



karuna
shechen

altruism
in action



Guide

HOW TO CREATE YOUR SOLIDARITY FUNDRAISING PAGE?



*When altruists join forces
they can create a formidable power for
good. Everyone can mobilize in their own
way and cultivate an altruistic altruistic
state of mind to become a link in the of the
immense chain of solidarity that goes
beyond borders, castes gender and
religion.*

*Matthieu Ricard
Founder of Karuna-Shechen*

THE STEPS TO LAUNCH YOUR *fundraising page*

STEP 1



Imagine your own solidarity project - page 4

Draw inspiration from your passions and what you like to convey to imagine a project that suits you.

STEP 2

Create your online fundraising page - page 6

Follow the steps to create your page and start collecting.
Don't worry, it's easy!



STEP 3



Unite, mobilize and collect - page 7

Talk about your project around you, share the cause close to your heart and offer the opportunity to your relatives to participate.

STEP 4

Prepare your event - page 8

Organize your event in advance and live it to the fullest.



STEP 5



Thank participants - page 8

Nurture the bonds created and the gratitude by thanking the people who participated in your project.

The supported project - page 9

Food security programs in India and Nepal.

Discover altruism - page 10

Some resources to read and share, to better understand altruism, to decide to start and to better know Karuna-Shechen.

STEP 1: IMAGINE YOUR OWN SOLIDARITY PROJECT

Action for Karuna allows you to express your solidarity in your own way, according to your strengths and talents. The only limit is your creativity! You can organize a project or an event, alone or in a team, in a discipline that you know and that you would like to share with others.

STUDENT PROJECTS

FREE INITIATIVES

SPORTING CHALLENGES

WORKSHOPS AND COURSES IN SOLIDARITY

CELEBRATIONS

Sharing my passion

If you teach in a creative, sporting or intellectual discipline, you can organize a solidarity course. The principle is simple: imagine a program - organize a single class, or several sessions - decide on their duration and content.

Setting myself a personal challenge

You can embark on an adventure with a personal goal: a sporting challenge, a declaration of love, organizing a birthday party to benefit the association... The opportunity to take the plunge and celebrate a moment in life!

Mobilizing my company

You can organize a teambuilding event with your colleagues or employees, or a day of solidarity: suggest a sports challenge all together, collective meditation sessions, etc... A great opportunity to nourish your links with your colleagues!

Launching a collective dynamic

You can launch a solidarity challenge: organize an outreach event, a concert, a sports challenge, a solidarity dinner... Set a goal and ask for your friends and family's participation, explaining your motivation behind the project. A great group adventure!

Offering my talents

You can offer to exchange your creations - paintings, sculptures, recipes, poems, compositions... - in exchange of donations to your kitty. It will make people happy!

FIND OUT MORE ABOUT OUR *altruism* AND THEIR PROJECTS THAT WILL INSPIRE YOU



Aliette and Jérôme - AYOVIE

Aliette and Jérôme have been creating kitties for Action for Karuna since 2020, proposing each year hatha yoga, yoganidra and meditation classes through Zoom. Their 2022 fundraiser raised 6000€ and helped many people to have access to a time of sharing and connection to themselves.

Marceau Lemoine - 4000 km biking in India

From Kanyakumari to Srinagar, Marceau will travel across India by bicycle for a sporting, spiritual and solidarity trip. Crossing the country from North to South, from April to June 2023, he wishes to contribute to Karuna's actions to improve health, education and food security. His desire to create links extends to sharing his photos and the association's projects on social networks.



Pascale Cardaire - Yoga en plein air

Pascale continues to lead yoga sessions for each solidarity week. In 2022, the session took place outdoors for an opportunity to recharge collectively, in connection with nature. Pascale raised 230% of what she had planned, with a final sum of 460€. Thank you Pascale!

STEP 2: CREATE YOUR FUNDRAISING PAGE

Visit the Karuna-Shechen online platform:
actionforkaruna.org

Follow the steps to create your fundraising page by completing the form and customize your page:

- Find a **title** that illustrates your project
- Determine an **end date** (a few days after your event)
- Define a **fundraising goal** (set an ambitious but achievable amount)
- Choose a **photo** to illustrate your fundraiser
- Explain in your own words **your project** and why it is important to you. If you don't have much inspiration, you can select the "guided mode" and answer the few questions proposed.

Create your fundraising page

Lacking inspiration ?

Discover all the projects of other project organizers:

<https://karuna-shechen.igive.iraiser.eu/projects>



TIPS

Make the first donation to set an example

By making the first donation, you set an amount of reference and encourage your relatives to be generous!

You haven't finalized your page?

You can unpublish it while you finish it by clicking on the button at the bottom right, so you will be the only person to have access to it.



