

Non-Profit Organisations and fundraising events
A case study on famine in Somalia and Kenya

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<p>This project based thesis studies the start-up of a Non-profit organisation and the field of fundraising.</p> <p>Starting up a Non-Profit organisation is as difficult as starting any other business, but none the less very much do able. The thesis presents basic steps that can be taken to start-up a non- profit organisation and how to create and manage fundraising events. The thesis also presents steps that were taken to implement the Impact your world through events project and all its outcomes and results.</p> <p>Fundraising events are complicated projects with many different products and services like any other kind of project events; the only difference is there is no profit to be made. Whatever funds that are made in fundraisers go to charities of the organisations choice.</p> <p>It is important to have an event manager and team that have experience in the field of fundraising when venturing into the sector of non-profit business.</p> <p>Impact your world through events is created by Sharon Pownall. This is the first time the author has done such a project in Finland; it was a great experience and definitely something that is recommended trying. The project was started to raise funds and create awareness of the famine in East Africa, Kenya and Somalia.</p> <p>Information was gathered from different types of sources, interview was conducted with a non-profit organisation owner form Dinkakids foundation and a lot was learnt through the actual project implementation.</p>	
<p>Keywords Non-Profit, Fundraising, Awareness, Volunteers.</p>	

Table of contents

1	Introduction	1
1.1	Thesis Overview	2
1.2	Structure and conduct of the study.....	2
1.3	Aim of the Thesis	3
2	Basics of starting a non-profit organisation.....	4
2.1	Non-profit Organisation	4
2.2	For-Profit Defined	5
2.3	For-Profit Organisation Types	5
2.4	Non-Profit Organisations defined	6
2.5	Corporations in general	7
2.5.1	Taxation	7
2.5.2	Personal liability:	7
2.6	Applying for tax exemption	8
2.7	Raising money.....	8
2.8	Choosing a name for your non-profit	9
2.8.1	Naming the organisation	10
2.9	What is a mission?.....	11
2.9.1	Mission Statement	11
2.9.2	A Cristal clear, well defined mission attracts people and resources ...	12
2.9.3	Goals, objectives and activities	13
2.9.4	Resources at hand.....	13
2.9.5	Developing a strategy	14
2.10	Finalising the plan	15
2.11	Steps to better the non-profit organisation.....	16
3	Fundraising Process	17
3.1	Fundraising.....	17
3.1.1	Fundraising Plan	17
3.1.2	Fundraising Tools.....	18
1.1.1	Grant proposal.....	21
1.1.2	What to include in a Preliminary Proposal.....	21
1.1.3	Full Proposal	21

1.1.4	Basic law of fundraising.....	23
2	Impact your world through events project.....	24
2.1	Impact your world through events	24
2.2	Objectives and goals	24
2.3	What is famine?	25
2.4	Target group and budget.....	25
2.5	General Introduction: Impact your world through events.....	26
2.6	Process Description	27
2.6.1	First and for most what is Project plan?.....	27
2.6.2	Important Parts of the Project plan	28
2.6.2.1	Contacting Authorities.....	28
2.6.2.2	Publicity	28
2.6.2.3	Establishing Venues	29
2.6.2.4	Organising students for balloon release	29
2.7	Fundraiser No.1 - A balloon release.....	30
2.7.1	What is a balloon release?.....	30
2.7.2	Outcome of the event.....	31
2.8	Fundraiser No.2 - Signature collection.....	33
2.8.1	What is signature collection?.....	33
2.8.2	What is a petition?	33
2.8.3	Outcome of the event.....	33
2.9	Fundraiser No.3 - Collection boxes.....	35
2.9.1	What are collection boxes?.....	35
2.10	Fundraiser No.4 - Sponsors	36
2.10.1	What are sponsors?	36
2.10.2	Final event	36
2.10.3	Outcome of the seminar.....	37
2.10.4	Reasons behind unmet targets	38
3	Summary.....	40
3.1	Overall outcome of the project	40
3.2	Authors evaluation	41
	References	43
	Attachments.....	45

Attachment 1: Beginning Stage	45
Attachment 2: Project Plan	46
Attachment 3: Project Plan Table	47
Attachment 4: Letters	48
Attachment 5: Press Release Letter	55
Attachment 6: Helsinki Times Article	58
Attachment 7: Impact Your World Through Event Flyers.....	59
Attachment 8: Balloon Release.....	62

1 Introduction

This report is based on the project work Impact your world through events. The project was organised with the help of HAAGA-HELIA University of Applied sciences and Red Cross and it was running from November 2011 to May 2012.

The aim of the project was to create fundraising events to help victims of Famine in East Africa (Somalia and Kenya). The goal was to create awareness in Helsinki, Finland to what is happening in East Africa and at the same time educate fellow students on the need of volunteers in third world countries. This challenge was taken on by two students of HAAGA-HELIA University of Applied Sciences but this thesis is an individual work.

The author of this thesis played a big part in creating all the events, organising and managing them, and put all effort in implementing of the whole project from the start to finish.

The project is an idea of two students and it all started after the thesis supervisor was approached and briefed on the project idea and how it would be implemented, from there the supervisor informed the head of the school about the project and a budget and go ahead to start was given. As a team the steps to do such projects were discussed, and information how to get permits for the fundraisings and how the school could help in getting all the necessary permits was received. The school gave a small budget to start off the project but if more was needed it was up to the two women team to scout sponsors.

Red Cross was amongst the first places that were contacted for sponsorship; of course being an NGO (non-governmental organisation) they couldn't sponsor the project financially but offered sponsorship by providing donation collection boxes, collection vests and became the organisation the projects fundraising collections would go to and funds would be placed under the countries the project is aiming to help.

Three different events were created for the project, these were; Balloon release which took place on 10th February 2012, signature petition done between March and May 2012 and to end the project a seminar was hosted on 15th may 2012.

1.1 Thesis Overview

Non-profits, Fundraisers and volunteers play crucial role in communities; they make significant social and economic contribution to societies. They also provide ways for individuals to connect with local, national and international communities and help open paths for personal growth and skills development.

All governments should be committed to supporting non-profits, fundraisers and volunteers and encourage people from different backgrounds to contribute and participate in any kind of volunteering whether it's for their own community or for another country.

Volunteers are of value to non-profit organisations and fundraisers. These organisations, especially in the starting stage, can't afford to pay salaries, so volunteers are of great importance to them, but also to the communities and the world in general, because the world can never have enough people who give their time and effort for a humanitarian cause. Without volunteers, non-profits and fundraisers would face difficulties to run or implement.

Impact your world through events was born out of pure passion for humanity and aimed to organise small events that create awareness to the cause at hand but also, this was two students volunteering their time and effort to help others and for academic purposes (thesis). Being a volunteer opened the student's eyes in what volunteers face when dealing with the public, but this didn't stop the progress of the project. Volunteers play a crucial role in the society and they should be respected for their passion, time and effort.

1.2 Structure and conduct of the study

The report is divided into two parts; theoretical framework and empirical part. Theoretical framework focuses on the overall frame of reference used for the project description and empirical deals with the evaluation, implementation stages and summary of the project as a whole.

Theoretical part analysis and describes non-profit organisation, the process of starting a non-profit, steps for organising a fundraiser. The empirical part consists of the project report, summary and conclusion, evaluation of the events, the aims and objectives of the project. The overall report is done based on the project notes with help of research material, thesis writing guidelines and what was learnt from implementation of the project.

1.3 Aim of the Thesis

The aim of the thesis is to study how to start up a non-profit organisation, find out which steps should be followed to reach the goal, learn how to create fundraisers by incorporating different kinds of events that catch people's attention thus creating attention to your non – profit organisation and at the same time create awareness and attract donors to your non-profit.

2 Basics of starting a non-profit organisation

2.1 Non-profit Organisation

Changing the world is really not a one man's job, but one man can make a difference if they are a motivated and committed individual and people like this are always connected to major social movements. It is possible to run and create fundraise events as a one person; have come to find out that there is definitely strength in numbers. Bringing together those who want to make change is most likely the best way to succeed, when these great minds are brought together to work towards a common goal. Non-profit organisations are created and exist to bring together people and resources to smoothly bring to life great fund events.

When one thinks of non-profits one finds themselves thinking automatically of a labour of love, kept at bay by tireless effort of self -sacrificing. This is high per cent of the time the case but do keep in mind that there are plenty non-profits that roll in millions each year, they bring in so much money that they can manage to pay big salaries to their workers, they tend to have very professional corporate offices and most have dress codes. (J.D. Peri.H.Pakroo 2011, pp.1-5).

A surprising factor is that volunteer-driven non-profits do still exist but if the non-profit industry isn't careful they will slowly die out as more non-profits are adopting entrepreneurial strategies and business models develop in the for-profit world. It has been said that many managers and staff members working for non-profits are very satisfied as they have discovered working for non-profits is the best way of meeting important community and society needs and earn a dissent living at the same time, which is more difficult in the for-profit industries. Whether one is driven by passion for the non-profit world or just wants to combine his\her activities with aspiration for a solid career, starting and running a non-profit can be the greatest way to achieve one's goals. (J.D. Pakroo.H.Peri 2011).

2.2 For-Profit Defined

For one to understand what a non-profit corporation is, it will help you understand what a for-profit organisation is all about. Any organisation whether a non-profit or a for-profit is always recognized by the state and federal government as totally separate from the people who own it. The one exception is the sole proprietor.

