

WORLD VISION MALAYSIA SCHOOL ENGAGEMENT GUIDELINES

ORGANISE FUNDRAISING EVENTS

World Vision appreciates the efforts undertaken by various schools and higher education institutions to raise funds and support its work among vulnerable communities.

However, with our limited manpower, we are unable to partner with everyone. While we would love to work with as many schools as possible, we have to ensure that the appropriate level of support and quality assistance is given.

If your school is keen to organise a fundraising event with us, kindly email a formal proposal to admin@worldvision.com.my with the subject line “School Engagement”.

The proposal would help us gain a better understanding of your event, and should contain the following information:

a) Background of the organising party

- Name of group/club/society and school/college/university organising the event
- Nature of your fundraising efforts and/or fundraising idea
- An official letter from the educational institution authorising the event
- Name, email address and contact number of the person in charge and teacher/lecturer

b) Description of the fundraising event

- Objectives/purpose/theme
- Target market
- Method of conducting (physical or online)
- Venue & time
- Publicity efforts (please provide samples of promotional materials e.g. posters and flyers)
- Funding source
- Achievable targets/results
- Beneficiaries of the event and expected amount to be donated to each beneficiary
- Success evaluation criteria

- Accountability & transparency

If the fundraising event involves selling merchandises or products, kindly provide the following information:

- What are your sales channels?
- What are the items for sale?
- How many per cent of your funds will be raised via sales?

c) Partnership with World Vision

- Why did you choose to partner with World Vision?
- What are your expectations for World Vision in this partnership?
- What do you hope to achieve from a partnership with World Vision?