



Together helping clear the remnants of conflict for the benefit of communities worldwide

Life-saving fundraising ideas!

www.maginternational.org

MAG is co-laureate of the 1997 Nobel Peace Prize. Registered Charity 1083008.



All about MAG

It is estimated that across the world every day 11 people are either killed or injured by a landmine explosion.

MAG (Mines Advisory Group) is one of the world's leading mine clearance organisations. Since 1989 MAG has worked in more than 40 countries to clear landmines and unexploded bombs, making communities safe and allowing people to live without fear.

Every year MAG needs to raise around £35 million just to continue its core mine clearance activities around the world.

The money that you raise will help MAG save the lives of civilians living in danger - people who are living with explosive weapons, often quite literally, on their doorsteps. Your efforts will make a real contribution to the work that MAG carries out on a daily basis, helping us to return safe land to people who desperately need it giving them safe access to agricultural areas, schools, wells, health clinics and other community resources.

I'm doing it to allow local people to earn a living in war-torn countries

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"I lived here when the area was mined. It stopped us from working in our gardens and we did not have fresh water. Since MAG cleared this land my life has improved enormously because my family and I have good crop production. We are in good health now because we can eat from our own garden that we cultivate ourselves."

Merciana Kasinda, Angola

"...because of war I lost my first beloved husband, and it has been difficult to live ever since as I could not cultivate to support my family. Every breath we took, we lived in fear... I didn't want to see any of my children becoming amputees or dying because of landmines... I believe that in the future, my family and all who live in this village will live in safety because MAG has cleared the mines away."

Lay Rim (48) Au Chhurkram village, Krong Pailin

"For humanitarian reasons, in order to prevent further loss of human lives, I asked MAG to come to Kenge. My request has not been futile: I am very happy that MAG already picked up more than 300 items of unexploded ordnance."

Longin Kafinga Mbumba, Chief of Kenge, Democratic Republic of Congo

"Every time I come to the stadium to watch the local teams playing soccer, I carefully read all warning signs on MAG's billboards. I was taught to do so when I was in school, so I can live safely in the contaminated areas which surround me."

Mohammed Yousif, a 16-year-old football fan from Choman district, Iraq

Whatever you decide to do for MAG, you can be confident that your money will be put to use to help further the road to peace and development and provide solutions where the impact of conflict is keeping communities in despair and poverty.

Angola MAG provides landmine and unexploded ordnance (UXO) clearance and Mine Risk Education (MRE) that helps former refugees, internally displaced people and vulnerable rural communities.

Burundi MAG supports the Government of Burundi to reduce the threat from Small Arms and Light Weapons (SALW) and unsecured stockpiles with a focus on destroying significant caches and upgrading the ammunition storage facilities across the country.

MAG Facts

Every day 11 people are killed or injured by a landmine explosion

MAG has worked in 40 countries since 1989 and is currently working in 16 countries: Sri Lanka, Vietnam, Laos, Cambodia, Iraq, Lebanon, Angola, South Sudan, DR Congo, Chad, Burundi, Somalia, Libya, Mali, El Salvador

MAG is a humanitarian organisation clearing the remnants of conflict for the benefit of communities worldwide

MAG is co-laureate of the 1997 Nobel Peace Prize awarded for our work with the International Campaign to Ban Landmines

Supported by the late Princess Diana; she understood that while political issues continue dangerous items need to be removed

Where there's armed conflict, or a threat to peace, there's a need for recovery or prevention

For MAG, the emphasis is not on the number of items removed or number of square metres cleared but we strategically concentrate the activities where the impact will benefit the communities the most. Clearance of these obstacles leads to:

- Safe access to water, shelter and food;
- Safer movement of population, internally displaced persons or refugees;
- Safer routes between communities creating potential for new or renewed trade;
- Safe land for agricultural development and farming;
- Safe land for construction or reconstruction of housing, schools, health centres and other infrastructure;
- Boosting the local economy through the employment of national staff from the affected communities.

