



Dear Fundraising Organizer,

Firstly, thanks for volunteering your time and efforts to help raise funds for Skateistan! Since the idea to give Afghan kids access to sport and education was first born in 2007, Skateistan has relied on the support of people like you around to the world to raise awareness and donations on the local, national, or global level. By holding a Skateistan fundraiser, no matter how small, you are helping to share the message that engaging and empowering youth is key to achieving peace, equality and development in Afghanistan and Cambodia.

To make things simple for fundraiser organizers we've prepared a fundraising kit with helpful materials and tips. The most important thing to remember is to make it fun, and be creative! Skateistan strives to innovate in the way it approaches peace-building and youth empowerment, so we encourage our supporters to also think outside the box when they put together a fundraiser.

The Skateistan Fundraising Pack includes:

- Skateistan overview and 2013 activities summary
- Fundraising guidelines
- Skateistan fundraising policies
- Donation transfer information
- Photo slideshow with links to recommended Skateistan videos
- Fundraising poster template with blank space for date/time/location/extras
- Skateistan logo agreement

If you have any questions or concerns please e-mail info@skateistan.org.

Sincerely,

The Skateistan Team

—
SKATEISTAN INTERNATIONAL

Oppelner Straße 29
10997 Berlin
Germany

—
CONTACT

+49 30 914 921 01
info@skateistan.org
www.skateistan.org

—
BANK

Commerzbank
Potsdamer Straße 125
10783 Berlin
Germany

Account Name: Skateistan gGmbH
KTO 138 068 200
BLZ 100 400 00
IBAN DE14 1004 0000 0138 0682 00
BIC/SWIFT Code: COBADEFFXXX
BIC/SWIFT Code (when depositing USD): COBADEBBXXX

WHO WE ARE

Established in May 2007, 'Skateistan' is an independent, neutral NGO that works with youth from a range of ethnicities and socioeconomic backgrounds to build trust and provide empowerment through a unique combination of skateboarding and educational activities.

MISSION

We use skateboarding as a tool for empowering youth and changing lives – to create new opportunities and the potential for change.

VALUES

Quality. Ownership. Creativity. Trust. Respect. Equality.



CURRENT ACTIVITIES 2013

KABUL, AFGHANISTAN:

- Skateboarding and arts-based classroom curriculum for 400 Afghan youth (5 days/week)
- Back-to-School program to help 40 children enroll or re-enroll in school (4 days/week)
- Sports and educational programming for disabled youth
- Creating new opportunities for females in sport, including indoor climbing wall, and multi-sports floor
- Special classes: girls' journalism, advanced art, magazine production, photojournalism
- Several special events annually: Peace Day, Go Skate Day, art exhibits, semester celebrations
- Multiple multimedia exchanges annually connecting Skateistan students with other youth from various parts of the world.
- In 2013, arts programs will explore a variety of themes including biology, art and psychology through an innovative curriculum, which includes the use of a variety of different media as well as field trips to related national sites and attractions.

PHNOM PENH, CAMBODIA:

- Skateboard and art activities with Cambodian youth since 2011
- Formed partnerships with numerous local NGO's and over 200 dedicated students
- Participation in numerous demonstrations and events in Phnom Penh, including everything from local parades to events hosted by MTV
- Independent facility since September, 2012, which includes a number of ramps, kickers, pyramids and boxes for skateboarding, as well as a space for art, DJ and break-dancing classes
- In 2013, arts programs have begun to follow an educational curriculum around the theme of community development – this curriculum will include community art projects, community and government consultation, and the use of multimedia tools in online exchanges with other groups of youth from around the globe.

MAZAR-E-SHARIF, AFGHANISTAN:

- Currently constructing a second Skateistan facility in Afghanistan, which includes a skateboard park, a separate multi-sports facility, classrooms and offices
- Opening facility and starting programming in spring 2013



To find out more about Skateistan or make a donation please visit www.skateistan.org

FUNDRAISING GUIDELINES

WHAT?

What is your fundraising goal and how are you going to get there? It's best to think simple, using your own particular skills and resources to keep costs at a minimum. This doesn't mean you can't be creative though! If you'd like to plan something larger, then give yourself more time to find sponsorships and volunteer help. Make sure you also set a fundraising goal: How much money would you like to raise for Skateistan, and what sorts of activities will help you achieve that goal?

