



## About TEFL Org

We're the UK's largest and most accredited provider of Teaching English as a Foreign Language courses, training over 16,000 students per year.

Our students generally have an international outlook, with thousands of our students each year going abroad to Asia, Latin America or elsewhere in Europe to make use of their teaching skills.

We're proud to help people find new adventures in teaching around the world, and that they can help provide new educational opportunities to students.

## Being our Charity of the Year

For several years we have chosen a Charity of the Year to work with, as we strongly believe it's important to give back to communities and help people make the most of their lives.

Our goal with our Charity of the Year is to help promote the work they do and share them with our audience of over 70,000 students and graduates. This includes creating awareness, promoting specific campaigns and attending events, as well as fundraising.

Here are some of the ways in which we co-operate with our Charity of the Year:

- Throughout the year we offer all customers the chance to donate £1, £5 or £10 to your charity when they make a purchase with us.
- Our head office staff also undertake fundraising activities, taking part in sponsored events ranging from Bake Offs to marathons (and everything in between!)
- All money raised by our staff and customers will be matched by TEFL Org to give even more towards your charity's work.
- Co-ordinate social media efforts to promote specific campaigns for the charity
- Share regular updates via our blog and email newsletter about how the company and charity are co-operating and how much is being raised

## Previous Charities of the Year

### 2018 – ActionAid

This year our charity of the year is ActionAid, which we chose because of their tremendous work in supporting women and girls in developing countries.



We were able to raise almost £2,000 in the first six months of the year through our customers' generous donations and staff events including our 2<sup>nd</sup> Bake Off, a day-off raffle and our World Cup sweepstake.

This money helped towards ActionAid's "Not This Girl" campaign to combat sexual violence in Uganda and Kenya, where the UK Government also matched donations so that even more money goes towards the incredible work ActionAid are doing.

### 2017 – Mary's Meals

In 2017 we raised over £4,000 for Mary's Meals, whose mission is to provide school meals to children in Africa so that they can do their best in education.



To raise money, we took part in the local Loch Ness Marathon and ETAP cycling events to fundraise through sheer effort!



## How we choose our Charity of the Year

The decision of which charity becomes our Charity of the Year is led by our staff.

A shortlist is drawn up of charities that are either suggested by staff members or those who get in touch with us, and we look for charities with which we share common goals or purposes.

Once the shortlist is available, we ask our team to vote on which charity they'd most like to work with for the following year, who we will then approach to discuss working together.

***Want to be our Charity of the Year? Fill out our short application form to give us some more info!***



**Where does your charity operate (in terms of both fundraising and your charity's work)?**

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**Do you have any campaigns or events planned for 2019?**

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Please email this application to **info@tefl.org.uk** or send it via post to us at **18 Alexander Place, Inverness, IV3 5BX**

We'll be deciding our 2019 Charity of the Year in November 2018, and will get in touch with you if you are shortlisted or selected in the process of choosing the final Charity of the Year.