STEP 3: UNITE, MOBILIZE AND COLLECT

Communicating is essential to create motivation and gather people around your solidarity project. Good communication will give people the opportunity to participate in your event and collect donations to support Karuna-Shechen's programs.



TALK ABOUT IT AROUND YOU

The best communication and collection strategy is to first talk to the closest and most easily mobilized circle of friends. Gradually, communicate to a wider circle.

Start by talking to your family individually: by email or in person, explain the reasons for your commitment and the cause you are defending. Then contact your friends, acquaintances and colleagues. Also, you can tell the general public via social networks.

Your closest circle is the one that will give the most easily. This will help you to collect later on. The more the collection progresses, the more people are willing to give. When your contacts see your page progressing, they will also want to be part of the adventure!

COMMUNICATE ON SOCIAL NETWORKS



Social networks: Facebook, Instagram, Twitter and even LinkedIn are the ideal platforms to mobilize a maximum of people around your solidarity project. Tag your friends who have already joined your event and made a donation, to show that people believe in your project. Add #ActionForKaruna to each of your posts. Publish posts about your progress (30%, 50%...), give news about your event, share photos or videos of Karuna-Shechen.

Ask us if you need anything:

altruism@karuna-shechen.org

STEP 4: PREPARE YOUR EVENT

If you organize an in-person event

Identify the location for your project. You may have to apply to the city hall or even to the civil protection depending on the size of your event.

Define the content, the program of your project. Whether you are doing a solidarity workshop, a course, or an event, it is important that the program be clear to both you and the participants. A program announced in advance can also be an argument for your entourage to mobilize.



TIPS

Don't forget the logistics on the day. List all the equipment you will need. Don't forget the need to respect sanitary norms: minimum distances required, wearing a mask, etc.

STEP 5: THANK THE PARTICIPANTS

Remember to send a warm THANK YOU to each of your donors by email, private message or via social networks. Remind them that it is only thanks to them that you can reach your goal.

At the end of your event or initiative, you can :

- Thank all participants and donors,
- Share photos and videos to keep in mind these moments of sharing and altruism experienced together,
- Invite participants and donors to join the movement and launch their own solidarity project.



THE SUPPORTED PROJECT

Food security

The donations collected by Action For Karuna will be allocated to food security programs initiated by Karuna-Shechen in India and Nepal.



GOALS

- Reduce malnutrition
- Increase and diversify food production
- Optimize production techniques for households (vegetable gardens) and farmers
- Contribute to the preservation of plant species in the regions of intervention
- Improve access to water



Our goal is to engage community members in good nutrition, sustainable water practices and systematic irrigation techniques to develop the holistic development of the community.

Shamsul Akhtar, Director Karuna-Shechen in India



PEOPLE SUPPORTED

in 2022



14 145

people in India have better access to water through the construction and rehabilitation of ponds, wells, gutters and water purifiers.

67 485

people in Nepal have benefited from seed distributions.

49 565

farmers in India and Nepal were able to set up organic vegetable gardens, to grow vegetables all year round.



20 \$

40 plants
of vegetables and
fruit trees



50 \$

1 collection tank
of rainwater



100 \$

1 complete organic
vegetable garden
plants, seeds, irrigation
system, compost



500 \$

1 well for irrigation
and domestic use

DISCOVER ALTRUISM

You have designed your solidarity project, and now you want to discover altruism and share it with others. This guide gives you some keys, proposed by authors, scientists, intellectuals who have inspired us...



WHAT IS ALTRUISM IN ACTION?

Altruism is a natural manifestation of human kindness, of which we all have the potential! Everyone can mobilize in their own way and become a link in the chain of solidarity. By joining the #ActionForKaruna movement, you share an altruistic state of mind and become a conduit for it. Your solidarity project is ready, you have created a fund to unite your friends and family and collect donations - you can help share and raise awareness about altruistic values.

Let's all act together for a more altruistic world!



“ Our era is faced with many challenges to reconcile the search for happiness, the protection of life, the imperatives of the economy and the consideration of the generations to come. Altruism is the thread that can help us find a way through this maze of concerns (...). When altruists join forces, they can generate a formidable power for good. Everyone can mobilize in his or her own way and cultivate an altruistic state of mind to become a link in the immense chain of solidarity that transcends borders, castes, genders and religions.”

Matthieu Ricard, founder of Karuna-Shechen

It is possible to extend our benevolence to all sentient beings

Everyone can cultivate the same quality of benevolence for their loved ones, for strangers, for sentient beings and even for their enemies. Through reasoning and training, we can expand the sphere of altruism to include all sentient beings.



5 WAYS TO THINK ABOUT ALTRUISM

1

Giving value to others leads to being concerned about them and acting to promote their well-being and remedy their suffering.

