



TRANSLATORS
WITHOUT BORDERS

FUNDRAISING PACK

Thank you for choosing to fundraise for Translators without Borders

www.translatorswithoutborders.org



Help us create a world where knowledge knows no language barriers

PACK CONTENTS

We are very excited that you have chosen to fundraise for TWB, so we have brought together some ideas to inspire you. Fundraising is for everyone, regardless of your budget, location or schedule; the important thing is to have fun!



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ABOUT TWB

Originally founded in 1994 in France as Traducteurs sans Frontières by Lori Thicke and Ros Smith-Thomas to link the world's translators to vetted NGOs that focus on health, nutrition, and education, Translators without Borders (TWB) is a non-profit organization based in the U.S. and Kenya which aims to close the language gaps that hinder critical humanitarian efforts worldwide.

We advocate for language and translation as important tools for humanitarian effectiveness. By maintaining a global network of professional translators and offering other languages services, TWB helps non-profit organizations overcome communication barriers, increasing access to critical information and services while fostering a climate of understanding, respect, and dignity in times of great need.

Since 2011, TWB has increased its translation capabilities from just a few languages to more than 190 language pairs. We currently work with more than 4,000 translators and have translated more than 40 million words as part of humanitarian crisis response, and health and education services. We have also provided basic translator training to over 250 trainees in our translator training center.

Translators without Borders is a non-profit organization supported entirely through our volunteers, grant funders and generous donors and sponsors.

OUR WORK

We provide language and content solutions for **humanitarian crisis response** and for ongoing **health and education development programming**. We work with non-profit partners, professional volunteer translators, and spider networks of translators in the diaspora, who are trained to provide immediate assistance, to bridge the language gaps in the provision of aid. We work with new technologies to ensure that translated content is delivered in the appropriate format.

Translators without Borders also provides **training for local language translators** around the world. These training programs aim to increase local translation capacity; ultimately ensuring that more local communities have access to vital information, in a language and format that they understand.

One element of our core mission is to **raise awareness** of the critical role of translation in humanitarian assistance and development projects. Communication often fails if humanitarian aid workers and affected populations do not speak the same language.

The money you raise is absolutely vital for us to provide these important services.

IDEAS FOR FUNDRAISERS

Individuals

Starting a fundraiser on your own can be daunting. But if you have ever done it before, you will know that it does not take long to get your friends and family involved. Setting a personal challenge, and asking people to support you to reach your goal, can be a very positive experience for everyone involved. With our help, it can be easy!



- ❖ Run 10km, do a mountain hike or a bike challenge, and set yourself a target for donations. You can even create a personal TWB fundraising page on [Justgiving.com](https://www.justgiving.com) or [JustGive.org](https://www.justgive.org)
- ❖ Are you the entrepreneurial type? How about organizing a coffee morning and asking local businesses, colleagues, and neighbors to contribute coffee and cakes, and even entertainment? A fashion show, a dog parade or a competition for best-baked cake are sure ways to cheer up a mid-week winter morning.
- ❖ Love entertaining? Host a dinner party for your friends and ask them to make a contribution to TWB in return. You can use this as an opportunity to tell them about the great work we are doing and show them our videos, all of which are available on our [YouTube channel](#).

Groups

Everyone loves an excuse to take a break from the daily grind and to have some fun with colleagues. It can be a great way to build team spirit.

- ❖ Organizing a company fundraiser can be a great way raise awareness of TWB, to get your company noticed and to 'give back' at the same time. Have you ever thought of moving the event online? We can help you publicize it across our social media channels, giving you and your generosity some extra visibility.



- ❖ If you and your co-workers are more of an active bunch, unleash your inner sportsperson with a group sporting challenge. An organized run, walk, or a hike is a very popular way to get the team out of the office. Pack your camera and your company logo and brighten up your social media pages with snaps of the day. If everyone makes a contribution, you could raise a nice donation for the work of TWB.
- ❖ How about giving those competitive types in the office a run for their money. Quiznights are great for team building, and you could even challenge the companies in your area to a 'quiz-off' and take the event larger than just your office place. All in aid of TWB.



School or college groups

If you feel passionate about communication in the right language, like we do at TWB, then think about a themed fundraising event that can raise awareness and funds for our work. If you are studying or working with languages, then there are sure to be many like-minded people willing to support your idea.



