

FUNDRAISING FOR UPAY

What is Fund-raising?

Fundraising refers to efforts to gather money for non-profit organizations through the process of seeking and gathering voluntary financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies.

Why do we raise funds?

It is conducted to raise major sums over a period of time to encourage donors to give more than they usually give. The funds collected through the fundraising or crowd-funding campaigns acts as a major source of income for our organization. UPAY supports its projects and initiatives, operating and administrative expenses, stipends, expansions and organizing of various events and activities using these funds over the financial year.

How do we conduct fundraising campaign?

UPAY conducts crowd-funding campaigns where in multiple online campaigns are run by the members and volunteers on web portals like Ketto.org or Letsendorse.com which are also referred as micro-campaigns.

Crowd-funding is a method of raising capital through a collective effort of us volunteers, members, their families and friends –a large pool of individuals. It is carried out online via crowd-funding platforms and social media networks for greater reach and exposure.

The individuals create campaign which stands for the cause they represent mentioning the amount they wish to raise through it.

This year, UPAY's technical team has developed its own Crowd-funding platform on our website - <https://www.upay.org.in/crowd-fund/>

How can donors donate to your campaign?

Your supporters can donate to your campaign through online mode of payment- through credit card, debit card, net-banking or UPI/Mobile wallets. For offline mode- UPAY accepts cash only upto Rs 2000. For amount more than Rs 2000, cheque is acceptable.

The funds collected through offline payment may be submitted to Zonal Officers or directly to UPAY's central bank account.

The donors would receive email receipt against the donations they have made and can download the same once the payment for donation has been processed on the website.

ALL THE DONATIONS MADE TO UPAY ARE ELIGIBLE FOR TAX EXEMPTION U/S 80G.

Where do the funds raised through your campaign go?

The amounts donated to the campaigns goes directly to the UPAY's central account at Mouda through Payment gateway. Once the amounts are deposited, it is transferred to zonal accounts for expenditure.

How are the funds utilized?

The funds collected through all the campaigns are utilized in the following ways:

- Operational expenses of the centers
- Procurement for center operations
- Procurement for zonal and central operations and administration.
- Paying stipends to paid staff
- Conveyance allowances, study allowances to volunteers
- Events, activities, meetings
- Awareness campaigns
- Publicity
- Centre/Zonal expansion
- Legal & Statutory expenses
- Training and research
- Technical advancement

How to create and run your campaign?

1. **Setting an Objective:** What do you want to raise funds for and how much funds would you raise?

Example: I wish to raise funds to provide a meal to Footpathshaala students for which I would need Rs 50000.

2. **The title:** Frame a catchy tagline to depict the problem you're trying to solve or people you're trying to benefit.

Example: Fight malnutrition among street-children with XYZ (your name).

3. **Excerpt:** Define the problem you are trying to solve. The excerpt should be appealing, logical and should connect emotionally to the people.

4. **Content:** The content flow should include

- Your introduction and association with UPAY and defining the problem which you want to tackle.
- How do you plan to implement the project once you collect the funds?
- What will be the expected impact through this project?
- Budget breakup of your project: Initial cost, recurring cost, procurement cost, etc.
- Photos/videos of existing centres/activities/initiatives.

5. **Campaign submission:** Once you create the campaign, submit it for approval to the fundraising team. The fundraising team will approve and create an online campaign on our website and revert with a link as soon as your campaign goes live.

6. **Begin to raise funds:** As your campaign goes live, you are required to share the link among your family, friends, colleagues and relatives with an appeal to donate to your campaign.

How to complete the project you've opted for after you complete raising funds?

Once the fundraising period is over, you may discuss with your zonal team and decide upon the further course of action to complete your project. At all the times, UPAY takes the responsibility of completing the project and informing the supporters and donors about the progress- preferably on a quarterly basis.

Under certain unavoidable circumstances, it may not be possible for you and UPAY to deliver the best of what has been promised. During such situations, we may discuss and plan the next course of action and deliver whatever is possible. Also, on some occasions UPAY may need to divert the funds on urgency basis to other center or zone as the situation demands. At those times, we sincerely request your support as the ultimate benefit will be favored to our children only- whoever and wherever they study.

