CURRY FOR CARERS
Your Fundraising Toolkit
Thank you for deciding to organise a Curry For Carers event! In this toolkit you will find all the information you need to make the event as successful as possible, including tips for promoting the event and links to useful documents which will help in your planning.

Contents
p.3 Committed to Carers
p.4 Fundraise and win
p.5 Preparation
p.7 After the event
p.8 Hosting at home
p.9 Useful links
Since 2012 we have been working in South Asia to highlight the important role played by unpaid family carers and advocating for their inclusion into mainstream development programmes.

We partner with carefully selected local NGOs who implement programmes and strategies that holistically transform the mental, physical, social, and economic wellbeing of carers.

We are committed to changing the lives of carers and now in our 10th anniversary year we are calling on you to join us and #CommitToCarers.
We are delighted to be partnering with Vivek Singh, one of the most successful and respected modern Indian chefs in the UK, to offer a fantastic prize to the fundraiser who raises the most from their Curry For Carers event.

Be our top fundraiser and you could win a 3 course set lunch for two at The Cinnamon Club, London, including a bottle of wine chosen by the duty manager!

Vivek has also contributed to our Curry For Carers Recipe eBook and will be hosting a cookery Masterclass for us in July. Find out more on the Curry For Carers page of our website.
Preparation is key
Try to give yourself at least a month to organise the event. This also gives your friends and family lots of notice - so no excuses for them not attending.

Contact your local curry house
Explain you want to hold an event to raise money for carers in India, Nepal and Bangladesh (we can provide you a Letter of Authority at your request). Ask the restaurant if they can offer a reduced price for a set menu - negotiating a good price is key. As a guide, a restaurant may offer a charge of £10 per person, you as the person organising the event then charges an additional £10 per ticket, bringing the total ticket price to £20. Some restaurants may give you a better deal if the event is held during the day or on a weeknight, as they tend to be quiet times and they will welcome the business. Make sure you find out what their maximum capacity is and when you need to confirm numbers.

Promote, promote, promote
Now you’ve set the date and secured the restaurant it's time to get selling those tickets. Invite your friends and family, create an event on Facebook, send emails, post across your social channels, to let everyone know what you are doing. You may even want to use this poster template to advertise your event. A good time to advertise and sell tickets is around the end of the month, payday!

Secure the numbers
Asking people to pay a deposit or the ticket price upfront guarantees numbers on the night and makes the night run more smoothly.
PREPARATION

Ask a friend
If you really want to sell lots of tickets, why not ask everyone who is coming to invite a plus one.

Fundraising bits
We can send you collection tins, stickers, etc. Please contact us with a few weeks notice so we can get this sent in time.

Raffle prizes
A raffle really boosts donations on the night. Contact local businesses to let them know about your Curry for Carers event and ask if they would like to donate an item or a service. You could contact beauty salons, clothes shops, restaurants, any shops on the high street. You will be surprised just how generous local businesses can be. Don’t forget to buy a raffle book to use on the night and ask guests to bring cash for buying tickets. Check out this template for raffle prizes.

It will be alright on the night
Let the fun commence! Why not say a few words when everyone arrives, thanking them for coming and explaining how their money will help to change the lives of family carers in South Asia. You may want to show a short video of our work on a tablet. Take pictures and post them on social media, don’t forget to tag us @CarersWorldwide so we can share your event too! Sell those raffle tickets and most importantly enjoy the evening and all the hard work you have put in!
After the Event

After you have held your successful curry evening you will want to tell everyone about it. Use the template press release available here and contact local newspapers or online news sources, send them pictures and see if they'll feature your event. This is a great way to shout about all your hard work and might even encourage and inspire new supporters to host a Curry For Carers event of their own. Don’t forget to post a short write-up and some images from the event on your own Social Media channels and to tag us in any posts @CarersWorldwide.

Now it is time to send all proceeds raised offline to us. There are two ways you can to do this:

**Bank Transfer**
Account number: 00022952
Sort code: 40-52-40
Account name: Carers Worldwide
Please use reference C4C22

Once you’ve completed the bank transfer, please email ruth.patil@carersworldwide.org to let us know the amount you paid in and the date you paid it in.

**Cheque**
Please send a cheque payable to Carers Worldwide to:
Carers Worldwide, 30 Lodgefield, Welwyn Garden City, Hertfordshire, AL7 1SD

Please include a short note to tell us that the proceeds are from your Curry for Carers Event!
HOSTING AT HOME

If you prefer, you could host your Curry For Carers event at home. You could order from your local Indian takeaway or even put your culinary skills to the test and create your own Indian feast!

If you are planning to cook yourself, make sure you get yourself a copy of our Curry For Carers Recipe eBook. It is full of authentic recipes from some of the family carers we work with in India, Nepal and Bangladesh, as well as recipes from our founder & Executive Director Anil Patil and Executive Chef and CEO of the Cinnamon Collection, Vivek Singh!

Create a real taste of Asia and learn about our work and some of the people we support at the same time. Simply calculate the ticket price by adding an appropriate amount to whatever the price per person works out to be.

Nazma and Nipa, two of the carers who feature in our Curry For Carers Recipe eBook.
USEFUL LINKS

We've included links to relevant materials and templates throughout this guide. Here is a list of all links mentioned...

Poster template
Press release template
Raffle prizes template
Short video of our work
Curry For Carers Recipe eBook
Thank you! On behalf of everyone at Carers Worldwide, thank you so much for hosting a Curry For Carers event. We really appreciate your hard work.

Need More info: Call 07745 955682 or email ruth.patil@carersworldwide.org