

Fundraising: Creating a Better World for Those Affected by AIDS

Not Just Another Bake Sale

Quite often when fundraising is mentioned, people cringe, thinking about the horrors of selling magazines, the sweltering heat of summer car washes, or the bad brownies they bought at a bake sale. Fundraising, however, can be a much more creative, purposeful, and invigorating experience. At its heart, fundraising is giving toward a specific endeavor or cause and motivating others to do the same, which is a biblical concept.

Not only do those in need benefit when concerned people share their resources—the givers benefit as well. Paul states it well in Philippians 4:17 (NASB): “Not that I seek the gift itself, but I seek for the profit which increases to your account.”

Not everyone can go to poverty-stricken lands and help—especially on a long-term basis. Fundraising is a great way for everyone to play a part in alleviating the suffering of others. Giving fuels practical actions that meet real needs. And meeting the needs of widows and orphans is a critical part of Acting on AIDS’ call to action. Here are a few ways an Acting on AIDS chapter can incorporate fundraising into its activities and collaborate with other groups to raise funds. At the bottom of this document you’ll learn about the critical World Vision projects that these funds can support.

Acting on AIDS Activities

World AIDS Day: Lives Are At Stake

World AIDS Day is the ideal occasion for creating awareness and promoting activism on your college campus. World AIDS Day began in 1988 to focus global attention on the HIV/AIDS epidemic across countries, organizations, and governments. It is held on December 1st and is a global event recognized by the United Nations, businesses around the world, the One Campaign, MTV, and many others. The “Lives Are At Stake” activity focuses on children orphaned or made vulnerable by AIDS. Cards with children’s photos and stories are placed on stakes in a prominent part of campus, and participants are invited to pick up a photo and pray for that specific child throughout the day. Consider offering the following opportunities to participants who want to respond through giving:

- **Child Sponsorship** :: Participants can sponsor a child through World Vision—even the one for whom they are praying. For just \$35 per month, sponsors help provide clean water, nutritious food, education, health care, and economic opportunity to a child and his or her community. World Vision works alongside families and communities to provide the resources and nurture the skills they need to be self-sufficient. By providing basic necessities and hope for a better future, World Vision offers an opportunity for individuals to create a long-lasting relationship with their sponsored child.



- **Prayer and Fasting** :: Campus chapters often offer participants the opportunity to fast for orphans and vulnerable children. Fasting allows participants to focus even more intently on praying and interceding on behalf of others. Chapters can raise resources for communities by collecting funds that students would normally spend on food. Please see the “Creative Activism” document for ideas for fasts under the “Fast Track” section.
- **Additional Activities** :: Other ways to recognize World AIDS Day include holding worship services, asking for donations following a speaker, and hosting benefit concerts. Refer to “Other Fundraising Activities” below for additional ideas.

Broken Bread Meal

The Broken Bread Meal is an opportunity for students to identify with, and intercede for those who are affected by both AIDS and hunger through a simple meal. Participants should be invited to donate the money they would have spent at a restaurant to benefit communities most impacted by AIDS, hunger, and poverty. They can do so through World Vision’s community development programs or through gift catalogs that offer certain items at specified donation prices that go towards community development programs. For more information about this activity, please see the *Broken Bread Meal* document in this toolkit.

Other Fundraising Activities

Throughout the year, chapters can offer many opportunities to support communities most affected by AIDS. Fundraising activities can be planned in conjunction with an Acting on AIDS week, a “Do You See Orange?” campaign, or as an individual project. Some potential fundraising activities include:

- **Benefit Concert or Coffee House** :: Raise resources by hosting a concert or coffee house with local bands and/or artist performances.
- **Change Drive** :: Create collection boxes for loose change at high-traffic locations on campus.
- **Marathons** :: Host a marathon (walking, cycling, etc.) in which participants raise donations for support. Consider using Acting on AIDS’ online giving web site (see below) to raise support.
- **Christmas Stockings** :: Encourage students to pool funds to purchase various gifts in the World Vision or Acting on AIDS gift catalog for families in need.
- **Sports Tournaments** :: Coordinate tournaments around a sport in which participating teams raise money for communities affected by AIDS.
- **Auctions** :: Auction students’ art, talents, services, etc. toward AIDS-related causes.
- **Campus-wide Fasting** :: Coordinate various fasts (e.g. food fast, technology fast, coffee fast) with saved funds going toward AIDS relief. For more information about this, see the Creative Activism portion of this toolkit.
- **Benefit Dinner** :: Sell tickets to a simple dinner and advertise that the funds raised will be given to fight AIDS.
- **Film Showing** :: Schedule a movie night with donations for admission.
- **Online Giving** :: For any activity, create personal fundraising pages using Acting on AIDS’ online giving tool. See www.firstgiving.com/aoahope for more information.

Where Does the Money Go?

Organizing a fundraiser can be a daunting task, but the destination of the funds is even more important than the event. Here are a few projects that the money raised can support:

- **Child Sponsorship** :: Individuals donate money monthly to meet the needs of a specific child in the world. Sponsorships provide clean water, nutritious food, education, health care, and community development. A sponsor also has the unique opportunity to create a meaningful relationship with their sponsored child through letters and gifts. By providing the basic life necessities, sponsors are also giving hope for a better future.
- **Acting on AIDS or World Vision gift catalog** :: Individuals purchase a specific item, from blankets to the construction of a health clinic, to be distributed to families in developing countries.
- **Caregiver Kits** :: These kits provide basic supplies for family members and local volunteers around the world who are compassionately helping people living with HIV and AIDS. Acting on AIDS chapters can raise resources for a caregiver by buying supplies for caregiver kits, which can have a great effect on a community devastated by AIDS.
- **Community Partnership** :: World Vision has numerous Area Development Programs (ADPs) all over the world that depend on donations to function. Through our ADP approach, we offer multiple programs like clean water, agricultural training, health care, and microenterprise development to multiple communities in a broad area covering hundreds of square miles. ADPs typically operate 15 years, or long enough for communities to become self-sustaining. Community Partnerships give donors the opportunity to support an ADP for a longer period of time, much like Child Sponsorship lets donors connect with one particular child. Contact the national Acting on AIDS team to discover specific areas available to support. Keep in mind that partners are not required to fund the entire ADP. They simply contribute an agreed-upon amount to provide safe drinking water, fund schools, or build health clinics.
- **Support local partnerships** :: Support the work that is already underway on campus, in local churches or in the community. For example, if a local church has missionaries who are addressing HIV and AIDS somewhere in the world, support them.
- **Multiplication Giving** :: Providing financial support toward the operational costs of charities and relief organizations enables these organizations to provide help where it is needed most. This can be done by seeking out businesses in your community who will provide matching donations to the funds that are raised on campus or in your church. One possible avenue for finding corporations that will match donations is through family members who work at those companies.

Do What's in Front of You.

This was Mother Theresa's guiding principle. One person alone cannot solve all the problems in the world, but if each person simply contributes to meet the needs presented to him or her, great strides can be made to address global suffering. Acting on AIDS chapter fundraising is an immediate, tangible action that can create an amazing ripple effect to improve the lives of the beneficiaries and transform the givers.