



# What is Mine to Do?



## Week 3: Fundraise



### Why is this important?

Community fundraising is still the backbone of so many Kingdom-building causes. In 2022, 15% of all donations to charity were made as a result of fundraising events – that's hundreds of millions of pounds raised by ordinary people.

At All We Can, we know about the importance of personal relationships – they are the basis of our work with our partners, and the heart of our engagement with supporters. But however hard we try, we cannot forge a personal relationship with all the people who might care about our mission to see every person's potential fulfilled.

Community fundraising is vital because people like you can connect with others on a personal level in a way an organisation is not able to.

Whatever causes you support, your unique set of relationships means there are people you can reach that the charities you support cannot.



*Cynthia makes a living through sewing stunning clothes. What activity could you do to help others like her fulfil their potential?*  
©Tom Price/All We Can.



### Is this mine to do?

To alleviate a common concern, anyone *can* get involved with fundraising because almost anything can be a fundraising activity! Whether you are sporty, crafty, or musical, or if you're just enthusiastic and good at organising people, there is a perfect fundraising opportunity for you just waiting to be discovered.

**But just because anyone *can* fundraise, doesn't mean it is right for you at this moment. Some factors to consider might include:**

- 1** If you are unable to give by direct debit, but still want to support the work of All We Can, then fundraising is the perfect way to do so.
- 2** If you have been an All We Can supporter for a while and you are keen to tell your friends and family why you care about poverty, fundraising gives you the opportunity to articulate that.
- 3** If you are a part of a church that cares about global injustice but isn't quite sure how to put that into practice, then fundraising offers an outworking of that belief.



## How do I do it?

Basically, however you want!  
The possibilities are as wide as your imagination.

We know, however, that creativity is often best unleashed within a framework, and with a bit of intentionality.

That's why we created our new fundraising challenge - All We Canuary. The idea is simple: do all the \*something\* you can in January, and raise for All We Can in the process! It's up to you what challenge you set yourself, because only you know what you need to fulfil your potential.

January might feel a while off right now, but it's not too early to sign up and start thinking of ideas. Visit [allwecan/allwecanuary](https://allwecan.org.uk) to find out more.

For fundraising at other times of year, including opportunities for places in running and cycling events, check out our fundraising guide at [allwecan.org.uk/fundraise](https://allwecan.org.uk/fundraise).

Some of the best fundraising, however, is done by church congregations putting on events. The combination of relationships in the community, keen volunteers, and a multi-functional space, means churches are so well placed to host exciting events.

In 2023, North Shields Methodist Church ran a fundraising event for All We Can every month – ranging from mocktail nights, to afternoon teas, to concerts. What ideas might your church think of?



*Lisa Zoegar, an enthusiastic participant in SHIFSD's vocational training.*  
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## Who does this help?

When you fundraise you will be supporting young women like Lisa Zoegar.

In Liberia, young women are often pressured into being stay-at-home mums, or into low-paying, traditionally 'feminine' jobs. All We Can's local partner SHIFSD are helping break down barriers for women entering the workplace.

Lisa, 19, is part of SHIFSD's electrical vocational training programme and has an infectious enthusiasm for electrical engineering. *'I've got a passion for the trade. I love the trade...[elsewhere] I wouldn't get the chance to express myself.'*

She is currently the only woman on the course, but that does not dent her ambition. She is keen to inspire other women to believe *'what men can do, women can do it also.'*



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