A sole proprietorship basically means a one person ownership of organisation and this helps separate and create unique entity compared to other organisations, in sole proprietorship, the person is the business, this person is the one responsible for all that has to do with the business; this includes any debts or legal liabilities. (Goettler Jim 2010, pp.14-15)

The list below states the elements of a for-profit organisation

- They offer an (ease of ownership transfer) through the sale of shares rather than selling the actual business.
- They offer shareholders the ability to profit from the growth of the business through increased value of their share, normally when shares are sold on open markets or even through payment of dividends based on the profit the organisation has generated.
- They may have “limited liabilities”, meaning investors in the organisation can only lose the amount of money they have invested, to potentially losing everything they own.
- They have great ability to raise money through expanding ownership, basically if more shares are sold or more partners are bought in, this creates no limit to the amount of money that can be raised and let’s not forget also the dangers of losing money too.
- They maintain continuity of existence, which basically means these corporations can really exist forever or even beyond the lifetimes of the current owners or even founders.(Goettler Jim 2010, pp.14-16)

2.3 For-Profit Organisation Types

For-Profit organisations fall into two categories, owned and operated by a closed group of people and organisations that allow the public to own shares or privately owned organisations.

Reference: - apparently both in theory and practice, shareholders can exercise control in the

business affairs by casting votes on major issues, generally based on the number of shares owned.

E.g.: a shareholder who owns 6 shares of the organisation can get 6 votes, on the other hand a shareholder who owns 100 shares is able to cast 100 votes.

Keeping in mind when wanting to start up a non-profit organisation to familiarise yourself with few basic types of for-profit organisation can come in very useful and handy since most of the practices developed for for-profits can be adapted to non-profit organisations as well. (Goettler Jim/ J.D. Pakroo.H.Peri)

2.4 Non-Profit Organisations defined

Non-profit organisations are organisations that have been created with the purpose of helping and serving the public's interest and have filed incorporation papers with their state. These organisations receive exemption from state and federal taxes that it would have to pay if it was a for-profit organisation, but they are exempted from these taxes because they work for the public.

The missions that drive non-profit organizations automatically sets them apart from the traditional privately owned companies and businesses, but then they are also not part of the government either, although at times they are called NGO's which stand for nongovernmental organizations.

To make sure that non-profit organizations are really working for the good of the public there are laws that are established to create organizational structure, such as:

- They must have a board of trustees or also known as a board of directors in many companies (this board is the one responsible for the organisation and making sure it is working towards its mission).
- There are rules set by the state but depending on the state (such rules impose legal duties on the board and the duties of this role is to make sure the organization is loyal and that the board does not make personal gain from the non-profit activities.(Goettler Jim, 2010)

2.5 Corporations in general

Whether it is non-profit or for-profit corporation all the paper work is very much the same. You would need to file paperwork with the secretary of the state office, the paperwork that you are providing is known as “articles of incorporation”.

The differences between a for-profit and a non-profit is how each one handles their liabilities and taxation issues.

2.5.1 Taxation

“Pass through” taxation, this kind of taxation take place in most businesses such as partnerships, where the business profits as if they are the personal income of the owner of the business, where the profit passes through the business straight to the owner and the owner has the responsibility to report the income on their own tax return. Businesses such as corporations on the other hand pay and report their own taxes separate from the owner’s personal incomes. Whereas non-profit corporations have separate tax entities but have different and more favourable tax rules to the for-profit corporations. (B.R. Hopkins, 2009, 4th edition)

2.5.2 Personal liability:

Such business structures as corporations tend to protect their owners from personal liability, where other such as the sole proprietorships is not protected from liabilities. Some business structures limits its owner’s personal liability, which means the personal assets belonging to the owners are always protected even if the business is, sued or even when the business finds itself in debt. whereas if the business structure does not limit its owners liabilities, puts at risk the owners assets such as, cars, bank accounts and houses, which can easily be taken from the owner when the business is in debt or is facing a lawsuit. Many non-profit tend to choose to incorporate primarily to receive this liability protection. (Goettler Jim 2010).

2.6 Applying for tax exemption

Starting or opening a non-profit organisation means you have the intentions to provide programs and services as a non-profit, to provide these programs and services a legal structure must be set up and application for tax exemption for your organisation.

To have the non –profit be recognised as tax exempt, the following steps need to be met, forming a non-profit corporation under state laws depending on country, city or state, handing in application to the IRS- Internal Revenue Service again depending on the country.

The first legal step when starting a non-profit is creating a corporation, a corporation can be or is established by groups of people (incorporators), this is done under the laws of the particular state or country. . (Hutton.S & Phillips.F 2010, pp. 41-44).

2.7 Raising money

It has been noted that non-profit organizations do not earn their money by the selling of goods and services, like the for-profit businesses would do. Instead the non-profit organizations are supported grants from private and public foundations, also by individual contributors or membership fees.

In the past non-profit organizations did not pay too much attention in marketing skills, but as time as evolved and there are more non-profit organizations out there all looking for potential funders, the non-profit organizations in this generation require marketing and sales skills, why they need these skills? Is because they must be able to convince potential funders that their non-profit is the best if not the most compelling organisation to which they can donate or contribute their well hard earned money to. (Hutton.S & Phillips.F 2010, pp.231-251)

Non-profit fund raising is difficult and time consuming, and as a result to a lot of non-profit organizations this causes underfunding, these organization are bound to a public interest mission and are overseen by a board of directors, it gives them very tight leeway for flexibility or as many options as for-profit companies have when trying to get out of financial debt or trouble, the fact that they depend on donations means that even turning around a cash shortage is very much a problem. to cut this short, non-profit organizations are not for every person, this organizations require a lot of time and energy, you need to have a lot of enthusiasm and out of this world creativity skills and the to work on very tight budgets. (Hutton.S & Phillips.F 2010)

2.8 Choosing a name for your non-profit

Choosing a name for your non-profit can be difficult, this proses requires you to be a bit more involved than simply just picking out a name that sounds good to the ear. In the end you know you want to come up with a name that relates and describes your non-profit's work and purpose, a name that the public will easily understand and remember. Keeping in mind that you should also make sure that the name you pick has not already been taken or is in use by some other business or group, either as a trademark or as a domain name. Also when picking a name makes sure you pick a name that complies with your states legal requirements, this will help you avoid issues with the state.

Why mentioned the fact that you should make sure that the name you pick is not used by some other group as a trademark, is because if it is used my another group as a trademark, they have the right to prevent anyone else from using the name in any manner that could confuse consumers, if you infringe another groups trademark, the owners can and will take you to court to try and stop you from using their name and can even sue you for monetary damages.

Owners can register trade mark with countries patent or trademark offices; on the other hand you do not have to register to create an enforceable trademark. It is natural that once you have created the trademark and you are the first to use a name in connection with a business, product, service, activity or trade automatically you are the trademark owner. The use of a name, rather than formal registration automatically creates trademark ownership, plenty of trademarks cannot be found in any local, state or federal databases. Make sure to do research

to find out if anyone else is already using that is identical or similar to the name you would like to use to avoid trademark fights.

In the past years the potential for name conflicts has risen with the rise of the internet, but the good news is that between non-profit organizations trademark conflicts are less common than they are in the for-profit industry.

2.8.1 Naming the organisation

There are resources one can use to make sure the name they are picking for their non-profit has yet to be used. The following are a few ways to look up the names that you may be considering.

Industry sources: you can call your local trade association or your local chamber of commerce to ask if they can provide you a list or directories of businesses in the area, with this list you can check if the name you have picked is in use.

The Web: The internet is vast, fast and free, so maybe by starting your search with the web could make it much faster. Can search for the name you consider to use in you non-profit by using search engines such as Goole or Yahoo, in this manner you would quickly find out how a specific term is used. Also make sure to check for the domain name you intend to use to avoid trade mark conflict.

Phone directories: remember to check your phone books, as these are also valuable sources for local name information's.

State trademark registries: make sure to contact the secretary of state's office in your region to get a state by state list, do search the web to find out which government agency is in charge of trademark registration, ask the agency on how to conduct a search, or if you want to avoid doing it yourself just hire a trademark search firm to do the job for you.

These are few ways you can search to find out if the name you intend to use is already in use. if you do find out that some other group in the same area is using the name you had picked, then you there is no reason to continue your search and waste time and money, instead con-

sider brainstorming all over again to come up with another name that would work for your group, but remember to search the other name you come up with as well, to avoid trademark fights. (J.D, Pakroo.H.Peri 2011, pp. 9-10)

2.9 What is a mission?

A mission in general is an important assignment or just assignment one choses to take on and carry out, it can be from a political point of view or commercial purpose. (J.D, Pakroo.H.Peri 2011).

One's mission is their broad goal, a reason for being.

Question yourself, "Why did you start the organisation?" the answer you will provide yourself will be a great starting/ stepping stone to creating your mission statement

Of course running a non-profit organisation inquires tactical goals such as raising money, creating organisational events and finding or attracting volunteers etc.

Keep in mind that these activities are designed to further the non-profit organisation and its mission, you do not make them part of the mission and should not be included in the mission statement per se.

2.9.1 Mission Statement

Every non-profit needs a mission statement, a good mission statement states clearly the purpose of the non-profit and also including who exactly benefits from its work and not forgetting how the non-profit works to full fill its purpose to the public.

