



# #Food4Yemen

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# FUNRAISING PACK

This pack will provide you with information and inspiration to  
fundraise for Muntada Aid's Yemen Emergency Appeal.

Meet new people • Socialise • Fun activities • Learn new skills

# SALAM,

Thank you so much for choosing Muntada Aid and supporting our Yemen Emergency Appeal. Together we can provide millions of meals to people who need our support.

There could be so many reasons why you decided to help our food appeal; whatever your motivation may have been; this support could not have come at a better time for 15.9 million people who wake up hungry every day in Yemen.

Millions of children are at the brink of starvation in Yemen. The UNICEF estimates that another 30,000 children “could develop life-threatening severe acute malnutrition over the next six months.” There are over 2.4 million children in Yemen suffering from malnutrition. Many of these children are at a serious risk and need urgent support.

#Food4Yemen fundraising pack gives you the freedom to devise your fundraising campaigns. It also comes with a choice of brilliant ideas, from fun to challenging, from entertaining to endearing- making sure that your fundraising experience with Muntada Aid remains a joyful and rewarding practice.

Throughout your fundraising campaign, we will make sure that we will stay in touch and support you in every possible way.

Your decision to fundraise with Muntada Aid means food on the tables for families who are in desperate need of support.

## YOUR SUPPORT MEANS SO MUCH TO US.



Hamid H Azad  
**CEO Muntada Aid**



# WHAT YOUR DONATION WILL PROVIDE

Muntada Aid has started a long-term food programme in 14 governorates providing the food provisions and malnutrition kits to families and hospitals who are in desperate need of help.

Our food packs can last for a month for a family of 5 members. Each pack contains monthly ration of wheat flour, pulses, vegetable oil, sugar and salt.

**£8**

enough to provide food for one person for 2 weeks

**£17**

enough to provide food for one person each month

**£85**

enough to provide food for a family of 5 for a whole month

**Each food parcel contains the following items, which will provide sustenance to a family of 5 for at least a month.**



Flour  
50 KG



Rice  
10 KG



Sugar  
500 G



Vegetable Oil  
09 Litres



Lentils  
10 KG



Salt  
02 KG

# OUR HEROES!

INITIALLY, CYCLING WAS ALL ABOUT WEIGHT LOSS, GENERAL FITNESS AND CHANGE IN LIFESTYLE. BUT, NOW IT IS MORE ABOUT BROTHERHOOD, BANTER AND A BIT OF FUN.



**Kamal Matin was part of the team that in the summer of 2019, came together to fund children's heart operations in Bangladesh. They cycled just over 250 miles through Prague, Ceske Budejovice and Vienna, and raised over £70K in donations to fund at least 50 children's heart operations in Bangladesh.**

Matin (45) is the friendliest face you can ever come across. His love for bhuna prawn is legendary, so is his passion for cycling. As a structural engineer, everything in his day job is about perfect measurements, but beyond the professional duties, his mannerism is relaxed and he loves spending time with his family and friends.



**AS A FATHER OF THREE YOUNG CHILDREN, LITTLE HEARTS IS SOMETHING THAT INTERESTS ME PURELY BECAUSE IT HELPS CHILDREN IN NEED - IT IS ONLY A GOOD THING TO DO.**

- Kamal Matin

# GET IN TOUCH REGARDING YOUR FUNDRAISING

If you want to discuss your fundraising ideas with us, we are here to support. To get in touch with our team directly, please give a shout to Nosheen Farooq.

**Call: 020 7118 0777**

**Email: [n.farooq@muntadaaid.org](mailto:n.farooq@muntadaaid.org)**

You can also get in touch with us on following media handles.



**/MuntadaAid**



**@MuntadaAid**



**@muntadaaid**

If you want to write to us or post a cheque of your donations, please mail us at the following address.

**Address: Muntada Aid, Capital Gate, 320 New North Road, Hainault IG6 3BZ.**

You can use our free post service by simply writing FreepostMuntadaAid on your envelope, and the Royal Mail will deliver your correspondence to our HQ.

**Freepost: FreepostMuntadaAid**

Here are all the details you need to make a transfer to our bank account.  
It can be an online transfer or by visiting a branch close to you.