MAG clears the remnants of conflict from some of the world's poorest nations

MAG educates and employs local people

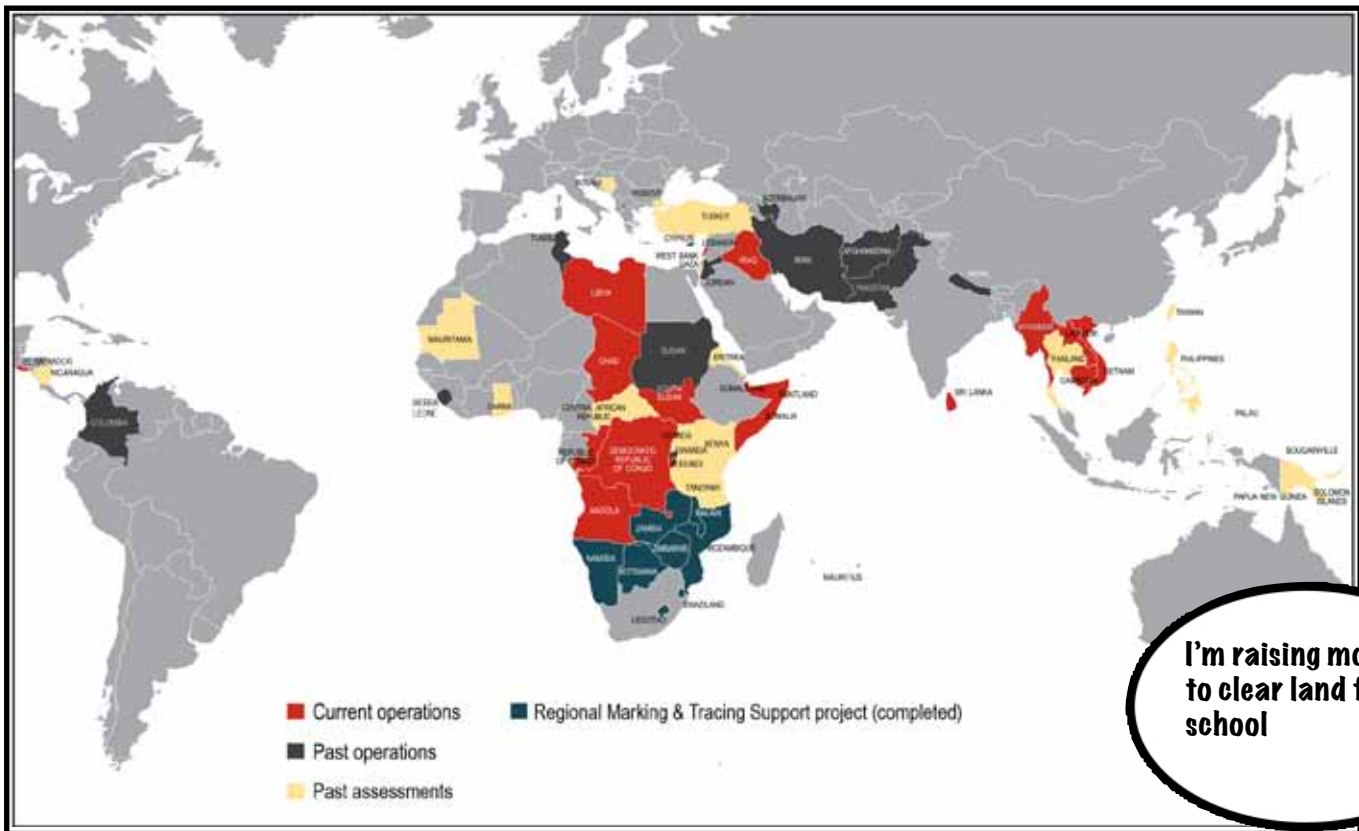
Our aim is to prioritise the need through talking to those in need

We physically do the work, employ our own staff, train them and keep salaries in needy communities

More than 87 per cent of all funds coming into MAG supports our weapons clearance programmes

Mine risk education is conducted in almost all the countries where MAG works. It teaches communities to recognise the dangers and what safe actions they can take

MAG integrates our operations with development and poverty issues



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I'm raising money to clear land for a school

Cambodia MAG clears minefields and works in partnership with development organisations to help the most at-risk households in mine-affected communities who need agricultural land, schools, health clinics and temple construction, road access and clean water sources.

Chad MAG clears landmines, UXO and abandoned ordnance in the central, eastern and northern parts of the country, originating from recent fighting between the Chad National Army and various rebel groups as well as previous conflict with Libya.

Together we can help create a safer future for the millions of innocent people affected by conflict...

Educate a community

£15 could help MAG deliver education projects, teaching people about the dangers of landmines.

£15



Clear 20m² of land

£30 could help MAG clear 20m² in a deadly minefield, transforming it into safe land.

£30



Fund three deminers for a day

£45 could sponsor three fully trained and equipped deminers locating and destroying landmines for one day.

£45



Mine Detection Dog

£66 could sponsor a Mine Detection Dog and handler for one day.

£66



I'm helping to clear the path for a safer future

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Or we could just put your hard earned donations towards destroying weapons in war torn countries, to transform minefields into safe agricultural land, to educate people on the dangers of living in areas contaminated by weapons, to enable other emergency services to deliver their services in safety, to provide employment for some of the world's poorest people. Simply put, we make safe land available for building homes, schools, health centres or a place for children to play out of danger.

Democratic Republic of Congo MAG clears landmines and destroys small arms to help the poorest communities live in safety. The programme has seen the destruction of more than 100,000 weapons.

