

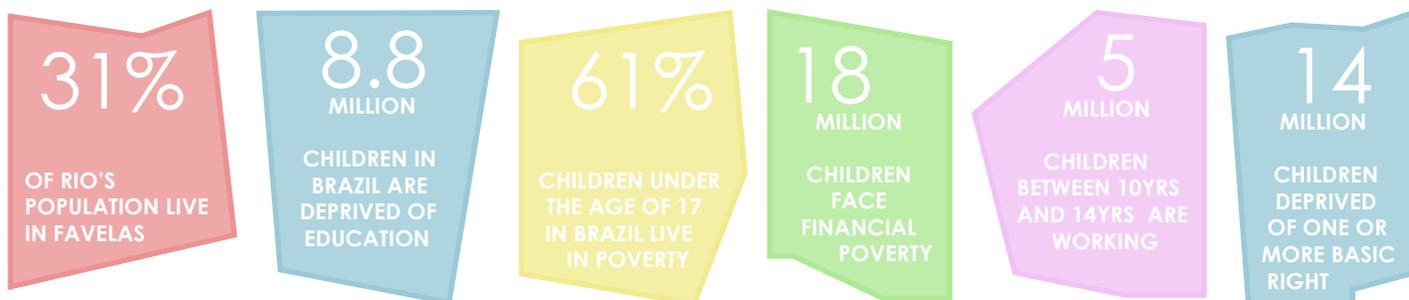
# THE FAVELA FOUNDATION

## BRAZIL & THE FAVELAS



Brazil is famous for its bright colours, friendly communities and party atmosphere. However, it also has a troubled reputation of drugs, crime, poverty, over population, a lack of basic amenities and government support, with favela communities bearing the brunt of this stigma, and facing discrimination across Brazil and the rest of the world.

In the face of this adversity you will still find people defiantly achieving the kind of success that prior generations could have only dreamed; jobs in the city, professional footballing contracts and even Olympic gold medals. These are all made possible by the remarkable work of local NGOs and grassroots projects that provide educational support, training facilities, and most importantly a safe environment that offers the freedom to believe in a brighter future.



## ABOUT THE FAVELA FOUNDATION & OUR IMPACT

The Favela Foundation was set up in 2017 through four friends' shared experience of living and working in Rocinha, Brazil's largest favela. Our aim is to support educational and social welfare projects for the people living in some of Brazil's marginalised communities. By working alongside local, grassroots projects, we help them access financial support, and create meaningful opportunities for those most in need. We now work regularly with partners across multiple favelas in Rio de Janeiro, and are ever expanding our reach to help more people in need of support.

It is our firm belief that access to education and social welfare should not be restrictive and, together with our partners, we work towards a brighter future where there are no boundaries to these opportunities.



**We are the only UK registered charity that is solely committed to supporting Brazil's favelas.**



For more information or discuss ways we can work together, please contact **Rebecca Wilson**: e: [rebecca.wilson@thefavelafoundation.org](mailto:rebecca.wilson@thefavelafoundation.org) or t: 07882 974 751

The Favela Foundation is a registered charity in England and Wales 1178465.



# OUR FUNDRAISERS

We couldn't do our work without people like you. From using your free time to make a difference, to raising money and sharing our campaigns. Every one of you plays an important role in supporting Brazil's favela communities.

Do you want to raise money to support The Favela Foundation, but don't know where to start? Maybe you're a first-time fundraiser or an old-hat, everybody needs a little inspiration sometimes.

## FUNDRAISING WITH FRIENDS

Everything is more fun when we do it with friends, and fundraising for The Favela Foundation is no exception.

Organise a Brazilian themed dinner party and ask people to donate for their dinner, or host a quiz and charge your friends £5 to take part!

Getting people together is not only lots of fun, but will give you a chance for you to tell people about us and why you're fundraising to support our work.

## PERSONAL CHALLENGE

A MONTH WITHOUT CHOCOLATE  
24 HOURS SILENCE.

A 5KM, 10KM, HALF MARATHON

A 24 HOUR CYCLING RACE

OR something entirely different!

Everyone's personal challenge will be unique. Set up a sponsorship page using [www.virginmoneygiving.com](http://www.virginmoneygiving.com) and share your challenge with your friends and family and ask them to sponsor you.

## FOR ALL OCCASIONS

CHRISTMAS CARDS  
BIRTHDAY PRESENTS  
WEDDING FAVOURS.

You can support The Favela Foundation on your special day by making a donation to the charity in lieu of cards and gifts.

You could even ask your friends and family to donate on your behalf rather than buying for you.

## AT SCHOOL

A SCHOOL DISCO  
A BAKE SALE  
A DRESS DOWN DAY!

School fundraising is a fun way to bring people together to raise money for The Favela Foundation.

You might even want to arrange a fancy dress-day – with prizes for the best dressed!

## OUR EVENTS

Join TeamTFF. Are you a keen walker or runner looking for a challenge? Do you want to get into shape and re-energise, or fundraise for an amazing charity? We have the event for you! Whether it's along a stunning coastline, or on trails in the best of Britain's countryside, your Ultra Challenge® will be unforgettable. With full support, and an amazing sense of achievement! check out our website with full details of how to sign up. [thefavelafoundation.org/get-involved](http://thefavelafoundation.org/get-involved)

We also have places in some of the UK's most prestigious events nationwide, so whether it's a 5km, a half marathon or obstacles and mud that float your boat – we've got something for everyone. Full details can be found on our website [thefavelafoundation.org/get-involved](http://thefavelafoundation.org/get-involved).



