



THE MONSOON
ACCESSORIZE
TRUST
EST. 1994

INFORMATION / FUNDRAISING PACK

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1. HISTORY OF THE TRUST

The Monsoon Trust was founded on Monsoon's 21st birthday in 1994. In July 2006, the name was changed to The Monsoon Accessorize Trust to reflect the contribution Accessorize makes.

Its aim is to help improve the lives of disadvantaged women and children in Asia with projects focusing on education, healthcare and income generation.

2. PROJECTS SUPPORTED

1. Historic Projects 1994-2024

Vidya

The first project of The Monsoon Trust was the Monsoon Vidya School for children in the slums in Delhi. Beginning with just five pupils, today it helps around 600 children including those with a variety of mental and physical abilities from all castes and religions.



The **Vidya Community Education Programme** provides informal schooling for 500 children in the community at pre-school and primary school level. This program aims to provide for children from the slums who either drop out of government schools or whose parents fail to send them to any school. The program centres are located in the slums themselves and so bring education to the children's doorsteps. The end goal is to integrate the children into mainstream schools. Breakfast and school uniforms are also provided.

The Trust has since also supported Vidya's micro-enterprise scheme. This provides loans to hundreds of disadvantaged women to enable them to set up and expand their own small businesses.

READS

The Monsoon Anubodh School is a school for deaf and mute children in Jaipur. The Trust funded the building of a purpose-built school, providing diagnosis, hearing aids and specialist education, with the ultimate aim of integrating pupils into mainstream schools.

The Trust also sponsored the Monsoon Diploma in Special Education (Hearing Impaired), providing training for teachers to work in schools for deaf and hearing-impaired children.. Today, we are funding the Doorstep Education Programme, bringing specialist care to the doorsteps of some of the poorest slum children.

The **Radico Welfare Centre** provides primary education for children from a slum community in Delhi. The Trust is funding an on-site health clinic, school uniforms, some performing arts provision and a school bus.

Learning for Life

Learning for Life is a charity dedicated to delivering education in S.E. Asia. The Trust provided funding for emergency aid and a school-rebuilding project in the Northwest frontier of Pakistan following the South Asian Earthquake.

Pahamune House Vocational School

This school helps 300 children from both Tamil and Muslim backgrounds, all of whom lost one or both parents or suffered complete destruction of their homes in the Tsunami of December 2004. The children attend local schools and receive training at Pahamune in English and computer skills, plus vocational training in such skills as sewing and plumbing. The Trust funded the conversion of an existing building for this purpose and equipped the building to enable these education programmes to take place.

The **Salaam Baalak Trust** was set up in 1988 to protect and care for street children in and around the railway station, crowded bus stops, business areas and slums of New Delhi. It reaches over 5,000 street and vulnerable children with shelter homes, counselling, medical and educational support, and skills-building programmes. It uses peer educators to work with children around HIV/AIDS, and provides care and counselling, as well as networking and advocacy initiatives with key stakeholders.

The Salaam Baalak Trust has started construction of a girl's shelter in Gurgaon to house 60 girls. The Trust is providing funding to complete the interiors, wiring and furnishings so that it can open in April 2008.

Seva Mandir is an Indian charity, working to alleviate poverty in some of the most remote villages in the Udaipur district of Rajasthan. The Trust is funding an immunisation programme in 60 hamlets to reach 1500 children. These children lack access to even the most basic healthcare and current levels of immunization are around 2%.

We will also be providing educational materials to 178 pre-schools (or Balwadi centres). These pre-schools are already running in 178 villages with positive impacts on nutritional and educational status of children.

The **Bal Basera Day Centre** was opened just before Christmas near Jaipur railway station. It helps children who have runaway from home by providing food and education. The Trust has helped fund the set up and running costs.

SOS Children's Villages

SOS Children is the world's largest orphan and abandoned children charity. The charity provides a new family in children's villages for over 60,000 children in 123 countries and helps almost a million more people through projects around the world. Their main role is helping children whose parents are not there for them: Aids orphans, street children, child soldiers and children orphaned by war, poverty or natural disasters. In places where this is a high rate of child abandonment, they also run programmes to help strengthen vulnerable families and keep them together. The Trust will be helping to fund an SOS Children's village in China – the first one in this country.

