



CORPORATE FUNDRAISING PACK



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About Translators without Borders

Translators without Borders (TWB) is a non-profit organization working towards a world where knowledge knows no language barriers. We specialize in language and effective communications in some of the most difficult contexts and innovate to get the world's most vulnerable people information that they need and want in a language and format they understand. TWB believes that everyone has a right to communicate in their own language, and to have their voices heard.

Over half of the world's population suffers from lack of access to information in their language. Language prevents them from getting vital information and communicating their needs and ideas proactively. In particular, people who are poor, less literate, and come from under-served languages, are left without a voice in the development of the places where they live, the future of their families, and in global conversations about important issues such as climate change, women's rights, or health.

With our network of 30,000 translators, strategic partnerships with like-minded organizations, and powerful deployment of new technologies, TWB is equipped to respond rapidly in times of crisis and provide on-going language support where it is needed most. TWB now has an urgent need to build up its organizational infrastructure in order to be sustainable and prepared to meet increased demands for its work and new urgent situations as they emerge.

During this Holiday Giving season, TWB is harnessing translation and technology to bridge the language gap and build a world without language barriers for communities in crisis, but we need your support.

Language is life. Celebrate our shared humanity this holiday season by **supporting TWB to change lives using language.**



Why fundraise for TWB?

Organising a company fundraiser can be a great way to get your employees engaged in something fun for a good cause. Not only does it feel good, it builds staff morale and can provide a good CSR success story to tell stakeholders and partners.

If your company is an existing supporter or sponsor of TWB, running a fundraiser could help to involve your staff in the work that TWB does, building a sense of pride, engagement and ownership and making it feel more like their cause.

How will your money make a difference?

Your donation will help TWB to change lives through language. It will help them to build a world without language barriers, ensuring people in need have a voice and access to vital information in a language and format they understand. This might be in humanitarian crises, conflicts, disasters and health epidemics. Specifically, different amounts of money could achieve the following:

- \$10 - tests two people's understanding of critical information
- \$25 - translates 250 words of disease-prevention information
- \$50 - records an audio version of a translation to help less literate people understand information
- \$100 - helps gather a focus group with a community to better understand language barriers
- \$250 - helps train a field worker on interpreting during a humanitarian crisis
- \$500 - develops a glossary to help crisis-affected people and aid workers communicate
- \$1000 - funds a workshop for Ebola field workers on effective prevention communication
- \$50,000 - creates a large data set in a low-resource language, i.e. 300,000 words translated and audio recorded



How can my company fundraise for TWB?

We recommend starting your company fundraiser on the JustGiving platform. You will be able to link your fundraiser to TWB's own JustGiving, as well as create a personalized page for your company's campaign where you can post updates and photos about your fundraising progress. This is free to create, although there is a charge for using JustGiving's own **digital design services for corporates**.

Don't forget to provide all your employees and stakeholders with the link to your company's JustGiving page so that they can share it when asking for donations!

To make things more fun and maintain momentum throughout the process, you might want to come up with an event or challenge(s), and then update your fundraising page regularly with the progress.

These could take the form of forfeits/challenges when certain milestones or stretch targets are reached, or incentives/rewards to encourage everyone to give more. These obviously need to be agreed as a company, but here are some ideas:

- For every \$500 raised, our CEO will record herself singing a thank you message!
- The top three fundraisers - or all staff - will get an extra day of annual leave if we hit our top target :)
- If we hit \$5,000, the senior management team will all shave/dye their hair!

You can then share images or videos of these challenges or rewards as updates, helping to keep the energy up throughout the campaign.

It is important to note that you will need one dedicated person in the company with the time and energy to be responsible for managing your fundraising page/posting updates etc.

Pro-tip: make sure your management level are involved, and donate themselves: it demonstrates commitment to the cause and helps build greater buy-in and good will from your staff.



EXAMPLE: Here is a company fundraiser run last year by TWB sponsor STP, which included challenges and an inspired CEO forfeit for reaching their top target!

Menu
Start Fundraising
Search

£892.58
raised of £500 target
by 30 supporters

Donate

Share on Facebook

STP's Christmas giving challenge for Translators Without Borders

We are aiming to raise £500 for Translators without Borders because we're supporting their holiday fundraising appeal.

Translators without Borders
We connect nonprofits to translators to save lives through language

Charity Registration No. 273840123

Story

About this Fundraising

This festive season, Translators without Borders aims to raise \$30,000 to increase their ongoing efforts and spread even more TWB's translations that can give voice to causes and people as diverse as refugee women, children in conflict zones, and people affected by disability and health crises in developing countries.

How do we support this cause?

STP is encouraging all our staff, partners and friends to raise £500 by 21 December to support Translators without Borders through this Christmas fundraising appeal. Whatever the final sum raised here, we will top it up by 50%.

But that's not everything! If we reach the donation targets of £150, £250, £350 and £500, the members of our management team will carry out a daring challenge that has been carefully chosen by our STP colleagues.

£150 – STP's Learning & Development Manager Raisa McNab will stuff her face with as many mince pies as she can in 1 minute.

£250 – STP's Managing Director Anu Carnegie-Brown will dress up as Princess Fiona from Shrek and belt out a Christmas carol.

£350 – STP's Business Systems Manager Simon Treanor will dress up as Santa Claus and run around the business park at STP's HQ.

£500 – STP's Executive Chairman Jesper Sandberg will open and eat a tin of Swedish Christmas delicacy surströmming – the stinkiest food on earth (fermented herring).

Supporters

30

Anu Carnegie-Brown 10 months ago

Thank you everyone for donating for this fantastic cause and supporting us in our challenges! Have a lovely Christmas and a great New Year!

