



Be the change

2010  
Artemis Great  
Kindrochit Quadrathlon



Fundraising Pack



### **The Artemis Great Kindrochit Quadrathlon**

*The Artemis Great Kindrochit Quadrathlon (AGKQ) is a fantastic event that will push your body and mind to its limit.*

*Since 2005 the unbelievable funds raised through the AGKQ have assisted Mercy Corps life changing projects across the globe.*

#### **2010: Guatemala**

The money raised in 2010 will go towards funding a fantastic Mercy Corps project in Guatemala, working with indigenous people to help them secure land rights and achieve a better quality of life, free from poverty.

#### **Country Background**



Guatemala is an overwhelmingly poor country. 80 percent of the population lives in poverty and of that 80 percent two-thirds live in extreme poverty.

Millions of Guatemalans still live in homes made of mud and walk hours daily to tend farms for little pay. The main reason for this is that fertile land in Guatemala- the most important means of production in an agricultural economy- is concentrated in the hands of a few with roughly 2 percent of the population owning 70 percent of the country's productive land.

Since 2003, Mercy Corps has been working to resolve land conflicts in Guatemala and as a result, 8,946 indigenous families have so far been able to secure land and with it their dignity, identity and means of survival

### **Sustainable Livelihoods Project- Improving Food Production in Poverty Stricken Guatemala**








The project supported by the 2010 Quadrathlon, is the vital next stage in helping families to maximise the potential of their land, grow sustainable and profitable crops, and generate livelihoods for themselves and future generations.

9000 people will directly benefit from this project and the knock on effect will be to secure a stream of diverse, nutritional food and to increase food security of the population of all 25 communities in which this project works.

Through this fantastic project, 500 families will be incorporated into chains of production which will allow them to increase their income and ensure the legal certainty of their land. Health and nutrition will be improved through education and training.

Mercy Corps will measure progress through the following:

-  25 producer groups (500 families) in poor communities will generate income as a result of their direct links to market.
-  500 new employment opportunities will be generated in rural communities.
-  20 new rural businesses will be established.
-  500 new businessmen and women will implement good productive practices, good manufacturing practices, and good business practices.
-  10 productive value chains with high potential at local level have been analysed, identifying bottlenecks and opportunities.

*Each year, Mercy Corps brings help and hope to 14.5 million people in the world's poorest nations.*

## Mercy Corps will achieve these results through:

- ✦ Extensive training in crop diversification, improving the quality of production to match market demands and making products more competitive.
- ✦ Facilitating understanding of the market place, identifying large players, establishing contacts.
- ✦ Teaching in indigenous language, how to identify buyers and build and maintain commercial relationships.
- ✦ Serving as a model for other neighbouring communities and other beneficiaries, thereby increasing jobs in the region.



This project supported by the Quadrathlon, is an extension of previous highly successful programmes.

The next stage of this project will run until Jan 2012.

The European Commission has already committed **€60,375** of the total budget, conditional on Mercy Corps securing the remaining **€120,125**.

**Every penny from the Quadrathlon will therefore leverage 4 times its value in programme worth!**



## Thank You!



All of the funds that you raise will go towards providing a better life for people in Guatemala.

The vital next stage of this project will only be possible with the support of all the Quadrathlete's.

### ABOUT MERCY CORPS

Mercy Corps helps people in the world's toughest places turn the crises of natural disaster, poverty and conflict into opportunities for progress. Driven by local needs and market conditions, our programmes provide communities with the tools and support they need to transform their own lives. Our worldwide team of 3,700 professionals is improving the lives of 14.5 million people in 37 countries. For more information, visit [www.mercycorps.org.uk](http://www.mercycorps.org.uk)



### For more information

To help make your fundraising easier, we recommend that you use an online site such as [www.justgiving.com/mercycorps/raisemoney/](http://www.justgiving.com/mercycorps/raisemoney/) and set up your own fundraising page (details in the pack and on the AGKQ website)

For further information about the event please visit [www.wildfoxevents.com](http://www.wildfoxevents.com)

### Mercy Corps Events Contact

**Jennifer Adams**  
Event Development Coordinator  
0131 662 5173  
[jadams@uk.mercycorps.org](mailto:jadams@uk.mercycorps.org)

You must be the change  
you wish to see in the world.