It is of great importance to have a clear goal and mission, if the mission is unclear it has been found to be easy to drift off course of what the whole plan was about to begin. not having a mission or drifting away from the mission is a problem or could cause problems, it can lead to wasted time and energy, inefficient use of resources and a big failure to reach the set goal, going astray can also make you lose your status as a non-profit organisation depending on the country your set up but for the United states it is under the state law and also cause the loss

of tax exemption, again depending on the country your set up, in the U.S, you loss tax exemption under federal and state laws.

Drafting a mission statements takes a good amount of time and requires great research of what exactly your mission is about and the goal of the mission, at times people starting non-profit organisations tend to think they have it all figured out and they rush it and think it's all possible to complete with in few minutes, well think again, creating your mission statement needs and deserves a great amount of time, care and dedication, it is great importance for your goal and the statement to put in some careful thinking in articulating what will help to guide your organisation for more than just the start up, (think of it as creating a mission statement investment that will guide your organisation for years to come).

When defining the mission make sure you bring in a diverse range of voices, it is best to get more input from various people, the community you are trying to serve, gather your board and hear what they have to add to the mission, if you have volunteers already get their input together with the stuff you have already. depending on where the non-profit is located you could also look into getting expert consultation in the field, people from potential funding organisations or even the public in general, get them together by creating an informal meeting, this is one of the quickest way to get their input on your mission, or if that's not something you would be interested in doing try phoning and ask if they are willing to fill out your survey, if this is impossible there are plenty of ways and methods of gathering information, research them and put them to use. (Hutton.S & Phillips.F, 3rd Edition/J.D. Pakroo.H.Peri 2011).

2.9.2 A Cristal clear, well defined mission attracts people and resources

The mission is great importance for focusing the organisation internally, but not only does it help internally keeping this in mind, a clear mission can attract people and with people comes resources. The mission statement should clearly communicate to people outside of the non-profit what it is all about, the compelling the mission statement is the more chances of attracting like-minded people whom would be willing to come aboard. Try and avoid creating a trendy program to attract outsiders as this is bound to fail due to the trends changing ever so often in this day and age.

Keep in mind when speaking to potential funders, government officials, reporters or just the normal public make sure you're able to state the mission in very few simple words that will give a clear view of what the non-profit is all about, avoid going into too much detail as this can cause people to loss interest.

2.9.3 Goals, objectives and activities

After writing a clear mission, now your obligation is to create a strategic plan which will help out line in more depth what the non-profit is meant to do. Now you're taking what the mission statement is saying and specifying the overall purpose and direction of the non-profit, you break it all down to specific goals and objectives which will eventually help define the non-profits activities.

Example:

Goal	Objective	Activities
To help disabled children live a normal childhood with help of robotic technology	To provide free robotic equipment to lower income families	Creating summer camp trips for disabled children, helping boost their confidence and interaction to other people.

2.9.4 Resources at hand

When stating a non-profit there are always the resources you have at hand that can help get your activities on a role, keeping in mind that you're at the beginning phase so of course money or funds are low if any at all, you don't have a lot of money you play for all the plans at the moment, just keep in mind even if your non-profit does not have the money resource straight away you need to look at what other resource you may be holding on to such as:- volunteers, experienced stuff in particular fields, great community relations network, possibly access to high rank influential people and your upholding a positive reputation.

Below there is a list of things one should consider when assessing the non-profit's resources:

- Cash
- Office space
- Equipment(computers, printers, copy machines, phones)
- Office tables, file cabinets
- Supplies for the office
- Vehicles
- furniture for events and seminars
- Equipment for addressing big public groups (microphone, amplifiers)
- Video and photography equipment
- Equipment for presentations (projectors)
- Interested volunteers
- contacting media for publicity
- attracting celebrities or any famous supporters
- board members who are famous, well experienced in their fields
- Volunteers with technical skills e.g.:- graphic design, computer networking, and web-site building.

The things listed above are just to give an idea of what you can add to your list to help point you to the right direction, keep an open mind and think broad when creating your list.

2.9.5 Developing a strategy

At this stage you have already covered the goals, objectives and identified activities, now it's time to look into the strategy, it is important to create a SWOT analysis, the term SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities and Threats, shortly defined as follows:-

1. Strengths are positive assets within the non-profit organisation or any organisation per say. Example; the organisation could talented volunteers that have skills competing organisations don't have.

2. Weaknesses are the negative aspects within the non-profit or any other organisation. Example; the organisation may have out dated technology; bad communication within the organisation can cause all sorts of weaknesses.
3. Opportunities are positive aspects outside of the non-profit organisation. Example; the service your non-profit is offering may be in great demand which can help open doors to grant offerings.
4. Threats are negative aspects or elements outside of the non-profit organisation. Example; having another non-profit organisation competing or a major funder withdrawing from funding your organisation.

The best way one can create an outstanding SWOT analysis is to identify these aspects or elements accurately, after think of how you can maximise the positive and minimise the negative. The process of your SWOT analysis should be the essence of strategic thinking with this it will help chart a realistic course to your non-profits success. (J.D, Pakroo.H.Peri 2011, /B.R. Hopkins)

2.10 Finalising the plan

Once all the above have been completed which are the drafting of your mission statement including outlining of the goals, objectives and activities; have assessed the resources and identified your strategies you have managed to complete the important elements to your strategy plan and all you have left to do is the final review and edits and put it into a final professional document with pictures and graphs, now it is ready to be presented to potential funders.

This though isn't the end of all the planning to start up your non-profit, this is just the beginning. Later you will find that there are other elements you will have to cover that will help pave a path to a successful non-profit organisation. What has been proposed in this thesis is how to start it with the birthing of the idea, creating the mission and working your strategies. Below are listed things you will have to look into as you continue after getting the funders you are looking for.

2.11 Steps to better the non-profit organisation

Developing the Budget	<ul style="list-style-type: none"> • Setting up the budget • Estimating income • Estimating expenses • Adding up the Budget
Creating Board of Directors	<ul style="list-style-type: none"> • Duties and tasks of the board • Policies and procedures of the board • Recruiting board members
Workforce: Staff and Volunteers	<ul style="list-style-type: none"> • Developing a management system • Hiring of an executive director • Hiring and managing of staff or volunteers • Employers rules; required paper-work and taxes
Risk management and Insurance	<ul style="list-style-type: none"> • Managing the non-profits risks
Understanding Contracts and Agreements	<ul style="list-style-type: none"> • Knowledge of basic contract laws
Marketing the non-profit	<ul style="list-style-type: none"> • Market Research
Placing the non-profit online to spread the word	<ul style="list-style-type: none"> • Create a website
Managing finances	<ul style="list-style-type: none"> • Keep on top of bookkeeping • Track income and expenses

If you managed to cover all these and keep on top of them as your non-profit grows you are on a good start and your non-profit should be able to survive and maybe even expand. (J.D. Pakroo.H.Peri 2011/ Geottler Jim 2010)

3 Fundraising Process

3.1 Fundraising

After you have developed the strategic plan and have managed your budget now you can look into fundraising, like in anything else there are also rules in successful fundraising. Before you do any kind of fundraising it is important to have a plan.

3.1.1 Fundraising Plan

There is so much that could go into a fundraising plan, but you need to look at the important things that will be of help to your fundraising Example; deciding on fundraising tools to who will design your brochures and always update your mailing list, it important and crucial to have a solid and crystal clear fundraising plan. List below will give you an idea of how to create or define your approach to your fundraising planning, this is just an example.

1.Determining your needs and fundraising budget

Before deciding how to raise the funds you must first determine how much you think you would like to raise and how much is the budget you would be willing to invest to raise the amount you want.

2.Collect a detailed list of prospects

Most non-profits seek their funds from individuals such as businesses, government and any other entities that may be interested in funding them, but you now need to identify who should be at the centre of your fundraising effort and who should be lower, basically you need to have a priority target.

3.Defining your campaign

Knowing how many or even what type of fundraising campaigns you would like to host every year.

4.Choosing your fundraising tactics

Deciding on how to reach potential funders and donors. Example; you

could try reaching to them via Email, direct contact, door to door advertising etc.

5. Research government funders to learn their application process

When planning to apply for grants it is important to do research and learn about the funding priorities of the grant givers together with their rules and deadlines for applications to be funded.

6. Delegate duties

After your fundraising plan has been well defined it comes to time to delegate work to your staff and volunteers.

7. Raising the funds

Now to put all the planning into action and implementing it to benefit you're fundraising. (J.D.Pakroo.H.Peri)

3.1.2 Fundraising Tools

Purpose:

In any kind of event before doing anything or taking any steps into applying effort into the event you must always decide the purpose of the event, with fundraising you must decide whether the event you are planning is really a fundraising event or does it have any other goals to it, you could decide that you want to raise money in the event but the main purpose or function of the event is to gain publicity for you non-profit organisation or even to reach out to new funders or new networks. Almost all charitable events have more than one goal so figuring out the exact details to your event on you knowing your exact goals and what you are trying to achieve.

Fundraising goals:

There needs to be an understanding between the hosting committee, key fundraisers and organisation staff on the amount of money that you are planning to raise at the event, cause you are really planning on doing an actual fundraiser your actual event plan should be created to fit your goal and the amount of money you are specifically trying to raise, the amount of money you set as a goal should be what you hope to net, this is the amount you are planning to raise after all expenses are met.

