



School Fundraising

Positive Aid

Positive Aid is a charity supporting health and community development in Africa. We are a Melbourne based not-for-profit focused on grass-root projects that change lives. Our three areas of work include HIV/AIDS, Maternal and Child and Health, and Health Literacy.

As a Non-Government Organisation (NGO) we hold charitable organisation status with the Australian Taxation Office, as well as Deductible Gift Recipient status, allowing us to offer our supporters tax deductible receipts for all donations above \$2. Administration and fundraising costs are kept to an impressive minimum (9% for 2013-14), ensuring that maximum funds reach people in need directly.

We partner with primary and secondary schools around Melbourne to back our efforts through fundraisers that offer mutual benefits.



Young boys are happy and well after their mother received care and support for HIV/AIDS

Benefits for Schools

- Students learn about Africa and global matters through presentations
- Students connect with a meaningful cause
- Students develop leadership and organisational skills through fundraisers

Fundraising

Positive Aid believes that young people have the energy, ideas and capacity to make big things happen. Organising a fundraising activity at your school can be rewarding, and one of the best ways of supporting Positive Aid. Fundraising activities can be in the form of events, collection tins, regular donations or other unique ideas as negotiated.

1. Fundraising Events

Fundraising activities can be carried out according to schools' existing plans with funds going to support Positive Aid projects, or new fundraising events can be organised especially. Organising an event that raises funds can be creative, challenging and rewarding, and develops a variety of different skills and capacities in those organising them. Students can plan and carry out an activity of their choice, in line with their interests. Some ideas include:

- Art competition/exhibition
- Fun run
- Music concert/gig
- Free clothes day
- Sausage sizzle/pizza day/bake-off
- Social media campaign
- Other





2. Becoming a Regular Supporter

Positive Aid raises most of its funds through regular contributions from people in Australia. The amount and frequency of donations is varied and up to the donor, and there is no minimum or maximum amount required. We have established a convenient way for people to give their money via direct debit from a nominated bank account or credit card (with other options available, including through regular online transfers and PayPal). Some things to consider when deciding if this is an appropriate exercise to take on include:

- Regular donations are ideal for Positive Aid as they allow us to budget and ensure that the projects we establish in Kenya can be properly sustained.
- All aspects of a regular donation can be tailored to the donor's preferences, and changes are easily implemented at any stage if required (e.g. changing the amount, cancelling)
- Positive Aid provides a 'Thank You' card and regular updates to donors through e-newsletters and social media. All donations above \$2 are 100% tax-deductible with receipts provided every financial year end
- This type of exercise is an ongoing commitment and can therefore help to develop a strong legacy that students can be proud of

Making a Real Impact in Africa

Raising funds for Positive Aid is the best way to support our amazing work in Kenya. The examples below show just what a difference money can make!

Money raised	What money can buy in Kenya	
\$600	Can sponsor 12 children's club meetings, and give kids with HIV/AIDS the chance to enjoy life, and develop healthy minds and bodies!	
\$1,000	Can train 5 new community health workers to provide vital health care to people in remote villages	
\$1,500	Can sponsor a training course for community health workers to gain the knowledge and skills needed for improving local community maternal and child health	
\$2,200	Can buy a fleet of 20 bicycles for community health workers to reach women, men and children in need, and make it possible for them to get to hospital in emergency situations.	

Support from Positive Aid

Organising and carrying out a fundraiser is the responsibility of the school, involving the commitment of both teachers and students. This is an opportunity for students to learn, develop skills and connect with a great cause.

Positive Aid can offer support in the following ways:

- Initial advice on the suitability and likely success of various fundraiser ideas
- Fundraiser materials (Fundraising Kit and information on the website, images, video)
- Provide tax-deductible receipt and report on what funds raised achieved in Kenya
- Thank you card for the fundraiser organisers

Student Talks

Positive Aid has extensive experience and knowledge in community development in Africa. Several of our management has spent significant amounts of time living in the remote villages we support, to learn, connect and oversee project development. We have a wealth of amazing stories from the field that can challenge and inspire students.

Positive Aid representatives are available to speak to school classes or years at any level, with age-appropriate content that:

- Opens kids' minds to new ideas and global matters
- Motivates and inspires kids to get involved and connect with a great cause
- Teaches about Africa, health issues (HIV/AIDS), poverty, culture and traditions
- Engages kids with questions and discussion
- Capture student's attention through short videos and PowerPoint images





The Next Step

If you are interested in finding out more about the benefits of partnering with Positive Aid, or to discuss any particular matters regarding partnerships, please contact us with the below details. We look forward to offering your students and school a fulfilling and rewarding challenge – and one that will make a lasting change to communities in Africa.

Contacts

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