2. Current Projects

The Turquoise Mountain Foundation

Some of the very first Monsoon dresses came from Kabul, using traditional Afghan embroidery. Afghanistan is now one of the poorest countries in the world, following years of civil war and conflict. With Monsoon's 40th birthday this year, it is appropriate that we should return to help some of the poorest sections of Afghan society. The Trust continues its support of Turquoise Mountain in Bamiyan Province, Afghanistan where we run two schools that serve 120 students. The teaching staff are supported with materials and resources to offer high-quality education and English language classes. As many of them come from underprivileged backgrounds, pre-school students are also provided with uniforms and meals. This allows the weavers of Bamiyan to continue to preserve their cultural heritage and ensure ongoing income generation for families.



Water Harvest

One of the current projects the trust supports is WaterHarvest. This project providing water irrigation supports to over 2,000 families in rural India. The access to clean drinking water in this desert region has meant that the villages are suffering less disease, no longer have to walk long distances everyday and can focus on agriculture, and education. This project has drastically increases the quality of life to people in the rural community.



The Prakratik Society

The Prakratik Society aims to 'save the tiger' in Ranthambhore National Park through a series of integrated projects in the surrounding 40 villages, including providing resources for the Environment Education Program at Fateh Public School at Ranthambhore in India which will continue over several years.



The Trust also previously funded the construction of the Lizzie Denyer Mother and Baby Clinic and an Orthopaedic unit at the local hospital. Some 2500 women receive ante-natal care yearly, and hundreds of women have delivered babies at the hospital.

Jeevika

Period poverty is one of the #1 issues affecting women around the world today. So, we're funding our partner Jeevika to support the health of more than 5000 women in rural India.

Our donation will provide eco-disposable sanitary products to women and girls, reproductive-health education in local villages and training in the production of sanitary napkins – supporting a sustainable income for women in the community (and access to hygiene products).



3. FUNDRAISING IDEAS

1. Introduction

We are delighted you are thinking about raising money for The Monsoon Accessorize Trust. Below are some points that will help you in raising money for the charity.

Knowledge:

When people are asked to give money to a charity, they want to know how it is going to be spent. Therefore it is important that you know what The Trust does and where the money raised goes.

By having an insight into the problems and how the money raised will help, you will be more motivated and committed to the cause.

Further information that is needed can be obtained from the Charity Manager, and you can take a look at our website: <https://www.accessorize.com/uk/charity.html>.

Enthusiasm and Persistence:

Once you know what you are raising money for, really sell the idea to people. There will be 'nos', so be prepared for this, and don't let it dampen your spirits! Your enthusiasm is what will encourage people to support you.

Confidence:

You have to be confident and direct. People need to see that you believe in what you are doing. Remember, if you don't ask – you don't get!

Contacts and Networking:

List everyone you know and how they might help you. You will be surprised how this can help. You could brainstorm this with your team.

Imagination:

The more unusual and attractive your fundraising ideas are, the more people will support them.

Think laterally too. Those that may not be able to donate money could donate a prize for a raffle (a product, meal, tickets, haircut etc.).

Here are a few simple steps to success:

Simple fundraising ideas work best

Use fundraising ideas which you know work well

Costs - keep them low

Contacts - ask everyone to ask all their friends and relations to join in

Enthusiasm is essential and contagious

Shout about your event... get all the publicity you can

Say a big thank-you to all involved and publicise how much was raised.

Most importantly, don't think that just because you may only be able to raise a few pounds that it's not worth doing. It's a cliché, but true – every penny really does make a difference and **every penny received goes to a project**. Because of the cost of living, a pound also goes a lot further in these countries. At the same time, you are also raising awareness of the charity and Monsoon Accessorize and you never know where avenues may lead. Someone hearing about the charity may think about donating regularly or could give a gift towards a raffle....you just never know...

2. Just Giving

When setting up an event, please link your individual event to the Monsoon Accessorize Trust – Just Giving Page here:

<https://www.justgiving.com/monsoon-a-trust>

for charity week and key events, separate ‘event pages’ will be created. The Charity Manager will be sending out unique links for individual events, e.g. Monsoon 50th anniversary charity, had a unique event page: <https://www.justgiving.com/campaign/monsoon50>

3. Charity Week

Charity Week is Monsoon Accessorizes’ biggest opportunity to raise as much money and awareness as possible of Trust. It usually takes place each year at the in Spring, lasts a week and is your chance to be as creative as possible!