Budget:

Every fundraising event plan needs a complete budget list which covers all the expenses that will be required to host the event. The event budget should cover and include; utilities, staff, rental space, catering, transportation, security, catering, entertainment, invitations and any other requirements to make your event a success, not forgetting that the budget should always take into account your fundraising goals, making sure you manage to raise the amount of money your targeting above all expenses, always make sure you have a little extra amount of money that will give you wiggling room for any extra unforeseen expenses or costs.

Leadership:

As part of any fundraising your event would most probably have a host committee and most likely one or more chairpersons in the committee. the chair people are expected to contribute a lot to the event and at the same time play the role of encouragement to others involved in the event, the host committee is normally composed of business owners, celebrities weather local or international and wealthy donors, the purpose of the committees is not to run the event but are there to ensure you reach the fundraising goals.

Target groups:

Who is your Target group? Are you throwing a fundraiser that is open to just about everyone in the public or is it an invite only event where by you are targeting a certain type of audience? In a nutshell you need to decide who you are targeting to invite to your event.

Setup:

You and your staff should plan the event setup and layout well in advance to try and avoid too many complications. The following aspects should be met and covered right at the beginning of the planning after the budget as be decided; the location? Are you planning on serving food and drinks? What will be the required attire? Is there an event itinerary? Will there be entertainment? Do you need licences of any sort to host the event?

Marketing:

Just like any kind of product launch, your event must be aggressively marketed to the target group. Like the for-profit organisations and company you should make sure you convince your target groups that your organisation and its events are the real deal and they are worthy of their money and time. ways of getting the word out and creating attention to your non-profit and its event is great importance, you could market yourself through mail, direct emails to possible funders, word of mouth, print media, visual media, blogs, websites etc. the list is endless.

Sales:

Once you have marketed your non-profit and its events you need to create a place where people can purchase tickets to your events or donate to your events. like most events you may want to look into whether you are going to sale your tickets at a flat rate for everyone or will there be extra cost on tickets if one wants to come as a V.I.P guest set up for who exactly will be selling the tickets and how they will be delivered to the individuals and a person placed that would be responsible for incoming information.

Practice:

Like anything you are presenting to public you would need at least to make a practice run though of the important aspects of the event, it is important that everyone involved with the event know their responsibilities and where they should be posted during the event to avoid confusions. to avoid complications a run though practise is good and it will help the actual event run smoothly.

Show appreciation:

One thing a lot of fundraising events forget to do is to thank their contributors to their fundraising events. it doesn't take too much time to send a Thank you note to everyone who was involved in your event, this is not only to the donors but also all the people who put hard work into making the actual event happen, always remember to keep your diners happy as you will be returning to ask for more donations from them in the future, make them feel important to you organisation and events.

1.1.1 Grant proposal

As there are so many different types of funding institutions, the process of researching grants and finding the one that would actually be willing to grant your activities can be intimidating. You need to do quite the amount of research to find the right grant provider. When you do find a foundation that falls into your category of fundraising activities your next step would be to apply for funding using the foundations funding guidelines. pay great attention to the foundations application process, set deadlines and follow all they ask, try avoid taking or making short cuts. Most grant foundation would ask for a grant preliminary proposal or a letter of inquiry, after you submit a letter of inquiry the foundation may ask you for a full proposal, do not waste time sending in a full proposal without them sending you an invite, as they will not accept it.

1.1.2 What to include in a Preliminary Proposal

The following format is recommended to follow when preparing your proposal and it may run two to four pages long.

Cover sheet: It should cover the basic information such as the group name, contact name, address, title, telephone, fax number, email address and if available website address.

Brief overview of your non-profit and funding request: State in brief about your group and funds you are requesting, not forgetting to state important details such as your non-profits mission and the amount and purpose of the funds on request, also make sure to state how your request matches the grant makers funding priorities add your tax exempt status and give schedule for grant and what programs it will cover and support.

Describing the program needing support: Persuasively describe the nature of the work that you are planning to do with the grant.

Financial information: You may need to submit an operating budget and program budget.

1.1.3 Full Proposal

Like the Preliminary proposal, the Full proposal also requires you to follow the instructions provided by the potential funder, when applying for grants. many rant groups have come up

with the streamline application process, this application allows non-profits to use the same application format for more than one grant, which helps the non-profit save time and cut down expenses on creating a new application of its own kind for each grant group they approach. All though the application to the grant groups may be a common application you must pay attention to the fact that they may ask for additional information or requirements. Most full proposals are ten pages long or less, prepare your proposal by the following steps:

Cover letter: Introduce the non-profit and your proposal making sure you include a brief letter from a board officer on the letterhead.

Cover sheet: Just like in your preliminary application make sure you summarise all the important information about your non-profit and stating your request for funding.

Description of non-profit: It is important to submit a short summary of your non-profit, don't forget to include your mission and goals. In addition summaries your programs and activities that are in progress or active already, also would be good to mention your number of staff, board members and volunteers on board your non-profit.

Needs assessment: summaries the needs your non-profit is facing and give examples on how you are planning on resolving them and how getting the grant can help resolve some of the issues the non-profit is facing and how it how it fits with your long term funding strategies.

Non-profit goals and objectives: Specify what you're non-profit is planning to achieve and how it is planning to achieve it overall goals, state how you plan on measuring the performance and evaluate if the goals are being reached.

Financial information: Make sure the budget you add is very realistic and detailed.

Conclusion: Complete your proposal with great emphasis and make sure you have a catchy punch line that will keep ringing in the head of the reader.

Attachments: Make sure you add important documents such as financial reports etc. it can also be helpful to attach any kind of positive press clippings of your non-profit. (Geottler Jim 2010)

1.1.4 Basic law of fundraising

The one most basic of laws that applies to fund raising is that the donor must actually give away funds and should not expect goods or services in return for their generosity, nor can they obtain dividends on the investment they make, on the other hand they can receive tokens of recognition that show appreciation. If they receive any kind of monetary return the donor will lose their tax deduction and the non-profit will lose their tax exemption. (Geottler Jim 2010)

2 Impact your world through events project

2.1 Impact your world through events

This is a project that was an idea of Sharon Pownall and another group member; came up with the idea of fundraising to help aid the victims of famine in Somalia and Kenya. A group was created known as impact your world through events and the aim was to create fundraising events, gather sponsors and work with different NGO'S (non-governmental organisations) such as Red Cross.

This challenge was taken on with no idea of how challenging it would be to create fundraising events, although there are more than one ways to create fundraising depending on the particular organisation, keeping in there are rules and laws to be followed when creating any kind of event whether it be a fundraising event or a big concert.

Some choose to donate money to fundraisers and not get too close and personal with the organisations, yet there are others whom chose to donate their time and energy, and this is what Sharon and Anna did to try and make some sort of a difference if possible at all by two students from HAAGA-HELIA University of applied sciences.

2.2 Objectives and goals

Impact your world through events was created to promote awareness of the victims of famine in Eastern African and raise funds through the events.

The objective was to open people's eyes to what mother nature had brought upon our fellow human beings, make people realise that they have it good and that there those out there whom are less fortunate and are dying in the thousands, whether it be children, mothers, father or grandparents, that mother nature did not care of age or gender and that help from us whom are capable was in dire need, and all it took was 1€ to feed a mouth for a day.

2.3 What is famine?

Famine is a scarcity of food that can be caused by factors such as:- crop failure, government policies or population unbalance, famine is high per cent of the time followed malnutrition, epidemic, starvation and increase in mortality.

2.4 Target group and budget

To start any kind of fundraising one must first figure out how much money they would like to raise and budget how much can be spent on the fundraising. You may face costs such as: - printing costs, postage for mailing and rental fees for events that you may need to hold.

For the impact your world through events project luck was on our side as the costs for printing were covered by HAAGA-HELIA, the venues were available e.g. the school auditoriums , whereas postage of mail was fitted to the budget that was at hand.

The target group that was placed was students and the public. It may have not been the wisest target groups as students don't earn too much and are always more willing to do volunteer work then donate funds. the general public on the other hand are a good target if we had the right amount of resources and human resources to help on the streets to catch their attention and get them to recognise what we are doing and the message that we were trying to send out.

To know what the target group you're aiming for is you need to ask yourself the question:
How much money are you really trying to raise?

The amount of money your seeking in any fundraising campaign depends on how many campaigns and what types of campaigns are planned to take place.

- This is a key point to pay great attention too, this is one of the down falls that faced Impact your world through events, there was no actual planning on what kind of fundraising targets would actually bring in the funds.

2.5 General Introduction: Impact your world through events

The project based thesis is called Impact your World through Events, and just through the name one can automatically understand what the project is about even before reading through the thesis. The idea of the thesis had come up to the author when watching the BBC News channel and hearing and seeing footage of how bad the famine is in Somalia and Kenya, this awoke something in author that built an interest to want to make a difference whether it be big or small.

The aim of the project is to create awareness through small fundraising events that are on a low budget, an aim to see if they can be pulled off and if they do catch people's attention and cause them to donate funds to the cause at hand.

This project is also embarked upon in order to meet HAAGA-HELIA university requirements.