~ Gandhi



Be the change

## Fundraising Tips and Advice

There are so many simple and effective ways to raise some money, but here are just a few tips and ideas to get you started!



### The Golden Rules of Fundraising:

🌿 **Don't be put off by the amount you need to raise:**

Break it down into manageable chunks and you will soon discover that your target isn't so far away.

🌿 **Make it simple for people to sponsor you:**

Checkout our online form at [www.justgiving.com/mercycorps/raisemoney](http://www.justgiving.com/mercycorps/raisemoney).

This is a great way for friends and family all over the world to sponsor you, and be kept updated on how you are going with just a click of a button. All you have to do is e-mail this page to **EVERYONE** you know and watch the donations roll in.

🌿 **Shout about what you are doing:**

Be sure to let the press know. Any coverage could make all the difference and maybe even make you a star!

🌿 **Give yourself plenty of time:**

The earlier that you start the more chance you will have of reaching your final target.

🌿 **And finally remember...**if you don't ask, you don't get!

## Fundraising in the Office

- ✂ 'Dress Down...or Up Day', its amazing how much people will pay to get out of their suits for a day.
- ✂ Have a home baking sale for morning tea and test your colleagues' chef skills.
- ✂ Sponsored job swap- swap jobs with a colleague...maybe even the boss!

## Fundraising with an Event

- ✂ Hold a Quiz Night at your local pub and test your friends' knowledge...or is that lack of knowledge?
- ✂ A themed night in a bar. How about a Mexican theme, an era in history, or a Hollywood movie?

## Sponsored and Sporting Fundraising

- ✂ Sponsored waxing, hair cutting, or custard pie throwing. Raise some money and maybe even improve your look.
- ✂ Swear box, sounds simple but very lucrative!
- ✂ Organise a Five a Side football match, charge an entry and spectator fee. Let the games begin...

## Extra Tips....

- ✂ Remember to let Mercy Corps know what you are doing, we love knowing what you are up to and are happy to help and support you!

## Matched Giving

- ✂ Now you've done your bit, find out what your company will do. The best way to do this is to find out if your company has a Matched Giving Policy and will match the amount you have raised. Just ask your Charity, PR, or HR department to find out. Remember, the worst they can say is 'no'

## Gift Aid

- ✂ Gift Aid is a fantastic way of increasing the amount of your sponsor's donations. For every pound donated by a taxpaying sponsor, the Inland Revenue will add an extra 28 pence. This may not sound much but think of it this way, if you raise £500, Gift Aid will increase this to £640. So to ensure that you don't miss out on this fantastic scheme, **make sure your sponsors tick the gift aid box** and include their **name and full postal address, including postcode** if they are eligible.

## Remember...

- ✂ **£10** buys enough seeds to last a Guatemalan farmers entire planting season.
- ✂ **£20** is enough to give five rural Guatemalan farmers six-month training on improved agricultural techniques.
- ✂ **£25** is enough to support agricultural programmes that help farmers plant and maintain plots and harvest fresh fruits and vegetables.
- ✂ **£50** will enable an unemployed person to attend a 30 day training course on vegetable growing.
- ✂ **£70** will build a compost unit for a small organic farmer to increase income from vegetable production.
- ✂ **£100** will go towards the purchase of solar panels for a small farming business; this will reduce the burning of 45 cubic meters of wood.
- ✂ **£130** will provide life changing business training for a group of 20 people.
- ✂ **£250** is enough to provide a treadle pump to a farmer to improve irrigation and increase yields
- ✂ **£1,000** will build an agricultural resource centre that will house materials for small farmers. With this money the surrounding plot will have demonstration vegetable gardens and composting units to teach farmers new skills.