Listed below are a number of different ideas you can ‘borrow’ or feel free to adapt them or create your own.

If you take any photos or obtain any local PR, please forward it on to the Charity Manager for inclusion in a future Newsletter.

Just a few fundraising ideas.....



- Bake a cake or biscuits and sell them at teatime to colleagues.
- Hold a fancy dress day and talk about The Trust to customers and encourage them to make a donation.
- Put some sweets in a large jar/bottle and charge people to guess how many it contains.
- Hold a competition with a local school or college, charging an entry fee and asking a ‘local celebrity’ (e.g. MP, Mayor etc.) to judge it. It can be around designing something, writing a short story...
- Face painting – charge an amount for a child to have his/her face painted. Great if you sell children’s wear!
- Hold a party at home and charge friends and family an entrance fee.
- Try and get hold of a karaoke machine. Local pubs may let you use their night, or maybe there’s a machine lurking in someone’s home. Charge per song – the audience if it’s good, the singer if it’s bad!
- Organize a teddy bear’s picnic for kids and charge for attendance.
- Hold a quiz one evening after work and charge to enter it.
- Easter hamper - Everyone donates something for the hamper, and then it is raffled off, with the winner winning the hamper and the money raised going to The Monsoon Accessorize Trust.
- Many people enjoy bowling, whether they are good at it or not. Get together in teams and pay a group fee to play. Entry fee should cover the cost of playing and a small prize for the winner. This is a great one if there is more than 1 shop in your area – you could have a bit of a competition!





- Themed movie evening. Hire a video of a classic film (e.g. Grease, Bugsy Malone, Summer Holiday) and ask everyone who comes along to dress the part and serve drinks and nibbles to match the film
- Hold a 'bingo' event.
- Hold an auction of promises - this is an auction at which promises of services and goods are sold to the highest bidder. The idea is for people to offer something that costs them virtually nothing and bid for what they would not normally have the opportunity to buy. The promises can range from an offer to mow the lawn or a week in someone's holiday cottage.
- Hold a talent contest charging to enter and watch.
- Create a list of rules and the length of time they need to be abided by, like no swearing, no mobile phones ringing, last in, first out. Charge a fine for those who fail to comply.
- Ask a local pub to donate money from a quiz night
- Collections outside local supermarket (ask permission first)
- Small Change Jar: Simple yet effective, having a small change jar in communal areas will soon mount up the pounds!
- Ask everyone to bring in a photo of themselves as a baby and hold a 'guess the baby' competition.
- Hold an '80s themed party (could be any decade)
- Ask everyone to have a clear out and hold a bring and buy sale -maybe of books and music
- Hold an Easter egg hunt
- Hold a quiz evening. Your local pub may have a quiz book they could lend you.
- Get healthy and hold a no smoking/chocolate etc. day or week and each time someone lights up, they have to pay a 'fine.'
- Obtain an item that can be won and charge people to guess the weight of the item.
- Have a pyjama day.



Your event must be well publicised if it is to be a success.

In your branch:

- Work notice boards
- Announced at briefings/meetings
- Word of mouth

At home:

- Leaflets to families
- Leaflets to local suppliers
- Announced on local radio
- Advertisement in local paper
- Notices placed in public places in the community,
- for example, surgeries, libraries, local shops



4. The Media

Please contact the charity manager at Head Office (020 7313 4105) if you need assistance and to inform her of publicity obtained.

If you are able to get the support of your local Radio and TV station your event's profile is taken onto another level. You will find it invaluable when approaching people in the local business community. If they think that they might be able to get some good (and cheap) local PR, they are more likely to help.

The person to get in touch with in the local paper is the news editor. If you know a reporter, use the personal contact as this always works better than the cold contact. Find out the paper's deadlines for copy and photographs. They will need to know:

- What the event is
- Who is involved?
- Why the event is taking place
- When, where and what time?
- Contact name for further information

When you are planning your event, always try and think like a newspaper reporter. Think what is newsworthy. Try to create a publicity stunt / have a local dignitary / local celebrity / and always have a photo opportunity.