It has been covered on all news channels possible on how East African has been hit by drought that has led to severe famine that has been calculated to have affected about 10 million if not more people, the number is estimated by the United Nations (UN). The UN says ten thousands of people have died what is said to be East Africa's worst drought for 60 years, the UN stated that children are demoralised and many will not go to school because they lack the strength to do so, "school feeding programmes have been reduced and it is hard for children to learn without being fed, to give them the energy required", stated a father of five.

The hospitals have stated that they encounter more than 10 terribly malnourished children a week and the number is growing rapidly growing.

Many stories of families from Kenya and Somalia losing children and family members to the famine and having to travel for day to reach refugee camps in Kenya for food and medical aid have lead this two team members from HAAGA-HELIA to try and create awareness and raise funds.

2.6 Process Description

2.6.1 First and for most what is Project plan?

A project plan is an approved document used to help guide the execution and control of the project. It helps document planning and decisions etc. it may be in detail or summarised.

The planning of this project was performed by Sharon and Anna but the thesis at hand has been written by Sharon. When planning the process the measures take to estimate the project size by number of participants and the amount of funds that could be gathered and at the end estimate whether the right path was used to reach the goal intended. The two students managed to gather all the resources that they could get to complete the project, but keeping in mind not all the resources they needed were at hand.

The biggest resource was the financial resource which was provided by HAAGA-HELIA and material resources were provided by Red Cross, Helsinki, Finland.

The project begins with a clear plan or idea and deliberation of the events goals and objectives of the fundraising events. The first move is to have an actual fundraising plan, because this whole project was based on creating fundraising events that will create awareness.

Successful fundraising involves plenty of large and small details such details vary from deciding who is to design the brochures or flyer to who is responsible in updating the mailing list; it is great importance to create a list of tasks that need to be met to fund the activities.

The list below is basic measure taken:

1. Determine needs and Fundraising budget.
2. Create a detailed list of prospects.
3. Overall campaign.
4. Setting tactics for fundraising.
5. Assign duties.
6. Raising the funds.

The author of the thesis continued the fundraising project by handing the plan of the whole project to HAAGA-HELIA and letting them review it, after the review as it was part of the authors thesis project plan the University of HAAGA-HELIA gave a go ahead together with financial support to kick off the project.

The above steps were followed but not in the actual order. The first steps after approval from HAAGA-HELIA were to come up with ideas on what kind of fundraisers will be done to create awareness and collect funds.

2.6.2 Important Parts of the Project plan

2.6.2.1 Contacting Authorities

The first step was to get HAAGA-HELIA involved in the project and to get their help to contact authorities such as Helsinki police and Helsinki city municipality in regards to holding such events as balloon release and collecting funds on the streets for the fundraising. The project needed to get permits to allow the fundraisings to take place. To make sure the permits are granted to launch the project was on the top of the to-do list. HAAGA-HELIA contacted the municipality of Helsinki and members of the project team contacted police for approval of holding such events. Reason to contacting the police was to notify them where, when and how the event will be taking place, and to inform them about the number of participants. It was important to do the notification as the police send out patrol vehicles depending on the number of participants and type of event for security reason in case any kind of trouble is to breakout. The aim of contacting the municipality of Helsinki was to get granted approval of the events and to prove that they are genuine and not scams to cheat people and to get proof that events are legal to be performed in public areas. All the contacting took place during 05.01.2012 to 31.05.2012.

2.6.2.2 Publicity

After getting approvals the project team started to work on publicity. Publicity is a crucial part of the whole event straight after the permits, as without working on the publicising of the event it would not be a success and would be just a waste of time, energy and funds. To get

publicity the group created Facebook page. On this page followers were receiving updates about up and coming events. At the same time project team was creating flyers and posters, approaching different university campuses to display advertisements of the events on their TV screens, approaching different media and newspaper companies and trying to get them to publish the events and stories behind them to catch the public's eye. All the information was created, uploaded, displayed or sent within the duration of two weeks. For the media and newspapers event organisers need to have at least a month head start before the launch of the event. The reason for that is that it may take longer for publishers to get back to event organizer. It is also not easy to get media interested in publishing news about volunteer events. Materials sent to media have to be made according to publishers' standards.

2.6.2.3 Establishing Venues

Establishing venues happens before applying for permits and also before getting the publicity. The group was lucky enough to not have too many difficulties with this matter as there were plenty of venues in HAAGA-HELIA that could be of use depending on the event. Getting the venues was just a matter of contacting the student's affairs office of HAAGA-HELIA. The venue for the balloon release was also easy to pick. The release took place at Central Railway Station in Helsinki, and it was picked because it is one of the busiest places in the city.

2.6.2.4 Organising students for balloon release

The first step was to find volunteers to participate in the balloon release. For that purpose project members created different campaigns around campuses of HAAGA-HELIA. It took the group two weeks to do the campaign for students starting from 16.01.2012 to 30.01.2012. At first the aim was to find 100 volunteers among students, but at the end the biggest majority of volunteers were passers-by who noticed the event. The number of balloons doesn't have any significant meaning. However, event organizers discovered a German bands song, that has name "99 Luftballons" and that was very popular in 1980-s. So, organisers thought that releasing 99 red balloons might help in getting attention to the event.

2.7 Fundraiser No.1 - A balloon release

2.7.1 What is a balloon release?

A balloon release is when a number of helium or hydrogen balloons are realised and allowed to float into the sky.

A balloon is an object that everyone finds attractive and is used for many different occasions to celebrate different things, this is one of the reasons it was chosen for helping create awareness, balloons are known to stand or signify sun and happiness, they are colourful and can easily grab passers-by attention and create curiosity amongst individuals, thus the reason to why a balloon release was one of the fundraising events.

The colour picked for the release was the colour red, the colour red symbolises love, strength, power and harmony.

The date of the release was set for 10th February 2012, at 4p.m, at the Central railway station in Helsinki, this particular day was selected as it was a great day for love and friendship that is celebrated every year, it was Valentine's day and deciding to do the release the balloons at 4p.m. was decided on the fact that people are leaving their work at that time and this would give more opportunity to attract attention to more people, the geographical location is also a vital piece of information, the square at the Helsinki railway station was picked to release the balloons at it was the perfect place where all the people commute to and from destinations.

There was a target of 100 people, basically the plan was to get at least 99 people to come participate in the balloon release, at least 50 people did participate and each of the balloons was being sold for 1.50€ that the person would place into a collection box before being handed the balloon.

The event was published on the Helsinki Times newspaper thanks to the authors connections to reporters at the publishing company, many other companies were contacted such as MTV3 and Yle these being just the few that were contacted.

According to the Finnish law, it is mandatory to contact the police if you are hosting an event in the public areas and if the event is going to encounter more than 30 people, this is for the safety of the public and the event hosts in case any violence should break out.

After the balloon release people walked away with their balloons and the satisfaction on their faces that they have donated to make a difference no matter how small they gave, the rest of the volunteers and author walked around for one hour and a half to two hours still collecting funds from the passers-by.

Keep in mind that a small research was done to find out how harmful releasing balloons into the air can be to the environment, the results that were found was that all though there are now bio degradable balloons it is still not suggested to release balloons into the atmosphere as they float around in the air until they pop and the broken balloon comes down to the ground, although there bio degradable balloons they still take 2-4 years to degrade and it is also un safe to animals as they may stumble into them and eat then leading to blockage of wind pipes and resulting to death. This concludes that the balloon release was environmental friendly and that the balloons had been attached to very long strings and weren't allowed to be set free to float into the air.

2.7.2 Outcome of the event

The whole event was well planned and organised. There are a few things that could have been done better to improve the event and create more attention.

- The event could have been advertised even more on different other sources.
- Lack of attention to the weather, it was too cold and when it's too cold people tend to seek warm places, not many people stopped to read the boards of plea for funds to help the less fortunate.
- There were not enough volunteers, finding more ways to attract volunteers could have helped.

All in all it was a great try and a small outcome came of it, a small amount of money was raised thanks to the individuals whom did stop with curiosity to what the red balloon were all about. If anyone is to try this kind of event, would recommend it be done during a hotter season of the year and promote it as best as possible and get as many volunteers as possible.

2.8 Fundraiser No.2 - Signature collection

2.8.1 What is signature collection?

From the understanding of the author signature collection is a practise of going out to the public and asking people to sign your petition that supports your cause.

The signature collecting began on 20th February 2012, the signature collecting was done around most of the popular commuting spots in Helsinki centre, the areas were central railway station, Kamppi square, and Stockman shopping centre, signature collections were also done at the HAAGA-HELIA campus where a number of student signed the petition. During the collection of the signatures also funds were collected.

The aim of the petition was to prove how many people out there are against what is happening in Somalia and Kenya and would like to see the NGO's and other governments do more to help the struggle against famine.

Normally the petition is also used to raise funds by getting companies or organisations to donate to the fundraising depending on the number of signatures collected.

2.8.2 What is a petition?

Petitions are requests to do something, commonly used to address government officials which is then compiled into a document and sent to the body that takes action, in this day and age petitions can be oral.

2.8.3 Outcome of the event

Quite a number of signatures were collected which was a great success to see that money people wanted to see more being done to improve the situations in Kenya and Somalia.

A few things could have been done to actually put the collected signatures to use, such as:

Before the collecting of signatures there should have been sponsors gathered who would donate a certain amount of money for every signature collected.

