

A woman with a yellow polka-dot headwrap and a green apron is operating a white sewing machine. She is looking towards the camera with a slight smile. The background is dark, suggesting an indoor workshop setting. There are various sewing supplies like spools of thread and scissors on the table.

TWAM

Tools with a Mission

Working together to
create livelihoods
and transform lives

Fundraising Pack



The TWAM Chichester team at a car boot sale raising money for TWAM.

Thank you so much for helping to raise money for livelihood creation. Your support will be essential in our goal to send even more life-transforming tools to vulnerable members of rural African communities.

There are many ways you can support TWAM, and we would greatly appreciate any event that you arrange or take part in to raise money or collect tools for us. If you have any good ideas which are not in this booklet, we would love to hear about them!

We wish you luck in your events. If you have any questions, or if you would like some more information, please don't hesitate to contact James, our Fundraising and Communications Officer, at jamesn@twam.uk.

Thank you for supporting livelihood creation.



How your support will help

We would deeply appreciate any amount that you can raise to support our work. Here are some suggestions of amounts to raise and the real difference that they could make.

£75

could cover the costs of collecting, refurbishing, and packing 3 sewing machines, ready to be shipped of to skills training centres teaching life-transforming tailoring skills.

£110

could cover the costs of putting together a garage workshop kit, which includes everything needed to start up a mechanics workshop, providing many jobs and training opportunities.

£240

could cover the costs of putting together a carpentry workshop kit, which will be used to equip a training centre or a workshop providing employment for several newly trained carpenters.

£400

could provide 10 carpentry kits to a skills training centre, which will be used to train vulnerable people and often be gifted to the graduates so that they can start work immediately.



Help us out online

The cheapest and quickest way to support TWAM is online.

Running an online fundraiser is a great way to get people involved and support livelihood creation. We always appreciate people spreading the word and showing our work to more people so that we can have an even bigger impact.

We also always appreciate publicity. If you know of any local newsletters, magazines, or blogs that may be interested in TWAM's work, please get in touch with our Fundraising Apprentice, James Noble, at jamesn@twam.uk

Facebook Fundraiser

A fantastic way to get your family and friends involved in raising money for TWAM is to run a [Facebook Fundraiser](#). Facebook covers all the processing fees, so every penny will go towards livelihood creation.

Every penny helps, whether you raise £5 or £500. Many of our supporters run birthday fundraisers, encouraging people to donate to TWAM instead of buying them a gift. This helps to prevent consumerism-generated waste as a bonus, and keeps more tools out of landfills. We can't think of a better birthday gift than that!

Raise money on Facebook

There are pictures that you can use for social media on our website. Just go to twam.uk/fundraising.

We would love it if you could encourage your social media followers to support TWAM - here are some ideas:

- **Donate** - just point them towards twam.uk/donate
- **Gifts for the Journey** - they can gift a tool kit on behalf of a loved one, or from themselves! Point them towards twam.uk/giftsforthejourney
- **Tool donations** - we always need more tools! Point them towards twam.uk/donatetools



Do a sponsored walk, run, or cycle

If you like to stay active, or you want to challenge yourself, why not raise some money in the process?

Whether you run 10 miles or walk the Coast to Coast, you can ask your friends and family to sponsor you. You can either do this online, using Facebook Fundraising or Just Giving, or you can use one of our sponsorship forms.

If you're interested, contact James, our Fundraising Apprentice, on jamesn@twam.uk. He'll help you with your event and make sure you've got everything you need.

You can run a marathon, do one of England or Wales' famous walks (there are some ideas on the [National Trust's website](#)), or create your own route, perhaps using a website like [Strava](#).

Maybe you can even wear a TWAM shirt during your activity and get a lot of pictures that we can use to encourage even more people to support us.

You can also approach local news outlets using our press release template to encourage them to publicise the event.

There are also pictures that you can use for social media on our website. Just go to twam.uk/fundraise and use these pictures when you're posting about your event.

Make sure to let all your friends and family know, and maybe even encourage them to join you.

[Set up event on Facebook](#)



Crafting change

Do you have any craft skills or hobbies that you could use to raise money for us?

As a tool charity, we really love it when supporters find creative ways to use their own tools to raise money. Whether you can knit, sew, woodturn, or have any other craft skills, you can use them to make a difference.

There are many ways to do this, some of which we've listed on the next page.

The simplest way is to set up a Facebook Fundraiser. Simply click the button below and decide which amount you want to aim for. Then think of a project to make, and share the fundraiser with your friends, letting them know that you're crafting to raise money for TWAM!

It would be great if the project is tool-related, such as knitting a hammer, or sewing a tool roll. You could even video yourself making it and share it on Facebook.

Set up event on Facebook

If you'd like some help with setting up a Facebook Fundraiser, or you want some suggestions for captions, get in touch with James, our Fundraising and Communications Officer, at jamesn@twam.uk.



Craft Fundraising Ideas

Sell your projects online

You can use websites such as [Etsy](#) or [Ebay](#) to sell things that you've made and donate the funds to us. This could be clothing, knitted toys, accessories, or anything that you're skilled at.

Either sell one-off projects, or choose something that you can reproduce. Maybe you could create a limited-edition TWAM project!

Make sure to mention in the description that the proceeds will be going to charity. You can choose to either donate the profits or the full funds to us.

Host a crafty gathering

Get all your friends, neighbours, and family to craft together! Host a craft party where people can bring their own equipment and sew or knit together, or you could provide equipment for beginners to come and give it a go.

We have event poster templates which you can download, print off, and fill in the information to publicise your event. We also have social media pictures if you want to publicise it that way.

Share what you're doing with your family and friends, and ask if they would be willing to make a donation or even buy some of the things that you make! Make sure to tag us on social media so that we can share it and show everyone the great work that you are doing to support us.

Use one of our patterns

We have some patterns which you can follow to make a specific item to use in your fundraising. Just click here to download them.

These work very well with the above-mentioned [Facebook Fundraising](#). You could video yourself as you make progress, or just record the entire process in one video and share it to Facebook, along with the link to your fundraising page!

You could take pictures of your progress and share them over a couple of weeks, and then post a final picture once it's finished.

Potential Projects

Knitting: knitted tools (hammer, spanner, toolbox), toys (animals, etc.), clothes (hats, jumpers, socks), blankets. These could then be donated to other charities once they are finished.

Sewing: clothes (shirts, trousers), tote bags, cushions, travel bags

Woodwork: toolbox, wall shelf, candle holder

Other fundraising ideas

Local Events

If there are any events near you, get involved! There may be a way that you can represent TWAM.

Car Boot Sale

A great reason to sort through your storage or clutter. You could set up a table at a car boot sale and donate the proceeds to TWAM.

Craft Fairs

Bring your handicrafts to a craft fair and donate the proceeds (perhaps from one particular item) to TWAM. We can send you leaflets to give out on the day.

Coffee Morning

Bring family, friends, and neighbours together to drink coffee, eat cake, and have a good time whilst encouraging donations.

Bake Sale

Get some local bakers together to raise money. We can send you posters so that you can publicise your event locally.

Suggest Your Ideas

If you have any ideas of creative ways to raise money for TWAM, please let us know! We're always looking for interesting ideas to suggest to other people, and we'd love to tell everyone about your support on our social media and in our newsletter.

Just send an email to James, our Fundraising and Communications Officer, at jamesn@twam.uk for any help or questions about your event.

