

Firstly, we would like to say a big thank you for agreeing to fundraise in support of Moving Mountains Trust. We offer the following advice and information in line with our commitment to the principles of **transparent and ethical fundraising**. If you are unsure about any of the contents of this and would like clarification on any issue please do contact us.

When you are carrying out any fundraising activities in relation to Moving Mountains it is essential that you ensure everyone involved in the process has at least a basic **knowledge of Moving Mountains**, where any donations will go and what they will contribute to. You need to be able to accurately answer any donors' questions or at least supply them with **details as to where they can access more information**.

**Moving Mountains Trust** undertakes development work in partnership with communities in **Nepal and East Africa**. Moving Mountains' aim is to provide aid for the relief of hardship and inequality for children and adults through education and vocational training, medical treatment, sport and employment. We also provide capital to build, renovate and maintain schools, orphanages, community centres and environmental projects, all of which must show a positive socio-economic impact on the population. **Moving Mountains is about long-term sustainability, and supporting people in ways that help them not only today, but into the future. Moving Mountains projects are built on community ownership, sustainability and professional, responsible management delivered by our staff, the majority of whom are from the countries in which we work.** The Moving Mountains Trust website is: [www.movingmountainstrust.org](http://www.movingmountainstrust.org).

Moving Mountains' work includes:

- Building & Renovating Schools
- Sponsoring School & College Students
- Sponsoring School Teachers
- Renovating Community facilities
- Building & Running Medical Facilities
- Sponsoring Medical Training
- Building & Running an Orphanage
- Providing Feeding & Education programmes for Street Children
- Running Children's Summer Camps in Impoverished Areas
- Running Sports Initiatives for Street Children
- Cultural Preservation Initiatives
- A Re-Forestation Initiative
- Training, capacity-building and vocational courses
- Environmental projects
- Support for economic initiatives and income generating projects
- Support for local communities to establish sustainable projects and businesses



This work includes direct monetary support for these initiatives and also organising volunteering programmes where volunteers may travel to the area in question and actively engage in the development projects. Where volunteers do travel to the projects the travel, support & logistics are usually provided by **Adventure Alternative**. This is a commercial adventure travel company which is recognised as an industry leader in responsible and sustainable tourism. Adventure Alternative also under-write Moving Mountains and provide administrative services at no cost to the charity.

Part of Adventure Alternative's policy on **Responsible Tourism** is that it supports the setting up and training of its own in-country offices, staff and assets. This means that financial and skill-based benefits of tourism are retained in the

destination country rather than being exported to the UK or other overseas country. Therefore, by travelling with Adventure Alternative to volunteer on a Moving Mountains project you are helping to benefit the communities in the destination country.

When you carry out fund raising activities it is very important that you can explain to donors where their contribution will be going. If you are raising money where **PART of it will be used to pay for your flights or trip costs** then you **MUST** make this clear. In this instance you will be: ***“Fundraising to help you to volunteer for Moving Mountains”***

This is different to the situation where you are raising money that will **ALL be donated directly to Moving Mountains**, in this case you can accurately say that you are ***“Fundraising for Moving Mountains”***

At some events, such as street collections, all the money **must** go directly to Moving Mountains: for street collections this is a requirement of gaining a permit.

The difference between these two descriptions is very important. If you do not fully understand the difference or you are not sure which category you fall into you should contact your trip leader or Moving Mountains directly for clarification.

As a general rule fundraising can be more productive and fun if you are offering something in return for a donation. This means that you are not asking for something for nothing. This is a part of the same ethics by which Moving Mountains operates. So for example if you organise an evening event or sell a cake that you have made, you are making an exchange with the donor and also hopefully engaging with them in a more personal way. You can also make the fundraising process more enjoyable for everyone. This will help greatly in allowing you to maintain interest and longevity in the fundraising process.

We will try to arrange some group fundraising events, such as street collections and bag packs but please arrange your own too. In previous years, the Bristol Nepal group have run a very successful event which involved cycling the equivalent distance of up and down Mt. Everest a certain number of times on an exercise bike in Cabot Circus. Please see the next page for other examples of successful fundraising activities.



Adventure Alternative and Moving Mountains founder and director on the summit of Mt Everest, May 2011

