



Susila Dharma Britain

building with humanity

Your Guide to Fundraising

If you've downloaded this guide, it means you are at least considering doing something to help raise funds for Susila Dharma Britain. Thank you.

In this pack you will find some helpful information about Susila Dharma Britain and the projects we support, ideas on events you could take part in or organise yourself and some dos and don'ts on fundraising. We've also included some forms you can use for sponsorship and income recording.

Of course, you may have questions that aren't answered by this guide, and if so we hope you won't hesitate to contact us at info@sdbritain.org.uk.





About Susila Dharma Britain

The name Susila Dharma combines two Sanskrit words, which together mean 'guided from within to take action in the world'.

What is Susila Dharma?

Susila Dharma is the humanitarian arm of the international spiritual association Subud. It supports the charitable initiatives of Subud members. Although rooted in the spiritual guidance and inspiration that Subud members feel, Susila Dharma projects are supported by and involve collaboration with many agencies, groups and individuals outside the Subud association, and are always subject to the normal governance and regulations of charities in the countries in which it operates. We welcome your involvement and support, whether you are a member of Subud or not.

Our purpose

We are an enabler of the ideas and motivations of Subud members in all their glorious diversity. We are not led by a single shared mission. Instead we offer a platform for people to act from their inner impulses for the good of humanity.

Our work

Faced with suffering, want and injustice, we choose to act from what is good within each of us, and support each other in doing so.

Where our projects come from

There is no template for a Susila Dharma project. Susila Dharma springs from the initiative, courage and inner guidance of its members, expressing their compassion and conviction.



Our projects

Many of the projects we support are well-established and recognised, dating back several decades and attracting funding from the likes of the UNICEF, the German Government Aid Agency (BMZ) and the Clinton Foundation. Some are smaller and more recent, still driven by the enterprise and commitment of one or two people. All are strongly locally rooted and dedicated to empowering those who they work with and for.



You can find details of most of the projects we currently fund on our website, where we list projects in the fields of Education, Community Development, Health & Wellbeing and Environment. Here are a couple of examples to give you an idea of the range of our work:



International Child Development Programme



When families are uprooted through social changes, migration, catastrophes, children losing their parents or having been numbed by severe deprivation and emotional shock, childcare can falter.

The International Child Development Programme (ICDP) aims to strengthen and enrich relationships between children and those who care for them. Susila Dharma Britain is providing assistance to expand these programmes in countries such as Chile, Peru, Brazil, Argentina, Colombia, Paraguay and the Ukraine.

Most recently, ICDP has been invited by an NGO in Panama to help them change the way that parents and children interact and grow together, and Susila Dharma Britain is providing funding to support their work together.

ICDP has entered into a partnership with “Movimiento Nueva Generación” (MNG, which means New Generation Movement). MNG was founded to help young people to find a useful purpose through sport and other activities, and to keep them away from gangs. Now they run social, cultural and sports activities for young people. They work to protect young people and emphasise the prevention of violence through promotion of ethical and moral values. The vision is to create opportunities for education, socializing, sport and culture for children and adolescents as a basis for their development and a better future life.

ICDP has been brought into the MNG to work in their children’s centres and train staff. The staff will apply ICDP as part of their daily work, i.e. in their daily interactions with children. They also envisage using ICDP with parents, by offering ICDP workshops through their Escuela para Padres (School for Parents), and later on they hope to train other interested parties outside their own organisation.

The New Generation Movement runs six centres in Panama and these are attended by children and young people. The state offers some support to their programmes and they cooperate with UNICEF.



Enthum House



Millions of unaccompanied refugee children are currently on the move worldwide. Many have suffered persecution, violence and war in their home countries. Those who make it to a European country have to face the complex challenges of asylum claims, cultural integration and often Post Traumatic Stress Disorder, without the help of their parents.

Enthum House was inspired by the work that its founders carried out volunteering, campaigning and fundraising for unaccompanied minors in the Calais Jungle. It offers a safe and supportive home for up to seven unaccompanied asylum-seeking children in East Sussex aged 16-18, with care from staff 24 hours a day.

Enthum House offers a programme of life skills, technical workshops and a mentoring programme, as well as a tailored therapeutic integration programme responding to the complex mental health needs of its residents.

It has worked with local authorities and commissioning partnerships to develop this service, and works in close partnership with local authority social workers and healthcare professionals.

Enthum House works to place young people into local schools and colleges as soon as possible, and offers intensive English language tutoring and study support.

SDB has supported the feasibility, setup and training phase of Enthum House and was delighted to see it open its doors to residents in summer 2018.



Anisha



Small scale farmers and gardeners in India often experience insecurity, dependent on buying seeds year on year from big agrochemical companies. Anisha works to increase their household food security by promoting organic farming practices, encouraging the establishment of kitchen gardens in schools and at home.

Anisha lends native seeds from its Seed Bank to local farmers in the remote Martalli region of South India. It encourages participants to save money and support each other through self-help groups, and spearheads income generating initiatives.