Iraq MAG has cleared more than one and a half million landmines and items of UXO and freed up several million m² of land to significantly reduce the threat to both resident and transient populations, and support rehabilitation and socio-economic development initiatives. There is also a dedicated project to safely remove and destroy SALW and our work acts in support of peace-building initiatives which aim for long-term stability in Iraq and the region.

What will you do to help MAG?

Stories from the front line...

ALKIT PATEL'S TUBULOUS ADVENTURE

"In October 2008, I visited the historic 'Plain of Jars' situated in an area of northern Laos heavily affected by the 'secret' war with the US from 1964-1973. A few weeks later, I was "tubing" in northern Laos, which basically involves floating down a river while sitting in a doughnut-shaped inflatable. I decided to keep the tube and carry it, inflated, for the remainder of my travels for a charitable cause. The tube came with me on local tuk-tuks, buses and trains, across borders and up mountains, through Laos, Cambodia,

Vietnam, Malaysia, Singapore and finally to London.

I chose MAG and have thus far raised £3,870. I had seen the excellent work they continue to do clearing unexploded bombs, rockets and missiles in Laos, and the positive impact it has had on the local community and tourism. However, it was also very clear that there is still work to be done and I wanted to help raise awareness."



HAT PARTY

Emma Fowler: "I decided that it was time for a party – it didn't need to be a grand affair, just a night to be enjoyed by my friends and colleagues. I pooled resources with a few others and together we were able to provide a venue, DJs and posters for free: in fact the night cost me next to nothing!

The decided theme was a 'Hat Party', which proved to be really successful. We sold 80 tickets at £5 each through JustGiving.com and also made £150 on the raffle. After costs we raised in total £480.00. The next one is already organised..!"

LEBANON UNITED

"In the past my friends at Lebanon United and I have raised funds for various charities to improve the situation there following the war in 2006. We have generally focused on childrens charities there. Everyone is happy to support children and noticeable results can be achieved with a small fundraising event.

"Dealing with landmines however is a daunting, expensive task. But it is crucial to the growth of the affected regions - to the lives of their inhabitants, to their ability to produce food from their land. And every little bit helps. So we decided to support MAG in the great work they do.

"We organised a ceili (a sort of Irish line dance where everyone participates) and everyone came, had a great night and left feeling exhausted and content that they were supporting a good cause. We're delighted that we chose to work with MAG and now all we've got to do is ... do it again"

MAG BEER!

Duncan Woodhead raised £800 towards his sponsorship target for the Death Valley Cycling Challenge by holding a Brewery Auction in his local pub. Items up for auction were all donated and included branded glasses, bar towels, t-shirts, ash trays and more, including a 'Brewer for a Day' package at a local brewery.



We've made it easy for you...

Music Beat Mines is a fundraising initiative to bring out the creative in you. We're asking people all over the country to hold events for MAG - you can hold gigs, club nights, busk-a-thons, poetry nights – anything creative – built on the desire to help MAG continue giving life back to the millions of people affected by conflict worldwide. We believe music has a powerful message and we hope to create a legion of Music Beats Mines followers who together are helping MAG to rid the world of the deadly remnants of war.

You can download your MBM pack from the MAG website or call 0161 236 4311.

Remember we're here to help make your event a success and we have our own Media & PR Officer to help publicise your Music Beats Mines.



Doing a parachute jump for MAG is possibly one of the most exhilarating ways of showing your support. Jumps take place throughout the year at 25 different airfields across the country. We will send you a free MAG t-shirt to jump in and we'll be here to support you in raising your sponsorship.

Fundraiser Hannah Stewart-Leach did a jump for MAG in Maidstone. Hannah says "I decided to do a skydive for MAG after travelling around Vietnam, Cambodia and Laos, and seeing the damage that UXO has on the people there. I was shocked to see the terrible injuries caused by landmine related accidents, and wanted to do something to help. I was attracted to the community approach that MAG take in their work, and felt that they would put any money I raised to good use. Doing a skydive was a real challenge for me, as I am not a natural adrenaline junkie. Before I knew it, I was leaping out of a plane 10,000 feet up. There really isn't a way to describe the massive adrenaline rush you get from it. It was an amazing experience – made all the better by the knowledge that I had contributed to such a worthwhile cause."

Contact fundraising@maginternational.org for information on how you can take the plunge for MAG.



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tasting wines
removing mines

I'm helping to educate
a community on the
dangers of landmines

Enjoy a special evening with friends, family or colleagues by hosting a charity wine tasting at home.

Get involved in Wine at Mine in aid of humanitarian landmine clearance charity MAG and help to create a mine free world.