Bank: **Barclays Bank UK PLC**

Account No: **73277089** Sort Code: **BUKBGB22**

Reference Name: **Food**

# PICK UP AN EVENT

To book a place, contact Nosheen Farooq

Call: 020 7118 0777

Email: [n.farooq@muntadaaid.org](mailto:n.farooq@muntadaaid.org)



## ROYAL PARKS HALF MARATHON 11TH APRIL 2021

This stunning central London Half Marathon, takes in some of the capital's world-famous landmarks on closed roads, and four of London's eight Royal Parks - Hyde Park, The Green Park, St James's Park and Kensington Gardens.

## HACKNEY HALF 16TH MAY 2021

East London's creative spirit inspires our second year of celebrating a festival of fitness with Virgin Sport Hackney! The Hackney Half is back, accompanied by our Go Fit Yourself lineup of classes to get everyone moving.



## INFLATABLE 5K - LONDON - 5K 24TH APRIL 2021

The Inflatable 5k is heading to London in 2021!

The UK's biggest and best Inflatable 5k obstacle course has just gotten even BIGGER, Bouncier and Better - Now with 28 humongous obstacles\*!

Please click the following link to find your nearest event.  
[link](#)

To book a place, contact Nosheen Farooq

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### **MANCHESTER HALF MARATHON**

10TH OCTOBER 2021

This inaugural half marathon sees runners take on runners on generous, closed roads across the towns of Old Trafford, Stretford & Brooklands, with the promise of great support and an abundance of entertainment en route.



### **HAMPTON COURT PALACE HALF MARATHON**

21ST MARCH 2021

A historical running experience you will not want to miss.

The start line sits on the front courtyard of Hampton Court Palace, and your finishing line will be found in the stunning Palace Gardens.

### **LONDON LANDMARKS HALF MARATHON**

23RD MAY 2021

The London Landmarks Half Marathon is a closed road, central London run. It is the only half marathon to go through both the City of London and City of Westminster and will take place on the 23rd May 2021.



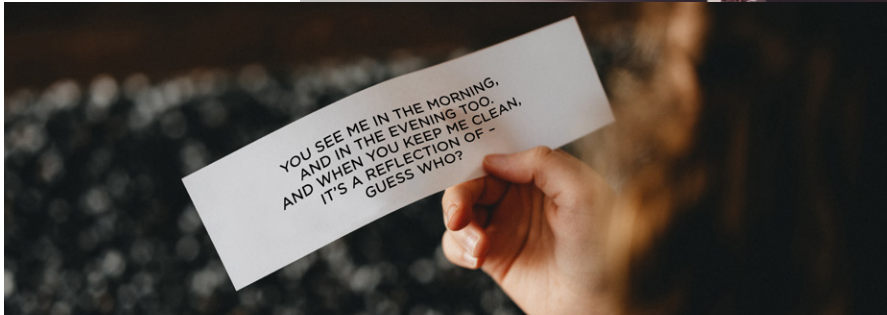
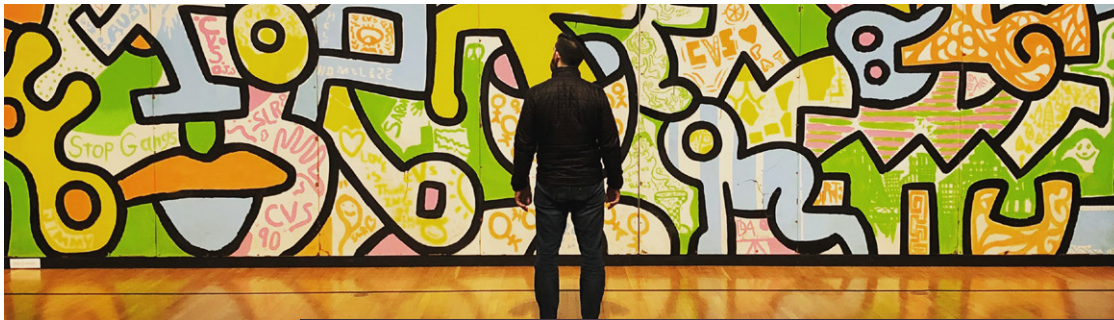
# **WE HAVE OVER 250 EVENTS FOR YOU TO CHOOSE FROM.**

Please click the following link to find your nearest event.