The signatures should have been sent to big NGO'S and other organisations dealing with the crisis in Somalia and Kenya to show that people would like to see more done to help the people suffering from the famine.

Overall the collection was good but when looking at it now it only proved to the author that more need to be done and that people are willing help.

2.9 Fundraiser No.3 - Collection boxes

2.9.1 What are collection boxes?

Collection boxes are boxes used to collect money, these boxes are sealed and can only be opened by the particular organisation which has donated them for use, unless you have had own boxes made which is not recommended if you don't have a non-profit organisation and want to do fundraising by collecting money, as it is easy to dip your hand in and use the money that you have actually collected for the benefit of those less fortunate.

For the impact your world through events project, the team members had approached Red Cross to co-sponsor and help provide them with equipment that could be used to raise awareness. The boxes Red Cross had provided were placed in different locations around Helsinki, they were placed strategically in areas where people will see them and donate into them. The rest of the remaining boxes were used for every event performed to collect funds. Red Cross had also offered to give the team jersey's to help with giving people the confidence to donate into the boxes as they were working with Red Cross.

An agreement was made between the team and Red Cross of handing all the donations collected to Red Cross to be banked in the aid of Somalia and Kenya at the end of the project.

The collection of funds was not as easy as you may think. A few things could have been done better such as:-

- A bank account was also opened for the project by HAAGA-HELIA, it was a good idea although it did not collect too much, it would have been wiser to ask Red Cross if there was a particular account that people can donate to straight to Red Cross.

2.10 Fundraiser No.4 - Sponsors

2.10.1 What are sponsors?

A sponsor could be an individual or a company/organisation that supports a particular event, person, organisation or event with the means of finance or through provision of products and equipment.

At the beginning of the project letters were drafted and sent out to different organisations and companies seeking sponsors to help fund the project more and also donate to the cause. This was not an easy task as in Finland at the end of the year before the new year each company and organisation create the budget to how much they are sponsoring or donating to different organisations or individuals the following year. Getting sponsors was hard and practically impossible because time was against the team and budgets had been made already. The team was lucky enough to get the support they did from HAAGA-HELIA and Red Cross.

2.10.2 Final event

The event was coming to an end and the last event created for it was a closing seminar on the 10th May 2012, 13.00 p.m. at the small auditorium at HAAGA-HELIA campus. The event was open to everyone, posters were put up couple weeks before and flyers were handed out, the campus news screens were used to publicise the event to the students.

Speakers from various fields had been contacted and confirmation of their presence was cleared. The team had managed to get a musical school known as Itapakila Musiikkiopisto instrumentalist involved to perform at the opening of the seminar event. The performance lasted for ten minutes, after the performance the first speaker took to stage, the speaker was from Red Cross and she had been working with the team prior to the seminar, the topics covered were based on activities that Red Cross deal with worldwide, also mentioned was the fact that there were few volunteers and that the need of volunteers is big and she explained how one can register to be a volunteer with Red Cross.

At 14.00 p.m. the second speaker took to stage and she was from Helsinki university central hospital, she spoke about health care and the fact that there have been programs that have been created in Finland and have also been practised in different parts of the world, one of the programs she mentioned was the kangaroo mother care(KMC), this is a practise similar to marsupial care for their babies, basically the premature infant is kept warm in the maternal pouch close to the mothers breast for unlimited feeding, it has been said to be a more gentle and effective practice and method for premature infants avoiding agitation routinely experienced in busy wards. she had mentioned that this practise is also being taught to mothers in third world countries as of lack of modern equipment such as incubators in most areas, the practise has been proven productive and has saved a number of premature infants, the speaker also touched and emphasised on the need of volunteers and encouraged people to try volunteering at different organisations.

After all the speaker had spoken came the presenting of the cheque that showed how many signatures for the petition were collected. A closing speech by the group members that summed up the end of the project and thanking of the audience whom had made time to attend the seminar, gift giving to the speaker who had participated in the seminar on behalf of the team and HAAGA-HELIA.

2.10.3 Outcome of the seminar

The seminar sad to say was probably one of the events that was not as successful as the team would have liked it to be, the show of guests was poor, more effort in marketing the event should have been done and creating an attendance list online could have helped to notify how many people would be attending and would have helped with create a better arrangement of how much refreshments were needed, basically the budget of the refreshment stand.

All in all from the time the team had to work with it was a great seminar and showed a potential of future seminars with a few tweaks to planning with the right amount of time and making sure that the timing is correct, as timing is essential in any event.

2.10.4 Reasons behind unmet targets

It is a fact that many non-profit organisations fail even if all the resources and finance are available. As for the impact your world through events not being as successful as the author would have liked it to be, the following reasons are what made the goals set difficult to reach: Costs for running the project: the costs for running the whole project was higher than anticipated, the budget that was set for the whole project was not enough.

Lack of experience: the project was ventured with lack of experience and lack of knowledge on how to properly plan and implement the events to raise funds.

Sponsorship: not being able to get sponsors also played a down fall to the outcome of the project. More research on how to get sponsors for any event is crucial; this is one of the important steps, even with a small budget if you manage to get sponsors to fund the events there is more chance to executing it to plan.

Unrealistic expectations: with any project the most important thing to do when setting expectations is to have realistic goals. The project was ventured with unrealistic goals that were thought to be able to meet but in reality was very difficult to meet without the right budget, sponsors and project plan.

Project time frame: the time frame was too short for these kinds of events, such events are usually long term with adequate planning and pre-planning.

Survey and Analysis: there was no survey or analysis done of similar events. it is crucial to do surveys and analysing the field of any type of project or event prior to implementing them.

In addition to all the things that have been mentioned on the list above the time frame, timing and lack of communication throughout the whole project contributed to the unsuccessfulness of the whole project. In fundraising fields the projects are normally long term and proper planning and follow-ups are done throughout. the lack of sponsors had played a big impact during the process of the whole project, getting sponsors should have been the first priority before trying to do any kind of fundraising, the sponsors were sought and with each one turn-

ing down the offer to sponsor the project because most companies that do sponsor or fund such projects had already made their budgets the year before and books were closed.

The only sponsor that was willing to fund the project with material was Red Cross. To any project lack of sponsorship is a great disadvantage, another disadvantage is the lack of publicity, only having been printed in one newspaper did not help spread the word of what the fundraising was aimed for and what events were being held to raise awareness, making sure that Social media is covered could have helped to create a better result to the project, if research was done and the project organisers would have paid attention to the golden rules of successful fundraising the project would have been a better success.

3 Summary

3.1 Overall outcome of the project

In the whole process of the thesis based project, “I” the author have come to the realisation that it is of great importance to thoroughly research and understand the fundraising industry or any industry per say before venturing into them. The whole process of research and understanding should have been done before hand prior to trying to contact or send any proposals to sponsors or potential donors in regards to getting the right people interested in such events. Knowledge of the event industry and practises is crucial to achieving any success.

Outcome of the project was the money that was raised and the awareness that was thought to have been created concerning the famine crises in East Africa. The project did cover the set target of creating awareness and raising funds but there isn’t any proof material to show how much awareness was really raised, as part of the whole project three different fundraising events and signature activities were created to reach the goal that had been set.

The strongest advantage that the project had going was the fact that it was sponsored by HAAGA-HELIA University of applied sciences which is one of the most renowned universities in Finland and also the sponsors from Red Cross which is a world known organisation that deals with humanitarian issues, a lot of help was provided by Red Cross on how to go about some of the issues faced with the project.

This project was a great experience and learning curb, keeping in mind that fundraising activities are not easy tasks, in this day and age with all the world is facing from the wrath of mother nature to the unbalance cause by mankind the job of volunteers and humanitarians is not easy, you may sit on the side line and think it is but speaking from just a small experience it is a not an easy task, the impact your world through events is a project that has come and gone but there non-profit and government organisations that are still out to make a difference and hand a helping hand to those most in need, the impact your world though events may have not been a big success but hopefully it did make a difference if just a small one.

3.2 Authors evaluation

This thesis was the idea of the author and it was done and written out of passion to help others, different types of fundraising events were used to create awareness. In regards to the thesis organisation this was a result of great skill developing through the author's academic learning period in HAAGA-HELIA University attending the Experience and Wellness degree program created by Mr Mario Passos Ascencao. A number of aspects that were learnt through the Experience and Wellness program had played an immense role throughout the project to help achieve the project goals and achieve the author's personal aspect of reaching a personal goal of completing a bachelor's degree.

For the author the project has been a learning experience as this is one of the fields the author see's for a future career. The author was also able to learn of how fundraising events are the same to any other events but also different in many ways and also how people react to different events.

The fundraising aspect of the whole event was a small success, the project managed to raise 134 euros in just over 2 months, the collection was done with the help of Red Cross donation boxes, which after the project were returned to them to reveal the amount raised and for it to be donated to help those suffering from the Famine in Somalia and Kenya. The sum collected was small compared to what the estimated goal was, it shows some result of the project.

With more planning, preparation and volunteers the project could have had a better chance at a greater outcome.

All governments should develop a national volunteer strategy, which should set out its vision for volunteering over view for the next 10-15 years. This national volunteer strategy will provide framework that will encourage a responsive and supportive volunteering environment. This step will ensure that needs and views of volunteering communities are met and reflected in the national volunteer strategy.