Contact MAG today for your free Wine at Mine pack:
Call 0161 236 4311 or email events@maginternational.org



FASHION | MAG

There are loads of ways that you can use fashion to raise vital funds for MAG's clearance operations worldwide...

clothes swap fashion show

dress down day at work

JUMBLE SALE

Fancy dress party

Sponsored dress-up

We can offer lots of support and help make your event a success. Get in touch for your fundraising pack and use your passion for fashion to make the world a safer place.

e-mail ingrid.turner@maginternational.org or call 0161 236 4311

Lebanon Activities are focused on clearing the huge amount of unexploded munitions found in towns and villages in the south of the country. In addition, a team is clearing landmines in central Lebanon. Since the end of the 2006 conflict, MAG has cleared more than 10 million m², and assisted 450,000 people at risk from death or injury from the remnants of conflict.

Republic of Congo MAG's clearance and demolition of SALW, stored ammunition and other UXO makes a real contribution to peace-building initiatives and security efforts in the country.

Work together

The workplace can be a great place to fundraise. Here are just a few ideas to inspire you:

Manager in the stocks – you may not have stocks readily available but you can always tie your manager to a chair then charge your colleagues to throw wet sponges.

Raffle a day's holiday – Ask your boss to give away an extra day's holiday then sell tickets to all your colleagues,

Tuck shop – buy in chocolate, crisps, fruit, snacks and drinks from your local supermarket or wholesaler then sell on to your colleagues at a marked up price. Hold your tuckshop everyday if you can or one afternoon a week.

Darts tournament – organise your colleagues into teams and charge an entry fee. Get your company to donate a prize or ask local businesses. Alternatively use half the money you raise as the prize money and send the rest to MAG.

Boss in a box – Lock your boss in a room with nothing but a telephone for an hour and make him/her call all their contacts asking for donations. Don't unlock the door until your fundraising target has been reached!

- Sponsored abstinence
- Lunchtime car wash
- Swear box
- Dress down day
- Friday donuts
- Sweepstake
- Departmental tug of war
- Copper collection
- Casino evening
- Collection boxes
- Book/CD/DVD Library
- Matched giving scheme (see page 12)

Online fundraising

There are various ways of using the internet to help with your fundraising.

www.maginternational.org

MAG's website is always up to date with incredible stories about our work. Encourage your supporters to take a look.

www.maginternational.org/donate

MAG's online donation page can take payments from your events using your credit/debit card. Don't forget to complete the Notes section to tell us how the money was raised.

Set up an online donations/sponsorship page

www.justgiving.com/mag

Justgiving.com enables individuals and groups to set up online sponsor forms. Once a sponsor page has been set up, the web address can be emailed to everyone you know to elicit donations. It can also be printed on publicity. Justgiving pages can be used to collect online donations for MAG events, your own events, ticket sales, donations in lieu of weddings, anniversaries and birthdays, in memoriam donations or just straightforward donations. Please note that Justgiving.com should not be used by event organisers to pay large amounts to MAG as there is an admin charge. Large payments should be made direct to MAG.

Shout about your success on social networking sites!

Millions of people are now connected through social networking sites, such as Facebook, Twitter and LinkedIn. They are great at helping you to keep in touch with your friends, or in some cases make lots of new contacts. Use them to promote your fundraising. You can set up events, including full details, and invite people to attend. You can link to other fundraising sites (including MAG's website). You can upload photographs and videos, both before and after your event. Facebook also has a Justgiving application that links directly to your Justgiving page and is a quick way for people to donate.

While you're there, become a fan of MAG at www.facebook.com/mag and MAG's Music Beats Mines page at www.facebook.com/musicbeatsmines.

Twitter allows you to send a real time 140 character message to everyone who is following you. Our tip is to try to follow lots of people, as many will then follow you back. The more people follow you, the more will see your messages promoting your event. Don't forget to link to a relevant website from your profile page.

www.twitter.com

You can follow MAG's tweets at www.twitter.com/magsaveslives.

You can share videos and photographs of your fundraising by uploading them onto www.youtube.com and www.flickr.com and share them with the entire world – don't forget to let us know because we'd love to see your pics! Take a look at MAG's pages:

YouTube: www.youtube.com/user/MinesAdvisoryGroup

Flickr: www.flickr.com/photos/mag-photos/

Somalia MAG is clearing UXO in conflict-affected areas in Mogadishu and the Puntland region, and providing Explosive Ordnance Disposal (EOD) training to a unit of the local police force in Garowe.

South Sudan MAG is carrying out clearance activities and risk education for the many thousands of internally displaced people and refugees looking to return to their homes.

Cash collections

Cash Collections are a fun and simple way of raising much needed funds for MAG. We've listed some guidelines that outline good practice for collections on public or private land.

Before the collection

- MAG can provide collection tins and buckets which will be sealed, numbered and have MAG's registered charity number clearly displayed.
- If you are considering holding a public cash collection for MAG, you will need to apply to your local council for a collection permit. Give them a call and ask for the licensing department. They will send you an application form.
- Public cash collections can be held in: stations, airports, shopping centres and on the streets.
- If you are holding a house-to-house collection, you will also need a license from the local authority. If you are holding a private cash collection, you must seek permission from the person who owns the land/building.
- Private cash collections include those held in schools, hospitals, pubs, houses and anywhere where you pay or buy a ticket to enter.