[link](#)

# DO IT IN YOUR STYLE

If you have an idea, which is unique, and you would like to run it your way, be our guest. Get in touch with our team, and we'll do all we can to help.



However, if you are looking for inspiration, how about these?

# ORGANISE YOUR OWN WALK, RUN CYCLING OR TREK

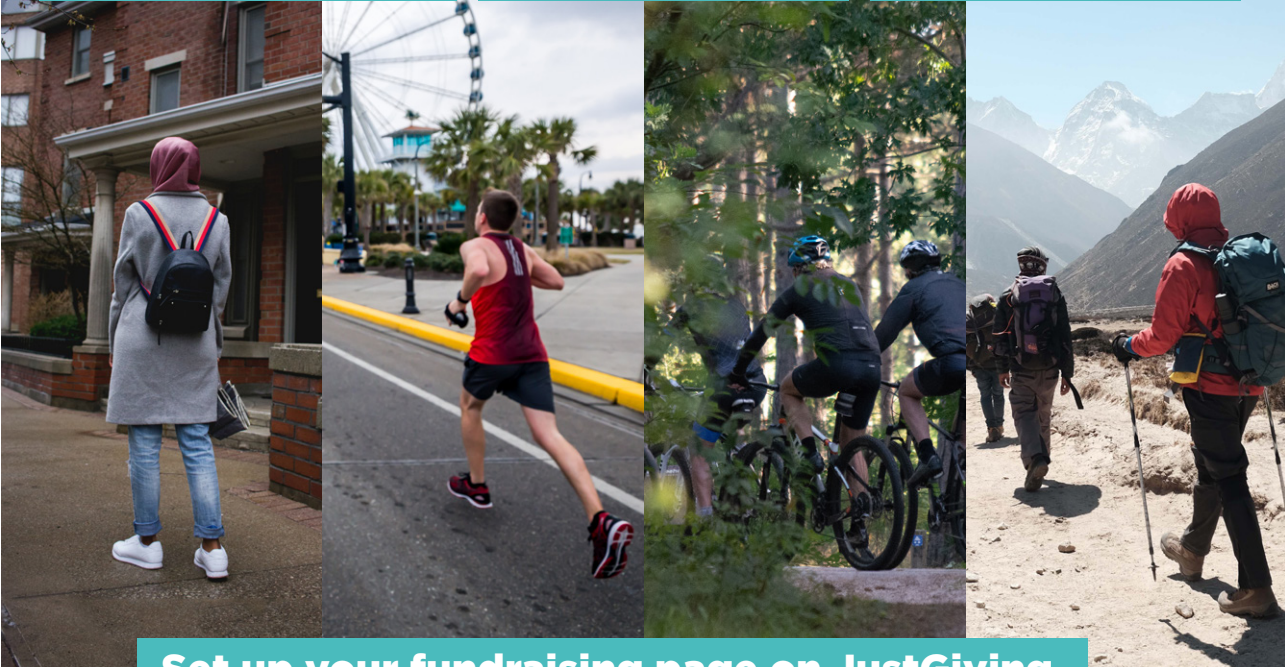
If you enjoy walking, running, cycling or trekking and know a great route...organise your own version. You can do it on your own, or with your friends and family.

Starting your fundraising could not be simpler.

Select your route.

Select the date.

Select a target.



Set up your fundraising page on JustGiving.

Your donations will help us provide food to thousands of people who wake up hungry every day in Yemen.

Learn more about where and how we support communities in Yemen on our website.

Please [click here](#) for your resource pack.

# HOST AN AFTERNOON TEA PARTY

There is such an elegance to hosting an afternoon tea party.

You can organise it:



All you need to make a success of it is keep tea and treats flowing. Send invites to friends, family and bring them together for a cause. A cuppa can make all the difference.

In a world where the text message interaction is preferred over physical contact, people are losing that physical and personal connection within families and communities. Your afternoon tea party could be just the thing that will help people come together and at the same time, you will also be helping hungry people suffering from hunger across the world.



