

POWER OF HANDS F O U N D A T I O N

Fundraising Pack



POWER OF HANDS FOUNDATION

1b Boothby Road, London, N19 4AA Tel/Fax 020 7503 1740

Email fundraising@powerofhandsfoundation.org - Website

www.powerofhandsfoundation.org

POWER OF HANDS FOUNDATION

The Power of Hands Story

The Power of Hands Foundation was established in 2005 by distinguished UK costume designer, Andrea Galer and became a UK registered charity in 2008. Andrea has produced costumes for a wealth of stars in major movies and television series such as *Jane Eyre*, *Withnail and I* and *Bleak House*. When sourcing materials to use in her own work, Andrea became acutely aware of the plight of impoverished highly skilled crafts women in poorer countries, magnified by the December 2003 Tsunami. Whilst witnessing the huge impact of the dying crafts on thousands of families, the cultural loss of traditional crafts such as lace making was also apparent.

In response to this desperate situation, the vision of Power of Hands Foundation today is one of providing craft making facilities and training - as well as marketing expertise and operational support - to help women in poverty to create craft products of a type and quality which can help provide them with a sustainable future. At the same time, valuable traditional crafts will be preserved.



Region affected by the Tsunami, Sri Lanka

Andrea Galer with Galle lace

The Galle Fort Workshop, Sri Lanka

This first Power of Hands project focuses on craft makers in Galle, a coastal region of South West Sri Lanka badly affected by the Boxing Day 2004 Tsunami. The workshop is located in Galle Fort and provides a clean and safe environment in which seven lace makers are currently working on a full time basis. The centre is also the heart of and facilitates a newly created co-operative network of around 80 outworkers who produce lace and other crafts in their own homes, visiting the centre weekly to be paid and collect new orders. Two managers are employed to coordinate this work. The

centre also has a training area where more skilled and experienced craft makers help train fellow members of the project. All the women receive decent and fair wages. The project provides a valuable social circle for the women and some structure in what are often chaotic lives.

The Challenge Now

Despite the in-kind and limited financial support for the charity to date, which has been maintaining the work of the first Power of Hands project in Galle Fort, much more needs to be done in a similar vain to improve the lives of many more thousands of women and their families affected by the Tsunami and the dying crafts industry.

In 2008, the Power of Hands Foundation reached a vital stage in its development by becoming a UK registered charity. This is part of its ambition to do much more to help crafts people by providing better home working facilities and well equipped training and support centres. Although the original Galle project is working well presently, this project is only scraping the surface of the problem. Despite the generous non-financial in-kind support enjoyed so far, funds are now required to provide more training and assistance for the Galle Fort centre, as well as to establish more similar co-operatives and centres.

The charity plans to initially develop its work in Sri Lanka before moving onto other poverty stricken areas in the world with similar issues.

Rising to the Challenge

It was estimated that immediately after the Tsunami, as many as one thousand female craft workers in Sri Lanka were directly affected by the disaster in terms of loss of their livelihoods. All of them could benefit from the assistance that Power of Hands Foundation is currently providing to less than 100. We now need your support to develop our life-changing work to:

- Creating a small core team in both the UK and Sri Lanka to manage and implement developments in the work of Power of Hands Foundation
- Providing further training for the women at the existing Galle Fort centre
- Setting up three new craft workshops and training centres, together with a co-operative of at least 100 women for each, in different locations throughout southern Sri Lanka
- Providing financial and operational support for these centres and their co-operatives until they become self-sufficient
- Bringing other craft workers, such a embroiderers, dyers, weavers and printmakers into the project to assist in more areas and creating a wider range of products that can be preserved, developed and sold
- Provide much-needed home improvements for the workers
- Provision of necessary personal equipment such as spectacles and craft materials such as pillows, bobbins, pins and thread.