SDB has funded a four-year programme for Anisha's Schools Kitchen Garden project as well as its Seed Bank. The Schools Kitchen Garden helps to instil in young minds an understanding of food security by developing hands-on projects involving both cultivation and cooking.

The Seed Bank helps farmers and other local food producers to have a source of affordable and viable seeds to sow, releasing them from the grip of companies that offer unsustainable GMO seeds. The farmers give back a proportion of their own seeds to the Seed Bank. Keeping and identifying native seed varieties helps to develop crops that can grow in the difficult dry farming environment of this area of India.

The long term goal is that all the farmers and small holders taking part in the scheme will own native seeds and not depend on buying in each year. Farmers collect seeds they need from the seed bank, from their resulting crop yield they retain seeds for the following year and return two seeds for each one taken. This ensures that the seed bank can grow and supply more farmers in the future. The farmers also participate by giving continued feedback on the performance of seeds and crops throughout the year.



Yayasan Usaha Mulia



Indonesia has seen widespread development, but with the fourth largest population in the world, there are still many areas where there is a severe lack of proper health, education and community services. Millions of families continue to live below the poverty line, surviving on less than two dollars a day.

Yayasan Usaha Mulia (YUM, meaning Foundation for Noble Work) has worked for more than four decades in this vast archipelago to support communities, to give them hope and a way out of the cycle of poverty.

YUM is a nonprofit organization that works to improve the quality of life of the poor in Indonesia and works across health, education and community development.

YUM concentrates its health projects in the regions where there are the poorest levels of access to health services and knowledge in Indonesia. Its education projects focus on giving young people from poor backgrounds the opportunity to experience and enjoy learning and reap the associated benefits. And YUM undertakes a number of community development projects with the goal of strengthening community networks and empowering individuals to help themselves.

In 2016, we were able to help the YUM Vocational Training College in Kalimantan Indonesia, when their funding was temporarily withdrawn. The college was set up several years earlier to address the lack of skills and employability among poorer young people in the area.

Youth unemployment rates in this area are five times higher than those of adults, making skill development an area of vital importance. Training is provided to around 100 participants a month in computer skills, hairdressing, food processing, English, finance, recycling and job seeking skills. Students range from 13 to over 20 years of age. The college has new purpose-built facilities and provision for students to be residential.



Taking part in an event

There are more and more events all the time that offer opportunities for enterprising fundraisers to take part. These are a great way to have fun, get fit, raise awareness and fundraise for your chosen projects at the same time.

The Fundraising page on the Susila Dharma Britain website provides links to a few of these, including:

- Runs, such as the [Virgin London Marathon](#), the [Brighton Marathon](#), [Great North Run](#), [Royal Parks Half Marathon](#), [Great Manchester Run](#), [London 10,000](#). Websites like [Big Fun Runs](#), [Santa Runs](#), [Superhero Runs](#), [Run for Charity](#) also provide lists of events that you can easily get involved in.
- Bike rides, like [RideLondon](#), [London to Paris](#), [Wiggle Super Series](#) or [nightrider](#)
- UK challenges, including [Great Swim Series](#) or treks like [Jurassic Coast](#), [London to Brighton Challenge](#), [Ben Nevis](#), [TrekFest](#), [Thames Path Challenge](#) or [South Coast Challenge](#)
- Overseas challenges, like [Inca Trail](#), [Everest Base Camp](#), [Mount Kili](#) or [Great Wall of China](#)

While some of the larger charities have big fundraising budgets and are able to reserve places at events such as these, Susila Dharma Britain seeks to maximise the resources that we channel into project funding, so you would need to buy a place for yourself at one of these events through a general ballot.

Do please let us know if you decide to take part in an event by emailing us at info@sdbritain.org.uk. We would love to offer whatever support we can.



Organising your own event

Here's a checklist of things to consider when planning an event of your own in aid of Susila Dharma UK:

- ☐ **Activity**
Think of an event that you would really like to organise and that you're confident would create a good turnout.
- ☐ **Venue**
Book your venue. Let them know it's for a charity event, as they may give you a discount or donate it for free!
- ☐ **Plan**
Draw yourself a timeline so you know when you should be doing what, and if you might need some help along the way.
- ☐ **Budget**
Set a projected income target, making sure your costs are covered.
- ☐ **Safety and accessibility**
Check with your venue or council for any specific details, and whether you need to do a risk assessment.
- ☐ **Tell Susila Dharma Britain**
Let us know what you have planned so we can help you make your event a success!
- ☐ **Have fun!**
With good planning, you should have just as much fun as your invitees, and it's important that you do! After all, you've put in all the hard work. Have a brilliant event!
- ☐ **Date**
If your event isn't for a particular occasion, check out what else might be happening on your chosen day that might conflict with it.
- ☐ **Guests**
Find out your minimum and maximum capacity, then decide who you want to invite and whether you need to spread your promotion to a wider circle than just your friends and family.
- ☐ **Fundraising**
Think of all the ways you can raise money from your event, such as ticket sales, raffles or sweepstakes for example. See if you can get some prizes donated.
- ☐ **Promotion**
Work out all the ways you can promote your event, from posters to tweets.
- ☐ **Company matching**
Ask your employer if they will donate, or match what you raise!



