





## THANKS FOR THINKING OF SHELTERBOX!

There are so many ways to support ShelterBox, from participating in our sponsored walk events to cycling across the nation to shopping online at the ShelterBox USA Shop. There is plenty of information about all the ways you can get involved on our website, but this packet includes some ideas of easy ways to fundraise for ShelterBox.

Additionally, our annual Big Green Box Week offers a great opportunity for supporters around the world to come together to raise awareness and funds for ShelterBox. Working in partnership with Scouts, schools, Rotary clubs, companies and individuals, this week is the time to think green! Visit [www.biggreenboxweekusa.org](http://www.biggreenboxweekusa.org) for all the latest news and events.

### Why Fundraise for ShelterBox?

By organizing or taking part in an event that raises funds for ShelterBox, you will be directly providing aid for people affected by disasters all over the world. A great thing about ShelterBox is that every box bears its own unique number, and we monitor exactly which donations are spent on which boxes. This means that after you've held, or taken part in an event, you can find out exactly where the money you have raised has gone by tracking your box all the way to its recipient country, via [www.shelterboxusa.org](http://www.shelterboxusa.org).

The value of sponsoring a box is \$1,000, including delivery direct to those who need it so it's a good target to aim for. Where will you set your goal? One? Twenty? Or a hundred boxes? No matter what amount you can raise, it will be helping to provide shelter, warmth and dignity for people who have lost their homes because of disaster.

### About ShelterBox

ShelterBox USA is the American headquarters of ShelterBox, a disaster relief organization providing humanitarian aid in the form of shelter, warmth and dignity to people displaced by natural and other disasters worldwide. In 2000, ShelterBox realized the typical aid response to most disasters was in the form of food and medicine to help people survive the immediate aftermath. Little or no assistance was given in terms of proper shelter to help survivors through the first few days, weeks and months as they tried to rebuild their lives. In response, ShelterBox developed a solution to help disaster survivors during the critical period following a disaster but preceding reconstruction.

ShelterBox is the leading provider of shelter-based disaster relief around the world. Each ShelterBox supplies an extended family of up to 10 people with a rugged tent, water purification, cook-stove, blankets, children's activity kit and other essential tools. Contents are tailored to the nature and location of the disaster and allow families to begin rebuilding their lives—independently and with dignity.

Volunteer-based ShelterBox Response Teams (SRT) hand-deliver aid across the world, often partnering with other non-government organizations, local government officials and community leaders to determine those most in need.

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ShelterBox provides aid to the most vulnerable people and has helped during over 140 disasters in more than 70 countries. We pride ourselves on the ability to act quickly when disaster strikes. Often, ShelterBox is the first outside aid agency on the ground distributing desperately needed shelter and emergency aid to people whose lives have been destroyed. In many cases, our boxes have made the difference between life and death.



## WHAT'S IN THE BOX

**A HEART TO THE HOME**

A key piece in every box is either a wood burning or multi-fuel stove. This provides the heart of the new home where water is boiled, food is cooked and families congregate. In addition, there are pans, utensils, bowls, mugs and water storage containers.

**WARMTH AND PROTECTION**

In addition to the tent, the boxes contain a range of other survival equipment including thermal blankets and insulated ground sheets, which are essential in areas where temperatures plummet at nightfall. Where malaria is prevalent, mosquito nets are supplied, as well as a life-saving means of water purification.

**A SMILE**

Every box includes a children's pack containing drawing books, crayons and pens. For children who have lost most, if not all their possessions, these small gifts are treasured.

**SHELTER**

At the heart of every ShelterBox is a ten-person tent, which is custom made and designed to withstand extreme temperatures, high winds and heavy rainfall. Internally, each tent has privacy partitions that allow recipients to divide the space as they see fit.

**ABOUT OUR TENTS**

Our rugged dome tents are a unique ShelterBox design that has evolved as the result of years of experience in countries around the world. Modeled after a typical African bush hut, the tents have built in mosquito screens, ground sheets, good ventilation and internal privacy screens.

