

BOYS TOWN JERUSALEM

13

for

13

BAR-MITZVAH  
PROJECT

FUNDRAISING PACK

# Mazal Tov on your upcoming Bar/Bat Mitzvah!

Thank you so much for choosing Boys Town Jerusalem's 13 for 13 Bar-Mitzvah Project as your Bar Mitzvah fundraising initiative.

Unfortunately, due to difficult family circumstances and poverty, many Boys Town Jerusalem pupils are unable to properly celebrate their Bar Mitzvah, something many of us take for granted. However, you can help change this by raising money towards a new pair of shoes and clothes, a Tallit & Tefillin, or a modest party at this special time in their lives. As well as making a difference to another person's life, doing something good for others will ensure your special occasion is far more meaningful. In fact, if you're reading this and looking how to help those less fortunate than yourself, you are already on the right path as you enter adulthood.

So, before you start, let me tell you a bit more about Boys Town Jerusalem:

**When did the school open?** The school opened in 1948, the same year as the State of Israel was established.

**How many pupils are there at Boys Town Jerusalem?** 950 pupils, aged 12-20, attend Boys Town Jerusalem. Since it opened, more than 7,000 boys have graduated from the school.

**Where is Boys Town Jerusalem?** The school is situated in Bayit Vegan, a neighbourhood in southwest Jerusalem near Mount Herzl.

**Where do the pupils come from?** When it first opened, most pupils came from post-Holocaust Europe and North Africa, but over the years pupils have come from 45 different countries, many from Ethiopia and the former Soviet Union. Currently, most are born in Israel, but some pupils studying and living at Boys Town Jerusalem are from France and the Former Soviet Union, particularly Ukraine.

**What makes Boys Town Jerusalem unique?** Boys Town Jerusalem provides a very high level of secular and Jewish education, focussed on technology as well as great pastoral care.

No other school in Jerusalem offers 3 freshly-prepared meals a day, a full-time professional social care team, the option of living on campus, as well as many extracurricular activities including Robotics, Thai Boxing and Dog Training. Boys Town Jerusalem is one of the only educational institutions in Israel that accepts students solely on the basis of their potential, regardless of their economic situation or ability to pay.

With this information in mind, you can now read on to pick up fundraising tips and ideas, in order to help you raise money in the most effective way possible.

I would love to hear from you, so please don't forget to get in touch and let me know what you're up to and how you're getting on.

Happy fundraising!

Best wishes,



**Rachel Kaye**

Marketing & Events Officer

Rachel@boystownjerusalem.co.uk

020 8090 8421

# Get fundraising...ideas from A-Z



**Art** – if you are a budding artist, why not create your own greeting cards and sell them to friends and family.



**Give something up** – get your friends to sponsor you to give up something you really love for a month.



**Bake Sale** – if you LOVE baking or simply have a knack for everything sweet, get baking and invite your friends and neighbours to buy your culinary delights.



**Hiking** – Love hiking? Organise a hike on your own or with friends and get friends and family to sponsor you.



**Cinema Screening** – whether you're into comedy, romance or thriller, this promises to be a fun filled night with friends. Choose a good film, charge a ticket price and don't forget the popcorn!



**Ice Skating** – looking to chill out with friends whilst fundraising? Organise for your friends to go ice-skating and don't forget to charge an entry fee.



**Disco** – everybody likes music! Add dancing and some refreshments and you've got a party your friends will be running to. Whether you do this at home or outside, this is one event your friends will definitely be up for.



**Jumble Sale** – have a clear out at home and raise money at the same time. Ask your family to contribute items as well.



**Errands** – help your parents, friends and neighbours with their odd jobs for a fee and raise money.



**Karaoke Night** – you haven't got to have a great voice in order to pull this night off, just a sense of fun. Invite friends and family and you're off! Want to maximise profits? Charge an entry fee and hold a raffle on the night.



**Football Match** – organise a five-a-side tournament for your friends and raise money by charging an entry fee ...make sure you charge the spectators as well and sell some drinks and snacks.



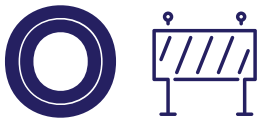
**Lawn Mowing** – dry outside? Friends and family might appreciate your help in the garden.



**Music Performance** – for the musicians out there, this is one for you! Either on your own, or with a band, at an organised get together, or at the school assembly; ask people to support the charity by making a donation.



