

# SHE

MAKES CHANGE

Fundraising pack

IRC




Supporting water sanitation  
and hygiene services for life



**Thank you for joining  
Team IRC and supporting  
our project with your  
fundraising!**

**Your donations will make  
a big difference to the  
women and community  
of Odisha, India.**

This guide includes some tips and suggestions to help you make the most of your fundraising.

A woman with dark hair, wearing a yellow top and a patterned scarf, is sitting on red steps. She is holding a large red sign with the white text "#shemakeschange".

**#shemakeschange**

**Visit the  
She Makes Change  
campaign page**

# How your donation will make a difference

Our campaign aims to raise €2500 to facilitate a series of three one-day workshops for 48 women in Odisha, India.

If you are entering the CPC run with Team IRC, we ask you to commit to donating a minimum of €50 to the campaign in order to receive your free IRC running T-shirt.



€835 – 1 workshop (full cost)

€633 – Follow up workshop to strengthen skills

€254 – Facilitator cost for 1 workshop

€102 – Venue cost for 1 workshop

€64 – Training materials for 1 workshop



# Online fundraising

The easiest way to ask for friends' and family's sponsorship is to set up a profile on **Geef.nl** and share it on social media or via email.

## How to fundraise online:

1. **Create an account** on our fundraising platform, **Geef.nl**.
2. Click on '**start your donation**', search for **IRC WASH** and select it as your supported charity.
3. **Explain** you are doing, why you are fundraising for this project and how their donation can make a difference to the women and community of Odisha.
4. **Set a target** amount to fundraise for- the more you raise, the more people the project will benefit- and an end date. (If you are running, it could be helpful to end your fundraising a week after the event, to allow friends and family to donate after the race!)
5. Link your fundraising to our campaign by selecting '**support a project**' and She Makes Change: Running the CPC for gender equality.
6. **Upload a photo**. Once completed, share a link to your profile on Facebook, tweet about it, and email it to your friends, family and colleagues. Don't forget to keep sharing it often!

\*Tip: Ask those likely to sponsor you the highest amounts to donate first, as this will encourage others to donate similarly. Or if you can, get the ball rolling by donating some of your own money first\*

Donations for the campaign can also be made directly on the IRC website: **[www.ircwash.org/donate](http://www.ircwash.org/donate)**

# More fundraising ideas

- **Give something up for a month**- chocolate, sweets, alcohol, etc.- and share with friends and family to boost donations!
- **Make cookies or cakes and sell them**- at your work, school, local event or group.
- **Sell unwanted things** online or at a car boot sale and clear out your house at the same time.
- **Offer your services** – clean someone’s car, make food, walk someone’s dog, cut the grass, babysit, play a song, sing at someone’s party – for money: e.g. “For €100 to the campaign, I will make a three course dinner for you and a friend”
- **Set a challenge** - e.g. “if you donate €100, I will run in a fancy dress costume” or (gentlemen), “if I raise more than €300 I will wax my leg(s).”



# Share the news!

Social media is the fastest and easiest way to reach more people and gain more fundraising support. Post regularly on your social media with your fundraising initiatives, share photos and updates to encourage support, and also a link to your **Geef.nl** profile.

Tag or link to IRC on **Facebook** and **Twitter**

**Be sure to use the hashtags #shemakeschange #EachforEqual**

## Some post templates you could share

Water creates opportunities to learn, work and grow the community. Support IRC's She Makes Change campaign, find out more here

<http://bit.ly/shemakeschange>

Empowered women boost communities and countries. Find out about IRC's campaign to support female leadership workshops in India here

<http://bit.ly/shemakeschange>

To achieve the global SDG 6, availability and sustainable management of water and sanitation for all by 2030, we need women at the forefront. Support IRC's campaign here

<http://bit.ly/shemakeschange>



**Click on the image to download the official campaign social media cards.**



## Some facts about the project- feel free to share some for your campaign!

- India is the second most populated country in the world (1.3B). Over 97M people do not have access to clean water, and more than 40% of the population does not have basic access to sanitation or hygiene services (JMP 2017).
- Access to water and sanitation improves health, education and employment, reduces gender based violence, and empowers women.
- A lack of female participation in decision making often results in WASH services that are inappropriate, inaccessible or too expensive. When women are included at all stages of decision making, planning, implementing and monitoring are found to be more effective and sustainable.
- Women in India spend 90% of their income on their families, and economically empowered women have healthier and better-educated children, and reduce poverty levels (UN 2020).
- Women represent less than 12.6% of ministerial positions in parliament which ranks India 149<sup>th</sup> in the world (UN 2019).
- Achieving gender equality in India is estimated to add US\$700 billion of GDP by 2025 (UN 2020).

**Don't forget to thank your sponsors after the event!**





**Thank you  
for your support**

**I make  
change**





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