POWER OF HANDS

F O U N D A T I O N

How you can help

There are many different ways that you and your colleagues, friends and family can join us making a real difference to the lives of craft workers living in poverty and struggling to subsist, whilst preserving traditional crafts being lost in the face of mass production. Ideas include:

Make a donation

If you would like to make a donation online please visit www.powerofhandsfoundation.org

Alternatively, please complete the donation form within this pack and send it completed with a cheque made payable to Power of Hands Foundation to:

POWER OF HANDS FOUNDATION

1b Boothby Road
London
N19 4AA

All donations received from UK taxpayers are worth an extra 28 pence in the pound from the Inland Revenue if you sign the gift aid declaration/donation form included in this pack – or tell us when you donate on-line.

Organise your own fundraising event

Events are a fantastic way to have fun and involve your friends and colleagues whilst raising much-needed funds for Power of Hands Foundation. We would be delighted to discuss your fundraising event ideas, be they for a fundraising dinner party, cheese and wine evening, themed party evenings, sporting/sponsored events or events with your colleagues at work.

You can see more ideas and a sponsorship form later in this pack. And please don't forget to find out if your employer has a matched funding scheme – as many do – and will match any amount you raise.

Leave a gift in your Will

After providing for your family and friends, you may wish to consider leaving a gift in your Will to Power of Hands Foundation. Your gift will help us to plan long-term projects in order to expand upon our vital work. Any gift, large or small, would be much appreciated.

Encourage your company, club or association to support Power of Hands Foundation

The Power of Hands Foundation makes for an ideal charity partner for companies and associations, as an organisation addressing and finding solutions to many current issues which are both interesting and inspiring to employees, customer, clients and shareholders.

Our life-changing work touches upon the following areas of corporate social responsibility:

- Fair trade
- Training
- Enterprise
- Poverty and deprivation
- Overseas development
- Preservation of traditional skills and crafts
- Empowerment of women

The approach of the Power of Hands Foundation is to work together with corporate and organisational supporters, ensuring that both the objectives of the company as well as the charity are met. We are keen to engage in the following types of relationships with companies:

Corporate donations

Many companies have corporate giving and social responsibility policies that may well fit well with our aims and encourage members of their staff to nominate charities for support – please find out for us.

Charity of the year/employee fundraising

Please recommend Power of Hands Foundation as **Charity of the Year** for your company, sports club or other community organisations such as churches and schools. Many organisations select one charity to support each year and encourage their **staff/members to fundraise** – please ask around your own organisations and see if you can nominate Power of Hands Foundation for support.

Sponsorship/cause related marketing

There are a number of mutually beneficial sponsorship opportunities linked to forthcoming events in support of Power of Hands Foundation, offering interesting and tailored marketing opportunities.

We are also keen to engage in joint promotional opportunities and cause related marketing.

For more information, please email fundraising@powerofhandsfoundation.org

Fundraising Advice

Please remember to include the words “In support of Power of Hands Foundation (Registered Charity Number 11247693)” on any of your own fundraising materials.

Do also ensure you gain permission from the relevant local council or company if you plan to hold a collection or fundraising event on public or private land.

You can visit <http://www.institute-of-fundraising.org.uk> for more information or fundraising advice.

For further information, please email fundraising@powerofhandsfoundation.org

Thank you so much for your support

POWER OF HANDS FOUNDATION

Donation Form

By post

Please complete this form and return to 1b Boothby Road, London, N19 4AA

I/we/my company (company name _____) would like to donate:

£15 £30 £50 £100 Other £ _____



Card Number

□□□□□□□□□□□□□□□□□□□□

□□□□ Expiry Date

□□□□ Valid From

□□ Issue No.

Signature: _____ Date: / /

OR PLEASE MAKE CHEQUES PAYABLE TO POWER OF HANDS FOUNDATION & INCLUDE THIS FORM.

By phone or online

Please call 020 7503 1740 or visit www.powerofhandsfoundation.org

giftaid it

If you are a UK taxpayer*, paying income tax and/or capital gains tax, you can make your gifts worth 28 pence more in the pound, at no extra cost to you. For every £10 donated, Power of Hands Foundation can claim an extra £2.82 from the Inland Revenue, making your gifts worth even more. Just tick the Gift Aid box here and provide your name, address and postcode below. □

In accordance with the Data Protection Act, POHF will only use your details for the purpose of this tax reclaim.* To qualify for Gift Aid, what you pay in income tax or capital gains tax must at least equal the amount we will claim in the tax year.