**Give a little....Change a lot**

## **And Finally...**

### **Where to send the money you have raised:**

Please follow these simple steps when you want to bank any of the money you have raised:

- ✂ Don't send cash, please bank any money and send us a cheque payable to Mercy Corps addressed to Jennifer Adams, Mercy Corps, 40 Sciennes, Edinburgh, EH9 1NJ.

**Remember, we are here to help you every step of the way, so for advice and help please don't hesitate to call** Mercy Corps event coordinator, Jennifer on 0131 662 5173 or e-mail [jadams@uk.mercycorps.org](mailto:jadams@uk.mercycorps.org)



**Thank You!**

## Fundraising and the Law

Below are some of the key laws associated with fundraising. Please read these carefully before embarking on any fundraising events that you may be organising.

### **Raffles and Lotteries:**

- ✂ Lottery tickets may not be sold by under-16s.
- ✂ Private lotteries (e.g. where tickets are sold only to members of a club) do not need to be registered; neither do raffles held at a social event, where the raffle must also be drawn.
- ✂ Before printing materials, please contact Mercy Corps as there are items which must be included, such as our charity registration number **SC030289**.
- ✂ Our logo may not be used without our prior permission.

### **Collecting Money:**

- ✂ The legal minimum age for collecting money is 18 years in London; 16 years everywhere else.
- ✂ To collect on private property (e.g. shopping centres, supermarkets, pubs) you need the permission of the owner/landlord. Past experience has proved that collecting on private property can be extremely successful.
- ✂ To collect in the street, you need to apply for a special licence, so it is best to contact your local council

### **Entertainment:**

If you are planning to have some form of entertainment (this means two or more people performing or dancing) in a building, which does not already hold a Public Entertainments Licence, you need to get one. Your local authority provides this licence.

### **Food and Liquor:**

There are many regulations governing the use of food and liquor, in brief:

- ✂ If you are selling food on a one off basis, you do not usually need to register but you are still subject to the law (so please check first).
- ✂ If you plan to sell over a period of days, you will need to register with your local authority.
- ✂ The Food Hygiene Regulations and Food Safety Acts should be taken into account at all times. The Environmental Health services dept of your local council can advise you or you can call the Ministry of Agriculture, Fisheries and Food, Consumer Helpline on 0345 573 012.
- ✂ We recommend that you contact your local authority before your event and discuss with them what you plan to do.
- ✂ Your local Environmental Health Department or Trading Standards Office should be able to answer queries too.
- ✂ If you plan to sell alcohol, you need to have a liquor licence. You can get this from your local Magistrates Court.

### **Further Points:**

- ✎ The above is only meant as a brief guide and if you are not sure if something is legal, always check.
- ✎ Please do not do anything that is unsafe or illegal!
- ✎ Inform Mercy Corps of what you are doing – we may be able to help.
- ✎ Think of yourself as an ambassador for Mercy Corps in everything that you do – you are representing us and helping to raise awareness of the work we carry out worldwide.
- ✎ Always be aware of safety - both yours and other people's.
- ✎ Depending on what you are organising, think about whether you need insurance or a licence - if you are unsure, ask.
- ✎ Enjoy yourself while fundraising but don't take risks or cause distress to other people.



**Name of Event: Artemis Great Kindrochit Quadrathlon**

**Date of Event: Saturday 10<sup>th</sup> July 2010**  
[www.mercycorps.org.uk](http://www.mercycorps.org.uk)

Please sponsor me in aid of Mercy Corps work in Guatemala

Name: .....

Address:.....

.....

.....