How will my donors be intimated on the progress of my project?

UPAY respects the money donated by the patrons and wishes to keep them informed about the activities being carried out. All the donors will be sent monthly email newsletter. Apart from that, UPAY will send customized campaign updates and alerts to the donors and supporters on a quarterly basis along with fund utilization details.

IMPORTANT NOTE:

1. It is advised to select a target amount cautiously, one which is achievable for you. Everyone has different network pool and selecting large target amount will burden you. You may start with a reasonable target amount, and if you feel it is quite easy to raise this much, you may increase your target whenever you wish to by informing the fundraising team.
2. You need to publicize your campaign on your own and UPAY would not do that for you. You will not be allowed to spread any message in the official UPAY Whatsapp groups or UPAY Facebook pages, however, you may personally talk to your fellow volunteers, collaborate with their circle of friends and relatives to help to reach many people.
3. For larger reach, use all social media networks to spread your campaign. But for donation conversion, reach out to people personally you think can donate and tell them about UPAY's project and what do you wish to raise funds for.
4. The fundraising team can help you craft content and campaign; reach them out to make the best.

5. The fundraising team already has a few campaigns; you may choose one or create your own taking them as a reference.
6. No one likes to be the first to donate to any campaign. You may better donate yourself to your campaign and ask few close people to do it first.
7. Don't panic if no one donates to your campaign, keep patience. It takes time to build a momentum.
8. No donation is small; each small donation can make a big impact. Ask and let supporters to contribute as per their capability.
9. Thank your supporters and donors through customized messages and make a post on Whatsapp stories, Instagram or facebook to appreciate their gesture. This would inspire others to support your campaign and make a donation.
10. Ask your supporters, friends, family and relative, EVEN those who could not donate, to share your campaign and write a post for you on social media to show their support. Ask them to further appeal people to donate to your campaign.
11. Post photos/videos along with campaign link to show the impact stories of UPAY.
12. Repeat and repeat the cause for which you are raising funds for. People connect with emotions and logic.

It takes little creativity and persistence. But it's vitally important for our mission. Your efforts will make a big difference and we know you can do it!

SAMPLE CAMPAIGNS FOR UPAY CROWD-FUNDING

A. **FOOTPATHSHAALA:** To raise funds for operational costs of Footpathshaala centers.

TITLES	TARGET (in Rs)	REWARDS	UPDATES
Help us educate the street children.	1000000	<ul style="list-style-type: none"> - Sponsor a child @Rs. 7200/year - Sponsor a centre @ Rs 120000 - Sponsor a teacher's salary @Rs 5000 per month - Sponsor books and stationery @RS 10000 	<ul style="list-style-type: none"> - Quarterly student's performance report - Quarterly center update and photos, intimation for important activity, annual visit to the centre. - Teacher's salary slip and performance evaluation/feedback and testimonial. - Utilization report
Shape up the lives of the street children!	100000	<ul style="list-style-type: none"> - Sponsor a child @Rs 7200 per year - Sponsor teacher's salary @ Rs 5000 per month and Rs 60000 per year - Provide bags, water bottle and pencil boxes @ Rs 3000 for ten children 	<ul style="list-style-type: none"> - Quarterly student's performance report - Teacher's salary slip and performance evaluation/feedback and testimonial. - Utilization report
Bless a child with your gift of education @Rs 600 per month.	50000	<ul style="list-style-type: none"> - Sponsor a child @Rs 7200 per year 	<ul style="list-style-type: none"> - Quarterly student's performance report
Help (name) empower their lives!	200000	<ul style="list-style-type: none"> - Adopt a centre @ Rs 120000 - Sponsor annual requirement of books for one child @ Rs. 2000 	<ul style="list-style-type: none"> - Quarterly centre update, annual visit to the centre, intimation for activities, performance of students and teachers, CMC report - Child mapping, utilization details.

