Thank you for joining the Fabretto FunDevelopment Team!

Fabretto relies on the generous support of our friends across the country and globally to help raise funds for our education, health, nutrition, and community development programs in Nicaragua.

The purpose of this FunDevelopment toolkit is to inspire you with great ideas and help you make your fundraiser the best it can be! Together, we can strengthen communities and improve lives in Nicaragua.

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Fabretto offers education, health, nutrition, and community development programs that benefit more than 18,000 children and youth in Nicaragua. Our community-based approach ensures that parents, teachers, and community leaders also receive the knowledge they need to create an environment where children can thrive.

To achieve our mission, we offer programs in five strategic areas. These programs are delivered to children and community members at 8 community Education Centers and more than 300 primary schools throughout Nicaragua. To learn more about our programs and our impact, please visit www.fabretto.org.

**OUR MISSION**

To empower children and their families in Nicaragua to reach their full potential and improve their livelihoods through education and nutrition.

**OUR PROGRAMS**

- **EARLY & PRIMARY EDUCATION ENRICHMENT**
- **RURAL SECONDARY EDUCATION**
- **VOCATIONAL & LIFE SKILLS EDUCATION**
- **FOOD SECURITY & NUTRITION**
- **COMMUNITY WELL-BEING & DEVELOPMENT**

**18,000+ STUDENT BENEFICIARIES**

**1,000+ PARENTS INVOLVED**

**300+ TEACHERS TRAINED TO TRAIN**
GETTING STARTED

A quick start guide to setting up your fundraiser for Fabretto

1. CONTACT US
Fabretto’s staff is here to support you and your fundraising event. Connect with the Associate Director of Development at our U.S. office, Allison DeCruz, by e-mailing adecruz@fabretto.org or calling (703) 525-8716. We can help you set up a personalized fundraising page through our website.

2. SET A GOAL
Choose a goal for your fundraiser. See Page 7 for more about the impact that you can have.

3. BUILD A TEAM
Gather a team of volunteers (friends, family, co-workers) who share your fundraising spirit. Identify their talents and skills and assign tasks.

4. BRAINSTORM
Pick a theme, activity, and date for your fundraiser. Consider: Will my fundraiser conflict with other events? What type of event will work best in my community?

5. MAKE A PLAN
Create a list of tasks and event timeline. Set your budget. We suggest spending only 10-30% of the total funds raised.

6. CREATE A FUNDRAISING PAGE
Get creative and set up your own crowdfunding page here.

7. GIFT MATCHING
Keep event expenses low by seeking sponsorships and in-kind donations. Ask your company or local businesses about sponsoring the event or matching gift programs to double your impact.

8. SHOUT IT FROM THE ROOFTOPS
Promote your event! Get the word out through social media and local media stations. Hang posters in your community and send personal invitations to your contacts. Send a press release to your school newspaper, local paper and elected officials in your area.

Click HERE to download a detailed Planning Checklist
WHAT’S MY IMPACT?

Here’s how your fundraiser could make a difference for children in Nicaragua.

$100  Plant a school garden
Create a new garden, a sustainable source of food for a community

$350  Serve lunch
Serve 400 healthy meals to children in our education programs

$500  Give classroom resources
Provide a year’s worth of school supplies, books, arts, & sports materials

$1,000  Train teachers
Multiply the impact by giving teachers access to higher education degrees

$4,500  Feed a class
Support 25 children with nutritious school meals for one year

$10,000  Support a classroom
Give a full year of education and nutrition to a classroom in Nicaragua

WHY NICARAGUA?

22% of children under age 5 suffer from malnourishment

46% of population lives below the national poverty line

60% of youth are not enrolled in secondary school
You can inspire your community to give back by fundraising for Fabretto. Fundraisers truly make a difference by helping children in Nicaragua reach a better future. In the next few pages, read about some popular fundraising ideas.

IDEAS FOR EVERYONE

**ART & CRAFTS FAIR**
Sell products from Fabretto cooperatives at your school or community events. Click to open our brochures about fundraising with Nica HOPE jewelry and School Grounds coffee.

**MOVIE NIGHT**
Screen Dreaming Nicaragua, the moving documentary film following four children living in poverty in Nicaragua, produced by Fabretto and filmmaker Marcelo Bukin. To fundraise, charge entrance fees or ask for donations at the event.

**DONATE YOUR CELEBRATION**
Celebrate your birthday, anniversary, house warming party, wedding, or special event by requesting donations to Fabretto in lieu of gifts.

**BUEN PROVECHO!**
Food and fundraising go together! A few ideas:
*Host a Nicaragua Night with Nicaraguan food
*Host a bake sale
*Ask local restaurants about fundraising options.
*Throw a backyard BBQ: Have a chili cook off and have guests pay to participate in tasting.

**SPORTS POOL**
For the Super Bowl or March Madness, get together with friends or co-workers to participate in a 50/50 pool with a portion of the proceeds going to Fabretto.

Kaukauna High School in Wisconsin hosted a Nicaraguan Night with a folkloric dance performance
FOR SCHOOLS, UNIVERSITIES, CHURCHES, & COMMUNITY GROUPS

EXERCISE-A-THON
Team up with your school sports team or local gym to host a zumba, spin, bowl, or run-a-thon. Request pledges based on distance or time.

PLAY FOR FABRETTO
Fundraise by dedicating a tournament to Fabretto. Charge a registration fee for teams to enter a sports league (soccer, kickball, frisbee, etc.) and sell $3 tickets to spectators.

ALUMNI OUTREACH
Contact your college or university to see if they would run an ad in their alumni newsletter featuring Fabretto and ask for donations.

