Nile Swimmers
FUNDRAISING PACK
Thank you so much for choosing to fundraise for Nile Swimmers and to prevent drowning in Africa.

We hope this pack provides you with some inspiration of how to raise money – everything from baking cakes for colleagues to swimming a Nile Mile to tackling that first tricky triathlon.

We have included the following to help you along the way:

- Information about us, what we do and the people that we help
- How to stay legal and safe when you fundraise or organise an event
- How to get the money you’ve raised to us
- A-Z of fundraising
- Poster to promote your event
- Sponsorship form

The difference your donation makes

At least 372,000 people die each year from drowning (World Health Organisation, “Global Report on Drowning: Preventing a Leading Killer”, 2014) and more than 90% of those deaths occur in low and middle income countries. We train community leaders in these countries to turn back the tide of drowning deaths. We can only do this with your support.

Everything you raise for Nile Swimmers is used to help local communities in Africa that are all too familiar with drowning. By raising money, you are doing a wonderful thing – helping Nile Swimmers to achieve our mission:

“To make Africa safe around water”

Thank you!
What we do

We believe that:

1. Everyone has the right to safe access to water

2. Everyone has the right to enjoy water safely

3. Everyone has the right to know how to safely help someone in difficulty

We train local community leaders to:

1. Work with their community to identify safe areas to access water

2. Provide water safety advice and safe swimming lessons to everyone

3. Provide first aid, CPR and water rescue training

Did you know last year we trained...

over 230... Aquatic Survival Instructors who have so far taught...

over 10,000 school children
Across the African continent, drowning is all too common. Open water is an intrinsic part of daily life for washing, drinking, cooking and cleaning. When a child has to collect water from the river for their family, they don’t always come back. Every seven minutes someone in Africa drowns. The death toll from drowning is almost two thirds that of malnutrition and well over half that of malaria – but unlike malnutrition or malaria, there are no broad prevention efforts that target drowning.

Who we help

With your help, we can deliver training along the River Nile to communities at risk. This training will enable them to keep themselves safer around the water. It is key for us that local people are able to deliver training to their own communities and others nearby. This local capacity builds sustainable drowning prevention solutions that are applicable to the communities that most need them.

Husam’s story

Husam trained with Nile Swimmers as an Aquatic Survival and River Lifeguard Instructor in March 2015. He learnt how to teach vital water safety messages and safe rescues, as well as CPR and first aid.

In August 2015, Husam was working at reception at a swimming pool in Khartoum. A man came to him, and told him he thought there was a body at the bottom of the swimming pool. Husam rushed to the poolside, and saw the person at the bottom. He said “It was horrible and frightening. Then I remembered my training.”

Husam dived into the water, and brought the person to the surface. With help, he lifted the drowning man out of the water.

The man was not breathing. Husam did rescue breaths but there was still no response. As Husam started to perform chest compressions, the casualty coughed, and vomited. Husam turned him away to clear his airway, and placed him into the recovery position. After some time, the man regained consciousness and was taken to hospital where he made a full recovery.

As one of our most active Aquatic Survival Instructors, Husam become an Aquatic Survival Master Instructor in October 2015. He now trains other adults in CPR and vital water safety messages that they can teach in schools, in youth groups and in their communities.
Using social media to maximise your donations

Be proud of your fundraising event! Make a noise about it!
Get creative by personalising your JustGiving page. Add photos and write about why you have chosen to support Nile Swimmers. When you set up your page JustGiving will provide you with lots of useful fundraising tips. Use Facebook and Twitter to spread the word and share your fundraising link online with family, friends and colleagues.

How to get the money you’ve raised to us

Pay cash into our account by online transfer: Bank name: *Triodos bank*  
Account name: *Nile Swimmers*  
Sort code: *16-58-10*  
Account number: *20459947*

If you set up a JustGiving page, the money donated comes directly to Nile Swimmers:  
*www.justgiving.com/nileswimmers*

Send a cheque made out to Nile Swimmers to *60 Loughborough Road, Coleorton, Leicestershire, LE67 8HG.*

Don’t forget!

Like our Facebook page:  
*www.facebook.com/nileswimmers*

Follow us on Twitter:  
*@nileswimmers*

And finally...

Why not ask your employer if they would consider match funding you? That way they give an extra pound for every pound you raise. It’s worth asking!

You can also get involved by volunteering. Visit  
*www.nileswimmers.org/volunteer* to find out more.
Be Legal and Safe

Raffles
Depending on the type of raffle, you may need a licence. For small raffles that are part of a larger event, you do not need a licence as long as you sell tickets at the event and also hand out the prizes at the event (no case prizes though). The same rules apply to private raffles where you are only selling tickets to members of a club. The rules and regulations change so please visit www.gamblingcommission.gov.uk for the latest information.

Alcohol
If you are selling alcohol at an event you need a liquor licence, which you can apply for from your local magistrates’ court. For longer events that run over a number of days, where you will be selling food each day, you need to register with your local authority. Entertainment such as singing, music or dancing at your event requires a licence. So, if your venue does not already have a Public Entertainment Licence, you need to obtain one from your local authority.