**SELF SUFFICIENCY**

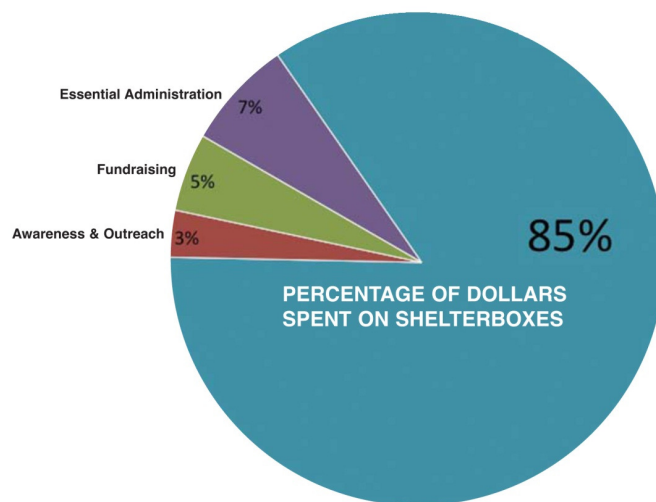
A basic tool kit containing a hammer, ax, saw, trenching shovel, hoe head, pliers and wire cutters can be found in every box. These items enable people to begin to rebuild their lives.

## WHERE YOUR SUPPORT GOES

At 5%, ShelterBox spends considerably less on raising funds than most charities. We do all we can to keep overhead low and use our network of volunteers around the nation and worldwide, thereby enabling us to spend at least 85% of our income on charitable work.

**GO BIG GREEN. DO SOMETHING.  
MAKE A DIFFERENCE!**

Organize an initiative at your workplace, with your faith-based organization, at your community center or even in your own home using the ideas in this packet. Inspire your friends, neighbors, coworkers and family members to show their support for families and children who have lost everything after a disaster. We will provide you with the resources you need. Go to [www.shelterboxusa.org](http://www.shelterboxusa.org), email [fundraising@shelterboxusa.org](mailto:fundraising@shelterboxusa.org) or call (941) 907-6036 with questions.



*Includes the contents of the ShelterBox, shipping, storage and transport for a ShelterBox Response Team to hand deliver boxes to the most needy.*

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## Ideas for You

Use these ideas to fundraise on your own or with friends and family.

**Send out letters or emails** to family and friends about the mission of ShelterBox and Big Green Box Week and ask them for donations to support your cause. You can include a pledge form in your letter or your personal ShelterBox fundraising page in your email to collect donations. To set up a personal fundraising page, go to [www.shelterboxusa.org/mypage](http://www.shelterboxusa.org/mypage).

**Save for ShelterBox.** During a specified period of time, place the money you would normally spend on going out for coffee in a donation jar or bring your lunch to work or school and donate your lunch money to families who have lost everything in a disaster.

**Live in a Tent.** Could you cope with life in a tent? Ask your friends and family to sponsor you to sleep in a tent for a night, a week or even a month to see how people live after disasters.

**Get Active.** Have you been thinking of cycling across the country, abseiling, bungee jumping, trekking overseas or skydiving? Use your passion to make a difference. Ask your friends and family to sponsor you and help you support your cause.

**Hold a garage sale.** Go through your home and find unused goods that you can sell. Create signs and flyers letting your customers know that all of the proceeds will benefit ShelterBox USA. Ask if your neighbors would like to throw a garage sale with you! You can also sell your items on eBay or Craigslist and donate a portion or all your proceeds to ShelterBox. (For information about ShelterBox USA's eBay auction page, go to [www.shelterboxusa.org/auction](http://www.shelterboxusa.org/auction).)

**Provide a service.** Ask your neighbors and friends if there are any chores they need done like mowing the lawn, cleaning the gutter, or babysitting their kids. Instead of being paid for the service, ask them to make a donation to ShelterBox.

**Host a dinner party.** Invite friends, family, neighbors. Show them the ShelterBox DVD and pass out brochures. Serve food inspired by one of the 70 countries ShelterBox has helped. Encourage your guests to make a donation to your important cause. You can show them your ShelterBox fundraising page and collect donations. Go to [www.shelterboxusa.org/beinvolved](http://www.shelterboxusa.org/beinvolved) for resources.

