



**YOUR FUNDRAISING
JOURNEY STARTS HERE**

**Go
Dharmic**

**LOVE ALL.
FEED ALL.**

Thank You!

We can't thank you enough for signing up to raise vital funds for us at Go Dharmic. You are now part of our GD team!

Thanks to your fabulous generosity, each year, we are able to extend our reach further to help those in need across the globe. Your vital fundraising allows us to make a difference in disaster relief situations, as well as help heal our environment by planting trees and provide food and health packs, and so much more.

This guide will be a handy starting point — it's full of advice on everything from planning a successful fundraising event to spreading the word about your efforts.

Welcome To The Family!

“Around March of 2020, I was sent a text message from Stockwood Park Academy to come and collect a food parcel which was being donated by Go Dharmic. It assisted me immensely, as things were still a bit tough for me and my son. Then, sometime in mid-2021, Go Dharmic volunteers were asked for and I thought that since these parcels helped me so much, I should give something back. I have been volunteering, along with my son, ever since.

I have to say that Go Dharmic has been an inspiration to all. Getting to meet different people every time I volunteer, and seeing how happy the Go Dharmic parcels make them, gives me a sense that I belong to something great. My son and I are very proud, and have discovered a profound sense of happiness by being part of Go Dharmic's wide family.”

**A Message from Mukish Dhanbir
— Volunteer & Former Beneficiary**



About Go Dharmic

Go Dharmic is an international humanitarian and environmental charity that brings people together to spread love and compassion through their social action campaigns. Some of our campaigns include: Environmental Action, Poverty Alleviation, Education, Plant-Based and Organic Diets, and Crisis Response. The founding philosophy is to “Love All. Feed All. Serve All.”

Our campaigns



Feed Everyone

Since 2011, we have distributed meals to vulnerable people making a huge difference within the local communities we are helping. The feeding project, as we call it, is present in England, Scotland, India, and USA, and continues to grow.



Shape a Future

Millions of children around the world grow up without basic access to quality education. Through our Shape-A-Future campaign, we build schools and libraries in underprivileged communities.



Go Organic

Go Organic was the very first campaign back in 2011 when we partnered with Organic farmers and producers in the UK to promote organic produce and its benefits of them.



Disaster Relief

We can't stop a crisis from happening. But we can always help to rebuild and restore with emergency response teams located throughout the world. Our team of volunteers has carried out multiple global response efforts, assisting people in their time of need.

To learn more about our projects visit godharmic.com/campaigns.

How Your Fundraising Helps



£10 could plant 100 mangrove trees.
Did you know that Mangrove forests absorb 10 times more carbon than terrestrial ecosystems? This puts them at the frontline of positive climate change.



£50 could allow us to feed 200 people a hot meal.
As many as 811 million people worldwide go to bed hungry each night.



£500 could provide 5 people in India with a vital cataract operation to renew their sight.
In India cataracts have been reported to be responsible for 50-80% of those bilaterally blind in the country.



£1,000 could give children in India access to 500 library books and a learning space.
In the rural areas of India, it is not uncommon to find that child labour is a primary reason for why children are not in school.

Are you Ready?

We know fundraising can feel daunting, but it's easier than you think. We're here to help you kick-start your fundraising journey and reach your target.

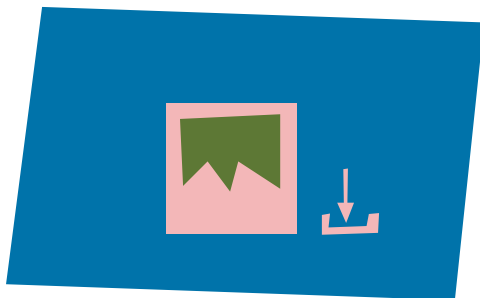
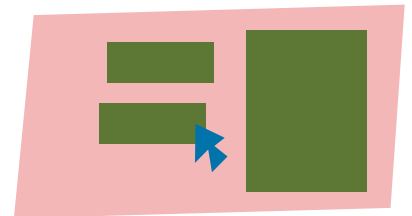


1. Create your fundraising page: godharmic.enthuse.com

Setting up an Enthuse page is the quickest and easiest way to kick-start your fundraising.

2. Edit your page

To have a bigger impact, let people know why you've chosen to fundraise for Go Dharmic – it'll help them relate to what you're doing.