During the collection activity

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- Collection tins and buckets must remain sealed at all times during the collection.
- Collection tins or buckets that are to remain in one location, for example placed on a shop counter, should be secured using a chain.

After the collection

- Tins and/or buckets should be opened in the presence of an unrelated individual who will act as witness.
- Cash should be counted in a secure environment and held in a secure place until it is possible to bank it.
- See the 'Paying in your money' section for details of... well, paying in your money.

I'm clearing the path for agriculture and farm land

Raffles or lotteries

If you plan to hold a raffle or competition for MAG there are a few things to consider before you do.

A raffle and/or lottery is a distribution of prizes by chance, where a person taking part makes a payment in return for obtaining a chance of a prize.

A competition, unlike a lottery, is not based purely on chance, but involves a substantial degree of skill. Thus, if the skill level of the game is so low that almost anyone could answer correctly and so go forward to a draw, the competition may actually be a lottery and should be run according to the appropriate legislation.

COMPETITIONS

Competitions require the exercise of skill, for example answering questions, solving puzzles, tie breakers etc.

There is no statutory definition of what constitutes a substantial degree of skill.

The following types of competition are unlawful:

- Competitions in which prizes are offered for the forecast of the result of a future event.
- Competitions in which prizes are offered for forecasts of the result of a past event, the result of which is not ascertained or not yet generally known.
- Any other competition in which success does not depend to a substantial degree on the exercise of skill.

Free Draws

A free draw is a circular or mailshot offering the chance to win a prize without having to make a payment or purchase. To qualify as a lawful free draw, a promotion would have to be totally free and open to any member of the public.

LOTTERIES

General rules covering lotteries:

- A chance in a lottery (ticket) cannot be sold to or by persons under 16 years of age.
- A chance in a lottery cannot be sold solely by means of a machine.
- All chances must be paid for before they are entered in a draw.
- All tickets sold must be the same price (for example, you cannot sell five tickets for the price of four).
- Prizes may be donated to a lottery at a reduced cost or free, but the value of any such prize must not exceed £25,000.
- If you would like to run a lottery on behalf of MAG, a named individual must be given permission by MAG.
- Total costs including prizes must not exceed 80 per cent of the income. At least 20 per cent of what is raised must be sent to MAG.
- No tickets can be sold on the street (other than at a kiosk, shop or door to door).

Unless a lottery is exempt (see below) it must be registered with your local authority, or, if it is envisaged that the total value of tickets or chances to be put on sale will exceed £20,000 in any lottery or £250,000 in a calendar year, with the Gaming Board. Applications to the Gaming Board should be submitted in good time – they aim to register within six weeks of receipt, but this can take longer.

Every ticket or notice of the lottery should specify

- MAG's name and Registered Charity number (1083008)
- Name and address of the promoter
- Date of the lottery draw
- Price of the tickets
- Registration Authority

Therefore, the use of cloakroom tickets is not permitted for registered lotteries.

All returns for lotteries promoted on the basis of registration with a Local Authority must be submitted to that Authority within the statutory period – no later than the end of the third month after the date of the lottery. In the case of lotteries promoted under schemes registered with the Gaming Board, returns should be submitted to the Board as soon as possible after the date of the lottery, but no later than the end of the third month after the date of the lottery. Return forms will be provided by the licensing body.

Exempt lotteries

There are two types of small lotteries which do not require registration either by your local authority or the Gaming Board. Briefly, these are:

- Lotteries which are run as part of a larger entertainment event such as a bazaar, dinner dance or fete. Tickets may only be sold at the event and the draw must be held at the event. Use of cloakroom tickets is permitted.
- Private Lotteries run exclusively for people who work or reside together, or are members of the same society. Tickets may be sold over any period of time, but only within the venue and to the work colleagues/residents/members. Tickets must be printed as with registered lotteries.

For both of these types of 'exempt' lottery, none of the prizes in the lottery shall be money prizes. No return is required by the local authority. No proceeds may be used for private gain. The other rules applying to lotteries requiring registration also apply to exempt lotteries. A maximum of £250 can be spent on prizes, but prizes to any value may be donated.

Raffles and Lotteries in Northern Ireland

If you wish to conduct a lottery in Northern Ireland, you must consult the relevant District Council. It is also suggested that you contact the Northern Ireland Council for Voluntary Action for a copy of their booklet 'Lotteries A Guide For Voluntary Groups'.

Fundraisers' Almanac

Auctions. Art Attack. Arts & Craft sale. Alternative wedding gifts. Auction of promises. Aerobathon.