**Zip it.** Are you a constant chatterer? Love a gossip? Get sponsored to keep quiet for an hour or a day or just as long as you can. Donate your proceeds to ShelterBox.

**Celebrate Your Birthday.** In lieu of gifts, ask your friends and family to make a donation to ShelterBox. You can provide them with a brochure/donation form, collect their donation in the form of a check, or ask them to donate to your personal fundraising web site ([www.shelterboxusa.org/mypage](http://www.shelterboxusa.org/mypage)).

**Make a commitment to become a ShelterBox volunteer.** ShelterBox volunteers help build awareness of ShelterBox's mission through public engagements. They are the face of ShelterBox in their communities and give presentations to local civic groups such as Rotary Clubs and Scouts, or hold fundraisers to sponsor boxes. Go to [www.shelterboxusa.org/beinvolved](http://www.shelterboxusa.org/beinvolved) for details.

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## Ideas for Students/Schools/Youth Groups

Use these fundraising ideas to raise awareness and funds for ShelterBox at school or in your community.

**Commit to learning** about at least five of the countries to which ShelterBox has deployed. Visit [www.youngshelterboxusa.org](http://www.youngshelterboxusa.org) for activities.

**Hold a Sale.** Items to sell could include baked goods, student artwork, snacks, water bottles or other popular merchandise from the ShelterBox USA online store, <http://shelterboxusa.bigcartel.com>, such as bracelets or t-shirts. Donate your profits to ShelterBox. Promote your sale by passing out flyers.

**Hold a Competition.** Provide each class, troop or student group with a box for collecting donations. Have students collect donations from their family and neighbors. Throw a party for whichever team raises the most donations.

**Host a Talent Show Contest.** Charge an admission fee, which you can donate to ShelterBox's mission.

**Hold a Raffle.** Ask teachers, classrooms, students, and parents to donate items for a raffle. Money raised can help families rebuild their lives after a disaster.

**Hold a Treasure Hunt.** Get your classmates or friends to collect donations from their family and neighbors. Place the donations into a "treasure chest" and hide the treasure. Then organize a hunt with a map and some clues. The student(s) who find the treasure get to keep half the proceeds and the other half goes to ShelterBox.

**Have a Car Wash.** Clear out the school's parking lot during and hold a car wash. Customers can make a donation in exchange for a clean car.

**Host a Pizza Party or Spaghetti Dinner.** Recruit a group of your friends and family to help you plan the event. Charge guests to join the celebration and donate the proceeds to ShelterBox. You can put together fun activities, show them the ShelterBox DVD and hand out brochures.

**Work Exchange.** Find a local restaurant or food chain and ask if students, teachers, and parents can help serve food for a day in exchange for a portion of the proceeds or a donation to ShelterBox.

Looking for funds to help you get started on a fundraiser? Youth Service America is a national youth service organization that offers grants for youth projects. Go to [www.ysa.org](http://www.ysa.org) to learn more.

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## Ideas for Businesses + at Work

### INVOLVE YOUR COMPANY

Many companies are keen to support charities nominated by their employees. If you could nominate ShelterBox to your company, we would be happy to come and speak to them about a charity partnership and the benefits to their corporate social responsibility activities. If you are taking part in a fundraising event, your company may offer matched giving or they may be able to support ShelterBox through payroll giving.

Use these tips to help fundraise and spread awareness about ShelterBox at your workplace.

**Host a Casual Day Fundraiser.** For a donation of a specified amount, give employees the option to “purchase” a day to wear jeans or their favorite sports team apparel to the office. Money collected benefits ShelterBox.

**Launch an Employee Giving Campaign.** Ask your company to match employee donations to ShelterBox dollar-for-dollar. Hold a competition between projects, departments, floors, etc. and the group with the greatest participation (by percentage of participants in that group or amount given) wins a prize, which could include a vacation day, gift certificate, etc.

**Vacation Cash In.** Allow employees to “cash in” one day of vacation and have the company donate the value of that day’s salary to ShelterBox.