To those looking to do any sort of fundraising, keep in mind relationships are on-going relationships with donors, as like a repeat customer are important and crucial to any business.

You should make every effort to build strong connections with your first time donors so they may continue to support you organisation in the future. When your supporters feel important and appreciated and believe that your organisation is doing good work, they gain confidence in your organisation and tend to become more than willing to donate to your non-profits efforts. (Pakroo.H.Peri, 2010).

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Attachments

Attachment 1: Beginning Stage

Project type thesis: Impact Your World Through Event

To do list

- (Anna)HH CSR- corporate social responsibility (office in Haaga or Pasila) (find them on Haaga page).
- (Anna)Contact Haaga campus (Tommi Lelu (ask about how we can get Gastro Pro can help us or get involved with our events and charity).
- (Sharon) join Blue Turtle (blueturtle.com)
- (Anna) contact (mia.Tarhanen@haaga-helia.fi) she has connections to WWF.
- (Anna)(Risto.Karmavuo@haaga-helia.fi) ask for sponsors contacts
- (Anna)(Pirkko.salo@haaga-helia.fi) sponsors contacts
- (Sharon)HFLC(Future leaders)- write email to Violeta (about charity and how we can get people to join our balloon release and seminar)
- (Sharon) contact Helsinki ice ring (find out if they can work with us with the balloon release).
- (Sharon)contact Helsinki times news paper
- (Anna and Sharon)contact school and find out about different groups that could be available to join seminars and balloon release
- (Sharon)book video camera for balloon release and still camera

Attachment 2: Project Plan

Impact your world through events brief plan

What is the target under study:

1. The target under study is how small events can create awareness to what is happening in Kenya and Somalia and to find out how people react to small charity events and if actually do work in raising funds and awareness.
2. To also understand what exactly caused people to donate to the certain event or charity.

Why is the project necessary:

1. The necessity of the project is to create awareness of what is taking place in Kenya and Somalia.
2. To remind people that there are people who are truly suffering from the famine in East Africa.
3. Raise funds to donate to aiding those in crises
4. To prove that even the smallest event can create a difference, even if it's a small difference.
5. Remind people that giving a small amount do go along way for those suffering from the famine.
6. To prove that even though the economy is at its worse people are still willing to give.

How will the objectives be achieved (The project plan):

1. A balloon release for creating awareness
2. Publicity on Facebook and Helsinki times
3. A bank account for donations
4. Collecting funds at Central railway station
5. Collecting signatures
6. Seminar included

Determine check points that will help you evaluate the progress of the project

1. How many people sign up on face book
2. How much money we are able to collect
3. How much signatures we are able to collect

4. How many people sign up for seminar

Describe the project implementation

The project has already begun with help of the school and Red Cross. We collected collection boxes that we used for collecting fund and we put at different locations. We made publicity through flyers, face book, Helsinki times and the balloon release and we also take signatures in solidarity for the victims of famine in Helsinki and we also in cooperate seminar event to raise fund and awareness.

Attachment 3: Project Plan Table

By: Sharon Pownall-Helenius and Anna Bello

(20.12.2011)

Our Tasks	Person Responsible	What to do?	Duration by week	Starting time	Total timeline
Step 1					
Getting permission from authorities	Haaga-Helia	Contacting police or Helsinki city for permission for balloon release.	1 Week	05.01.2012	31.05.2012
Publicity	Haaga-Helia	Print media(newspapers), social media	2 Weeks		
Establishing a venue for each event and places to place boxes for donation.	Haaga-Helia	Contact airport authorities and different shopping malls	1 Week		
Organise group of 100 people for the balloon release	Haaga-Helia	Advertising and contacting people to explain the release.	2 Weeks	16.01.2012	30.01.2012

Actual balloon release event	Group of 100 people	Release event taking place at Central railway station square in Helsinki.	2 Days	10.02.2012	10.02.2012
Step 2					
Placing donation boxes in venues	done by project managers	Taking the donation materials to venues	1 Week		
Offloading boxes and bags	project managers	collecting funds and other items to the school	1 Week		
Step 3					
Getting co-sponsors	project managers	Contacting various organisations	2 Weeks		
Compiling the signatures	project managers (graphic designer)	placing all signatures together	1 Week		
The grand and final seminar	project managers	organising the seminar	1 day		
Writing thesis report	Sharon and Anna	writing reports	2 weeks		
Getting all donations to Red Cross whom will get them to the famine areas intended.					

Attachment 4: Letters

Request for Permit letter

Sir/Ma'am

We are student of Haaga-Helia University of Applied Sciences Degree Program in Experience and Wellness Management.

WE have started writing our thesis on Impact of balloons, Colours and design on holistic Wellbeing of people in different life situations, with our thesis we have incorporated some Charity work and how we can help in making a difference to those suffering from the Famine Somalia and Kenya We have already started getting our charity together and we are trying to raise as much funds as possible to be sent in aid to victims of Famine.

We are writing this letter to ask for permit to collect funds in public areas, such as Shopping malls, super markets and restaurants. We would like to also assure that our University HAA-GA-HELIA is supporting us and backing us in the whole process with also the Backing of Red Cross and hopefully soon to join our team will be UNICEF.

As we all know thousands of Somalis have been fleeing their country each week in search Of food, water and shelter, many of them walking for days in the sweltering sun towards Refugee camps in Kenya and Ethiopia.

Nearly half a million children are at risk of dying from Malnutrition and Disease Relief Organizations are calling on the international communities to join together to end the crisis, We are answering to that call and are trying to make a difference no matter how small it May be.

We do hope you will grant us the permit to collect the funds in public areas and help those Who cannot help themselves?

Sincerely,

Sharon Pownall-Helenius

And Anna Bello

Letter Requesting Sponsorship

Dear Sir/Ma'am,

We are students of HAAGA-HELIA University of Applied Sciences.

“As many as 750,000 people could die as Somalia's drought worsens in the coming Months, the UN has warned, declaring a famine in a new area”. The UN says tens of Thousands of people have died after what is said to be East Africa's worst drought for 60 Years. The children are demoralized and many will not go to school because they lack the strength to do so. Also the UN has reduced the school feeding program and the children can't learn without food," said father of five Mohammed Abdulahi.

That is why we are calling for help for this cause of nature. All the funds and other items would be taken to Kenya and Somalia through Red Cross.

The Cost:

The expected cost of making this move is 5,000 euro. We would greatly appreciate your help in reaching this target because of the magnitude of what the cause of nature have embedded on fellow human being in Somalia and Kenya. By providing this people with food and water, we would not only be satisfied that we have been able to put a smile to someone's face but also would serve as a fulfilment that we have made a difference and many lives would have been saved.

The Grand Finale: As part of the fundraising, we are also holding a seminar on the 10.05.2012 at 1pm as a grand finale for the fundraising process at HAAGAHELIA CAMPUS auditorium. We will be inviting people from the local community and academic institutions and also people who have help us achieve this goal.

Benefits to you/company: If you could support us to achieve this goal, we would include your name on the acknowledgement page of our Thesis, as also we are using a part of the project as our Thesis. Your company name would also be on our banner as a co-sponsor of this event.

Thank you for taking your time to read this letter. As one of our sponsors, we would let you know how we do and if you want any information, you can contact our supervisor(Kristian.Sievers @haaga-helia.fi)0404887173.

Yours Sincerely.

Anna Bello & Sharon Pownall.

Reply form:

Your name/company name.....

Donation amount.....

I,.....at.....will help

.....reach this fundraising target of..... For the HAAGA-HELIA in helping the victims of famine in Somalia and Kenya with the donation of.....

5eur, 10eur, 20eur, 50eur, 100eur, 250eur. Other amount in euro.....

Account number. NORDEA PANKKI SUOMI OYJ BIC: NDEAFIHH IBAN: FI 88 10113000260835

Reference: impact your world

Date:

Signature:

Letter to Blue Turtle

Hello Blue Turtle group,

We have managed to change the release but then again changing the whole thing won't be possible but for now we have done what we could do and we appreciate the fact that you approve it.

To the question you asked about what it is we are trying to accomplish with this?

- We are trying to create awareness to the situation going on in East Africa, particularly Kenya and Somalia and also create the awareness that people would know that we are doing this and they can join the move. Already there are lots of people that would want to help but don't know how, so this would be an opportunity.
- We are trying to raise funds to help the ones suffering and make a difference, please remember that we are not charity organization. We are using this as our thesis also.
- All the money used to buy the balloon would go to the charity fund; our school is sponsoring the money to purchase the balloons.
- Yes, people can donate without buying the balloon. (We are sorting out the bank details for where people can donate and I will get back to you with the details as soon as possible).
- We are planning more events, but until now we have yet to get sponsors to help us financially for the events.
- We are looking for companies to donate to the cause.

We do hope this answers your question and we are joining your site.

Thank you.

Regards,

Sharon Pownall-Helenius and Anna Bello.

Reply from Blue Turtle

Dear Sharon,

We are sending you this email from Blue Turtle because you spoke to our ambassador Violeta Salonen about your project. We want to thank you for getting in touch with us and for sharing your amazing project with us. We are going to help you in whatever way we can but at first we need to express our concerns.

