



DISASTERS
EMERGENCY
COMMITTEE

MYANMAR EARTHQUAKE APPEAL

FUNDRAISING GUIDE

DEC
MEMBER
CHARITIES



actionaid

ageInternational



CAFOD
Catholic Agency for
Overseas Development



christian
aid

CONCERN
worldwide



OXFAM

PLAN
INTERNATIONAL

Save the
Children

tearfund

World Vision

THE MYANMAR EARTHQUAKE APPEAL

A very warm welcome. This guide aims to help you with your fundraising for people affected by the devastating earthquakes in Myanmar. I would first like to thank you for supporting the appeal. Donations are already enabling our member charities and their local partner organisations to make a difference.

People in Myanmar were already facing a severe humanitarian crisis, with more than 19 million people – over a third of the population – in need of aid. About one in four people already had limited access to food. Years of ongoing instability have been devastating.

The impact of the earthquakes has been catastrophic. Vital infrastructure, roads and buildings across the region have been destroyed. Millions of people in Myanmar have been exposed to the effects of the earthquake, affecting access to safe shelter, food, clean water and medical care. Thousands are confirmed to have died and thousands more were injured.

Despite the many challenges, DEC charities are ready. Having worked in Myanmar for decades, DEC charities have a strong local partner base, rooted in the affected communities and are able to respond rapidly.

But they urgently need more funds to save more lives. DEC charities are working hard to access remote communities and reach the most vulnerable. Funds will be spent in those areas where the need is greatest, through a locally-led response to help meet the most urgent needs of those impacted by the earthquake.

This guide includes some simple ideas and tools such as a poster and sponsorship form. If you need more support, please contact our team. May I take this opportunity to thank you for your generosity and compassion. Together we are a strong force for good at desperate times like these.

Yours sincerely,

A handwritten signature in black ink, reading "Saleh". The signature is fluid and cursive, with a large initial 'S'.

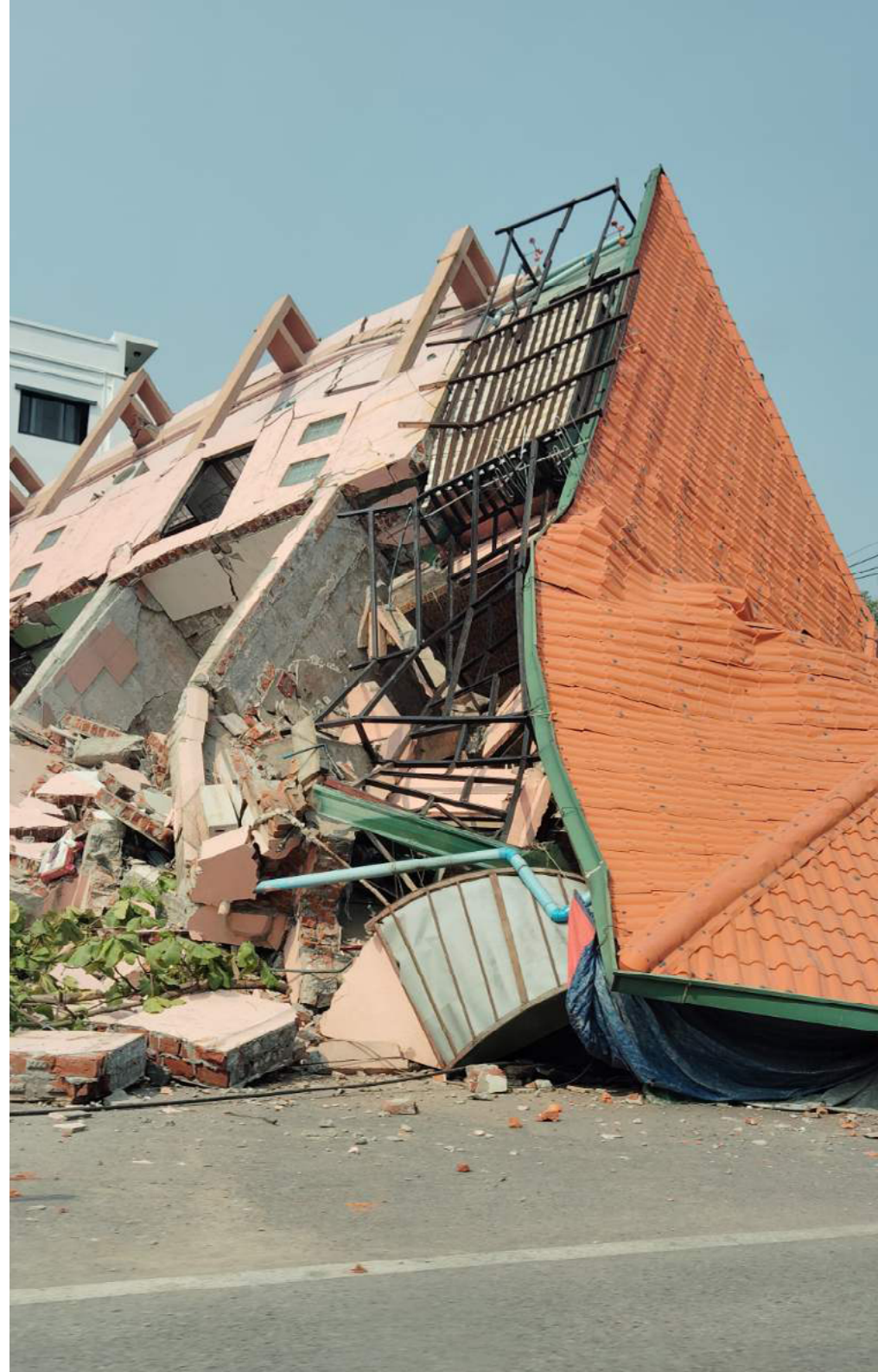
Saleh Saeed OBE - Chief Executive, Disasters Emergency Committee