Baked Bean bath. BBQ. Boss in Box. Bingo. Bring & Buy. Bike Ride. Bad Hair day. Bag pack. Barn dance. Bridge tournament. Bonfire Party. Brewery Auction. Break a record. Burns night. Beer tasting.

Ceiledh. Car wash. Come Dine with Me. Carol Singing. Car Boot sale. Coffee Morning. Collection. Casino night. Charity of the year. Cake sale. Clothes swap party. Cricket match.

Dress Down Day. Darts tournament. Duck Race. Dinner dance. Donate a days pay. Drag for MAG.

Easter Egg Hunt. Expert seminar. Eighties night.

Fire Walking. Fashion Show. Fancy Dress. Football Tournament. Film Night. Friday Doughnuts. Face your fear. Fete. Form a fundraising committee. Film screening. Fun run.

Give Something Up. Golf Competition. Garden Party. Get Sponsored. Grand National. Guess the Weight of...

Halloween Party. Head Shave. Harvest festival. Have a ball. It's a Knockout. In it to win it.

Jumble Sale. Just a Minute. Jail break.

Karaoke. Knitting party.

Line Dancing. Leg wax. Ladies pamper evening. Lunch money. Learn a language. Lottery.

Music Beats Mines. Murder Mystery. Midnight Walk. Marathon. Medieval Banquet. Market Stall. Masked ball. Matched Giving Scheme. Mastermind.

Non-Uniform Day.

Office Olympics. Overseas Challenge.

Parachute Jump. Pin Badges. Pub Olympics. Pupils vs. Teacher. Photo Exhibition or competition. Pet Show. Pub Quiz. Pie throwing. Plant sale. Poker event. Poetry Recital. Paint balling. Put on a pantomime.

Quiz night. Queen for a day.

Runs. Raffles. Race Night. Roman Romp.

Swap shop. Swear box. Sweepstake. Shave-off. Shoe Shine. Speed Dating. Street Collections. Sell something. Shark Dive. Swimathon. Silent Auction.

Treasure Hunt. Themed night. Three-legged race. Talent show. Tea Party. Tombola. Tug of war. Tuck shop. Tombola.

University Challenge. Unwanted gifts for eBay.

Variety Show. Valentines dance.

Wine at Mine. Walks. World Cuisine night.

X- Factor. X marks the spot.

You decide!

ZZZZ sponsored sleep over.

Keep it legal

Keep it safe

Health and safety is vital to any fundraising event. It doesn't matter how much you raise if someone is hurt in the process. Please remember that your event is in aid of MAG and not on behalf of MAG – the charity cannot be held responsible for events that we haven't organised.

Please treat health and safety seriously, but remember that most of it is just common sense. Further information on health and safety can be found at www.hse.gov.uk.

Insurance

MAG's insurance does not cover your event. If your venue does not already have public liability insurance to cover you for any damage your participants cause, you should purchase it. You may also want to offer your participants personal accident insurance in case they are injured. If you are using third party suppliers, for example an abseil company, bouncy castle supplier or food provider, ensure they have suitable public liability insurance (usually covered to at least £5 million).

Food

If you intend to serve food at an event, ensure it is prepared in a hygienic environment. Keep cooked and raw food separate. Make sure food is kept at the right temperature. Always wash your hands before handling food. Always check sell-by and use-by dates.

Alcohol

If you wish to sell alcohol in a venue that does not already have an alcohol license, you will need to apply for a temporary license from your local police. Remember to give them enough notice.

Entertainments

If your venue doesn't already have an entertainments license, you will need to apply for one from your local authority. Be careful when organising events such as film screenings – copyright laws do not allow you to simply show a DVD.

Lotteries, raffles and competitions

Please see relevant section

Street collection licensing and house to house licensing

Please see the 'Money' section

First aid

All active events will need first aid cover, with the amount of cover dependent on the type of event and the number of participants. Contact the Red Cross or St John Ambulance for further information. They are often able to attend, but are usually booked weeks in advance. They will also charge you

for their service. Before your event, make a note of where the nearest A&E department is. For large scale events, it is worth notifying the local hospitals.

Risk assessment

Carry out a risk assessment of the activity and the venue. List everything that could possibly go wrong and try to find a way of limiting the possibility. The venue may already have risk assessments from past events. You should also assess the risk to income/profit based on not selling enough tickets or adverse weather meaning nobody shows up. It is important to carry out a reputation risk assessment – could your event cause damage to MAG's image? Check with MAG before starting to organise your event. Remember to think about the needs of children, the elderly and the disabled.

Toilets

Make sure your venue has enough toilets for the expected number of people. You may have to hire portaloos. Further information at www.hse.gov.uk/contact/faqs/toilets.htm.

