



That Poverty Project

Fundraising Ideas

“Spare Some Change” Appeal

As Sean will be making considerable personal sacrifice over the course of 270 days (3 months x 3 phases) in order to raise awareness about poverty, make an appeal to your network to “Spare Some Change” in support of Sean’s efforts. For example, sparing 25¢ per day would be a donation of \$67.50; sparing 50¢ per day is a \$135 donation; sparing a Loonie per day would be a \$270.00 donation; and so on. Of course, Sean can provide a letter template to assist you.

If you had 2 people sparing a Twonie/day; 5 people sparing a Loonie/day; 12 people sparing 50¢/day; and 19 people sparing 25¢/day . . . those 38 people would collectively donate \$5,332.50!

Host a Cocktail Party

Invite your friends, colleagues, and acquaintances to a special cocktail party. You could provide wine and other refreshments along with a collection of delicious appetizers, and Sean could make a personal presentation to those gathered.

Depending on the size of the group, their personal resources, and the type of the event . . . a cocktail party could generate donations from a few thousand dollars to in excess of \$10,000.



The Big Swap – Silent Auction

What if you could have a silent auction where everyone contributes something as part of the silent auction and everyone buys something? **YOU CAN!!** These events are a lot of fun, easy to organize, and can be very successful in raising money. It's simply three easy steps –

#1 Pick a Theme – A group of ladies getting together may want to choose purses (or accessories); and a group of guys may want to choose golf clubs (wine, scotch . . .). The only limits are your own creativity. Or you can go without a theme . . . perhaps call it “Surprise Me” where everyone brings something of their choosing.

#2 Invite Your Friends (and have them each bring a friend) + Their Stuff –

Option #1 - Everyone should be instructed to bring a “previously loved” (i.e. used but in good condition) item from home that fits the theme. These should be items they don't necessarily use anymore and so they won't miss it.

Option #2 – Everyone should bring a new item that fits the theme.

#3 Have a Party! - When everyone arrives, set out the stuff they bring with a pledge sheet and a pen (and consider having a minimum pledge for each item). Then have refreshments and snacks while socializing, during which time guests will be bidding on items. At a pre-determined time (with lots of warnings when the time draws nearer) all of the bidding stops and successful bidders pay for their items. Any items without pledges could then be auctioned off in the traditional style to the highest bidder.

Of course, an added component could be a personal presentation by Sean to the guests.

A relative of Sean's has done this format (she's a school teacher) where she invited her female friends to bring previously loved purses . . . after having a lot of fun, each person left with a new purse and raised over \$2,200 together. Just as an example, a similar thing could be done for guys bringing old golf clubs they no longer use (or other sporting equipment or electronics). Or, everyone could bring a “surprise”.



The Power Lunch

Do you know a high net individual with a heart for philanthropy? Why not arrange a lunch with yourself, your friend, and Sean to discuss That Poverty Project? A good friend of Sean's once wisely told him that "fundraising is friend making." People want to do good, and they will tend to support people they know.

Depending on the individual, and whether they are interested in the project, a intimate gathering such as this could result in a \$5,000 - \$10,000 cheque on the spot.

Issue a Challenge

Are you part of an organization or a professional body? Or perhaps you have an extensive network of family and friends? Consider issuing a challenge to each of them to match your donation in order to reach an established goal. People feel the spotlight when personally challenged to step up. Sean can provide you a letter template to assist you.

The sky is the limit here. Let's say that you pledge a \$200 donation and challenge your network to meet or exceed it, then it only takes 24 of your contacts to join you in order to raise \$5,000.

Host a Spaghetti Dinner at a Church Hall

Spaghetti is relatively cheap to make and easy to cook for large numbers. Throw in some garlic bread and Caesar salad and . . . voila . . . you have a feast. Invite everyone you know, and maybe some that you do not, to come and partake in the meal. Sean could make a personal presentation, and everyone can donate what they want.

Once again, depending on the number invited and their resources, an event such as this could generate a couple of thousand dollars to over \$10,000.