Some popular types of fundraising events for Skateistan in the past have been:

- Art exhibitions where work is donated and auctioned for Skateistan
- Skateboard jams or contests
- Raffle (Tombola) where tickets are sold to enter a draw to win prizes
- Birthday parties, or other celebratory occasions where donations are given instead of presents
- Live music shows where admission charge is donated
- Screening of Skateistan short videos with information session where admission charged is donated
- Marathon's or walk-a-thons
- Booth at another event with interactive activity (for example, small skate obstacle, face-painting, or henna hand art for a small fee) and Skateistan merchandise
- Approaching a local restaurant to donate a portion of sales from a certain dish, for a limited amount of time, to Skateistan
- Charity dinners

WHO?

Audience: Who is the activity aimed at? Pick a target group: students, friends, relatives, colleagues, etc. Will it have broad appeal or attract a specific group? How are you going to target your particular audience and share information about Skateistan?

Collaborators: Are there other people in your area or that you know who could help plan, promote or host the event?

Entertainment: What's going to be the highlight of the event so that you can attract people? It is valuable to have a locally known or successful artist/musician involved? Often many people will donate their time and skills for free.

WHERE AND WHEN?

Choose a place that's free or cheap, appropriate and accessible. If you have a fundraising plan prepared you can approach venues, such as skateparks, art spaces, coffee shops, and ask if they will provide the venue at no charge. The date is also important. Try to find a day and time where there aren't other events taking place that attract the same crowd.

BUDGET

The most successful Skateistan fundraisers so far have been those with little-to-no budget, lots of enthusiasm and good planning. There will usually be small up-front expenses – food/drinks, projector rental, printing – which must later be subtracted from donations, so make a realistic estimate of how much you might make and keep a modest budget.

Some of the best ways to raise funds:

Tickets / Entry Donation: Try to charge enough so that you're making a profit that makes the time and energy spent on the event worthwhile. Be careful of overcharging because you want to make sure lots of people will come.

Selling Merchandise: T-shirts, posters and photos can potentially be sold at your event. Contact info@skateistan.org to inquire about whether it's possible to obtain merchandise for your event.

Getting item donations and having a raffle is another option.

Tip Jar: If holding an event with drinks, putting out a donation/tip jar can be a good way to make a few hundred extra dollars, as people generally tip anyways but will be inclined to give more for charity.



PROMOTION

For small events (less than 200 people): Submit an event listing in your local entertainment publications (usually 1-2 weeks in advance). Make flyers to distribute--your flyer could simply be a smaller printed version of your poster, or something you design by hand or on the computer. Contact school/work mailing lists or local publications about promoting your event for free. Ask others to spread the word. You can also solicit donations for your fundraiser online using the website **Crowdrise**. If you wish to create an event on Facebook please contact media@skateistan.org about putting it on the Skateistan page.

For large events (more than 200 people): Use same promotional techniques as above, however, it is essential that you get in touch with Skateistan's media department at media@skateistan.org about larger promotional avenues, such as a blog post on the US website, articles in the local paper, press releases, etc.

TIPS

- Make sure you have enough volunteers helping, for example one person to sell door tickets, one person for refreshments, one person to sell merchandise.
- If planning an outdoor event have a backup plan in case of bad weather.
- Approach local companies for food/drink donations, venue donation, skateboard and other in-kind donations that can be given as prizes or used in a raffle. Make use of photo slideshow, videos, posters and info sheets provided by Skateistan.
- Please do not create your own merchandise with Skateistan's name or logo on it (ex. t-shirts). Instead contact info@skateistan.org about obtaining Skateistan merchandise.
- Help Skateistan out by registering your event online, or emailing info@skateistan.org to make contact with the fundraising entity within your country.

WHAT CAN YOUR DONATION DO FOR SKATEISTAN?

Over the first week of December 2012, as a part of the **Keep Skateistan Rolling** fundraising drive, we released a new daily video, giving you a glimpse into daily life at our project sites and the amazing youth we work with. The video stories also give you an idea of how your holiday donations can impact the lives of Skateistan's students, especially the skater girls in Afghanistan and Cambodia.

A few examples:

\$10

- Transport for 10 Cambodian youth to and from Skateistan for 2 weeks
- 12 School notebooks for Back to School students
- One whiteboard for classroom use

\$20

- Fuel to bring 140 girls in Kabul to Skateistan each week
- 30 Math textbooks for Back to School students
- Art supplies for 150 Cambodian students for one week
- One printer cartridge for Kabul office

\$50

- Management training course for one female Afghan staff member
- 10 pairs of shoes for students in Cambodia
- A school bag, shoes, uniform, and stationary for one back-to-school student
- Starter first aid supplies for one facility
- Shipping of 1 box of safety gear to Skateistan Cambodia

