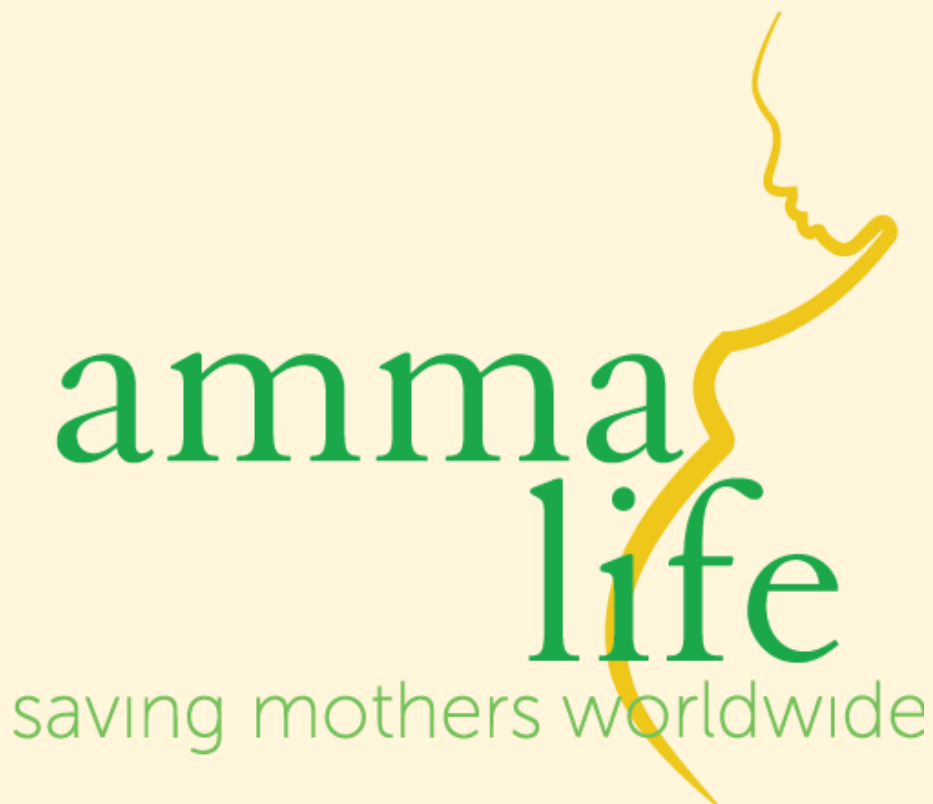


# FUNDRAISING PACK



**You can help us save lives**



Thank you for considering fundraising for Ammalife. Your efforts can make a significant impact and contribute to our mission. We hope this Fundraising Pack will provide you with the information and resources you need to get started.

## Who are we?

Ammalife is a maternal health charity dedicated to improving the health and wellbeing of mothers and babies in some of the world's poorest communities. We work tirelessly to reduce maternal mortality and provide life-saving healthcare to those in need. Your fundraising efforts will directly support our projects and save lives. As little as £2 could be used to treat a woman suffering severe bleeding after birth.

Find out more at [www.ammalife.org](http://www.ammalife.org)

amma  
life  
saving mothers worldwide

# Why fundraise for Ammalife?

- **Impact:** Every pound you raise can make a real difference in improving maternal healthcare.
- **Raise Awareness:** Help raise awareness of the importance of maternal health in the community.
- **Empower Others:** Encourage others to get involved and make a positive change.
- **Make a Difference:** Your efforts can directly contribute to saving lives.

£1.50 Could buy a drape to monitor bleeding during birth

£2 Could buy a dose of tranexamic acid or oxytocin to treat severe blood loss

£10 Could provide a hospital with monitoring charts to detect sepsis early

£18 Could pay for blood pressure monitors for a rural maternity ward

£25 Could pay for a midwife to provide training to deliver lifesaving care

£50 Could be used to train clinical officers in uterine massage or early detection of postpartum complications

£100 Could pay for anti-shock garment to stop blood loss in mothers who haemorrhage, buying crucial time for treatments to be given



# Fundraising Ideas

There are countless creative ways to fundraise for Ammalife. Here are some ideas to get you started:

**Bake Sale:** Sell homemade or shop bought treats - *samosas are always popular!*



**Charity Run/Walk:** lap the park, run 5k, or go for a whole marathon!

**Themed Party:** Host a get together with refreshments and charge for entry - *how about a gift-wrapping evening?*

**Auction or Pre-Loved Sale:** Gather donated items and host an auction or a bring-and-buy – *for baby clothes and toys?*



**Sponsored Events and Challenges:** Take on personal challenge (cycle, swim, silence) or engage in online challenges and encourage donations – *our favourite is a dance-a-thon!*

**Arts and Crafts Sale:** Sell your handmade arts and crafts – *maybe knitted baby hats?*



**Concert or Performance:** Host a talent show, perform, host an open mic, or go carol singing for Christmas

# Setting Up Your Fundraiser

## Goals:

- Define your fundraising goal.  
What are you hoping to achieve?
- Set a timeline for your fundraiser.  
How long will it run?



## Budget:

- Plan your expenses (e.g., materials, permits, venue).
- Aim to minimize costs to maximize your impact.

## Fundraising Page:

- Consider creating an online fundraising page (e.g., JustGiving) to collect donations easily.
- Share your story, your connection to Ammalife, and your goals.
- Let us know in advance so we can share too!

## Promotion and Marketing:

- Social Media: Promote your fundraiser on platforms like Facebook, Instagram, and Twitter. Share photos, videos, and updates to engage your audience.
- Flyers and Posters: Make them eye-catching and include essential details and contact information.
- Local Media: Contact local newspapers and radio stations to share your story.





# The Practicalities



**Staying Safe and Legal** - Check local regulations for fundraising events. Obtain any necessary permissions. Prioritise safety, especially for physical activities.

**Collecting Donations** - Make it easy for supporters to donate online through your fundraising page. Consider using contactless payment methods at in-person events. Provide options for regular, one-time, and anonymous donations.

## Thanking Your Supporters

Show appreciation for those who support your fundraiser: Send personalized thank-you notes or emails. Share updates on how their contributions make a difference. Mention them on social media or your website.

## Reporting and Donating Funds

Keep accurate records of all donations. After your fundraiser, transfer the funds to Ammalife through your Just Giving page or directly through our website.

## Get in Touch

If you have questions or need assistance, don't hesitate to contact Ammalife:

Email: [info@ammalife.org](mailto:info@ammalife.org) Web: [www.ammalife.org](http://www.ammalife.org)



*Thank you for your dedication to making a difference with Ammalife.*

*Your fundraising efforts are invaluable in improving maternal health worldwide.*