**Sell extended lunch hours.** In the workplace, sell an extra 30 minutes or so of lunchtime for a specified dollar amount. Money collected benefits ShelterBox.

**Host a “Learning Luncheon.”** Invite a ShelterBox volunteer to give a lunch hour presentation for employees.

**Promote ShelterBox.** Include information about ShelterBox and/or BGBW in employees’ pay check envelopes, company newsletter, bulletin board, web site or other company wide communiqué.

**Hold a CEO Tent Challenge.** Challenge your employees, suppliers and/or vendors to raise funds for ShelterBox. If they reach the goal, your CEO must live in a ShelterBox tent for a day or week, etc.

**Run a Social Media Campaign.** Does your business have an engaged Twitter or Facebook following? Run a promotion announcing that if your followers/fans make a donation to ShelterBox, they will be entered into a drawing to receive a special prize package that includes your company’s sought-after product or service.

**Launch a Cause Marketing Promotion.** If your company has a retail location, post flyers about ShelterBox and any special sale offers. Run a website-based business? Place a ShelterBox banner on your site. Offer to donate a percentage of your sales for a day, a week or longer to ShelterBox. Let your customers know that by supporting your business, they are also supporting ShelterBox’s important global cause.

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## Go big green. Be creative. The possibilities are endless!

For more information about ShelterBox, ideas to help raise awareness or funds for our mission, or to request materials for your fundraiser, please visit [www.shelterboxusa.org](http://www.shelterboxusa.org).

### MORE WAYS TO GIVE AND SUPPORT

#### REGULAR GIVING

The support we get from the public when there is a disaster is amazing, but it is essential that we are able to invest in the right level of equipment to be ready for any disaster of any size. This means we can get the help to where it is needed with no delays. The good news is that you can help us in our disaster preparedness. By making a small monthly donation by Direct Debit we are able to plan for disasters that may happen. You can sign up online. Go to [www.shelterboxusa.org](http://www.shelterboxusa.org), click on the “Donate Now” button at the top of the page and follow the instructions.

#### YOUNG SHELTERBOX USA

We have dedicated volunteers all over the nation visiting schools and youth groups and involving them in our work. In an interactive and lively way, the themes of disaster relief and humanitarian aid are explored as a basis for lessons – children learn how disasters occur and understand that by working together, they can actually help. Hundreds of schools around the country have already provided thousands of boxes for people in need. The boxes are all given a unique number making them easy to track on our website, connecting youth directly to the result of their efforts. To find out more about how your school could get involved go to [www.youngshelterboxusa.org](http://www.youngshelterboxusa.org).



#### SPEAKERS

We have a network of ShelterBox representatives around the country that can come and speak at your office, community group, club or fundraising event. From presentations and films to setting up a tent and showing you the contents of a ShelterBox this is a great opportunity to learn more about the charity and how it works. E-mail [reps@shelterboxusa.org](mailto:reps@shelterboxusa.org) for more information.

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## SCOUTS PROGRAM

ShelterBox has a strong history of working with Scouts in disaster zones; they've assisted in several countries, including Haiti, Brazil, Guatemala, Kenya, Italy, Bolivia, the Philippines and Japan. All Scouts have an obligation to help their community and to their country. Scouts have helped ShelterBox Response Team members with the distribution of tents and have also assisted in the set-up of camps in their local communities.



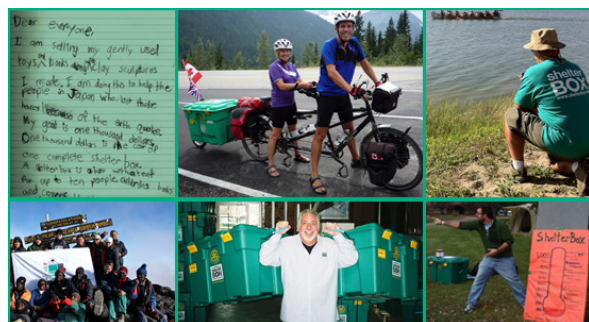
In the United States, ShelterBox USA has joined forces with Boy Scouts of America to promote the importance of shelter and humanitarian action following disasters, as well as how critical traditional Scout skills, including leadership, emergency preparedness, camping, safety, communications, and citizenship in the community, nation, and world, become during a disaster. There are many exciting events with Scouting and ShelterBox. From the world & national jamborees to regional camporees, ShelterBox is always finding ways to work within the Scouting community.