\$100

- Lunch for 6 Back to School students, 5 times per weeks, for 1 month
- Six months of transport for one Cambodian class
- One week of fuel to transport female students and staff in Kabul
- Internet connection for one month in Cambodia

\$400

- One used motorcycle for Skateistan staff
- One laptop with webcam for local staff use

\$12500

- Total fuel cost for 2011

SKATEISTAN FUNDRAISING POLICIES

1. All Fundraisers held in the name of Skateistan where funds are raised in advance (e.g. Marathon or walk-a-thon) must either be registered online on Skateistan's Crowdrise (North America) or Betterplace (EU) pages.
2. All Fundraisers that are not registered online must be registered with the official Skateistan entity within their country (see information below), or Skateistan headquarters if no entity exists (info@skateistan.org).
3. Skateistan is not liable for any accidents or damages that may occur at any event.
4. Skateistan will not reimburse for any costs incurred during a fundraising event.
5. Skateistan is against drug use and under age drinking, and will not condone, promote or be affiliated with any event where these activities take place.
6. Any funds raised in the name of Skateistan must be transferred to Skateistan within 30 days of event completion.
7. Unofficial Skateistan merchandise is prohibited. If you would like merchandise for your event, including t-shirts, bags, scarves and hoodies, they must be purchased in advance. Please contact info@skateistan.org for more information.
8. Where applicable, Skateistan logo and merchandise agreements must be signed and sent to Skateistan's headquarters in Berlin, Germany (gGmbH).
9. Any promotional materials produced for an event (for example, flyers, posters, stickers, etc.) must use the wording *To Benefit Skateistan...*



DONATION TRANSFERS

In North America - register your event with **Crowdrise** online

Once you've reached our page you will find a button on the right-hand side that says, "Start a fundraiser", click this button and select "Start a new fundraiser". If you'd like to join an existing fundraiser hosted by Skateistan, or someone supporting Skateistan click "Join an existing fundraiser". You can also encourage your family and friends to join a new fundraiser you've started using this option. Complete steps 1 through 3.

In the EU - register your event with **Betterplace** online

Click the box on the right-hand side "Create fundraising event". Register as a user, or sign-in if you already have an account. Complete steps 1 through 3.

COUNTRY SPECIFIC DONATION TRANSFER OPTIONS

UNITED STATES

us@skateistan.org

Click [here](#) for Paypal US

BANK DETAILS

Beneficiary Account Name: Skateistan

Bank Name: Wells Fargo Bank, N.A.

Bank Address: 420 Montgomery, San Francisco, CA, USA 94104

Direct to: Wire Routing Transit Number (RTN/ABA): 121000248

BNF/Field 4200 Beneficiary Account #: 7529633476

UNITED KINGDOM

info@skateistan.co.uk

Click [here](#) for Paypal EU.

MOBILE PHONE DONATIONS

Text SKTE12 (+ amount in pounds for example ``SKTE12 £5`` or ``SKTE12 £10``) to 70070 via JustTextGiving.

BANK DETAILS

Name on Account: Skateistan UK

Bank: The Co-operative bank

Bank Address: PO Box 250, Skelmersdale, WN8 6WT, UK

Sort Code: 089299

Account Number: 65558241

IBAN No: GB70CPBK

Bank No: CPBKGB22

GERMANY

germany@skateistan.org

Click [here](#) for Paypal in Germany

MOBILE PHONE DONATIONS

Text the keyword SKATEN to 81190 (no area code). 5.17 Euro will be charged (including carrier charges), of which 5.00 Euro will be directly donated to Skateistan.

Sende das Keyword SKATEN an die Nummer 81190 (ohne Vorwahl). Es werden 5,17 Euro (inkl. der technischen Gebühr berechnet), 5,00 Euro gehen an Skateistan.

BANK DETAILS

Bank: Commerzbank

Bank Address: Potsdamer Strasse 125, 10783 Berlin, Germany

Account Name: Skateistan gGmbH

Account Number: 138 068 200

Bankleitzahl: 100 400 00

IBAN: DE14 1004 0000 0138 0682 00

BIC/SWIFT Code: COBADEFFXXX

If you do not live in one of these countries, and cannot register your fundraiser online through [Crowdrise](#), [Betterplace](#), or [Paypal](#), please contact info@skateistan.org for the best way to transfer your donations.

If you need a receipt for any donation, please ask us at info@skateistan.org.

Thank you again for your support!

Skateistan appreciates your efforts and needs people like you to help spread the message that engaging and empowering youth is key to achieving peace. Good luck with your fundraiser, and most importantly, have fun! If you have any further questions please don't hesitate to contact us at info@skateistan.org.