Getting it right

Some dos and don'ts when organising an event in aid of Susila Dharma Britain:

DO:

- ✓ Get in touch with us to use our logo and charity number, and let us know what event you are holding.
- ✓ State clearly that you are raising money for SDB when promoting your event/activity.
- ✓ Check the latest information on holding raffles and lotteries. You can hold these at your event or if sold to a fixed group of people without a licence. For further information, get in touch with the Gambling Commission.
- ✓ Make sure any cash you collect can be stored safely and banked quickly. Always count money collected with at least one other person.

DON'T:

- ✗ Plan an event or activity without seeking the permission of the venue manager or council. You may need to source special licences, follow venue/space guidelines and acquire insurance.
- ✗ Collect in the street or house-to-house without a licence from your local authority / council.
- ✗ Forget to ensure there are first aiders on site if applicable to your event.
- ✗ Overlook Food Hygiene Regulations and Food Safety Acts if catering yourself. Please contact the Environmental Health Services department for advice.



Online fundraising

Online is the easiest and most popular way to raise donations. Sponsors can donate and pay straight away, which cuts out a lot of time and trouble chasing pledged cash. Please visit Virgin Money Giving, and search for Susila Dharma Britain – you'll be able to set up a page from there. Your page will be managed for you, so please go into as much detail as you would like about why you are raising funds for SDB, and why the cause is important to you, as this will increase the number and amount of donations you receive.

Top tips when setting up an online donation page:

1. Approach the people you think will sponsor you the most first. This should help to set a precedent for high value donations, as others naturally follow suit.
2. Be sure to set a stretching target. When you notice that you're getting close to it, increase it by a few hundred pounds, as this spurs people on to continue donating.
3. Upload a picture of yourself to your fundraising page so that your family and friends know it's really you.

Fundraising for specific projects

We welcome any and all fundraising initiatives in support of the work of Susila Dharma Britain. We offer funding to support specific initiatives to our various projects by request through specific proposals, rather than day to day operational support. As such, it is more beneficial to the projects concerned if fundraising initiatives support our general fund. SDB channels 89% of our income directly into supporting projects. 5% of income funds project monitoring and evaluation, and the remaining 6% covers governance, accounting and administration by our volunteer board members¹.

If, however, you are inspired by and wish to support a particular project, you're welcome to do so. Or you may wish to get in touch with us at info@sdbritain.org.uk to find out what projects are in need of funds for what purpose at this time.

If you do decide to fundraise in support of a specific project, SDB may retain a flat rate of £50 from money raised as a registration fee towards our general fund, to cover the administrative costs involved in directing funds to projects.

¹ Based on average income & expenditure from 2015-2018



Income recording form

Please return this form along with any cheques and sponsorship forms to the address below, or contact us at info@sdbritain.org.uk.

PLEASE COMPLETE IN BLOCK CAPITALS

Name

Event name

Date

I have raised money for Susila Dharma Britain / for a specific project supported by Susila Dharma Britain [delete as appropriate]

Project name: / n/a

I enclose £.....

I have extra money to send in yes / no

I have raised money online yes / no

If yes, the URL of my fundraising page is:

Address

.....

..... Postcode

Phone Email

Please return this form to:

Harry Sweetman, Treasurer, SDB
1 Spring Bank
Mutton Hall Hill
Heathfield
East Sussex
TN21 8NL

Name _____

Address _____

Postcode _____

Phone _____

Susila Dharma project (if applicable) _____

Name of event _____



**Susila
Dharma
Britain**
building with humanity

Your help in sponsoring the above named is very much appreciated.

Please tick the Gift Aid box below and provide your full name, home address, postcode and date that you donated to ensure we get at least an extra 25 pence from the HMRC for every pound that you donate.

giftaid it

If I have ticked the box headed 'Gift Aid it? (✓)', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Susila Dharma Britain to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand Susila Dharma Britain will reclaim 25p of tax on every £1 that I have given.

Sponsor's name		FULL home address	Postcode	Amount pledged	Date given	Gift Aid it? (✓)
First name	Last name					
MARIA	JONES	10 MAIN ST, JONESTOWN	AB1 1AB	£25	30/04/19	✓

Please return completed forms to:

Harry Sweetman, Treasurer, SDB
1 Spring Bank
Mutton Hall Hill, Heathfield
East Sussex TN21 8NL

Sponsor's name		FULL home address	Postcode	Amount pledged	Date given	Gift Aid it? (✓)
First name	Last name					
MARIA	JONES	10 MAIN ST, JONESTOWN	AB1 1AB	£25	30/04/19	✓

Please return completed forms to:

Harry Sweetman, Treasurer, SDB
1 Spring Bank
Mutton Hall Hill, Heathfield
East Sussex TN21 8NL

Please photocopy this page before filling in if additional forms are needed.