**Sponsorship and Gift Aid Declaration Form**

We, who have given our names and addresses below, and who have ticked the box (✓) 'giftaid it', want the above charity to reclaim tax on the donation detailed below, given on the date shown. We understand that each of us must be UK Tax payers, making income tax or capital gains tax contributions equal to the tax which will be reclaimed by the charity on the donation

**Email:** We try constantly to keep our costs down. Email is the most effective way for us to contact you to say thank you for your support and to update you on the work we do. **Please include your address if you are happy to receive email communication from us.**

**PLEASE PRINT CLEARLY**

Full Name (essential to claim Gift Aid)	Home Address(essential to claim Gift Aid)	Postcode (essential to claim Gift Aid)	Email Address	Amount	Date given (dd/mm/yy)	giftaid it







## Artemis Great Kindrochit Quadrathlon 2010 –

Item	Quantity
<b>Mercy Corps T-Shirt</b> (one per participant)	Small _____ Medium _____ Large _____ X Large _____
<b>Posters</b>	A3 _____
<b>Mercy Corps Leaflets</b>	
<b>Small stickers (65 per A4 sheet)</b>	_____ A4 sheets

**Name of Team:** .....

**Team members:** .....

.....

**Delivery address:** .....

.....

.....

.....

**Mobile number:** .....

**Email address:** .....



## Mercy Corps – share your story

Thank you so much for supporting Mercy Corps by competing in the 2010 Artemis Great Kindrochit Quadrathlon!

Mercy Corps helps people in the world's toughest places turn the crises of natural disaster, poverty and conflict into opportunities for progress. Driven by local needs and market conditions, our programmes provide communities with the tools and support they need to transform their own lives. Our worldwide team of 3,700 professionals is improving the lives of 14.5 million people in 37 countries. For more information, visit [www.mercycorps.org.uk](http://www.mercycorps.org.uk)

We can potentially help you reach your fundraising targets by highlighting your participation in the Quadrathlon to the local media in your area. Participants in previous rallies have found this really helpful in raising the required amount for charity and it also helps Mercy Corps by highlighting our work.

If you would be happy to be featured in the media, please complete the form below. Thank you!

### 1. Main Contact Details

Title (Mr/Mrs/Ms/Miss) Other: .....Surname: .....

Forename:.....Date of Birth: .....

Home Town: .....Postcode: .....

Team Name: .....

Contact Tel: ..... E-mail Address: .....

Occupation: .....Company Name: .....

Can we pass your contact details onto interested journalists?                      YES                      NO

### 2. Details on your teammates.

	Teammate 1	Teammate 2	Teammate 3	Teammate 4
Name:.....				
Hometown:.....				
Contact Tel: .....				
Email: .....				
Occupation: .....				
Company: .....				
Can we pass on these contact details to interested journalists?                      YES                      NO				

**Has your team already received any media coverage? If so, please give details below:**

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.....



**3. Fundraising support:**

Does your place of work have an in-house newsletter? YES NO

If YES you might like to tell them about your fundraising efforts. Please let us know if you plan to do so, and we can provide you with more information regarding the charity.

Is your place of work supporting you? YES NO

If YES, please provide details of the ways your company will support you eg. through a match-giving scheme etc.

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**4. Event details:**

What is your fundraising target for Mercy Corps? .....

Please share your reasons for taking part in the Quadrathlon

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How is your planning going? Has anything strange or funny happened during your preparations?

.....  
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.....  
.....

Do you have a time in which you hope to complete the Quadrathlon?

.....

**Thank you so much for taking the time to fill in this form. Please return to:  
Jennifer Adams, Mercy Corps, 40 Sciennes, Edinburgh, Scotland, EH9 1NJ**

**Signed** ..... **Date** .....

# Fundraising made easy



## THE SMART WAY TO FUNDRAISE

Now you can raise sponsorship without breaking into a sweat.

No more dealing with cash and cheques, no more chasing up friends after the event...

Simply create a free online fundraising page, personalise it with a photo and message, and email it to your friends and family. They can donate quickly and securely online with a credit or debit card.

Plus, online donations from UK taxpayers collect a 28% bonus! So you do less but your charity gets more. Easy.

Create your page now at:

[www.justgiving.com/mercycorps](http://www.justgiving.com/mercycorps)

For more information or help setting up your page, visit [www.justgiving.com](http://www.justgiving.com) or call our helpdesk on 0845 021 2133

**justgiving**  
fundraising made easy