BOOT CAMP CHALLENGE
Organize a challenge course for teachers, professors, staff & students to compete against each other. Sell tickets to participate and watch!

FUN RUNS
Plan a fun run, zombie run, color run, or 5K race. Charge a registration fee and ask runners to fundraise for Fabretto.

SORORITY/FRATERNITY EVENTS
Ask your national chapter to help support a mission you believe in: education for children in Nicaragua!

FOR BUSINESSES

COOK/BAKE OFF
Have a baking competition to see who makes the best pies. Vote on best baker and sell the slices, with funds going to Fabretto.

AFTER-WORK PARTY
Have co-workers bring in their favorite bottle of wine and cheese and charge an admission fee to raise funds.

YOUR IDEA GOES HERE
The most creative ideas are often the most successful!

The town of Villanueva de la Cañada, Spain, partnered with event organizer Du Cross Series to host a community road race to benefit Fabretto

Still not sure? We’re here to help!
Contact Allison DeCruz at adecruz@fabretto.org for support.
Juan’s Basketball Fundraiser

Juan, a volunteer from Madrid, Spain, knew that his community loves basketball and competitions, so he organized a tournament to benefit Fabretto. Each team donated 1 Euro per point scored against them. Together, Juan and his friends raised over 500 Euros in one afternoon.

Chicago Volunteer Chapter

The Chicago Chapter is comprised of individual volunteers and members of organizations who stay involved with Fabretto year-round through fundraising. In 2014, they found new child sponsors, assisted with Fabretto’s Chicago event, and raised $2,500 at their own fundraisers.

HOW TO RAISE $500 IN 7 DAYS

DAY 1: Support yourself - $25
DAY 2: Ask four family members to invest $25 each - $100
DAY 3: Ask five co-workers to invest $15 each - $75
DAY 4: Ask five friends to invest $20 each - $100
DAY 5: Ask five neighbors to invest $15 each - $75
DAY 6: Ask your boss for company support of $50+ or a matching gift
DAY 7: Ask three businesses you frequent to support $25/each - $75

= $500+ in 7 days!
SPREAD THE WORD

Resources for promoting your fundraiser

POSTERS: Design an eye-catching poster to promote your fundraiser. Hang posters at your school, church, or community center. You can also ask permission from local businesses like gyms or coffee shops to display your posters. For a sample editable poster, CLICK HERE.

LETTER APPEAL: Write a personal appeal letter to send to your friends, family, and other contacts. To download a template, CLICK HERE.

SOCIAL MEDIA: Get the word out on social media. Here’s how:
- Follow Fabretto. We’re on Twitter, Facebook, Instagram, Pinterest, YouTube, & LinkedIn.
- Create a Facebook event page for your fundraiser and invite friends to join.
- Post about your event on your preferred social networks with hashtag #Fabretto.
- Join the Fabretto Volunteers group on Facebook to connect with other supporters.

PRESS RELEASE: Promote through local media by asking local radio stations, school newspapers, and local papers to advertise the event.

TRACKING DONATIONS: Use these simple forms to track your progress and stay organized as you collect donations and/or pledges for your fundraiser.

Fabretto FunDraiser Tracking Form
Fabretto Event Donation Submission Form
AFTER THE EVENT

SAY THANK YOU
Make sure to send a thank you note to each of your volunteers, sponsors, and contributors. To download a template in Word, CLICK HERE.

SHARE YOUR STORY
Let us know how your fundraiser went by submitting a summary and photos of your event on Fabretto’s “Share Your Story” page: www.fabretto.org/en/share/. We often publish volunteer success stories on our blog and on social media.

We also encourage you to share the news in your community. Send a press release to your school newspaper, local paper and elected officials in your area to share your fundraiser’s success. For a simple Word document template, CLICK HERE.

PROCESS DONATIONS
Please make checks out to Fabretto Children’s Foundation and mail to: Fabretto Children’s Foundation, 325 Commerce Street, Alexandria, VA 22314.

If you intend to accept credit cards, please create a Fundraising page here.

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INSPIRATION:
CARINA’S FUNDRAISER

In 2014, Carina volunteered in Nicaragua. She wrote about her experience, “From kids telling me they want to become teachers to watching girls play patty cake in the rain, it reminded me that no matter where a child comes from, each one deserves opportunity to succeed and do something meaningful with their lives.”

After she returned to Chicago, she planned a fundraiser to benefit preschool education in Nicaragua. She screened the documentary film “Dreaming Nicaragua” and raised $2,000 for Fabretto.
GUIDELINES

**COSTS:** All event costs should be covered by the organizer of the event not Fabretto.

**COMMUNICATIONS:** Your event should clearly state that it is an event to benefit Fabretto and not an event organized by Fabretto. We suggest the following language for your communications: Proceeds to benefit Fabretto Children’s Foundation.

**DONATIONS:** Fabretto accepts cash, check, money order or credit card for donations. Please do not send cash in the mail to Fabretto. Transfer the cash to a bank cashier’s check and then mail this check to Fabretto.

**LOGO & BROCHURES:** We encourage you to include the Fabretto logo on posters and materials for your events. There are two versions of the logo, full color and white. Use the color logo on white backgrounds only, and the white logo on all other backgrounds. Please contact the Fabretto office for permission and access to use our logo. We can also provide digital brochures for you to print and distribute at your event.
Contact Us

Allison DeCruz
Associate Director of Development
adecruz@fabretto.org
(703) 525-8716

More information and resources on our website
www.fabretto.org

THANK YOU!