



MST Fundraising Guide



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Introduction

“If you think you’re too small to make a difference, try sleeping in a room with a mosquito.” – African Proverb

Have you ever been camping or at the cottage and woken up to bumps and itches galore, all thanks to the presence of one or two tiny pests in your room? Proof that little things CAN make a big difference!

Here in Canada, we’re lucky though, because mosquitoes are just a nuisance. They buzz around our heads and suck our blood, but that’s about it. Unfortunately, that’s not the case for many people, especially our brothers and sisters in sub-Saharan Africa. There, mosquitoes are more than a nuisance. One bite could carry with it a death sentence in the form of a malaria infection.

That’s because countries with the highest incidence of malaria infections are also countries whose population cannot afford anti-malarial treatments, which means that the malaria goes untreated and often leads to death.

Here’s the really cool thing! There’s something each of us can do to help swat malaria – one mosquito at a time! You’ve already begun by hosting an MST event at your school, and you can help further by continuing to raise funds to purchase bed nets for people in countries like Liberia, Rwanda, Uganda and Guinea through [Spread the Net](#) (STN). That’s right – even from here in Canada you can make a life-saving difference for a family in Africa.

Malaria - Big Problem, Tiny Cause

“Malaria kills nearly one million people each year, and overwhelms public health systems. It is time to redouble our efforts to rid the world of a disease that does not have to take lives.”

- US President Barack Obama’s statement on World Malaria Day, April 24 2009

Around 50% of the world’s people face not only the bites and itches that mosquitoes inflict, but also a lethal health risk transmitted by those same pests - malaria.

In 2006, malaria infected 247 million people, mostly because of limited of access to the knowledge and materials required to prevent it. More than 1 million people die from malaria every year, and the disease especially affects those who are especially vulnerable: young children and the elderly. About one child dies of malaria every minute.



In addition to ravaging families and communities, the economic impact of malaria is such that it prevents entire nations from realizing their development potential. Governments of the worst-hit countries spend as much as 40% of their public health budgets on malaria treatment, while bedridden workers are forced to try to fight the disease while watching their economic prospects crumble.

Check out the [World Health Organization's Malaria](#) info page for more facts and figures on this devastating disease.

Mosquitoes and Parasites

Malaria is a vector-borne disease, which means that it infects humans through another carrier. For malaria, that carrier is the mosquito. The malaria parasite, called Plasmodium, makes its way into the human bloodstream through a mosquito bite. This is why we say, "Mosquitoes Suck!"

Once the malaria parasite enters the bloodstream, it makes its way to the liver, where it multiplies and then begins to infect red blood cells. At this point, the real damage of malaria begins. According to The World Health Organization, "Symptoms of malaria include fever, headache, and vomiting, and usually appear between 10 and 15 days after the mosquito bite. If not treated, malaria can quickly become life-threatening by disrupting the blood supply to vital organs."

While medications exist to both prevent and treat the disease, there are two problems: the first is cost. Malaria thrives in the global south where many individuals live well below the poverty line. So while you or I can easily access malaria medication if we were planning a trip to the global south, for the billions in poverty, those medications are simply unaffordable and thus unavailable. Secondly, many strains of the malaria parasite are developing resistance to common anti-malarial medications.

... now it's your turn to be part of the solution.

Prevention

Since mosquitoes are most active at night, an inexpensive and highly effective means of preventing mosquito bites (and malaria) are insecticide-treated bed nets. According to our partner, [Spread the Net](#) (STN), when properly installed over beds, these nets not only provide a physical barrier from mosquitoes, thereby reducing the chances of getting bit, the insecticide treatment also kills off mosquitoes come into contact with the net itself. STN's



website reports that, “the use of these nets has been shown to reduce mortality in children under the age of five by up to 25 per cent. One bed net can protect an African child for up to five years. Thousands of lives could be saved every year if all children under the age of five in Africa slept under a bed net.”

What You Can Do

Help to make a difference by fundraising money to provide a life-saving bed net for someone in need. Remember that it only costs \$10 to buy 1 net and save lives!

Need help or ideas for fundraising? Please visit [Spread the Net Fundraising Tools Guidelines](#) for more information and tips on how to run a successful fundraiser. Don't forget to check out and download their online resources!

Fundraising Ideas

Before you begin, educate yourself on malaria and [Spread the Net](#). People who might donate are more likely to give if you are knowledgeable about the cause and know where that money is going. Furthermore, using social media tools such as Facebook and Twitter are a great way to get people involved. Lastly, be creative, inspire others and most importantly have fun!

Here are some ideas to get you started. Choose one that you like best and adapt it, or combine a few of these into one big event! Like a “*Dance-a-Thon Yard Sale Fashion Show featuring Baked Goods and Coffee to buy Mosquito Nets*” event, for example?

Plan an Event

Organize a BBQ and/or Car Wash.

Host a Fashion Show.

Host a Spaghetti Dinner or Movie Night.

Organize a Concert or Speaking Event and donate the proceeds. Don't forget to collect donations at the door!



Coin Drive and/or Donation Box

Rent-A-Senior Day - Host an auction of individuals or groups of Grade 12 students to be bought by the highest bidder/bidders to follow them for a day and do what they are told (i.e. help with homework, take notes in class, wear a costume, etc.) Get even more creative by having the Grade 12 students perform skits or songs for a performance during the auction!

Read-a-thon (As an individual, class or school, collect pledges per book read.)

Sport Competition (i.e. Basketball, Volleyball, Soccer)

Trivia/Game Night

Battle of the Bands/Talent Show

Jean Fridays/staff dress down days/civies days

Sell Stuff

Sell our “Beans that Count” coffee – for each bag you sell, some money goes to buy insecticide treated nets and some a goes back to support your school or club. Get your parents and friends to try out our three varieties:

- Don’tBiteMe Decaf
- Net Gain Dark Roast
- Malaria Fighter Medium Roast

Find out more on our website: www.dontbiteme.ca

Put together a Yard or Garage Sale to sell donated items. OR Have a Specialty Sale for things like hockey cards, used books, CDs or DVD’s.

Plan a Bake Sale or Art and Crafts Show.



Design and Sell T-shirts, Hats, or Frisbees.

Collect donated prizes from businesses and community members and then run a 50/50 Raffle or Auction.

Create and Sell Calendars or Cards for Special Occasions.

Birthday and/or Christmas Gifts - Instead of a present, ask your friends and family members to write a cheque or send a donation in your name.

Thank you

We think you (with MST's help) can have a huge impact and raise both funds and awareness for the fight against malaria. With your hard work and dedication, and some help from our partners like [Spread the Net](#), [The Ontario Trillium Foundation](#), and [LAMP](#) we can together make a big difference to squash malaria and its tiny source: the mosquito. Mosquitoes Suck!

Share with Us

We would love to hear about all of your fundraising success stories so please keep us posted by sending us your pictures, videos, blogs, Twitter and/or Facebook updates. We will even post your stories on our website at www.dontbiteme.ca. Good luck and have fun!

Facebook: <https://www.facebook.com/Mosquitoes-Suck-The-Tour>

Twitter: @Mosquitoes_Suck

Email: jordan@sochange.ca

Fundraising Resources

[Fundraising Toolkit](#) by Spread the Net

[Take Action: A Guide to Active Citizenship](#) by Craig and March Kielburger, Wiley, 2002.

[A List of Fundraising Ideas](#) by CanTeach

[Fundraising Ideas](#) by Canada Fundraiser