5. Do's and Don'ts of Fundraising

Fundraising should be fun, but there are some legal guidelines that you must be aware of and consider when approaching people for donations. Please follow the guidelines below, and if you are in any doubt, contact the Charity Manager.

Collections

Public Collections: Street collections in a public place require a street collection permit from your local authority, which must be applied for at least one month in advance.

Private Collections: If collecting on a private property such as in a pub or in a church hall, always seek permission from the owner. If you want to collect from pub to pub, then this counts as a Public Street Collection, as above.

Raffles

Each raffle ticket sold must contain the following information:

- The charity's name and registered charity number (The Monsoon Accessorize Trust, 1038446)
- The promoter's name (Monsoon Accessorize Ltd)
- The promoter's registered address (1 Nicholas Road, W11 4AN)
- The date of the draw
- The price of the ticket (normally £1)

It is also important to bear in mind that:

- Tickets cannot be sold at a price exceeding £1.
- Every ticket shall be the same and no discount is permitted on quantity purchased.
- Tickets cannot be sold to anyone under the age of 16.

Before holding a Public Raffle, please check with your Area Manager that he/she is happy for you to do so. Raffles are best held when linked with some other event, such as a promotional event, and if planned carefully can be of benefit to both the shop and charity.

There are certain **legal implications** when holding a Public Lottery; i.e. a raffle or prize draw that involves the Public. These must be adhered to, but do not be put off by this – it sounds more complicated than it is, and we have tried to make it as simple as possible!

Raffle tickets must be sold on a singular basis and not, for example, “3 for 2”.

Once the raffle has been drawn, we will need to send off what is known as a “Returns Form” to Westminster Borough Council (the council with which we are registered to hold Lotteries), for which we will need to know the following:

- 1) The date of the prize draw or raffle,
- 2) The proceeds of the prize draw or raffle,
- 3) The expenses of the prize draw of raffle (i.e. raffle tickets, prizes, etc.), and
- 4) Whether these expenses came out of the proceeds or from another source, such as a staff donation or your “promotions” budget.

Lastly, please get both the money and this information to us as soon as possible, as the Returns Form needs to be counter-signed by the Trustees and returned to the council within 3 months of the raffle taking place.

If you need any further help or guidelines to proceed with, we will be happy to help, contact the Charity Manager.

Sponsored events

Participating in a sponsored event is fun and can involve numerous activities from running, bungee jumping, parachuting... the list is endless.

The first thing to always consider is your safety and the organisation of the event. If you are happy with these, then it is up to you to raise as much as possible from friends, family, colleagues etc.

More information can be found at - www.skylineoverseas.co.uk, ww.charitychallenge.com, www.tallstories.co.uk

Sponsorship forms - We provide a sponsorship form for you to use (see Appendix). It is your responsibility to collect the money raised and pass it to The Trust (see Banking Details). Don't forget to ask sponsors to tick the Gift Aid box in order for the charity to raise even more money (from HM Revenue and Customs).

6. Gift Aid

If you pay tax in the UK, then Gift Aid is a simple way to increase the value of your gift to a charity. Making your donation using Gift Aid will enable The Monsoon Trust to reclaim the basic rate tax on your gift to them. This means that if you give £10 to The Trust using Gift Aid in the tax year 2007-08, that gift is worth £12.82 to the charity. By signing the Gift Aid Authorisation form (see Appendix), you are helping the fund considerably increase the money raised. It costs you nothing and you will not be contacted by anyone other than The Monsoon Accessorize Trust.

Simply fill in a copy of the form (in the Appendix) and post it to:

The Charity Manager, The Monsoon Accessorize Trust, 179 Harrow Road, London, W2 6NB

7. Banking information

We have simplified the banking process for paying in money raised for the Monsoon Accessorize Trust. This must be used during Charity Week but also whenever you received a donation for the charity.

Customers are able to make a £1, £3 or £5 donation at the till. There will be barcodes set up for each of these amounts and will go straight to the Monsoon Accessorize trust. Please scan the relevant bar code.