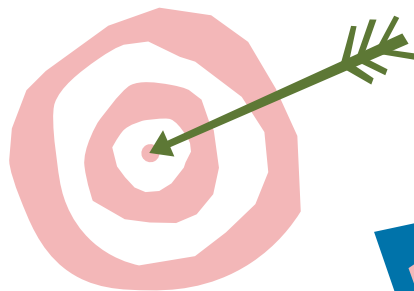


3. Upload a photo

Fundraisers with pictures on their page tend to raise 14% more per picture. So, why not put up a picture of yourself (or the person you're raising money for, to remember or celebrate them)?

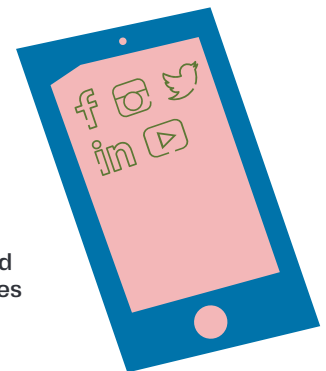
4. Set a target

Keep yourself motivated with a fundraising goal. Make sure you add it onto your page, so your friends and family know too. Pages with a target raise up to 46% more.



5. Get Social

Share your page on WhatsApp, Facebook, and any other social media channels that you use. You could even email your fundraising page to your workmates too. Don't forget to tag us too – @godharmic



If your sponsors are UK tax payers, make sure they tick the Gift Aid box when they donate. For every £1 donated, Go Dharmic gets an extra 25p at no extra cost to the donor!

TOP TIP → *giftaid it*

Go Further With Your Fundraising

We're full of ideas to give your fundraising a boost. Try these simple suggestions and you'll reach your goal in no time!

To raise

£50



Share your online fundraising page on payday – typically, the last Friday of every month. Who doesn't feel more generous when they've just been paid?



Easily launch a birthday fundraiser on social media to reach your friends & family.



Offer to walk your friends' or neighbours' dogs on your rest days in return for a donation.



Organise a treasure hunt in your home, or around your local town, for family and friends, and ask for donations to enter. Everyone loves an activity!



Have a clear-out and head for a car boot sale. You'll be amazed at how much you can raise from things you no longer need.

To raise

£100

To raise

£250



Hold your own quiz night. You can ask your local pub or workplace to host the event and charge for entry.



Organise a bake sale at work or school – and give a prize to whoever makes the best cake? Nothing like a little healthy(ish) competition, and everyone loves a cake.



Organise a raffle. Contact local shops and businesses to ask for donations you can use as prizes. If you'd like a letter from us confirming what you're doing, just let us know.

The big fundraiser!



Host your own event! Pick something that you are passionate about and invite others to create new memories, whilst raising money from ticket sales. Host a yoga class, celebrate a cultural festival or organise a music concert.

Keep It Legal

Fundraising is all about having fun, but there are some important legal points to bear in mind.

Organising a raffle or lottery:

- You cannot sell tickets to anyone under 16.
- To run a public raffle or lottery, you will need to apply to your local authority or council for a licence.
- For private raffles or a lottery, you do not need a licence as long as the tickets are only sold to staff at a workplace or members of a club.
- For more information visit the Gambling Commission - gamblingcommission.gov.uk/public-and-players/fundraising-and-lotteries

Health and Safety:

- Keep in mind personal safety whilst planning your event and on the day of the event Go Dharmic cannot take any responsibility for your activity, so it is very important that you complete your own risk assessment.
- Everyone involved in preparing and serving food needs a basic understanding of food hygiene.
- You may need to be registered with your local authority – For more information visit food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events

Insurance:

- Venues usually have their own insurance, but check whether the public are covered.
- You are not able to use Go Dharmic's public liability insurance to cover your own fundraising events.
- Go Dharmic cannot accept any liability for any event you organise, so it is important to ensure that you have arranged appropriate insurance cover ahead of your event.

Collecting Money:

- If you plan to hold a collection on private property, such as a pub or shopping centre, you need to gain permission from the owner or manager. If you collect on the street you must obtain a permit from the local authority for the area you wish to collect in.

Other points to remember:

- Let us know about the event you are planning and we can ensure that you are properly supported. If you would like to use the Go Dharmic logo on anything, such as leaflets, banners etc. , please contact us for advice as use of our logo requires our express permission.