£298.00

Lennart Malmgren 10 months ago

£10.00

Mahala Bartle Mathiassen 1 year ago

This is a great way of supporting a very worthy cause.

€50.00

Ida Hauge 1 year ago

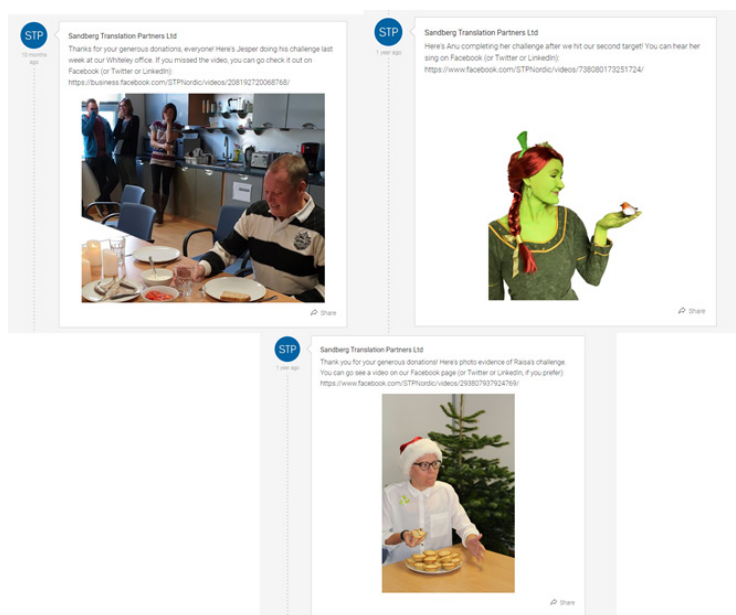
£15.00

Simen Kummeneje 1 year ago

\$25.00



Some of their challenge updates:

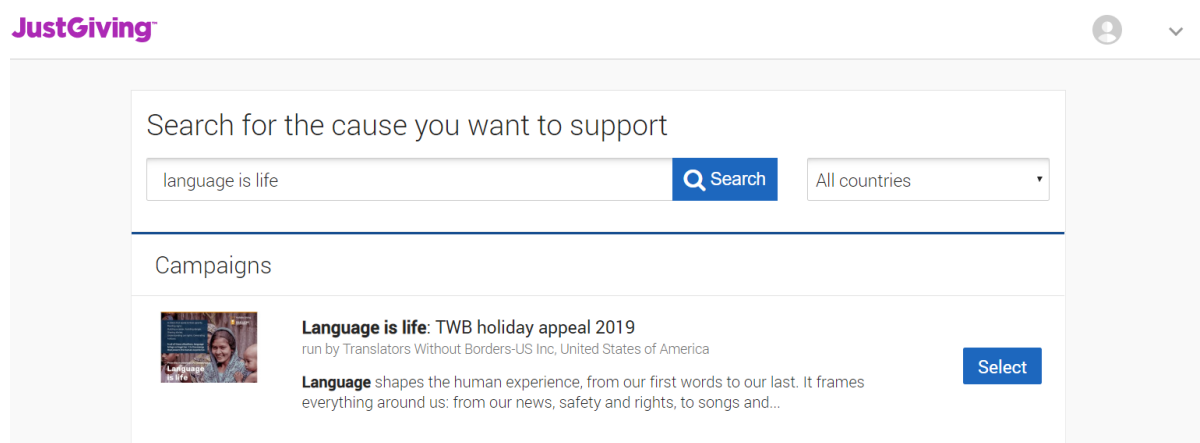


How to set up a JustGiving fundraising page for your company/business

1. Create a JustGiving account for your company. Put your company's name in the First and Last name fields. (JustGiving offers a robust fundraising kit for companies, but this may not be appropriate for every company. If you are interested in this, please see [here](#). Otherwise, continue creating your fundraising page by using this guide).
2. From your Home page click on Start Fundraising.



3. On the next page "What are you raising money for?" select "A charity".
4. On the next page find our "**Language is life: TWB holiday appeal 2019**" and click select.



5. On the next page select the option that best applies to you.
 - Taking part in an event
 - Celebrating an occasion
 - Remembering someone
 - Doing your own thing
6. Depending on your chosen option, on the next page fill in your fundraisers details and create your page.
7. You can now click on “Edit your page” to personalise fundraising page with photos, your story, details about our campaign, change your thank you message, the color theme of your page, found a team etc. You can post updates to keep your donors engaged. This is especially useful if you are doing a challenge! You can share the link to your fundraising webpage on social media or in emails.
8. (optional) To make the fundraising more personal for each of your employees, they can create their own fundraising pages and link them to your company’s main fundraising page for better tracking of how much each person raises, and to add a bit of friendly competition.
9. (optional) Your employees can also join their efforts and fundraise together as a team. For example X Department team or Running Fans Team etc. Learn more about teams on JustGiving [here](#).

Nb. JustGiving has a robust **support centre** where you can find answers to your questions regarding the platform and find tips on how to boost your fundraiser.

You’ve raised the money, what now?

So, you’ve completed your fundraiser and you would like to give the money to TWB. There are a few ways to do this.

If you used Facebook or Just Giving then the money will go directly to us with no extra effort on your part. Thank you for your support!

If you decided to fundraise using another platform or you’ve been collecting cash donations, then you have several options:

- Donate by bank transfer – email us at fundraise@translatorswithoutborders.org and we’ll send you our bank details. This is preferable for larger sums.
- By credit/debit card or PayPal via the **donate page of our website**.



Contact us

Email us fundraise@translatorswithoutborders.org

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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.

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



TRANSLATORS
WITHOUT BORDERS