A SKILL: ARRANGE ANYTHING FROM A COOKING LESSON TO FITNESS CLASSES, A BAKING WORKSHOP TO A TUITION EVENING. IF YOU'RE AN ARTIST, PERHAPS A HENNA OR CALLIGRAPHY SESSION? TAP INTO YOUR CREATIVE SPARK, TURN IT INTO A COURSE AND CHARGE PEOPLE FOR ATTENDING AT A DISCOUNTED RATE.

MOSQUE CRAWL: CREATE A ROUTE TO TOUR ALL MOSQUES EITHER IN YOUR AREA OR YOUR CITY. GATHER YOUR MATES, THINK OF A THEME, GRAB SOME COLLECTION BUCKETS, CHARITY T-SHIRTS AND ENJOY TALKING TO THE LOCAL WORSHIPPERS ABOUT WHAT YOU'RE DOING AND WHY! YOU'LL BE SURPRISED BY THE BARAKAH OF RAISING THIS WAY.

SPORTS TOURNAMENTS: CHARGE A SMALL REGISTRATION FEE OF £35-£50 FOR TEAMS TO COMPETE IN AN ORGANISED SPORTING EVENT. YOU COULD REQUEST A SMALL DONATION FROM SPECTATORS TOO! AND, WHY NOT HAVE A SNACKS STALL TO MAXIMISE FUNDS?

HINTS & TIPS

MAKE IT PERSONAL: ADDRESS THE PEOPLE YOU'RE SENDING THE MESSAGE TO BY NAME. ALSO, USE THE CAPTIONS WE SEND, BUT FOR SURE, AMEND IT TO YOUR TONE AND LANGUAGE.

TIME IT RIGHT: BETWEEN 6PM TO 10PM IS A GOOD TIME ON WHATSAPP

GIFT AID IT: GIFT AID IS WHEN THE GOVERNMENT GIVES AN ADDITIONAL 25% ON TOP OF ANY DONATION MADE, SO LONG AS THE DONOR IS A TAXPAYER. YOU JUST HAVE TO ENSURE THE DONOR TICKS THE BOX.

NOTE IT DOWN: KEEP A NOTE OF THE NAMES OF ALL THE PEOPLE WHO HAVE SAID THEY WILL DONATE. HONESTLY, THEIR INTENTION IS THERE, IT'S JUST PEOPLE GET BUSY AND NEED A GENTLE REMINDER. THEY'LL ACTUALLY THANK YOU FOR IT.

VIDEO IT: MAKE A SHORT 30 SECOND CLIP TO GO WITH YOUR LINK! THEY ARE MORE LIKELY TO RESPOND.

ENGAGE: LET US KNOW WHAT YOU'RE THINKING AND PLANNING SO THAT WE CAN OFFER AS MUCH HELP AS POSSIBLE. YOU MAY REQUIRE RESOURCES OR TOOLS, YOU MAY NEED SOME T-SHIRTS OR BUCKETS. LET US KNOW AND WE CAN ARRANGE THESE TO BE SENT OUT.

WAYS TO DONATE

WEBSITE

WWW.HOPEWELFARETRUST.ORG/DONATE

BANK TRANSFER

BANK NAME: BARCLAYS BANK
ACCOUNT NAME: HOPE WELFARE TRUST
SORT CODE: 20-36-43
ACCOUNT NUMBER: 53891704
REFERENCE: [PROJECT/APPEAL NAME]

BANK TRANSFER

LANDLINE: 0300 102 1516
WHATSAPP NUMBER: +44 7535 415 095

PHONE

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WHATSAPP NUMBER: +44 7535 415 095

POST

CHEQUE OR POSTAL ORDER, PAYABLE TO 'HOPE WELFARE TRUST' AND SEND TO:
HOPE WELFARE TRUST, 13 WEST STREET, DEWSBURY, WF12 9PT, UK

CHEQUES MUST BE FROM A UK BANK ACCOUNT AND POSTAL ORDERS CAN BE OBTAINED FROM YOUR LOCAL POST OFFICE.

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