The donations you raise will help us distribute food packs to people who are going hungry because of war and famine in Yemen.

Please [click here](#) for your resource pack.

# HOST AN IFTIYAR PARTY

**During the blessed month of Ramadan, breaking fast with friends and family is a joy unmatched.**

You can make this precious moment even more special by hosting your friends and family to an iftiyar party for a worthy cause.



**MUNTADA AID SINCE ITS INCEPTION HAS DISTRIBUTED MILLIONS OF MEALS TO PEOPLE IN NEED DURING RAMADAN.**

The donations you raise will help us distribute food packs to people who are going hungry because of war and famine in Yemen.

Please click [here](#) for your resource pack.

# COME DINE WITH ME

Hosting a dinner party is such a merry affair. You can do it any time of the year and express your love by sharing a meal with your friends and family.



**GREAT  
CONVERSATIONS  
START OVER  
DINNER.**



*Dine with me*

Send invites  
to friends, family and bring them  
together for a dinner that  
they will never forget.

Please click [here](#) for your resource pack.

# BAKE SALE

It is such a time-tested idea, and it works all the time.

Delicious cakes and biscuits have this unique tendency to raise vital cash for people who desperately need our support.



If you are keen on hosting a cake sale outside a mosque, a community fair or at an event, please get in touch with us, and we will try our best to support your campaign.

Please [click here](#) for your resource pack.

# GAMING FOR YEMEN

If you love the realms of possibilities virtual world can offer through computer games, this fundraising activity is just your game. Invite your friends for a virtual duel and help raise some vital cash for people and communities who need your help.

Starting your fundraising could not be simpler.



Please click [here](#) for your resource pack.

# WE ARE HERE TO HELP

Hunger Crisis in Yemen is one of the biggest food crisis in the world. People in Yemen need our help.

Your donations and fundraising activities are the fuel to keep this engine going. This project is simply not possible without your help and support.

## HOWEVER YOU CHOOSE TO FUNDRAISE, WE WILL BE ALONGSIDE YOU THE WHOLE PROCESS.

Once you have decided to fundraise, drop us an email or give us a call to say hello and let us know your plans.

**To get in touch with our team directly, please contact Nosheen Farooq.**

**Call: 020 7118 0777**

**Email: [n.farooq@muntadaaid.org](mailto:n.farooq@muntadaaid.org)**

We would love to hear all about your fundraising. Make sure you update us with your latest photos and videos. Also, don't forget to tag us on social media.



[/MuntadaAid](#)



[@MuntadaAid](#)



[@muntadaaid](#)

## BE OUR STAR

We cannot promise you that you will be on the front pages of all major news organisations, but we are keen on sharing your good work with local and international news agencies. It helps your fundraising, spreads the word and you get the attention your dedication deserves.

# GET READY FOR BIG DAYS

We have loads of stuff to make those big events a great a success. Be it Ramadan, Eid, a local festival or an event, we have bunting banners, balloons and those important collection and buckets for you.



Contact Nosheen Farooq for specific requests.

**Call: 020 7118 0777    Email: [n.farooq@muntadaaid.org](mailto:n.farooq@muntadaaid.org)**

Please click [here](#) for your resource pack.

# MAKE YOUR MONEY GO FURTHER

*giftaid it*

Gift Aid is cherry on your warm fundraising cakes. We claim 25P on every pound donated with it. Request all your sponsors who are UK taxpayers to tick the Gift Aid on sponsorship forms they have received from you. If you are using Just Giving, please remind your sponsors to tick the Gift Aid option while submitting via JustGiving.

# LEGAL

**If this section is not that interesting, we apologise, however, your safety is paramount to us.**

For some events, you will need proper licensing, insurances, and you will have to follow health and safety regulations. Also, if you are handling money in public, there are some policies and protocols that you need to know.

**Don't worry;** our team will help with all of this.

Please get in touch with our team for more details.



**If you are raising money through JustGiving, your donations and Gift Aid will come directly to us. You may still end up with some cash, which you can take straight to the bank.**

Here are all the details you need to make a transfer to our bank account. It can be an online transfer or by visiting a branch close to you.

