

# Mother's Heart

## Cambodia



## SUMMER TIME

*ENJOY THE OUTDOORS*

We're not sure about you, but we love summer. This feeling—that tingly sense of excitement knowing the warmer days are just around the corner. Sunshine and sand are calling our names, and with them come a number of holidays and reasons to celebrate the beautiful outdoors and each other.

When it comes to Mother's Heart, summer fun and fundraising go hand in hand. It's time to leverage the fact that school's out and everyone's looking for something exciting to do with their free time. With your help, favorite summer activities become opportunities to give back.

Use these summer fundraising ideas to raise top dollars. Empower women in Cambodia, protect children and raise awareness.

## A FEW IDEAS TO GET YOU STARTED

*YOUR IMAGINATION IS THE LIMIT*

Open Garden Event	The County Fair
Barbecue, Picnic	Disc Golf
Plant Sale	Summer Fun Run
Beach Volleyball	Farmer's Market Booth
Surf Competition	Film Showing
Pool Party	Day Camp
Summer Field Day	Summer Hike, Camping Excursion
Swim, Bike, Run-a-thon	Car Wash

**TARGET**  
\$50 - \$500

## ENJOY THE BEACH

### *BEACH VOLLEY COMPETITION*

There are few better ways to enjoy the sun and sand than beach volleyball. Set up a tournament and ask teams to fundraise to enter. You can offer tiered incentives and prizes to motivate participants to meet their fundraising goal and required participants to raise a minimum of \$75 to enter.

They can create fundraising pages online with our website links.



### *SURF COMPETITION*



Surf's up! Hold a surf competition and ask participants to fundraise for entry. Or, host a surf-a-thon, like Urban Surf's annual event and open the day up to all levels of expertise. Surfers can secure pledges from their family, friends, and local businesses for each wave they catch throughout the day.

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## FAMILY FUNDRAISERS

*BOND AROUND A GREAT CAUSE*



### **Sandcastle Contest**

This summer fundraising idea reminds everyone that sandcastles aren't just for kids. Sand sculpture competitions are another great way to host a beach event for organizations who call the coast lines home. Ask contestants to pay and register for the event ahead of time, and give them a set amount of time to complete their entry during the actual contest. Serve drinks and snacks and let attendees vote for the winner.

### **Summer Adventure Scavenger Hunt**

This summer fundraising idea might take a bit more planning on your part, but with the right preparation, you can deliver an experience your supporters will never forget. Work with local businesses to set up an "Amazing Race"-style quest and leave clues and challenges for contestants to hunt down and complete. Ask registrants to sign up in teams and raise a minimum amount to enter.



## THE GREAT OUTDOORS

### *OUTDOOR EXERCISE CLASS*

Use a public park or beach to arrange an outdoor fitness class, like yoga or a boot camp. Recruit a volunteer to lead the exercise and ask for a requested donation from attendees. In fact, you could even create a series of events throughout the entire summer. Consider tapping into a network of local fitness instructors who might be interested in donating their time to your organization and can switch off hosting classes.



### *CONCERT IN THE PARK*

A concert takes a lot of planning, but if you have the resources – a school or church band, a choir, or a popular teen band – it can draw a huge crowd and lots of money. Put out the call for a battle of the bands in your community. And welcome local bands to play for free at your event as a great opportunity for marketing their band. Charge spectators a ticket fee to enjoy the show.

## SUMMER HIKE - CAMPING EXCURSION

### *REKINDLE WITH NATURE*

Hikes or camping excursions are great ways to run an event with less upfront costs. Lead your group of participants on a guided tour and camp as a group at a public camping site. Ask event registrants to bring their own equipment and pay a registration fee. In exchange, provide an informative tour and things like goodie bags, event T-shirts, and dinner.



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# BARBECUE, PICNIC OR SUMMER PARTY

*PERFECT EVENTS FOR THE SUMMER – YOU'VE JUST GOT TO HOPE THAT THE RAIN STAYS AWAY!*

The good thing about BBQ, picnic or summer party is that you can scale up to include the whole community or have a small gathering with a few friends

1. Pick a location and a date for your party.  
What will you do for entertainment?
2. Think about how your event will raise money – will you charge entry, ask for donations or charge for food. Start sending out your invitations and promoting your event
3. Make sure you have enough helpers on the day. Enjoy the event!
4. Pay your fundraising to Mother's Heart



You can make it a 'bring and share' party where each guest brings a different food or drink item to share.

Why not charge to play fairground games?

Serve some refreshments and summer recipes.

Bring a bear picnic theme is a hit with children and families (and there is nothing stopping adults bringing their favourite bear too).

## TIPS

# POOL PARTY

*GREAT FUN-RAISER!*

Whether you partner with a local hotel, or cause champion, a casual pool party can be a great summer fundraising idea that gathers your supporters. Charge for entry and plan a fun event for your guests. For example, you might arrange a pool volleyball tournament and partner with your venue or a local business to offer a prize to the winning team, like a free night at their hotel or a gym membership. Sell food and drinks, and offer games and activities like face painting for the children. For a small fee, everyone there gets to have fun!



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# IN MY BACKYARD

*BY INVITING PEOPLE INTO YOUR GARDEN, YOU COULD IN TURN HELP SOMEONE ACROSS THE WORLD GROW FOOD TO FEED THEMSELVES AND PROVIDE FOR THEIR FAMILY BY GIVING THEM THE SEEDS AND TRAINING THEY NEED.*

1. Find a good variety of gardens that you want as part of your event and contact local groups who might be interested. Make sure they are reasonably close together so there's not too much walking involved.
2. Liaise with the garden owners and find a good date to host your event.
3. Start publicising the event including designing posters and handbooks or map, include any interesting information for example personal stories from the owners or rare plants in the garden. Talk to the local press to get your event.
4. Talk Health and Safety with your Regional Fundraising Manager and sort out risk assessments and Public Liability Insurance
5. Working out how entry is going to be paid for and enforced. Could each person who has paid wear a sticker? How about a £3 or £4 entry fee?
6. Sort out refreshments – could local businesses donate supplies?
7. Signpost all the gardens clearly so it's easier for visitors and will draw in passersby. Get volunteers at each location and allocate clear roles.



## PLANT SALE

*LIKE GARDENING? WHY NOT SELL SOME PLANTS?*

- You could grow some seedlings, take cuttings or sell full plants.
- Plants in bloom will sell well so have a think about what will be in full bloom at the time of your sale
- You could also sell other gardening equipment, fertiliser, spare pots or seeds.
- Why not sell fruit and veg from the garden or cut roses, sweet peas, onion flowers or other flowers.
- Some popular plants include: tomatoes or seed potatoes, lobillia, geraniums, fushias – the poached egg plant is a winner to. You could also consider doing a plant swap with an entry fee instead of a sale.
- Add homemade refreshments to raise even more money, and you could sell craft items or second hands good on other stalls.
- Get children to make their own garden in a shoebox and have a little competition on the day

# Personal Fundraising Planner



Mother's Heart  
Cambodia

**DATE:**

**DAY TASK  
SUMMARY:**

**FIRST:**

**THEN:**

**FINALLY:**

**MOST IMPORTANT  
TASK:**

**DON'T FORGET:**

**PLAN OF ACTION:**

**TO-DO LIST:**

**MORNING:**

**STOP FOR LUNCH!**

**AFTERNOON:**