WHAT'S HAPPENING?

At 12:50pm local time on Friday 28 March, Myanmar was struck by a 7.7 magnitude earthquake - the strongest earthquake to hit the country in decades. The epicentre was near the city of Sagaing, and close to Myanmar's second largest city Mandalay. Minutes later, a second earthquake struck, and was followed by more aftershocks.

Vital infrastructure, roads and buildings across the region were destroyed, with the tremors so strong that areas hundreds of miles away in neighbouring Thailand and China were also impacted. Millions of people in Myanmar have been affected, with many left without access to safe shelter, food, clean water and medical care.

DEC charities are on the ground saving lives right now, and they are ready to act wherever the needs are greatest. For more information on how and where DEC member charities are responding, please visit dec.org.uk. Your fundraising for this appeal will ensure that DEC charities are able to continue their vital work today and as the situation continues to evolve in the weeks and months ahead.



ABOUT THE DEC AND HOW YOUR FUNDRAISING MAKES A DIFFERENCE

The DEC is made up of 15 member charities, all experts in humanitarian aid and specialists in different areas of disaster response. They come together in times of crisis to raise vital funds and maximise the impact of the UK public's extraordinary generosity. During times of acute humanitarian need, the DEC and its member charities provide a timely and effective response.

By fundraising for the DEC, you'll be helping us get aid to people who need it.

**DEC
MEMBER
CHARITIES**



actionaid

ageInternational



CAFOD
Catholic Agency for
Overseas Development



CONCERN
worldwide



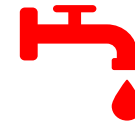
OXFAM



Save the
Children



World Vision



£10

could provide urgently needed
water to ten families for a day



£50

could provide emergency food
for a family for one month



£100

could provide essential hygiene
supplies for 10 families for 3 months

IN THIS GUIDE

- P.6 **Take on a challenge**
- P.7 **Tips for JustGiving**
- P.8 **Other ways to raise money online**
- P.9 **Raise money with your friends**
- P.10 **Raise money at work**
- P.11 **Raise money at school**
- P.12 **Collecting cash**
- P.13 **Paying in money**
- P.14 **Any questions?**
- P.16 **Assets to print**



TAKE ON A CHALLENGE

Are you up for a challenge? If you are, you can often raise a lot of money by doing something that doesn't need a lot of organising. Just pick the challenge, [set up a JustGiving page here](#) and click "Start Fundraising", then be sure to tell your family, friends and colleagues all about it.