You have indicated that you are going to release in the air a large number of balloons on February 10 2012 at the Helsinki central railway station. This is really bad idea. It appears that you are not aware that balloons are one of the most common of all the litter found in nature like woods, mountains, rivers, beaches, etc. It is simply bad for the environment. Any balloons you are intending to release will eventually fall back on Earth and possibly cause animals to die, nature to get more litter and make people who are doing nature clean-ups work harder. This is a serious crime against nature and humanity.

This is not different than throwing your garbage out the window of your home or automobile. Just because you don't see it fall back on earth it doesn't mean that it doesn't happen. Please do not ignore this. The time is short and if you are going to think of something else you must think and act quickly. If you find another solution to promote your cause, you can use that for publicity, which is what you need right now. We would also make news on many different websites about your decision to NOT release balloons after learning about their negative impact on the planet. People will appreciate your decision. You are creative; you can surely think of something else.

Letters for seminar speakers

Dear Ms Karoliina,

We are students of HAAG-HELIA University of Applied Sciences. We are inviting you to speak at our seminar. The topic is Impact your world through events. This seminar is based on a charity event to raise awareness for the victims of Famine in Somalia and Kenya.

We are very much aware of your busy schedule and we do hope you would make time for us to speak at this event. This seminar would help us impart knowledge to our students on the need to help people in dire situations.

You can contact us on impactyourworld62@gmail.com

Please can you confirm your attendance, the seminar will take place on Thursday 10.5.2012, starting from 13.00 to 15.45, please let us know what time in these hours would be good for you and if that time has already been taken by another speaker we shall inform you and we can pick another time.

We hope to hear from you as soon as possible as we need to create a schedule for the whole event before the 10th of April

Venue:

Time:

Yours Faithfully,

Anna Bello Sharon Pownall-Helenius

Dear Sir/ma'am,

We are students of HAAG-HELIA University of Applied Sciences. We are inviting you to speak at our seminar. The topic is----- . This seminar is based on a charity event to raise awareness for the victims of Famine in Somalia and Kenya. We are very much aware of your busy schedule and we do hope you would make time for us to speak at this event. This seminar would help us impart knowledge to our students on the need to help people in dire situations. you can contact us on-----

Please can you confirm your attendance, the seminar will take place on-----

Venue:

Time:

Yours Faithfully,

Anna Bello Sharon Pownall-Helenius

Attachment 5: Press Release Letter

Dear Sir/Ma'am,

In the brackets bellow is what we have come up with for the press release, I hope it is good enough and if you would like more details I would be more than willing to answer any questions in mind.

(We are student of Haaga-Helia University of Applied Sciences Degree Program in Experience and Wellness Management. we have incorporated a few events to help raise awareness of those suffering from the famine in Kenya and Somalia. We have already started getting our charity together with the backing of Haaga-Helia, Red Cross and hopefully soon UNICEF and at the same time we are still seeking more sponsors.

We have come to find out that thousands of Somalis have been fleeing their country each week in search of food, water and shelter, many of them walking for days in the sweltering sun towards refugee camps in Kenya and Ethiopia. Nearly half a million children are at risk of dying from Malnutrition and disease. Relief Organizations are calling on the international communities to join together to end the crisis and We are answering to the call and trying to make a difference no matter how small it maybe.

we are calling everyone to join this cause with us to help those who cannot help themselves, we are recruiting anyone who would like to join us in a balloon release event that we have prepared that is taking place on the Friday 10.02.2012 at 16.00 at the Helsinki central railway station outside at the square where the icing ring is and all we are asking is you purchase a balloon from us for 1.50€, there will be a count down before the balloons are all released at once to create awareness of the famine and all the money we collect will go straight to the charity to be sent to Kenya and Somalia.

Come One, Come All and let's impact our World and Make a Difference.)

Thank you.

Regards, Sharon Helenius and Anna Bello.

Attachment 6: Helsinki Times Article

Below is the article from Helsinki Times.

99 red balloons... for a cause

DAVE DUNNE
HELSINKI TIMES

TOMORROW Helsinki's central railway station square will witness a balloon-launch to try and raise awareness and funds to send to the countries affected by the famine in East Africa. The idea is the brainchild of two students from Haaga-Helia university of Applied Sciences and the event kicks-off at 4 pm.

Sharon Pownall-Helenius from Tanzania and **Anna Bello** from Nigeria are both students of the Degree Program in Experience and Wellness Management at Haaga-Helia and they felt strongly enough about the

hunger and deaths in the region that they felt they must do something to help the situation there.

"We are mostly concentrating our efforts on Kenya and Somalia, as they are the places with the worst situation for the time being. The idea for the balloon-launch came to us as we sat watching TV, discussing how to get media attention for the plight of the people there," explains Sharon. "We are recruiting people to buy a balloon from us for €1.50 that will go to the charity and join us at the release on Friday."

The idea has the support of Haaga-Helia and the Red Cross and the two conscien-

tious students have even factored-in the environmental impact of the launch. As Anna explains, "We didn't want these balloons to float away and land somewhere only to take years to decay, so there is a long piece of string attached to each one and they can be brought back to earth. The visual effect of the launch remains the same. We also want to show that even when the world economy is bad that people are still willing to give to help the less fortunate."

Charity Balloon-Launch

10 February, 16:00
Rautatientori /
Central Railway Station Square

Attachment 7: Impact Your World Through Event Flyers

COME JOIN US

Join us to help with a balloon release in solidarity for all those affected by the famine in Somalia and Kenya, you can help us by purchasing a balloon for (€1,50) that will go to this charity. The balloon release will take place 10.02.2013

At 4 o'clock in Helsinki center, at the central railway station square.

If you would have any questions or information you could call the numbers below or go to our Facebook page and post your question or email us on the email below and we shall get back to you. (Email: impactyourworld61@gmail.com)



IMPACT YOUR WORLD

Donator: NORDEA PANKKI SUOMI OYJ
 BIC: NDEA3333
 IBAN: FI331011300008835



Donate what you can



Help us, Help them.



HAAGA-HELIA
University of Applied Sciences

This charity is created by two students attending Haaga-Helia University of applied sciences, together with the backing up in involvement of Haaga-Helia University itself.

Bags will be handed out to those who would like to donate clothes, shoes, toys and whatever it is that you think can be of help.

Info call: - Anna (0453 581 272) or Sharon (0440 030 000). join [Haaga-Helia Charity Group](#) on Facebook

IMPACT YOUR WORLD

Charity help for those facing the famine in East Africa

Twelve million people are facing a hunger crisis in the Horn of Africa, and they are in desperate



Thousands of Somalis have been fleeing the country each week in search of food, water and shelter— many of them walking for days in the sweltering sun toward refugee camps in Kenya and Ethiopia.

Nearly half a million children are at risk of dying from malnutrition and disease.

Relief organizations are calling on the international community to join together to end the crisis, and they're working to gain access into areas with limited humanitarian access.

There are ways you can help.

We are students of Haaga-Helia University of Applied Sciences and we are trying to raise funds and materials that are sent to communities in Kenya and Somalia, we are asking you to give at least 50 cent which can feed one person per day in Somalia and Kenya, give what you can and help us make a difference.

We have the badge of our university on our t-shirts and your donations will be very much appreciated.

Help us, Help Them



003580005 Anna Bell (0433881721)

003580000 Helenus (0440926001)

Email Address: impactyourworld652@gmail.com

Bank to: NORDEA BANKI SUOMI OY/

BIC: NDEAFI33

IDAN: FI5510115000000833

Donation Account Number

Join (Haaga-Helia Charity Group) on Facebook



IMPACT YOUR WORLD	IMPACT YOUR WORLD
<p data-bbox="204 367 523 405">Date: 10th/may/2012</p> <ul data-bbox="252 488 767 1122" style="list-style-type: none"> <li data-bbox="252 488 628 526">• <i>From 1.00pm - 2.30pm</i> <li data-bbox="252 546 727 645">• <i>Speakers: Anna - Leena 1.10 (Itapakila musikii koulu)</i> <li data-bbox="252 665 564 763">• <i>Katavisto Nanna 1.30 (RedCross)</i> <li data-bbox="252 784 767 943">• <i>Aino Ezeonodo 2.00 (RN, MHC, Helsinki University Central Hospital).</i> <li data-bbox="252 963 762 1061">• <i>Cheque presentation by: Anna & Sharon</i> <li data-bbox="252 1081 667 1120">• <i>Refreshments & snacks</i> <p data-bbox="204 1200 751 1294">WELCOME TO MAKING A DIFFERENCE</p>	<p data-bbox="810 367 1129 405">Date: 10th/may/2012</p> <ul data-bbox="858 488 1374 1122" style="list-style-type: none"> <li data-bbox="858 488 1235 526">• <i>From 1.00pm - 2.30pm</i> <li data-bbox="858 546 1334 645">• <i>Speakers: Anna - Leena 1.10 (Itapakila musikii koulu)</i> <li data-bbox="858 665 1171 763">• <i>Katavisto Nanna 1.30 (RedCross)</i> <li data-bbox="858 784 1374 943">• <i>Aino Ezeonodo 2.00 (RN, MHC, Helsinki University Central Hospital).</i> <li data-bbox="858 963 1369 1061">• <i>Cheque presentation by: Anna & Sharon</i> <li data-bbox="858 1081 1273 1120">• <i>Refreshments & snacks</i> <p data-bbox="810 1200 1348 1294">WELCOME TO MAKING A DIFFERENCE</p>

Attachment 8: Balloon Release