Bank: **Barclays Bank UK PLC**

Account No: **73277089** Sort Code: **BUKGB22**

Reference Name: **Food**

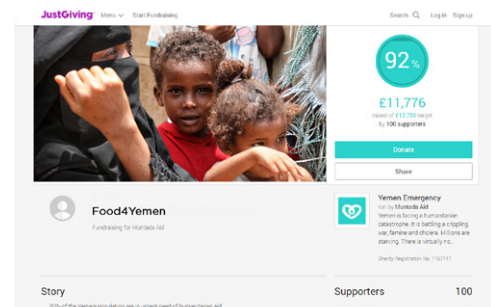
# ONLINE FUNDRAISING

**The most secure and easy way to fundraise is online.**

Consider Just Giving as your best fundraising partner. It will make life a lot easier for your friends, family and sponsors if you have an online sponsorship page.

## 1 Set up your JustGiving page

First things first, set up your [JustGiving](#) page. Set your target. It is a good practice to set a fundraising target for the campaign. It helps in attracting sponsorships.



## 2 Use Our Resource Pack

Use our Resource Pack for banners, picture gallery and project information. We are providing you with all the necessary digital assets in this pack for a successful fundraising campaign.



## 3 Tell Your Story

Create that connection with your sponsors. Let them know why you are doing this. In our resource pack, you will find all the vital details and stats on global hunger, and how Feed the Forgotten is helping people in need.



## 4 Let Pictures Tell The Story

Use as many pictures as possible. We are providing you with the photographs of beneficiaries, and we urge you to use them. Also, use your photographs. Whether you are baking or training for a marathon, your sponsors would like to know how you are getting on with your challenge. Keep them updated with your personal pics, and we promise you that it will make a big difference in achieving your fundraising target.



## 5 Spread the word

Make sure that enough people know about your activities and your fundraising target. Use every possible channel to communicate with your sponsors. Also, keep updating them with your progress, challenges and achievements.



## 6 Create a Community

Request your friends and family to join your Just Giving campaign. Provide them with the necessary resources from our pack and ask them to donate and spread the word. Teamwork makes a dream work.



## 7 Go Social

Your Just Giving page is ready. You have set your target. You know how you are going to train for your activity, now share your Just Giving link on your social media and broadcast all your announcements and achievements.

Please don't forget to tag us as well.



## Facebook

Request your friends to donate and share your status. Facebook is a great resource to extend the reach of your Just Giving page. Update your sponsors with the latest information on FB, but do keep sharing the link to your Just giving page with each post.



## Tweet Tweet Tweet

Use Twitter to update your audience with all latest achievement throughout the event. Use the relevant hashtag ( #Food4Yemen) and share the link to your Just Giving page. Also, tag us @muntadaaid.



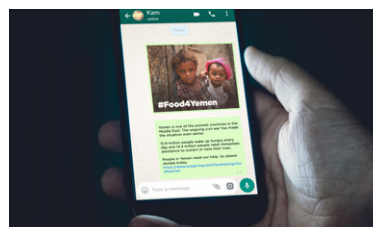
## Instagram

Let the pictures and your videos tell the story. Set the mood of the campaign on this platform and post the link of your Just Giving page in your bio for possible sponsorships. Please do not forget to tag us as well.



## WhatsApp

It is such an excellent resource for online fundraising. Just Giving works like a German car engine when it comes to WhatsApp. Use this combination to your advantage and build some speed to your campaign.



## YouTube Yourself

From video logos to live training, video log your journey and share it.



**THE POWER OF SOCIAL MEDIA  
LIES IN ITS POTENTIAL FOR STORYTELLING,  
MAKE YOUR FUNDRAISING CAMPAIGN  
STAND OUT**



# YOU'RE A STAR

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**Every penny you raise, every supporter you reach  
- help us provide food to desperate families in  
Yemen.**

**You are a difference maker!**

If you have any questions or need advice about your event  
we are here to help. Get in touch, call us on: 020 7118 0777  
or send an email to: [n.farooq@muntadaaid.org](mailto:n.farooq@muntadaaid.org)