Once they hear what you are doing, and how you are supporting the appeal, many of them will sponsor you! We'd recommend at least a week of time to get prepared and get your friends behind your quest!

Here are some simple ideas:

- 1 Set yourself a physical challenge to walk, run, ride, swim or climb a given distance or join an event which is happening soon, such as a 10km run (just make sure you are fit enough to tackle it, or allow time for training).
- 2 Quit a bad habit (or a guilty pleasure) for a week. Get sponsored to cut out chocolate or put down the pasties.
- 3 Get sponsored to dye your hair red or wear an awesome wig to support the DEC.
- 4 If you are normally a chatterbox, ask family and friends to sponsor you to be silent for a day.

Whatever you do, make sure you set up your JustGiving page and tell EVERYONE you know about it!



SIX TOP TIPS FOR YOUR JUSTGIVING PAGE

- 1 Customise your page:** add a photo that will catch your friends' attention, explain your challenge or why you are raising money, and show how the DEC appeal is important to you.
- 2 Set your fundraising target:** let people know how much you aim to raise and perhaps relate this to what the money will go on to do, which you can see on P4.
- 3 Sponsor yourself!** Set the bar for everyone else, show your commitment to your challenge and your passion for the DEC.
- 4 Tell everyone you know:** use social, email and messenger apps to share your page link with anyone and everyone you know! Ask them to support you and let them know the impact of a £50 donation.
- 5 Thank and update your supporters:** post messages of thanks into social and add updates on your fundraising page. If you are taking on a physical challenge, update your friends about your preparation and progress.
- 6 Send reminders:** everyone is busy, so don't forget to chase up (politely) those who may have said they would donate but haven't had time to do it yet. (This is often best done at the very start of the month when many people have recently been paid.)



Don't have a JustGiving page yet? It's easy to create one now by [visiting this page](#) on JustGiving and clicking "Start Fundraising".

OTHER WAYS TO RAISE MONEY ONLINE

By raising money online you help the cash get to the DEC and our member charities as fast as possible. And that means we can quickly put it to work where it is needed most. Here are some ways to help now:

1 Set up a Facebook Fundraiser

You may have seen these tools on Facebook. Just visit the DEC's Facebook page and you can choose to set up your own Fundraiser for the appeal. Some of the tips on the previous page will also help you raise as much as you can.

2 Sell stuff on eBay

We all have a few extra "pre-loved" things at home, so this is the perfect moment to dust them off and list them on eBay. When you pop them up for sale you can choose to direct some or all of the sale price to the DEC.

3 Donate to the appeal and share this on social to inspire your friends

Comment on a DEC post or retweet us and tell your friends why you have donated. This will help the appeal reach more supporters and raise more.

4 Tag us and show us what you're doing:



RAISING MONEY WITH YOUR FRIENDS

There are lots of ways you can come together with your friends, neighbours and members of your sports club, gym or community to help people affected by the disaster.

Here are a few ideas for you:

- 1 Pay extra subs when you play sport, arrange a physical challenge at the gym or host a special event which costs a little extra compared to your normal exercise class.
- 2 You can exercise your grey cells and competitive side by organising a pub quiz or a quiz at a community centre.
- 3 Why not host a dinner or lunch, invite your friends and ask them for a donation to the DEC when they arrive?
- 4 You could also host a coffee morning or fundraising event at your place of worship.
- 5 If you are into gaming, why not host a games night with your friends, in real life or using Tiltify / a JustGiving live streaming fundraiser?
- 6 Are you fully “influential” on social? Get together and host a live chat with your followers, and ask them to chip in toward the appeal while you are chatting / jamming / working out / making jam with them.



Whatever you choose to do, let us know, and feel free to make use of the poster and sponsorship form assets at the end of this guide.