**Non-uniform day** – speak to the school about wearing no uniform to school one day for charity. Ask each child in the school to bring a £1 donation and don't forget to educate friends and teachers about Boys Town Jerusalem.



**Obstacle Course** – looking for a challenge? An obstacle course will be great fun! Invite some competitive friends and enjoy a day of good exercise and some competition thrown in for good measure.



**Penny collection** – start a small change jar at home, you'll be amazed how much you can raise.



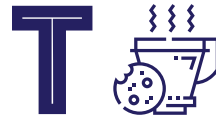
**Quiz** – know your facts? Start getting to grips with your general knowledge topics, as this evening will be one where those answers matter! Offer a light meal and have a raffle to maximise profits.



**Running** – You haven't got to be Mo Farah to do this! Whether you're looking to get fit, or are already an avid runner, this is the fundraising idea for you. You can run on your own, or with friends, just don't forget to ask friends and relatives for sponsorship.



**Sponsored Silence** – how much will people pay you to be quiet? Offer them the opportunity to shut you up for a while and make sure to say what you need to say before the silence begins...



**Tea Party** – celebrate your English heritage with a Tea Party! It's all about cake and tea at this fundraising event. While you deliberate how to pronounce 'scones', don't forget to tell people about Boys Town Jerusalem.



**Ultimate Challenge** – push yourself to take on a real challenge. Walk, hike, run, cycle or swim...or a combination of



**Vintage** – need a clear out? Why not organise a vintage clothes swap with friends. Charge an entry fee and start swapping! Got other vintage items? Bring them along too.



**Walk a dog(s)** – take your friends and family's pooches for a stroll and charge for the pleasure.



**Xbox/playstation/console night** – invite friends round and get playing! Don't forget to charge a participation fee. Got too many friends to count? Have a tournament held over a few nights or online.



**Year to remember** – like versatility and don't want to limit yourself? Why not engage in a variety of fundraising activities. Be as creative as you like and remember it's all about having fun while raising money for a good cause – this is a year to remember!



**ZZZZZZZ** – invite your friends round for a sleep over pyjama party! Choose a good film or some fun games and make sure to have plenty of hot chocolate and snacks! Don't forget to ask friends to make a donation to Boys Town Jerusalem.

# *Start Fundraising*

Set up a 'Just Giving' page

---

Go to [www.justgiving.com/boystownjerusalem](http://www.justgiving.com/boystownjerusalem) - click on the orange button "fundraise for us" and set up your own page. Once you've done this, get the word out!

## *Getting the word out...*

The key to increasing the amount you raise is getting the word out to friends and family.

---

Here are some ideas of how you can let everyone know what you are up to...

- **Social media (Facebook, twitter, Instagram, etc)** – post a link on your / your parents page, get them to like and share it and keep people updated on how you're getting on. Post pictures, create event pages for your fundraising ideas, tweet and hashtag #BoysTownJerusalem #13for13 @BoysTJerusalem and other related words e.g. #charity #doinggood #zedaka etc.
- **Email** – send an email explaining what you're doing and who you are fundraising for. Don't forget to give people information about Boys Town Jerusalem, so they know who they are giving to.
- **Flyers/posters** – organising an event? Washing cars? Walking dogs for money? Give out flyers advertising your fundraising initiative.
- **Word of mouth** – tell everyone you meet what you're doing and ask them to spread the word.

## *Spreading the word around your Bar/Bat-Mitzvah*

There are many ways you can inform your guests about your fundraising initiative around the time of your Bar/Bat-Mitzvah.

---

Information could include a brief of the Charity, what you are doing to raise money and details of how guests can make a donation and help you reach your target.

- Create an information card to go on tables at your event.
- Create a separate paper slip to go inside invitation.
- Have details of your fundraising in a corner on the back of your invitation.

# Get in touch

Got any further questions? Don't hesitate to get in touch.

Boys Town Jerusalem  
Alexander House, 1117e Finchley Road, London, NW11 0QB

**T:** 020 8090 8421

**E:** [office@boystownjerusalem.co.uk](mailto:office@boystownjerusalem.co.uk)

**W:** [www.boystownjerusalem.org.uk](http://www.boystownjerusalem.org.uk)

**f** : Boys Town Jerusalem

**t** : @BoysTJerusalem

Reg. Charity number: 1100332