Health and Safety
Safety advice varies depending on the event you are planning and where it will be held. Here are some points you need to consider to ensure your event, and everyone who attends it, is safe. Think about the potential risks involved and how to prevent problems arising. If you hold your event in a venue such as a community hall or a pub, it will be governed by its own health and safety guidelines. Make sure you adhere to these.

First aid
Ensure you have adequate provision for your event. Do you need to have a qualified first aider present or is it enough to have a first aid box?

Venue
Do not exceed the capacity limit and make sure there is good access. Does the venue have adequate car parking, toilet facilities, disabled access, etc.?

Food
Ensure food is stored and handled correctly and safely following hygiene rules. Foods that contain nuts or other ingredients that people may be allergic to must be clearly labelled. At a one-off event, you don’t need a licence to sell food, but you should follow Food Hygiene Regulations which can be found at www.food.gov.uk.

Helpers
Provide them with the necessary information about health and safety and make sure they know what is expected of them in an emergency.

Money
Make sure you have a lockable box to keep money in.

Children
Ensure that children are safe and adequately supervised. Children under 16 should not be allowed to collect money without being accompanied by an adult.

IMPORTANT!
Nile Swimmers cannot accept responsibility for injury, accident, damage or loss as a result of your event. It is essential that you ensure your event is safe for all concerned.

Branding and logos
If you would like to use the Nile Swimmers logo on anything, you must let us see the materials first. Fundraising materials you produce should say “In support of Nile Swimmers. Registered charity in England and Wales 1152395” Please email info@nileswimmers.org if you would like a copy of the Nile Swimmers logo to use on your materials.
### A-Z of fundraising

- Am Dram production
- Archery tournament
- Assault course
- Baby picture quiz
- Badminton tournament
- Bag packing
- Bake sale
- Ballet class show
- Barn dance
- Bingo night
- Black tie dinner
- Book sale
- Board games night
- Boating weekend
- Bridge evening
- Bring and buy sale
- Cake decorating competition
- Canoe marathon
- Car boot sale
- Car wash
- Carol concert
- Coffee morning
- Cycle ride
- Dance-off
- Darts evening
- Disco
- Dress down day
- Easter egg hunt
- Expedition
- Fancy dress day
- Fete
- Five-a-side tournament
- Fishing tournament
- Ghost tour
- Go-karting day
- Golf tournament
- Half marathon
- Halloween party
- Hide and seek challenge
- Hockey tournament
- Iceskating trip
- International theme night
- Jumble sale
- Kayaking challenge
- Karaoke night
- Land’s End to John O’ Groats
- Lego sculpture competition
- Line dance evening
- Loose change collection
- Mad Hatter’s tea party
- Marathon
- Magic show
- Mountain bike race
- Mountain climbing challenge
- Mud run
- Night-time swim
- Night-time hike
- Nile Mile
- Non-uniform day
- Olympics event
- Paintball day
- Piano recital
- Pottery workshop
- Pub crawl
- Pub quiz
- Puppet show
- Quit smoking
- Quit drinking
- Quiz night
- Raffle
- Raft race
- Rowing race
- Running race
- Sandcastle competition
- Scuba diving trip
- Sewing workshop
- Sponsored silence
- Sponsored skydive
- Squash tournament
- Storytelling morning
- Surfing weekend
- Superheroes party
- Swimathon
- Talent contest
- Tennis tournament
- Tombola
- Treasure hunt
- Triathlon
- Tug of war
- Ultimate frisbee tournament
- Volleyball competition
- Wax for charity
- Wine tasting
- Window cleaning
- Walking challenge
- Xmas party
- Yoga weekend
- Zoo trip
- Zumba-thon
I am fundraising for Nile Swimmers to prevent drowning in Africa.
Please sponsor me and help to stop drowning in Africa

How you can make a difference
With your support we can continue our vital working with local community leaders in Africa to prevent drowning.

- **£5**: could buy 15 jerricans that can be used to teach swimming or used as rescue equipment
- **£10**: could buy the teaching resources for an instructor to teach in schools and community groups
- **£40**: could train an Aquatic Survival instructor to teach vital water safety messages in the community
- **£100**: could teach vital water safety messages to a school of 600 children

Make your sponsorship go further with Gift Aid
Don’t forget to ask your sponsors to Gift Aid their donations. For every £1 you give us we can claim an extra 25p from the Inland Revenue at no additional cost to you. Just imagine the difference that can make!

How to send back your money
Please send us this sponsor form with your name, address and event filled in, with a cheque (no cash please) made payable to Nile Swimmers to Address.

We would love to hear from you.
Visit www.nileswimmers.org

WITH YOUR SUPPORT WE CAN CONTINUE OUR VITAL WORK TO STOP DROWNING IN AFRICA, SO THANK YOU!

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<th>EVENT</th>
<th>ONLINE GIVING PAGE</th>
<th>DATE OF EVENT</th>
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£100
£5
£10
£40
*Essential to claim Gift Aid

**Gift Aid: If I have ticked the box headed ‘Gift Aid it’, I confirm that I am a UK taxpayer (Income or Capital Gains tax). I have read this statement and want Nile Swimmers to reclaim tax on the donation detailed above, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference. I understand that Nile Swimmers will reclaim 25p of tax on every £1 that I have given.

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