Mr/Mrs/Ms/Miss/Dr* (delete as applicable)

Name: _____

Address: _____

Postcode: _____

Phone: _____

Email: _____

YES, I would like to know more about Power of Hands Foundation

- Corporate support
- Events
- News
- Power of Hands Limited
- Leaving a gift in your Will
- Other, please specify _____

Thank you so much for your support.

Power of Hands Foundation is a Registered Charity Number: 11247693

POWER OF HANDS

F O U N D A T I O N

Fundraising Ideas

If you want to do something fun to raise much-needed funds for Power of Hands Foundation, then why not try one of our fundraising ideas and get family, friends and work colleagues involved as well?

Fundraising ideas at work

- ✓ Sweepstakes – Having an office sweepstake for a major event? Why not give Power of Hands Foundation the chance to win by allocating one competitor to us, or you could donate 10% of the winnings.
- ✓ Sponsored lunch run – Offer to pop out and buy lunch for your busy colleagues. At 50p a go, five lunches a day will raise over £10 in a month.
- ✓ Spot the baby – Embarrassment is guaranteed when you collect everyone's baby photos. Charge people £2 to guess their identities. The bashful winner gets 25% of the pot.
- ✓ Sponsored head or beard shave – Get rid of that shock of hair, not to mention that goatee! Applies to moustaches too. Or how about a sponsored chest wax (ouch!)?
- ✓ Office/club Christmas or summer party – ask your party organiser if Power of Hands Foundation can benefit from the occasion whilst you all have fun! Funds can be raised via a raffle, auction or perhaps an entry fee per person.

Fun with friends

- ✓ Quizzes – a sure success – everyone loves the chance to show off their knowledge! Make it a fun event and offer drinks or light refreshments. Charge an entrance fee and award prizes. Here are some ideas:
 - Trivial Pursuits quiz
 - Soaps
 - Local knowledge
 - 70's 80's & 90's
 - Pop Quiz
- ✓ Cheese and wine tasting evening – Get your friends and workmates together for a mouth-watering evening. Try to have around 20 people, and charge them £10 or £20 each. For that,

you can provide a fine selection of wines and cheeses with crackers, French sticks, fruit or celery – whatever you fancy. But don't be too extravagant or you won't have any left to donate to Power of Hands Foundation!

- ✓ Karaoke evening – Ask a local bar if they'll give you a free room. If they don't have a karaoke machine, see if you can get a good deal from an independent supplier. Charge singers £1 to enter and charge the rest of the crowd £5 each to get them off the stage. Make sure you publicise it well in advance.
- ✓ Coffee Morning – Invite friends and neighbours over for coffee and homemade cakes. Charge a small entrance fee and ask everybody to bring good used paperbacks that a friend can buy for £1 each.
- ✓ Give it up – Sponsor members of the family to give up their worse habits for a week – to benefit Power of Hands and the family. Each time they forget they have to pay a fine.
- ✓ Auction of promises – Ask friends and neighbours to donate an evening's babysitting, an afternoon's ironing, a day's gardening, or whatever else you can think of. Ask local hairdressers, cafes and shops to take part to. Then take the highest bids.

Raising money through sporting activities

- ✓ Sponsored bike ride – Got some friends who could join you on a sponsored bike ride? Make it an interesting route, with lots of refreshments on the way.
- ✓ Aerobics – Do you go to a really good aerobics class? Why not ask your instructor if they'd consider organising a fundraising aerobics marathon?
- ✓ Fun Run – If you like to run, but not very far, why not get together with some friends for a sponsored fun run?

Corporate matched funding

Please don't forget that many companies match any funds raised by their employees for charity. It's an easy way to double your money so do find out if your employer has such a scheme!

Whatever you decide to do – have fun! Thank you.