Permissions

For large scale events on public land, for example a bike ride, inform the local police that it will be happening. Roads are a public right of way and you do not need permission to use them, but you will need permission if you wish to close a road. The Police may be able to offer advice and inform you of dangers. Check with the local authority and the highways agency to make sure the roads are not due to be closed for repairs. You will need permission (and may have to pay for) use of private land, including municipal parks.

Fire risk

Check the venue in advance to make sure it seems safe to you. Indoor public venues will always have a fire capacity – check how many people are allowed in. If the venue doesn't already have fire extinguishers, you will need to purchase enough for the venue and of the right type. There are various suppliers online.



SHOUT about your event!

MAG branding and logo

On all your fundraising materials and publicity you produce you need to make it clear that you're raising funds in aid of MAG and that you don't represent MAG.

All publicity materials will need to include the following information:

1. MAG is a registered charity in England and Wales (no. 1083008).
2. "All proceeds or profits will go to MAG" OR "A portion of the proceeds (you must say a percent or monetary value) will go to MAG.

To get hold of a copy of MAG's logo for your publicity material, please email events@maginternational.org, or call 0161 238 5486.

Media advice

Media advice for MAG fundraisers...

First things first:

1. Nominate a spokesperson. If it isn't you, make sure it is someone who can explain what you are doing properly, and why you want to support MAG.
2. Ensure any third parties involved know you are getting some media coverage of the event. It's rare that they won't be happy with this.

Then telephone (always better to speak in person!) all your local media – radio, newspapers, websites – and arrange to email them a short press release about the event (see template).

Most local councils have a section on their website listing media outlets in an area, but some examples are:

- Regional daily newspaper. These are usually based in a region's biggest town or city.
- Local weekly newspaper. Almost every small town has one! They will be most likely to be keen to run your story, so make sure you speak to them.
- Local entertainment listings guides. Often these are linked to the regional daily newspaper, or can also be easily found online.
- Any other magazines or websites that highlight particular events or stories. For example student publications, animal publications, women's publications, outdoor events publications. These will be useful for reaching your target audience and getting people to the event.

- Any school or work newsletter or website you have links to should also help you publicise the event.

When contacting media remember the following important tips:

- Speak to someone on the 'newsdesk' – these are the people who decide what stories go in the paper.
- Remain polite and professional, and make sure you know the five Ws: when and why are you fundraising for MAG, what you are doing, who's taking part, where is it going to happen? This information is crucial, put it in your press release.
- Invite journalists to the event! If they cannot or do not come, take some pictures and send them to the paper afterwards.
- Give them working contact details! It's important any email addresses and mobile phone numbers given are checked regularly.
- Don't forget to include details of how and/or where people can get tickets for your event, if applicable.
- They will probably want to take your picture, so make sure anyone who will be in the picture is happy with this.
- All outlets have deadlines – find out what they are and don't miss them!
- If they want any more information about MAG in general give them the website www.maginternational.org, or ask them to contact Clare Hargreaves, MAG Media and Communications Officer on 0161 238 5445 / clare.hargreaves@maginternational.org.

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Please see the following page for a sample media release.

I'm raising money to allow MAG locate and destroy weapons abandoned after armed conflict



MAG fundraising press release - template

MAGsville [who are you? Band / school / family / workplace etc] in explosive charity fundraiser

[DATE OF RELEASE]: A MAGsville [WHO ARE YOU? MAN / WOMAN / GROUP] is / are raising money for humanitarian landmine clearance charity MAG (Mines Advisory Group) by [GIVE VERY BRIEF DETAILS OF THE FUNDRAISING EVENT HERE E.G. SPONSORED SKYDIVING, CAR BOOT SALE, BATHING IN BEANS, RIDING FROM POLE TO POLE ON A UNICYCLE]

[YOUR NAME/GROUP] are from [GIVE DETAILS HERE OF SCHOOL / COLLEGE / UNI / WORKPLACE] and will be raising funds for MAG on [GIVE DATE OF WHEN EVENT WILL HAPPEN / FUNDRAISING WILL START].

Every day thousands of ordinary civilians trying to recover from, or survive, war are being hurt or killed by leftover bombs, landmines and weapons.

For these people, ceasefire does not necessarily mean safety. For 25 years, MAG has been working to clear these deadly remnants of war from countries all over the world, saving thousands of lives and building people's futures in safety.

Event organiser [SPOKESPERSON'S NAME] said: [REASONS WHY YOU WANT TO RAISE MONEY FOR MAG, IF YOU HAVE PERSONAL LINKS TO MAG SAY SO E.G.]: "We decided to raise money for MAG to help spread the word about the lifesaving work they are doing all over the world today, and to contribute some vital funds to their operations [OR] I visited Cambodia on holiday last year and saw many landmine victims, now I want to help MAG to prevent this happening to anyone else.

