

HOMELESS FUNDRAISING EVENT FOR THE SCHOOL COMMUNITY

BY MAIA, ANAYA, TANVI AND ARJUN

Long close school





EVENT

- Wednesday 29th January 2025
- On Chinese New year, we raised money for the homeless and we raised approximately £221 after taking expenses out.
- For a day of fun, games, and fundraising to support *NISHKAM Charity*, which is dedicated to helping homeless This school-wide event featured exciting activities like a penalty shoot-out, hide and seek, guess the teacher, as well as food and drinks during breaks.
- We also sold raffle tickets for a chance to win some awesome prizes! All proceeds from the event go directly to *NISHKAM Charity* to provide food, shelter, and essential services to the homeless.

GOALS

- **Primary Goal:** Raise £160 for Nishkam Charity to support homeless individuals in need.

Secondary Goals:

- Raise awareness about homelessness and encourage empathy and social responsibility within the school community.
- Engage the student body and teachers in a fun and impactful way.
- Foster teamwork and school spirit through participation in activities.



DETAILED SCHEDULE AND TIMELINE

Pre-Event:

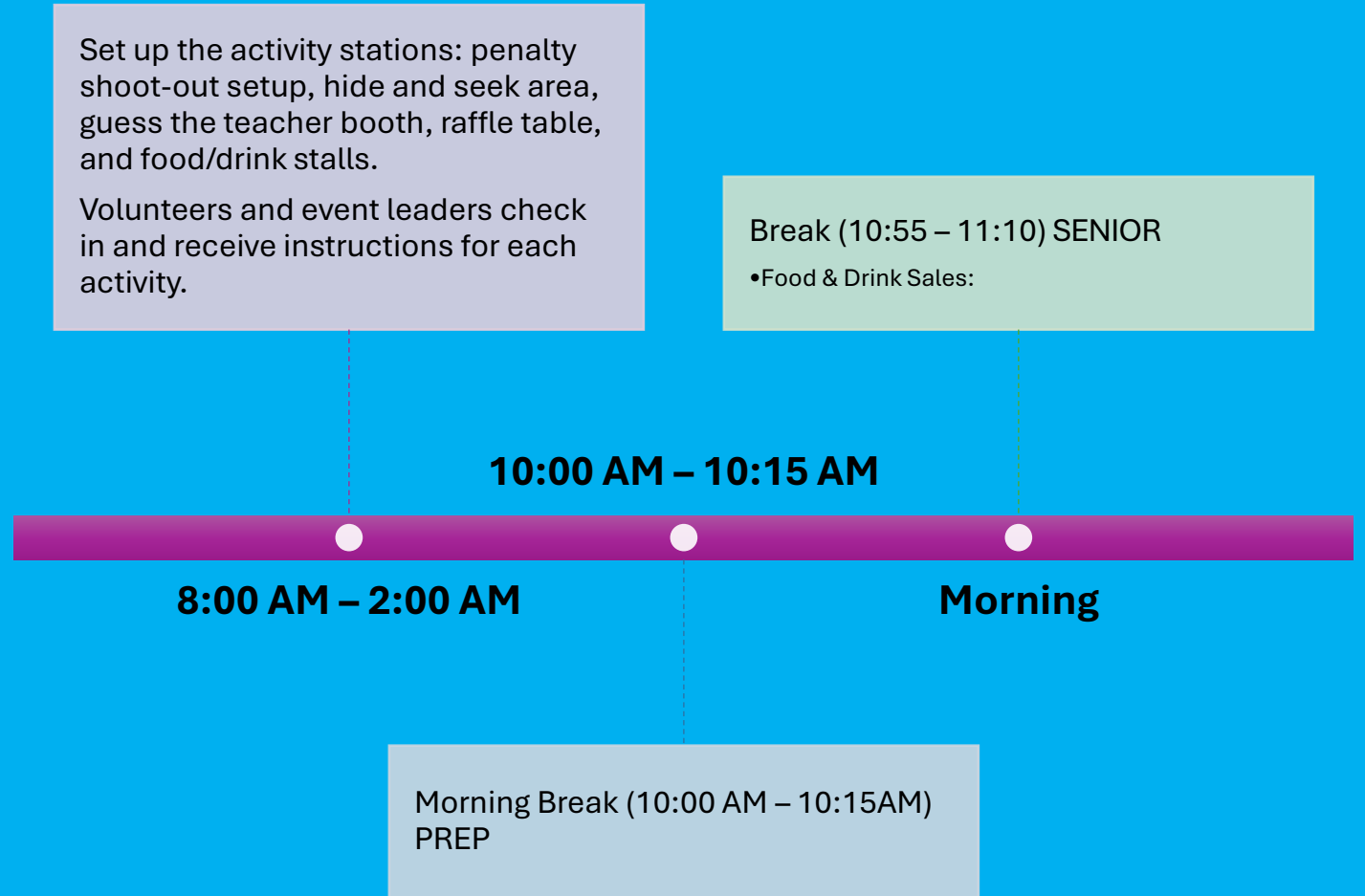
- **2-3 weeks before the event:**

- Finalize the event schedule, confirm activity leaders, and secure volunteers.
- Order raffle prizes.
- Organize to buy food and drink supplies.
- Design and print posters and get raffle tickets.

- **1 week before the event:**

- Promote the event through posters and school announcements, and social media.
- Set up a school-wide campaign to generate excitement and ensure all students know about the event.

EVENT DAY SCHEDULE



FROM LUNCH ONWARDS

Lunch Break

- Penalty Shoot-Out:
- Guess the Teacher:
- Hide and Seek:
- Raffle Ticket Sales:

1:00 PM – 2:00 PM

1:50 PM – 2:00 PM

End of Event

- Draw Raffle Winners: Announce the winners of the raffle and award prizes.
- Thank all participants, volunteers, and teachers for their involvement and support.
- Tally the total funds raised and share the amount with the school.

A background image showing several hands of different skin tones reaching up and forming a circle against a bright, cloudy sky. The text 'BUDGET AND FUNDRAISING PLAN!' is overlaid on the right side of the image.

BUDGET AND FUNDRAISING PLAN!

Estimated Total Budget:

- **Food & Drink Supplies:** £40 (food and drinks)
- **Raffle Prizes:** House points and £15 Amazon vouchers, ordered on line.