**A**uction off donated items or services

**A**sk your old school – old schools may hold a home clothes day for you or you could speak in an assembly

**C**ar Wash in a local garage, petrol station or car park

**C**lub night

**C**ake Sales

**E**stimate the number of X in a jar, closest guess wins half the entry pot

**G**olf tournament, this could be 18-hole or crazy golf, you could even make your own course

**I**roning, relieve your friends of their chores for a day or two

**K**araoke Evening, see if you can get venues for free charge entry & they get the bar proceeds

**M**ufti day at your school or business, people pay not to wear uniform for a day

**O**rienteering race, make it fairly easy and learn/teach new skills

**Q**uiz, organize a light-hearted quiz in a local pub or school

**S**treet Collection

**S**pare change

**S**peed dating

**S**ponsored event such as a run, cycle or 3 peaks challenge\*

**S**wishing

**U**niversity Challenge

**W**orld Meal, hold a meal with the theme of international cuisine

**Y**ouTube video; raise awareness or promote your events online

**B**attle of the Bands, invite local bands and musicians to compete

**B**BQ or fundraising party

**B**ag packing, you pack people's shopping for a donation

**D**uck Race, sell numbered ducks and float them down a stream with the winner taking half the pot

**F**ootball Match or Tournament, assemble a number of teams, sell refreshments and programmes

**H**ill Walking, organise a challenging walk and collect sponsorship

**H**alls are a great place to make money, for example sell slices of pizza or hold a cake sale

**J**umble Sale, sell off unwanted clothes, toys and other items

**L**ecture, invite a local sportsman or celebrity to give a short talk

**N**ew Year Party, organise a ball or fireworks night

**P**hotographs, offer to give a show to a local organisation of your trip photos

**R**un, either a short fun-run or relay or even a marathon

**R**ace night

**T**reasure Hunt, for example an Easter egg hunt

**V**alentine's day event, maybe a ball or blind date

**X**mas auction, fair or party

**Z**orbing, Google it!

\* write letters and ask friends and relations, setting up a **BT MyDonate** page is a good way of doing this too as it makes it very easy for everyone to sponsor you. Moving Mountains are on MyDonate so you just need to set your page up so money is being donated to them (<https://mydonate.bt.com/charities/movingmountainstrust>). **If you do this please let your trip leader and Moving Mountains know so that we can keep track of your total.**

**ETHICS AND PRINCIPLES OF FUNDRAISING****Honesty**

Act openly and truthfully so that public trust is protected and donors and beneficiaries are not misled. Misleading information includes material omissions or exaggerations of fact, use of misleading photographs, and any other communication which could create a false impression or misunderstanding.

Be truthful about the society and charity's mission, intended use of funds and the capacity to use donations for the intended purpose.

Be truthful about the identification of the society and charity you are representing and your employment or voluntary status.

To answer, honestly, all reasonable questions about the fundraising activities and fundraising costs.

Ensure donated funds are used in accordance with donors' intentions.

**Respect**

Respect the reasonable requests of donors

Respect the rights, dignity and privacy of donors. Do not put undue pressure on anyone to make a gift and where someone does not want to give or wishes to cease giving, that decision will be respected.

Respect the society or charity you are collecting for; ensure you uphold and enhance their reputation.

**Integrity**

Disclose all actual or potential conflicts of interest and avoid any appearance of ethical, personal or professional misconduct.

Operate in order to give donors, beneficiaries and other stakeholders a better understanding of how the charity works, its clients and its fundraising.

Place the aim and interest of the society, charity and its donors above any personal gain.

Ensure that your actions enhance the reputation of yourselves and the society and charity you are representing.

Ensure all public collections have a permit (such as street collections), or where no permit is necessary, permission from the relevant authority (such as collections in supermarkets). Written permission should be provided.

Any rules and regulations provided by the relevant authority must be made clear to all fundraisers and adhered to by the fundraisers and organisation.

**Empathy**

Work in a way that promotes the society and charity's purpose and encourages others to use the same professional standards and engagement. Value individual privacy, freedom of choice, and diversity in all its forms.

**Transparency**

Clearly display to a donor your name and the society and charity's identity (full name, logo, charity registration number, address and website).

After a street collection has taken place the relevant authority **must** be informed of the sum collected on the day within the requested time frame.

After other events the relevant authority should be written to, to be thanked and to provide the total sum collected on the day.

This section also ties in with **honesty**.

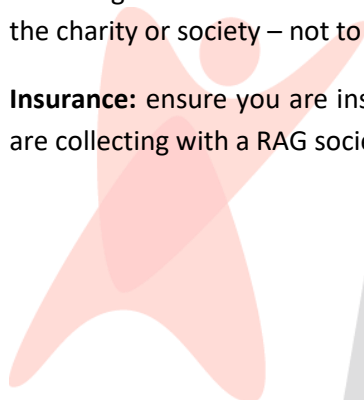
## COLLECTION EVENTS

**Collection boxes** must be made of durable material such as plastic, metal or wood. The lid must be sealed to the collection box and not tampered with until the money is counted by the society's two appointed people. The seal on the collection box should be a type where any attempt to tamper with or break the seal can be detected easily, such as self-adhesive paper. A label on the outside of the box must display the society and charity's full name, logo, charity registration number, address and website. During a street collection all volunteers should have access to a copy of the permit and made aware of the permitted areas in which to collect.

**Counting money;** boxes should remain sealed until they are in the office (e.g. the RAG office) where the two appointed individuals should count and record the sum collected. This money should then be stored in a secure place, for example with RAG, until it is banked into the society or charity's account (the next working day). No deductions can be made from the sum collected, unless specified beforehand and made clear to donors.

**Methods of donation:** cheques should be made payable to the society or the charity – not to a named individual. Donations should also be posted to the society or charity's office. Cash donations through the post should be discouraged. Online donations should be through a reputable website such as BT's MyDonate website and go directly to the charity or society – not to a named individual.

**Insurance:** ensure you are insured for the necessary events (e.g. a charity cycle in your local shopping centre) – if you are collecting with a RAG society you should be covered under the University's public liability insurance cover.



MOVING  
MOUNTAINS  
CHANGING LIVES