[THEN YOU NEED TO GET PEOPLE TO TAKE PART / SPONSOR YOU E.G.]: "We thought a good way to help raise money for MAG would be by [BRIEFLY EXPLAIN WHAT YOUR FUNRAISING INITAIVE IS] and I am now calling on everyone in MAGsville to support us so [GIVE DETAILS OF HOW PEOPLE CAN SPONSOR YOU, BUY TICKETS OR DIRECT PEOPLE TO WWW.MAGINTERNATIONAL.ORG/DONATE]

Notes to editors:

- [GIVE DATE, TIME, LOCATION OF FUNDRAISING INITIATIVE HERE, IF APPLICABLE]
- For more information about MAG's work in general please contact Clare Hargreaves, Media and Communications Officer on 0161 238 5445 / 07979 343 969 or email clare.hargreaves@maginternational.org.
- Visit www.maginternational.org for pictures and moving footage of MAG's work, and full details of overseas programmes. If using pictures/footage please credit Sean Sutton/MAG.

Paying in the money you raise

The easiest way to forward the money you raise to MAG is to bank it and send a cheque for the same amount made payable to MAG along with the income return form below. Please don't send cash in the post, but cheques, postal orders and CAF vouchers should be sent to:

MAG
Suite 3A
South Central
11 Peter Street
Manchester
M2 5QR

Where possible, ask your supporters to make their cheques out to MAG so that you can send them direct to us, rather than having to bank them yourself. Please write your name and the event on the back of each cheque.

Payments by credit/debit card may be made online at www.maginternational.org/donate. Please don't forget to complete the notes section telling us what you've been getting up to. That way we can send you a thank you and a certificate for all your hard work. You may also pay over the phone (9am to 5pm, Monday to Friday) by calling +44 (0) 161 238 5448.

Important: Sending in your money as soon as possible will mean we can put it to use immediately.

Make your money go as far as possible...

Gift Aid

The Gift Aid scheme enables MAG to reclaim from HM Revenue & Customs tax that donors have already paid on their donations. It adds approximately 25 per cent to the value of the donation, at no extra cost to the donor.

In order for MAG to reclaim the Gift Aid, there are a few simple things to remember:

- MAG needs a completed Gift Aid declaration from the donor. MAG can provide you with the declarations.
- The declaration must be completed by the original donor, not the person organising the fundraising event, collection or scheme.
- MAG's sponsor forms include a Gift Aid declaration, so sponsor money can be Gift Aided.
- The donor must pay an amount of UK income tax and/or capital gains tax at least equal to the amount of Gift Aid MAG will reclaim on the donation.
- There is certain wording that must be included on the declaration, so please don't design your own declarations or sponsor forms.

- Only donations are eligible. Money raised through sales of items, tickets or raffles etc are not eligible.
- Gift Aid can be applied to donated goods, but the rules are more complicated. Please talk to us if you would like us to reclaim Gift Aid on the value of donated items.

Gift Aid adds greatly to the amount you raise and, therefore, is well worth promoting. Please call us if you have any further questions.

Matched giving

Many companies will match what employees raise for charity, sometimes up to a £500 or £750 limit. Sometimes you simply need to inform them, and sometimes there is a form to be completed by the charity. This is a great way of increasing the amount raised.

I'm helping to save lives and build futures

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Hope you found that useful. Get in touch if there is anything else you need from us and best of luck with your fundraising. Your support will enable us to continue saving the lives of some of the world's most vulnerable people.



Hints and tips

1. Pick a fundraising event you know you and your friends will enjoy.
2. Put a plan in place before you begin and make sure you cost out your event carefully.
3. Make sure you keep your event legal and get all the necessary permissions in place.
4. Pick a date that doesn't clash with any major sporting or local events.
5. Read up and learn some facts about MAG's amazing work. If you are excited about MAG it will show.
6. Let us know what you have planned. We are here to offer you help and advice along the way.
7. Stock up on fundraising materials. A Fundraiser t-shirt is available for the event organiser and we can provide, posters, balloons, leaflets, collection tins. We can also send you a fantastic MAG DVD to show at your event.
8. Invite everyone you know and encourage them to bring people along. Social networking sites are a great way to do this but the personal touch is always a winner. Send out invitations via email and/or mail and give your friends a call to tell them what you are up to. Use the MAG event posters to advertise in your workplace and local area.
9. Get in touch with your local press and radio station to tell them what you have planned. Use the sample press release in this pack and get in touch with our Press and PR Officer for help.
10. Thank everyone who helped you with your event, those who donated raffle prizes or a venue and those who came along for their support. Let them know how much you raised and how much their contribution will help.



Helping MAG rid the world of deadly remnants of conflict

MAG saves and improves lives by reducing the devastating effects armed violence and remnants of conflict have on people around the world.

MAG is co-laureate of the 1997 Nobel Peace Prize.

Registered charity 1083008.