- ❖ An online webinar is a simple way to gather people around and talk about your passion for languages and the importance of translations. Simply ask for a contribution from the attendees and donate the proceeds to TWB.
- ❖ For a larger fundraiser, we can safely say that a classic gala event is always a winning choice. Think about what local celebrities you could invite to tell their story, and link it to the theme of communicating and language - this will drive interest for your event. TWB has some [powerful videos](#) that will be sure to capture the audience.

Festive Fundraising

- ❖ With the holiday season approaching, how about asking your friends and family for a donation rather than a gift or make a small donation instead of sending Christmas cards?
- ❖ Invite your friends and business contacts around for a festive cocktail party. Treat them to some mulled wine and mince pies while you take a moment to tell them about TWB and why you choose to support our work. By sharing your passion for TWB, others will be inspired to get involved. There are many different ways to

support TWB apart from donations. We work with volunteers, both translators and other types of professionals, we have a corporate sponsorship program, and there are also many companies that support TWB in-kind.

- ❖ If you use Amazon to purchase gifts in the US, don't forget to choose Amazon Smile while Christmas shopping this year. Did you know that if you shop using this [Amazon Smile](#) link, Amazon will donate a percentage of your purchase to TWB every time?



HOW ARE THE DONATIONS SPENT?

The money that TWB receives from individual donations and fundraisers is used to fund our crisis response programs, our ongoing development work in the area of translations for health and education, and our translator training activities in Kenya and Guinea. TWB partners with over 4,000 language professionals, 50 language-service providers, and approximately six technology companies to deliver solutions. TWB also works with more than 150 humanitarian and development organizations, and partners with many international organizations as content developers in health and crisis. In 2016 TWB's work included:

01 North America

Responding in the aftermath of Hurricane Matthew in Haiti by working with partners to translate key health care information such as cholera prevention messaging to ensure that affected communities have access to vital information in Haitian Creole.

02 South America

Working with the World Health Organization to disseminate ZIKA prevention messaging through social media.

03 West Africa

Worked with eHealth Africa to train 15 translators in Guinea who are now translating critical health care material into French. The purpose of the project is to ensure that West African communities can access more health care information in their local language.

04 East Africa

Expanding access to knowledge through the continued training, by the TWB Kenya team, of the Microsoft Translator Swahili engine. Swahili was the first ever African language in Microsoft Translator.

05 Europe

Working with more than 18 humanitarian agencies as part of the European refugee crisis response to provide daily rapid translation services in six languages; training of interpreters and translators; and developing new digital tools for use in the field.

Read more about the [TWB's financial information](#).

PLANNING YOUR FUNDRAISER

'Organization is the key to success.'



- ✓ Pick your challenge – be creative!
- ✓ Choose your date – give yourself time to prepare
- ✓ Set your target – don't be afraid to aim high
- ✓ Work out your costs – do you need a venue, for example?
- ✓ Fun in numbers - who can support and help? Use your networks
- ✓ Identify your target audience – who do you know?
- ✓ Tell TWB – we can help you
- ✓ Get the word out – publicize your fundraiser anyway you can
- ✓ Plan ahead – do you need permission or a license for your event?
- ✓ Gather a team to help on the day of the event
- ✓ Get a buzz going on social media – we can help you with that
- ✓ Enjoy yourself! Be proud to tell the world that Language Matters!

HOW CAN WE SUPPORT YOUR FUNDRAISER?

Translators without Borders is committed to helping individuals and groups who are willing to fundraise to help us carry out our important work.

- We will provide you with guidance while planning your fundraiser
- We will help you by promoting your initiative on our social media channels
- If your fundraising target is more than \$2,000, we will cover the story on our blog
- For larger fundraisers, we can provide TWB t-shirts and badges (target: \$5,000+)

Just email us at info@translatorswithoutborders.org and we will be there to help.

TRANSFERING THE DONATION

Now that you have completed your fundraiser, you would like to give the money to TWB. There is a range of ways to do this.

- **Donate by post** – send a cheque to the address listed at the end of this guide
- **Donate by bank transfer** - email us at info@translatorswithoutborders.org and we will send you our bank details
- **By credit/debit card or PayPal** visit the [donate page of our website](#)

CONTACT US

Email us info@translatorswithoutborders.org

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Translators without Borders, a non-profit 501 (c) (3) organization (TIN 27-3840123)

By supporting Translators without Borders, you are helping to make vital knowledge available to people in the right language, at the right time. Thank you for choosing TWB.