RAISING MONEY AT WORK

Many people raise huge sums of much-needed money by arranging activities at work. One way to help your donations and fundraising go further is to ask your boss or company about “matched giving”. You might find they also chip in to push up the total raised. Some simple ideas for your workplace:

- 1 Host a quick real-life or virtual coffee morning and bake sale. Ask all aspiring bakers to get their “bake” on. Alternatively, if you’re working remotely, host a baking competition where everyone has to bake the same thing and then show off their creations on a Zoom coffee catch-up. You can sell or auction cakes, biscuits and tarts to rake in the dough.
- 2 Organise a “Pay it Forward” lunch where everyone donates the amount they spent on their food for a day or a week.
- 3 If you are more willing to go wild, how about getting sponsored to wear something unusual to work, do something daring or even keep quiet all day? Whether you are in an office / workplace or working from home, get creative and see just how daring you can make your fundraising.

Every office and workplace is different, so some of these ideas might not work for you. But the good news is... you will know what does. How about getting a small team together and coming up with a plan you can take to your boss to get their support?



RAISING MONEY AT SCHOOL

Many schools across the UK are heroic in their efforts to raise money for our appeals. We find simple things work best for fundraising so here are a couple of ideas to help get you started:

- 1 Ask parents and guardians to support a non-uniform day with a donation of £2 per student.
- 2 If you have a sports day on the horizon, ask students, parents and teachers to get sponsored to take part in a challenge during the day.
- 3 Why not host a play, a magic performance, a concert, talent or fashion show or anything creative and enjoyable? Sell tickets and let your artistic talents make a real difference for people affected by the devastating earthquakes in Myanmar.

If you need some extra help, please get in touch and we'll assist as best we can!



COLLECTING CASH DONATIONS

We're often asked about collections, or volunteer time to support collections, during appeals. While we are hugely grateful for the support, collections can be difficult to arrange and carry out properly. We'd prefer you to direct people to [donate online](#) to the DEC (or ask them to support your JustGiving page if you have one) since the money gets to us, and out to where it is needed, much faster. However if you wish to undertake a collection there are some key things to sort out:

- 1 Ensure you have permission from key organisations and people. For public collections (i.e. street collections) you will need to contact your local council to obtain a collection licence. For private collections (i.e. pubs, supermarkets), you will need to obtain permission from the site manager.
- 2 Recruit a number of helpers or volunteers to support the collection.
- 3 Make use of appropriate materials such as buckets and bucket stickers (designs for these are at the end of the guide). Make use of the downloadable resources, either online or by printing them off and using them as you see fit.

Make sure you plan for how you will secure, sort and pay in any cash you raise. **It is, of course, very important that all money raised is returned to the DEC as soon as possible in order for us to help those affected.**

Fundraising is fun, and helps support the lifesaving work of the DEC's member charities – but it's also important to fundraise in a safe and legal way. We encourage fundraisers to be aware of potential risks and ensure all necessary steps have been taken to ensure their fundraising is conducted safely. The DEC cannot accept any liability for fundraising conducted on our behalf.



HOW TO PAY IN THE MONEY YOU RAISE

If you're taking on a challenge and getting sponsored to do it, start a fundraiser at this [JustGiving page](#) to collect your sponsorship. You can also pay in money raised offline by making an equal contribution to your JustGiving page. This will help make it simple for your friends and family to support you.

If you're paying in money after holding an event, please do so online by going to the [DEC's appeal donation form](#).

Alternatively, you can:

- 1 Pay in at a Post Office. It is also possible to pay in cash donations at branches of Barclays and NatWest, but this is at the branch's discretion. We kindly request that you sort your coins, by denomination, into separate bags which the bank or Post Office can provide. Details for your paying-in slip are as follows:

Account name: DEC MYANMAR EARTHQUAKE APPEAL

Sort code: 20-00-00

Account number: 43072517

IBAN: GB28 BARC 2000000 43072517

Swift: BARCGB22

Once you have paid in the cash please email us to let us know how much you sent and what you did to raise it. You can contact us on: support@dec.org.uk

- 2 Send a cheque (no cash) to:

**DEC Myanmar Appeal,
PO Box 999,
London
EC3A 3AA**

Make the cheque payable to 'DEC Myanmar Earthquake Appeal'. Please fill in a postal donation form (included at the end of this document) and add it in with your cheque.