- **Activity Materials:** Pictures of teachers printed on A4 paper, riddles. Free as printed in the school
- **Marketing Materials (posters, flyers, raffle tickets):** Free poster printed in the school. Letters to parents via e-mail and post internally to each of the year groups in TEAMS.
- **Miscellaneous Costs:** None
- **Total Estimated Budget: £55**

BUDGET AND FUNDRAISING PLAN!



Fundraising Methods:

- **Entry Fees for Activities:**
 - **Penalty Shoot-Out:** £1 per 3 shoots.
 - **Guess the Teacher:** £0.50 p to guess.
 - **Hide and Seek:** £1 to play.
- **Raffle Ticket Sales:**
 - £0.50 per ticket or 5 tickets for £1.
- **Food & Drink Sales:**
 - £1–£2 per item (Chinese sweet food) £1 drinks.
 - **Fundraising Goal:**
Raise £200 for *Nishkam Charity*.

MARKETING AND PROMOTION STRATEGY

Promotion Channels:

Posters/Flyers:

- Create colourful, attention-grabbing posters to hang around the school, including in common areas like the cafeteria and gym.
- Include event details (date, time, activities, and call to action).
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Poster Design Ideas:

Letters home to parents and post poster on the Year group channels TEAMS and send e-mail to parent on cognita connect.

- **Event Title:** *Fundraiser for NISHKAM HiomeCharity*
- **Tagline:** *Fun Games, Tasty Treats, and a Chance to Win Prizes!*
- **Call to Action:** *Come and play and help support NISHKAM Charity!*
- **Event Details:**
 - Date & Time (mention that it's during lunch and morning break)
 - Activities: Penalty shoot-out, Guess the Teacher, Hide and Seek, Food & Drinks, Raffle



MARKETING AND PROMOTION STRATEGY

Visuals:

- Bright colours, images of the activities, and photos of previous events or school life.
- Include raffle tickets.

Social Media & Announcements:

•Social Media:

- Use the school's social media channels (Cognita connect, TEAMS channels) to share event updates, countdowns, and sneak peeks of prizes or activities.

•School Announcements:

- Have students make announcements in their classrooms about the event and explain how it benefits *NISHKAM Charity*.
- Encourage teachers to promote the event at the start of their lessons.



RESULT

Success:

- Funds Raised: We raised £273 - £55 = 218
- Penalty shoot-out: 30 pupils x £1=£30.
- Guess the teacher: 6 x 0.50p =£3
- Hide and seek: 30 pupils x £1= £30
- Raffle Success: 50 x£1 =£50
- Food & Drink Sales: £160
- Post-Event Acknowledgements:
- Thank you notes went to parents, pupils, teachers and volunteers