



# Freedom Development foundation

## FUNDRAISING GUIDE

Thank you for choosing to raise funds for the Freedom Development Foundation.

We firmly believe that everybody deserves the freedom to look after their family and to make basic decisions about their lives. Whatever amount you give, it's not just a donation but peace of mind, security, and giving a chance to someone with far less to have the freedom to live life on their terms.

Your donations will empower and uplift entire communities giving thousands the freedom to believe, tomorrow can be better.

### VISION & MISSION

At the Freedom Development Foundation, we are driven by the unwavering belief that we can make a difference in the lives of those most in need.

**Our mission is to empower communities through sustainable projects, fostering continuous support and growth.**

Together, we work passionately to uplift underprivileged individuals and regions, offering them the keys to a brighter future through the provision of nourishment, water, job training, and education.



### ZAKAT APPLICABLE

**The beauty of Zakat lies in its transformative impact on both the giver and its recipients.**

One of the Five Pillars of Islam, it represents an **act of compassion, empathy, and social responsibility**.

By fulfilling this religious obligation, we gain the very real understanding that our wealth is a blessing to be shared with those less fortunate.

At Freedom Development Foundation, we accept and distribute all zakat donations.

### OUR PROJECTS

#### Water Well

Donating to build water wells is a powerful act of compassion and will positively impact communities for years to come, making this a highly investable means of attaining sadaqah jariyah.

Your donations to the construction of water wells will provide:

#### Agriculture

We enable people to grow their own crops and support their local agriculture allowing them to take transformative steps towards building sustainable communities.

Your donations towards our agricultural projects will provide:

#### Bread Mill

Donating to provide a bread mill for communities in need is an impactful way to ensure a sustainable source of nourishment and create ongoing self-sufficiency.

Your donations towards our bread mill projects will provide:



- Access to clean water
- Reduced risk of water-borne diseases
- Economic growth
- Availability of water for crops
- Enabling community development through becoming self-sufficient



#### Family Food Packs

This is a beautiful opportunity to feed an entire family for a month. Your donations will provide the most underprivileged with a care package of nutritious food meaning they won't have to worry where their next meal is coming from.



- Each pack costs £50 and is filled with all the staple items a family needs, such as rice, oil, flour and onions.
- 1 pack supports a family of 4-6
- During Ramadan, you can also opt to donate and feed an entire masjid of people at Iftar.

#### Wifi Provision

The FDF wifi project aims to provide a non-subscription based wifi service in order to make the internet accessible to everyone.

Using Starlink Satellites, to provide wifi for an entire village. Access to the internet gives people the freedom

to access online jobs that would have been previously impossible.

FDF will be working with organisations to make this a reality across a number of rural villages in Gambia.





Thank you for choosing to raise funds for the Freedom Development Foundation.

Nonprofit (CIO) no. 1206914

## FUNDRAISING IDEAS

**Digital Fundraising Link:** Utilise crowdfunding platforms or create a personalised fundraising page, making it quick, easy and accessible for your friends and family to support you.

**Bake-Sales:** Always go down a treat! If you can't bake, partner up and find yourself a baker whilst you focus on getting the orders in.

**Charity Car Wash:** Most of us have a car which hasn't been washed for months! Reach out to your local car wash and simply ask if one day during the year they would be happy to let you take over for charity.

**Donate A Day:** Reach out to take-aways, barbershops, dessert parlours, restaurants, and ask for them to donate a day. Even after their costs, this could add up to a considerable amount.

**Challenge Yourself:** Aim to complete a hike, a run, a reading challenge or wherever your imagination takes you, in order to hit that goal!

## FUNDRAISING HINTS & TIPS

Once you have made the intention to fundraise, be sure to check out our handy tips below for ideas on how to get started:

### Mission And Impact:

Before you begin, familiarise yourself with our charity's mission, values, and the causes we support.

### Ethical Guidelines:

Ensure your fundraising efforts comply with ethical and legal standards. Be transparent about how the funds will be used.

### Fundraising Method:

There are various ways to raise funds for our charity. Select the method that aligns with your strengths and interests.

### Set Clear Goals:

Be realistic yet ambitious in setting your goals. Having a clear target will motivate you and your donors to work together to achieve a specific purpose.



### Personable Messaging:

Send messages to your phone contacts. Make it personal by addressing people by name.

### Time It Right:

Between 8pm to 10pm is known to be a good time to catch people on socials & WhatsApp.

### Gift Aid It:

Gift Aid is when the Government gives an additional 25% on top of any donation made, so long as the donor is a taxpayer. Ensure donors tick the box.



### Note It Down:

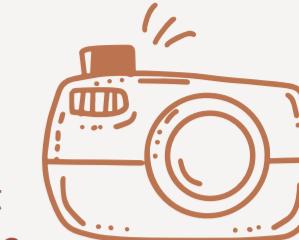
Note the names of everyone who intends to donate, as we know too well people get busy and time runs away with us all. Send a gentle reminder, they will thank you for it.

### Video It:

Create a short 15 second clip and share with your link! Adding a face to an appeal fosters trust, and encourages people to respond.

### Compelling Story:

Share a compelling narrative that conveys the need and impact. Use powerful stories and visuals to connect emotionally with potential donors.



### Regular Updates:

Keep your donors informed about the progress of your fundraising efforts and the impact they are making. Regular updates foster transparency and trust.

### Engage:

Let us know what you're thinking so we can offer as much support as possible. You may require resources, tools, guidance or a simple motivational chat.



## DONATION METHODS

### Online

Website: [www.freedomdevelopmentfoundation.org](http://www.freedomdevelopmentfoundation.org)

### Bank Deposit or Transfer

Bank Name: WISE BANK  
Account Name: Freedom Development Foundation  
Account Number: 98672657  
Sort Code: 23-14-70  
Ref: (Your Name & Project)

### Crypto Payments

Visit [www.freedomdevelopmentfoundation.org](http://www.freedomdevelopmentfoundation.org) to donate through Coinbase Commerce

**May you be rewarded abundantly for your efforts, Ameen**

Address: 20-22 Wenlock Rd, London, England, N1 7GU

[www.freedomdevelopmentfoundation.org](http://www.freedomdevelopmentfoundation.org)  
[getinvolved@freedomdevelopmentfoundation.org](mailto:getinvolved@freedomdevelopmentfoundation.org)



Nonprofit (CIO) no. 1206914