HAVE A QUESTION? NEED ADVICE?

We're always happy to help, although please bear in mind that during the our busiest periods following the launch of a DEC appeal we may take a little while to get back to you.

You can email us on: support@dec.org.uk

Or call us on: [0207 387 0200](tel:02073870200)

THINKING OF FUNDRAISING FOR US? GET IN TOUCH!

Please send a quick email about your plans, as well as your contact details, to: support@dec.org.uk

We may be able to offer some support or advice if you need it, to help make your fundraising as successful as possible.



A photograph showing a man in a white shirt and orange vest, with a World Vision logo on his sleeve, handing a package of instant noodles to a woman in a yellow shirt and straw hat. Other people are visible in the background, and the scene is outdoors with trees.

THANK YOU

**MYANMAR
EARTHQUAKE APPEAL**



DISASTERS
EMERGENCY
COMMITTEE

In support of:



MYANMAR EARTHQUAKE APPEAL

For more information on how and where DEC member charities are responding, please visit dec.org.uk

DEC
MEMBER
CHARITIES



actaid



In support of:



MYANMAR EARTHQUAKE APPEAL



Enter your event information here

For more information on how and where DEC member charities are responding, please visit dec.org.uk

DEC
MEMBER
CHARITIES



actonaid

oxfam international



CAFOD



aid

concern



8

PLAN



tearfund

world vision

MYANMAR EARTHQUAKE APPEAL



In support of:

WHAT'S HAPPENING?

At 12:50pm local time on Friday 28 March, Myanmar was struck by a 7.7 magnitude earthquake - the strongest earthquake to hit the country in decades. The epicentre was near the city of Sagaing, and close to Myanmar's second largest city Mandalay. Minutes later, a second earthquake struck, and was followed by more aftershocks.

Vital infrastructure, roads and buildings across the region were destroyed, with the tremors so strong that areas hundreds of miles away in neighbouring Thailand and China were also impacted. Millions of people in Myanmar have been affected, with many left without access to safe shelter, food, clean water and medical care.

DEC charities are on the ground saving lives right now, and they are ready to act wherever the needs are greatest. For more information on how and where DEC member charities are responding, please visit dec.org.uk. Your fundraising for this appeal will ensure that DEC charities are able to continue their vital work today and as the situation continues to evolve in the weeks and months ahead.

WHAT WE'RE DOING

The DEC is made up of 15 member charities, all experts in humanitarian aid and specialists in different areas of disaster response. They come together in times of crisis to raise vital funds and maximise the impact of the UK public's extraordinary generosity. During times of acute humanitarian need, the DEC and its member charities provide a timely and effective response.

By fundraising for the DEC, you'll be helping us get aid to people who need it.



£10

could provide urgently needed water to ten families for a day



£50

could provide emergency food for a family for one month



£100

could provide essential hygiene supplies for 10 families for 3 months

FIND OUT MORE AT **DEC.ORG.UK**



Thank you for donating to...

DEC Myanmar Earthquake Appeal

How much would you like to give?

£10 ☐ £50 ☐ £100 ☐ Or...

giftaid it **Add 25% to your donation at no extra cost to you.**

☐ Yes - I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years to the Disasters Emergency Committee

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. The tax reclaimed will be used to help fund the whole of the DEC's work.

Your Details

Title:

Email:

First Name:

Address:

Surname:

We'd like to keep you updated about the impact of your donation and how you can support future emergencies:

Postcode:

☐ **Send me updates by email** ☐ **Do not send me updates by post**

Please notify the DEC if you: want to cancel your declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains, if you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Payment Details

Card Number:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Expiry Date:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Issue Number:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Visa

Mastercard

Maestro

Solo

CAF Card

AMEX

JCB

Signature:

Date:

Thank you, please send this form to...

The Disasters Emergency Committee,
PO Box 999,
London,
EC3A 3AA

Thank you for donating to...

DEC Myanmar Earthquake Appeal

When did you donate?

date of donation

giftaid it **Add 25% to your donation at no extra cost to you.**

☐ Yes - I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years to the Disasters Emergency Committee

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. The tax reclaimed will be used to help fund the whole of the DEC's work.