## WORKING WITH SCOUT LEADERS

We've been working hard to create great activities for leaders to use in their meetings. We want them to be fun and simple to run, while exploring all the interesting global themes of our humanitarian aid work. They will also offer ways of contributing to a number of different badges. Look for these programs in the near future or email [scouts@shelterboxusa.org](mailto:scouts@shelterboxusa.org) if you have any ideas on programs you would like to see.

## SPONSORSHIP AND ONLINE FUNDRAISING

Sponsorship is a tried and tested form of fundraising, whether it's to be silent for 24 hours or to jump out of a plane at 11,000 feet – it works! E-fundraising is an excellent way to track your efforts.



### Is Online Fundraising Safe?

E-fundraising is an extremely safe and easy way to donate. ShelterBox USA's Personal Fundraiser tool ensures that all payments go through strict security measures so there's no need to worry. When people donate to your page online, the money will go straight to ShelterBox USA, so you won't have the added hassle of getting the money to us.

Go to [www.shelterboxusa.org/mypage](http://www.shelterboxusa.org/mypage) to start your personal fundraiser today.

## KEEPING IT LEGAL & SAFE

We don't want you getting in trouble when fundraising for us so do bear in mind that there are some rules and regulations for certain fundraising activities such as raffles. We can provide you with any advice you need if you are planning one of these events. Just e-mail [fundraising@shelterboxusa.org](mailto:fundraising@shelterboxusa.org). If you are organizing a larger event, do check with the venue if there are any health and safety issues or if any kind of insurance is required – again we can offer you support and advice for your event.

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### SOCIAL MEDIA - FIND US ON...

There are even more ways to support ShelterBox. Join us on Facebook ([www.facebook.com/shelterboxusa](http://www.facebook.com/shelterboxusa)), Twitter ([www.twitter.com/shelterboxus](http://www.twitter.com/shelterboxus)) and YouTube ([www.youtube.com/shelterboxus](http://www.youtube.com/shelterboxus)) to help spread the word about the work of ShelterBox and get the latest updates!

### RAISE FUNDS ON YOUR BIRTHDAY!

You can raise funds by asking friends and family to make donations to ShelterBox in lieu of birthday gifts. You can collect donations in person or raise funds online by setting up a personal fundraising web page [www.shelterboxusa.org/mypage](http://www.shelterboxusa.org/mypage).

If you have a Facebook account, make us one of your "Causes." In partnership with Causes.com, you can ask for donations from your Facebook friends. Go to [www.causes.com/shelterbox](http://www.causes.com/shelterbox) or email [fundraising@shelterboxusa.org](mailto:fundraising@shelterboxusa.org) for details.

### SENDING IN YOUR DONATIONS

When organizing an event of any kind, your two main goals should be to have fun, raise awareness and raise money. Once your event is finished and all the money is collected, there are a number of ways to send that money to ShelterBox.

#### By Check

Please make all checks payable to ShelterBox USA and send them to:  
ShelterBox USA  
8374 Market Street #203  
Lakewood Ranch, FL 34202

#### Send Online

To send your donation online, please visit [www.shelterboxusa.org](http://www.shelterboxusa.org) and click on the donate button on the home page.

***Every year, hundreds of thousands of people all over the world are affected by disasters, like earthquake, volcano, flood, hurricane, cyclone, tsunami or conflict. People often lose everything and would be unable to survive without help. With your help, ShelterBox instantly responds by delivering boxes of aid so they can begin to rebuild their lives.***



# THANK YOU

We are really grateful for your support. Don't forget that because you can track exactly where your donation has gone on our website, you will also be able to let your supporters know just where their donations have helped change people's lives.