B. REACH AND TEACH CENTERS:

TITLES	TARGET (in Rs)	REWARDS	UPDATES
- Help (name) promote rural talents	200000	<ul style="list-style-type: none"> - Promote a child's extracurricular talent @Rs. 50000/year - Sponsor scholarship for exceptional student @Rs 12000/year - Sponsor sports equipments for one center @RS 5000 	<ul style="list-style-type: none"> - Quarterly student's performance report - Quarterly performance update - Utilization report, quarterly performance update
The children need you! Help them complete higher education.	100000	<ul style="list-style-type: none"> - Sponsor a child @Rs 20000 per year - Sponsor Books and stationeries for a month @Rs 4000 a month and @ Rs 48000 a year 	<ul style="list-style-type: none"> - Quarterly student's performance report - Utilization report, quarterly performance update
Help (name) keep the girls in class!	500000	<ul style="list-style-type: none"> - Adopt a girl's education and basic expenses @Rs 15000 per year - Adopt a girl's education @ Rs 7200 per year 	<ul style="list-style-type: none"> - Quarterly student's performance report, utilization report, annual visit
Help (name) mentor the special children	75000	<ul style="list-style-type: none"> - Promote the unusual talent by sponsoring mentorship @ Rs 2000 a month and Rs 24000 a year - Sponsor a trainer's salary @ Rs 7000 per month 	<ul style="list-style-type: none"> - Child mapping, utilization details, quarterly performance update - Salary slip, performance evaluation and feedback, student's progress update

C. SANITARY NAPKINS

TITLES	TARGET (in Rs)	REWARDS	UPDATES
Help (name) end period poverty!	400000	<ul style="list-style-type: none"> - Sponsor annual requirement of Sanitary napkins for 10 girls @ Rs 4000 - Sponsor monthly requirement for 20 girls @ Rs 700 per month 	- Utilization report, invitation for counseling session to interact with the beneficiaries.
Help 100 girls Fight for period dignity	50000	- Sponsor a girl's annual supply of sanitary napkin and hygiene kit @ Rs 1000	Utilization report, invitation for counseling session to interact with the beneficiaries.

D. SKILL DEVELOPMENT:

TITLES	TARGET (in Rs)	REWARDS	UPDATES
Help (name) empower the Women through Skill building	200000	<ul style="list-style-type: none"> - Encourage a women fulfill her dream @ Rs 24000 per year - Sponsor a sewing machine @ Rs 8000 - Sponsor sewing kits to 15 women at Rs 12000 - Adopt a skill devp center @ Rs 180000 per year 	- Utilization report, student mapping, performance evaluation, work sample, placement/job notification.
Support (name) fulfill their dreams	50000	<ul style="list-style-type: none"> - Sponsor a sewing machine @ Rs 8000 - Sponsor a trainer @ Rs 4000 per month 	Utilization report, student mapping, performance evaluation, work sample, placement/job notification.

E. LIBRARY:

TITLES	TARGET (in Rs)	REWARDS	UPDATES
- Help (name) equip a Library at (Zone)	100000	- Sponsor Books worth Rs 4000 - Sponsor bookshelves worth Rs 8000 - Help install LCD for video lectures @ Rs 25000	- Utilization report and quarterly functional update
- Help the children learn!	200000	- Sponsor mentoring for higher education @ Rs 10000 per month - Sponsor a librarian's salary @ Rs 5000 a month and Rs 60000 a year - Sponsor three daily newspapers @ Rs 4000 a year (One employment + 2 languages) - Adopt a library @ Rs 180000 per year	Utilization report and quarterly functional update

F. HEALTH AND NUTRITION:

TITLES	TARGET (in Rs)	REWARDS	UPDATES
- Support (name) Fight malnutrition among Street children	100000	- Sponsor a daily meal for a child for 1 month @ Rs 1100 - Sponsor a daily meal for a child @ Rs 13000 a year -	- Utilization report and quarterly functional update
- Feed the hunger with (name)	50000	- Meal for a child for one year @ Rs 8000 - Sponsor a meal for one month @ RS 700	Utilization report and quarterly functional update
- Promote good health of underprivileged children	400000	- Sponsor a health check up @Rs 10000 - Sponsor annual medical check-up and vaccination @ Rs 36000 - Gift hygiene kit to a child @ Rs 2000 annually - Sponsor a child's adolescent healthcare @ Rs 4000 per year	Utilization report and quarterly functional update