2

The good of others is sought as a goal in itself. Altruism is "selfless concern for the good of others", a motivation, a momentary state of mind that can be renewed over and over again to forge a more stable benevolent disposition. Psychologist Daniel Batson states that for a motivation to be altruistic, the good of others must be a goal in itself and not a means to promote our personal interests.

3

If we feel satisfaction in having done good for others, this satisfaction does not alter the altruistic nature of our motivation. For Daniel Batson, experiencing joy in doing good does not make an act selfish if our primary motivation is altruistic. Altruism does not require us to suffer in helping others and does not lose its authenticity if it is followed by a feeling of deep satisfaction that comes on top of it.

4

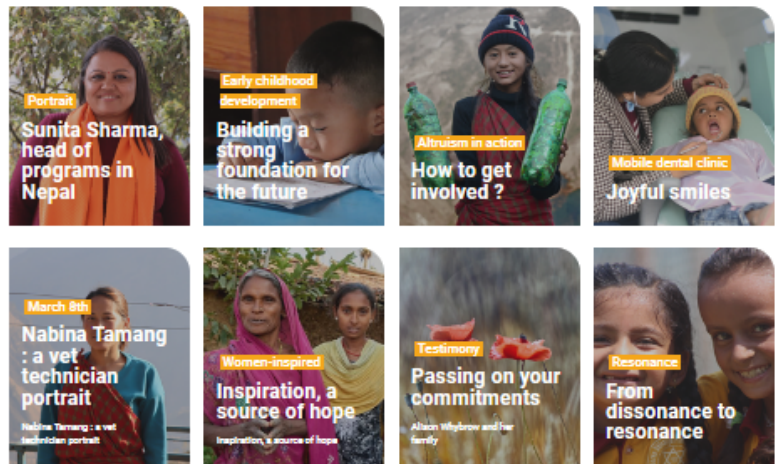
Cultivating an altruistic mindset transforms the way we see others. According to Kristen Monroe, altruists simply have a different way of seeing others: where we see a stranger, they see a human brother or sister, one of their own. This perspective is at the heart of altruistic behavior.

5

On a societal and global level, altruism is the only pragmatic concept that allows us to meet the challenges of our time. Consideration for others leads, in the short term, to the remedy of social injustice and poverty within wealth and to an economy of solidarity at the service of society. In the medium term, it allows us to promote the development of citizens and in the long term, it leads us to change our lifestyles so as not to create unnecessary suffering for future generations by leaving them a polluted and impoverished planet. Thanks to the evolution of cultures, it is possible to move from individual transformation to that of society and institutions.

RESOURCES TO CULTIVATE ALTRUISM

Articles on our website



Matthieu Ricard

— Buddhist Monk, Humanitarian, Author and Photographer

Search

HOME KARUNA-SHECHEN **BLOG** PHOTOGRAPHY BOOKS ARTICLES VIDEOS PODCASTS SCHEDULE

Caring for the caregivers: Burnout, gratitude and compassion

By Matthieu Ricard on April 12, 2023

Medical staff and social workers often find themselves in highly stressful and emotionally burdensome situations working long hours while dealing with difficult cases. So that they feel appreciated and supported, a show of gratitude - in thought, word and deed - is needed in order to nourish their motivation and give them courage while st...

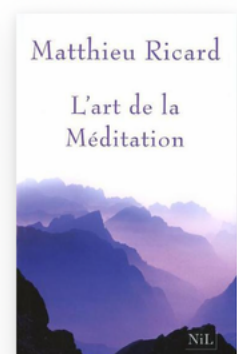
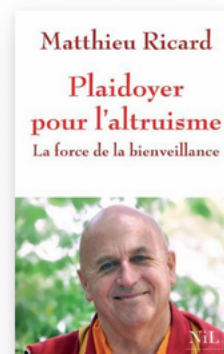
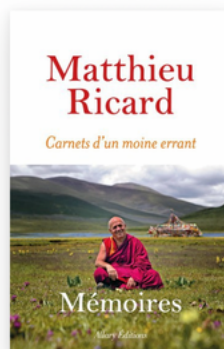
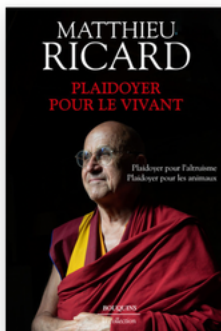
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ARCHIVES

- March 2023 (1)
- November 2022 (1)
- October 2022 (1)
- September 2022 (1)

Matthieu Ricard's blog



Matthieu Ricard's books



For advice or to answer your questions,
we are here to support you
at each step of your project:
altruism@karuna-shechen.org



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