Your Details

Title:

Email:

First Name:

Address:

Surname:

We'd like to keep you updated about the impact of your donation and how you can support future emergencies:

Postcode:

☐ **Send me updates
by email**

☐ **Do not send me
updates by post**

Please notify the DEC if you: want to cancel your declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains. If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Thank you, please send this form to...

The Disasters Emergency Committee,
PO Box 999,
London,
EC3A 3AA

or scan back to support@dec.org.uk



**DISASTERS
EMERGENCY
COMMITTEE**

www.dec.org.uk
support@dec.org.uk

To collect Gift Aid for money raised / collected at events

Please Return to:
The Disasters Emergency Committee
PO Box 999
London
EC3A 3AA

Your Details

Your name:		Event Name:	
Fundraising ID :	Total amount received:	Total Gift Aid amount:	Date:

giftaid it Add 25% to your donation at no extra cost to you.

Remember: You must provide your full name, home address, postcode & ✓ Gift Aid for the DEC to claim tax back on your donation.

Full name (First name and Surname)	Home Address (Essential for Gift Aid to be Claimed)	Postcode	Donation Amount (£)	Date Paid	Gift Aid ✓
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>

If I have ticked the box headed 'Gift Aid' I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the Disasters Emergency Committee to reclaim tax on the donation detailed above, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the DEC will reclaim 25p of tax on every £1 that I have given.




www.dec.org.uk
support@dec.org.uk

To collect Gift Aid for money raised / collected at events

Add 25% to your donation at no extra cost to you.

Please Return to:
The Disasters Emergency Committee
PO Box 999
London
EC3A 3AA

Remember: You must provide your full name, home address, postcode &  Gift Aid for the DEC to claim tax back on your donation.

Full name (First name and Surname)	Home Address (Essential for Gift Aid to be Claimed)	Postcode	Donation Amount (£)	Date Paid	Gift Aid 
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>

If I have ticked the box headed 'Gift Aid' I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the Disasters Emergency Committee to reclaim tax on the donation detailed above, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the DEC will reclaim 25p of tax on every £1 that I have given.

THANK YOU

DEC.ORG.UK

MAKE YOUR DONATION BOX

- 1 Print on to A4 card.
- 2 Cut around the edges and fold along the seams to make a box.
- 3 Attach the 'GLUE HERE' edge underneath the 'THANK YOU' edge.

MYANMAR EARTHQUAKE APPEAL

Photo: Sai Aung Main / AFP / Getty

If you have any questions contact
us on: support@dec.org.uk

Registered Charity No. 1062638



In support of:

Photo: Sai Aung Main / AFP / Getty

MYANMAR EARTHQUAKE APPEAL

GLUE HERE



In support of:



Registered Charity No. 1062638



IN SUPPORT OF



MYANMAR EARTHQUAKE APPEAL

Photo: Sai Aung Main / AFP / Getty

Registered Charity No. 1062638

DEC
MEMBER
CHARITIES



act:onaid

ageInternational



CAFOD
Catholic Agency for
Overseas Development



christian
aid

CONCERN
worldwide



OXFAM

PLAN
INTERNATIONAL

Save the
Children

tearfund

World Vision

MYANMAR EARTHQUAKE APPEAL

Photo: Sai Aung Main / AFP / Getty

Registered Charity No. 1062638

IN SUPPORT OF



Registered Charity No. 1062638

DEC
MEMBER
CHARITIES



act:onaid

Page International



CAFOD
Catholic Agency for
Overseas Development



christian
aid

CONCERN
worldwide



OXFAM



Save the
Children

tearfund

World Vision

Bucket / tin wrap

IN SUPPORT OF



**DISASTERS
EMERGENCY
COMMITTEE**

Registered Charity No. 1062638

IN SUPPORT OF



Registered Charity No. 1062638

IN SUPPORT OF



**DISASTERS
EMERGENCY
COMMITTEE**

Registered Charity No. 1062638

IN SUPPORT OF



Registered Charity No. 1062638