Paying-In Your Fundraising

Challenge done? Well done, and thank you, for raising funds for Go Dharmic! Your amazing efforts will allow us to make a difference in alleviating food poverty, providing education, helping restore our environment, and much much more.

So, how do you pay in your hard earned cash?

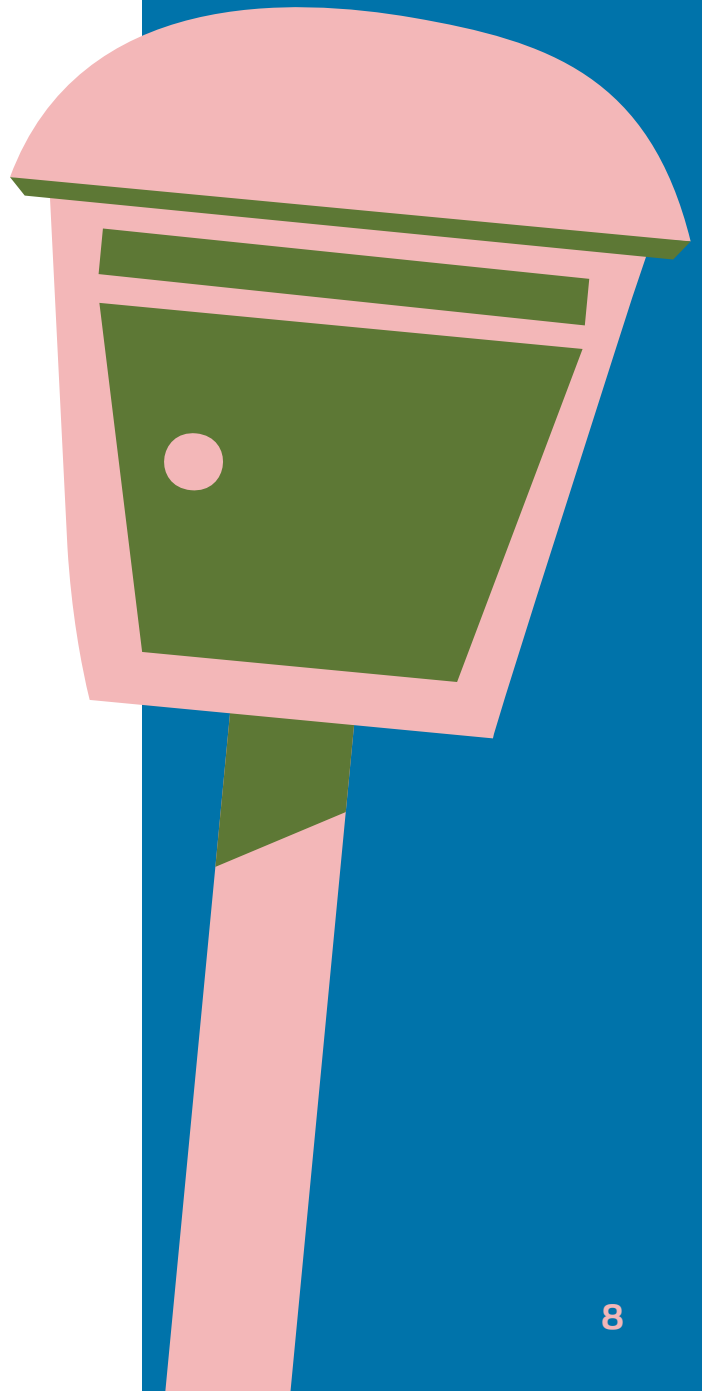
Enthuse/Just Giving

Donations to your online fundraising page come directly through to us – no need to lift a finger. You can also add any offline fundraising to this by making a donation yourself. Just remember not to tick the Gift Aid box!

Payment by cheque or card

Please do not send cash in the post. Instead, you can send a cheque payable to 'Go Dharmic' to 119C, Business Design Centre, 52 Upper Street, London N1 0QH. Alternatively, if you wish to pay in your fundraising by card visit: **godharmic.com/donate/** for more details.

Please make sure you send all money to us within two months of your event.





Thank You!

You're helping
us create a
compassionate
world.



Namaste and thank you for choosing
to support Go Dharmic.

I started GD with a mission to deliver
compassion in action through direct
social effort. Your fundraising support
helps us to deliver aid to disaster
victims, improve education facilities,
plant trees and perform environmental
action, and so much more.
Keep Supporting so we can grow this
movement of love.

Much Love,

Hanna Davis

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