# A - Z OF FUNDRAISING IDEAS

Take a look at our A-Z of fundraising ideas. It's packed with tried and tested fundraising ideas!

## AFTERNOON TEA



Scones, finger sandwiches, an Eton Mess, a glass of orange just and maybe even some bubbles!

## BINGO



If the phrase "2 little ducks" brings a smile to your face then bingo could be the activity for you!

## CINEMA NIGHT



Host your favourite film in the school hall, your living room, or the local cinema – don't forget the popcorn!

## DRESS UP



(Or dress down)  
Whether it's for Halloween, Carnival, or 'just because...!' Donate and collect money at work or school.

## EBAY



Unwanted gift? Roller-skates gathering dust? Or having a spring clean? Sell your pre-loved items online or have a jumble-sale to raise funds.

## FAVELA



Host a Brazilian themed party taking inspiration from traditional street food. BBQ, Caipirinha, and some samba for good measure.

## GIVE IT UP



Chocolate, alcohol, the morning latte... donate the money you save and ask your friends to sponsor you.

## HEAD SHAVE



A classic fundraiser, but will you brave it? Set yourself a target and if you reach it – off come the locks!

## INTERNATIONAL DAY



Tie in your fundraiser to a bigger campaign! Brazil's Independence or International Women's Day

## JOURNEY



Set yourself a challenge and raise money for every mile you make. Alternatively, walk or cycle to work and donate the money you save on your commute.

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## KICK ABOUT



Football!!! Brazil's national pastime, and let's face it, a lot of fun. Organise a match with your friends or colleague and raise money for favela communities.

## LIVE STREAM



Show Britain that you've got talent! Host an online concert, quiz, gaming marathon or performance and raise awareness and money for the charity.

## MATCH FUNDING



Does your employer offer a matched fundraising scheme? This could double your efforts instantly!

## NAME THE ...



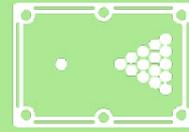
Teddy, bunny, whatever you choose. A guessing game with a fee to enter, and the chance to win a cuddly toy!

## OFFICE FUNDRAISER



Organise a bake sale, pie-face the boss, or host a Brazil themed team lunch.

## POOL COMP.



Whether its speed or regular pool, test your friends' potting abilities, with a fee to enter!

## QUIZ NIGHT



Egg heads at the ready! Which one of your friends will come out victorious?

## RAFFLE



An oldie, but a goodie. Ask local businesses to donate prizes, and sell tickets to your friends & family.

## SWEEPSTAKE



World Cup, Eurovision, Love Island, The Grand National... pick out of a hat - there's always a chance!

## TUG-OF-WAR



As a charity we know that together we are stronger, but will you be stronger than your friends?



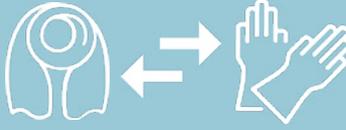
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## UNIFORM FREE DAY



Whilst best avoided if you are a fireman, a uniform free day is a great way to raise funds at school, or relax at the office.

## VINTAGE SWAP-SHOP



Clear out your wardrobe and host a pop-up charity shop or car boot sale!

## WAX IT OFF



Legs, chest, back, arms...  
£20 for every strip!

## X-FACTOR COMP.



Fancy yourself a karaoke king or queen? Host a singing competition, and see which one of your friend has the X-Factor.

## YEAR TO REMEMBER



Doing something for 365 days shows ultimate dedication and is a sure way to encourage people to sponsor you.

## ZUMBATHON



Take Part in a 6, 10 or 24 hour  
Zumba class!

Every Penny you raise will be used to directly support people living in Brazil's Favela Communities.

## FUNDRAISING TIPS

1. Tell Everyone – the first rule of fundraising is to make sure everyone knows what you're doing, and why! Share your journey, your milestones, and lots of photos of your training and planning! Make sure you tag The Favela Foundation too so we can share your story.
2. Set yourself a target! Make sure it's ambitious, but achievable. You can always increase it later.
3. Plan ahead – don't leave it to the last minute. We would recommend at least 4-6 weeks to tell people about your fundraising before the big day! The longer the run-up, the more chance you have of hitting your target. (Marathons, events etc give yourself 3-6months!)
4. Don't be afraid to ask! Ask people to donate, share the link to your fundraising page, see if a local business will donate a prize for your raffle. Because if you don't ask...
5. Say Thank You! Show your appreciation and tell people about the difference their donations have made.
6. And most importantly – have fun!



# SETTING UP YOUR FUNDRAISING PAGE

If you set up a fundraising page your money will be sent straight to The Favela Foundation, and it will also be easier for us to collect gift aid which could increase your donations by 25%!

We use [www.justgiving.com/thefavelafoundation](http://www.justgiving.com/thefavelafoundation) – just go to the link, and click “Fundraise for us”!

## CHEQUE

Cheques are be made payable to THE FAVELA FOUNDATION, and sent to THE FAVELA FOUNDATION, 137 Martin Way, London, SM4 4AR

## PAYING INTO THE ACCOUNT

If you have collected money at an event, at school, or for a raffle you can pay your fundraising straight into our bank account. Make sure you include your name/event/challenge as a reference so we know it's you.

Bank details will be provided on request. Please email: [info@thefavelafoundation.org](mailto:info@thefavelafoundation.org)

# THANK YOU!

