

Fundraising

by Danny Seo

Fundraising for your local grassroots group doesn't have to mean spending hours baking cookies or washing cars. I raised more than \$30,000 for a Baltimore house for Habitat for Humanity using these five fundraising techniques.

1 Big-name retailers like Barnes & Noble, Whole Foods, Wild Oats Community Markets, and Starbucks Coffee host special days when 5 percent of their total sales are given to a local organization. Ask a local store for details.

2 Take old clothing from friends, family, and volunteers to a consignment store that will sell your old clothing to customers and split the profits with your group.

3 Corporations, associations, and government agencies often award mini-grants to local organizations. Read the local newspaper for announcements.

4 Most shopping malls donate the pennies left in water fountains to community service groups.

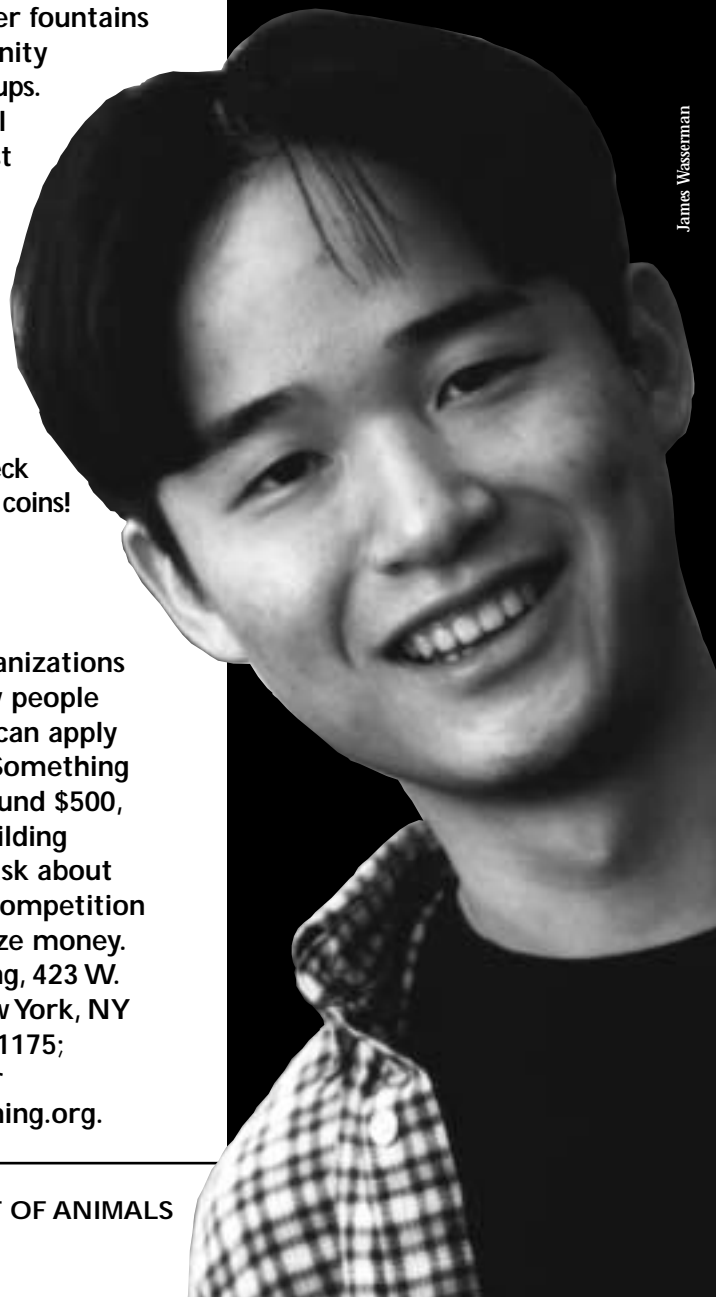
Just contact the mall manager and request "fountain coins."

Bag them in cloth coin sacks, available at any bank, and have the bank ship them to the Mutilated Coin Division of the U.S. Mint. You'll get a check for the amount of the coins!

5 Local organizations headed by people under 30 can apply for a Do Something grant, around \$500, for a community-building project. Be sure to ask about the Brick Award, a competition with \$250,000 in prize money. Write: Do Something, 423 W. 55th St., 8th Fl., New York, NY 10019; call: 212-523-1175; fax: 212-582-1307; or visit: www.dosomething.org.

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Danny Seo, a PETA member since 1991, is the recipient of the Oprah Winfrey Angel Network Award, was named one of the "50 Most Beautiful People" of 1998 by *People* magazine, and is the author of *Generation React*, a step-by-step guide to making a difference.



James Wasserman



PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS
501 Front St., Norfolk, VA 23510
757-622-PETA • PETA.org