If anyone would like to make a direct donation to the Monsoon Accessorize Trust, they can do this in 2 different ways:

1. Just Giving Page – if they go to <https://www.justgiving.com/monsoon-a-trust> they can make a direct donation, or they can create an event to 'start fundraising'. All the proceeds will go straight to the Monsoon Trust's account directly.
2. BACS – anyone can also just make a direct donation through to the Monsoon Accessorize Trust directly:

Account name: THE MONSOON ACCESSORIZE TRUST
Account Number: 20616427
IBAN: GB27BUKB20015820616427
Bank Identifier: 200158
Bank Name: BARCLAYS BANK UK

8. Payroll Giving

For less than the price of a cup of coffee you can make a difference with a donation through payroll giving.



What is payroll giving?

It is a scheme that allows people to donate through their payroll to any registered charity in the UK and most importantly this is done tax free.



How does it work?

A weekly or monthly donation is deducted from your pay before tax. Because the donation is taken from your gross pay before you are taxed, a £1 pledge will only cost you 78p (60p for higher tax payers.)



Why take part?

About two-thirds of the UK give to charitable good causes, however a high percentage do not do this tax effectively. Payroll Giving is a simple, tax effective way to give to the charities you care about.



How to take part?

Simply complete a Payroll Giving Authorisation form and send it to the Payroll Department at Head Office.

If at any time you wish to change or stop your donation simply contact Payroll.

If you have any queries, please contact Charity manager
monsoontrust@monsoon.co.uk

It only takes a couple of minutes to fill in and set up and makes a real difference.

4. MATERIALS AVAILABLE

Leaflets, posters, charity collection tins and seals are available from the Charity Manager (monsoontrust@monsoon.co.uk). If you have any specific requests, please let us know. Please photocopy any of the attached forms if more are required.

5. CONTACTS

Charity Manager – Sophie Preisig – spreisig@monsoon.co.uk or
Monsoontrust@monsoon.co.uk.

Yellow Building, 1 Nicholas Road, W11 4AN London

Other queries – your Area Manager

If you are approached directly by local people, schools, organisations etc. looking for donations, sponsorship, product etc. please tell them that we direct all our fund-raising activities to supporting the Trust and are therefore unable to help them.



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Gift Aid Declaration Form

Details of donor

Title..... Forename(s).....

Surname.....

Address.....

.....

.....

Post Code.....

Email.....

I want The Monsoon Trust to treat all donations that I make from the date of this declaration until I notify you otherwise as Gift Aid donations.

Signed

Date/...../.....

You must pay an amount of Income Tax and/or Capital Gains Tax at least equal to the tax that the charity reclaims on your donations in the appropriate tax year. (Currently 28p for each £1 you give).

1. You can cancel this Declaration at any time by notifying the charity.
2. If in the future your circumstances change and you no longer pay tax on your income and capital gains equal to the tax that the charity reclaims, you can cancel your declaration.
3. *If you pay tax at the higher rate you can claim further tax relief in your Self-Assessment tax return.*
4. If you are unsure whether your donations qualify for Gift Aid tax relief, ask the charity. Or, refer to help sheet IR65 on the HMRC web site. (www.hmrc.gov.uk)
5. Please notify the charity if you change your name or address.



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Payroll Giving Authorisation Form

Name of Charity: The Monsoon Accessorize Trust
Address: The Monsoon Building, 1 Nicholas Road, London, W11 4AN
Charity Number: 1038446
Amount to be deducted from my pay per month

£5 per month £10 per month Other amount £

Other charity
Name..... Charity Number
Amount to be deducted from my pay per month
£5 per month £10 per month Other amount £

Other charity
Name..... Charity Number.....
Amount to be deducted from my pay per month
£5 per month £10 per month Other amount £

Personal Details (please use block capitals)

I confirm that my payroll-giving donation to charity is not being made under Gift Aid or Deed of Covenant.

Mr Mrs Miss Ms Other

Surname

First Name

Home Address.....
.....

Post code

Email

Signed Date.....

Data Protection Act: The data supplied on this form will be used to enable your donations to reach your chosen charity/charities. In order that your instructions can be acted on, your details will be passed to Her Majesty's Revenue & Customs registered Agency, with whom your employer has contracted, who will forward your donation to your chosen charity/ies. Your chosen charity/ies may send you a thank you letter acknowledging your donation.