

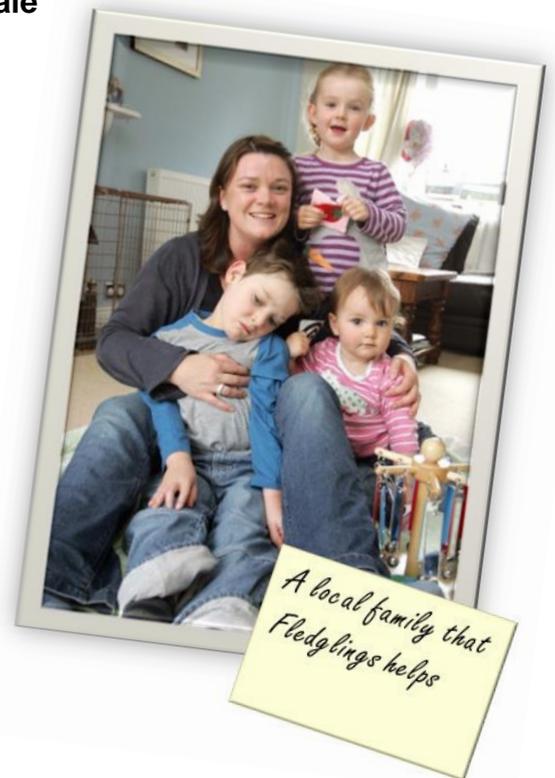


## *Thank you for helping to raise funds for Fledglings*

This Fundraising Toolkit is designed to help you to raise money and have fun! You may already have a good idea about how you're going to fundraise for Fledglings. Or you may be looking for inspiration - if so, you'll find lots of great ideas that you can use. But no matter how big or small your event, or how much money you raise, every penny will go towards supporting the work of Fledglings.

### *Here are just a few ideas. You could:*

- Ask all your friends round for a **coffee morning**
- Have a **swear box or collection tin** at work
- Hold a **quiz night** at your local pub
- Ask a local band to help you put on a **concert or disco**
- Run a **raffle** at your village fete or school sports day
- Get rid of some unwanted things with a **car boot sale**
- Organise a **teddy bears' picnic**
- Ask to hold a **retiring collection** at a local concert
- Have an **open gardens** day
- Hold an **auction** of promises
- **Dress** down/up day at work
- Ask for donation instead of **Birthday presents**
- Get yourself **sponsored** to do something e.g.
  - Cycle to work
  - Sponsored silence
  - Have your head shaved
  - Fun run
  - Skydive
  - Children's sponsored colouring-in



## ***If you've never organised a fundraising event before then there are three simple questions to consider:***

**When** will you do it? Think about things like clashes with public holidays or sporting events and whether your event could be affected by bad weather. Think about who you want to attend your event and what day of the week or time in the day would best suit them.

**Where** will you hold your event? Can you do it at home, school or church or will you need to hire a venue? If you are planning a physical event such as a sponsored walk or run, is your route safe?

**Who** will help you? Are you going to organise this on your own or are you going to work with a group of friends or family? Who do you want to attend or take part? Make sure you give plenty of notice.



When you have the answers to these questions you have the basic plan for your event!

Remember, you don't have to answer these questions in a set order. It may be that you know of a really excellent venue that you can use and this will steer you towards certain types of fundraising activities. Or there may be a specific group of people that you want to invite and this will help you to choose the type of event (a football tournament for over 70s may be a bit ambitious!) Perhaps you have more spare time to hold an event in the winter rather than the summer and this could influence your choice of activity and venue.

## **Keeping it simple is a good rule of thumb, especially if this is your first time organising a fundraiser. Get Planning!**

It is tremendously important for us at Fledglings to know if you are planning a fundraising event for us, so let us know what you're planning by contacting us on 01799 541807, or email at [enquiries@fledglings.org.uk](mailto:enquiries@fledglings.org.uk). We may be able to offer some extra advice or put you in touch with other fundraisers who have already done a similar thing.

## Promoting your event

Now you know what you want to do and when, it's time to start letting everyone know about it.

**First**, draw a list of everyone that you specifically want to invite. Do you have their contact details? Are you going to write, phone, email or personally invite them?

**Second**, especially if your event is for a wider group such as everyone in your neighbourhood or village, make some posters for display in your local shops, library, sports and community centres. Don't forget to include the essential information: what the event is, where it is taking place and when it is happening

**Third**, draw up a list of your local newspapers and local radio stations and send them a press release.

**Finally**, if you let us know in good time, at least two months beforehand, we can advertise your event in the Fledglings eNewsletter. Then other families known to Fledglings who live in your area may like to come along too.

## Writing a Press Release

Don't panic! This is much easier than you think. You just need to explain what you're planning to do. Follow a few simple rules and you can't go wrong. Answer all the important questions in the first paragraph - who; what; when; where and why. Here's an example:

### **Charity Jumble Sale in Splotley for Fledglings**

*Splotley Mother and Toddler Group [who] is holding a jumble sale [what] at Splotley Village Hall [where] on Wednesday 24 February 2010 between 10:30 am and 1:00pm [when] to raise funds for Fledglings, a charity that helps disabled children, by identifying, sourcing and supplying affordable products to overcome everyday problems [why].*



Make sure that you put your contact details at the end of the press release, including a telephone number that you can easily be contacted on.

Write a simple headline but avoid puns - that's the journalist's job! Journalists just want clear, simple information so that they can craft an interesting article from what you've told them.

Keep it brief, ideally just one A4 page of double spaced typing, or two pages maximum. Check for spelling and accuracy - especially those 'where' and 'when' details. Give it to someone else to read before sending it off.

## Planning Your Event - a bit more detail to consider



We want you to have a really successful fundraising event and the more planning you can do beforehand, the more successful your event will be and the less you'll have to worry about on the day.

Once you've decided on your event, no matter how large or small, sit down with a couple of friends or members of your family over a coffee and tell them what you want to do. Then make a note of all the questions that will come out in the conversation - this will help you to develop a checklist of things that have to be done. Some people are very good

at organising things at a drop of a hat; others like to plan things out with almost military precision. You need to find out what works for you, but writing things down is a very useful aid to help you remember what needs to be organised and who is going to do what.

### Where to hold your event

What facilities do some local venues already have? For instance, if you are organising a coffee morning at a hall, does the venue have a kitchen with its own kettles, cups, saucers, cutlery, plates, a fridge, a cooker, tables and chairs? How many of these things are included in the hire charge?

### How much setting up and clearing up time will you need?

This is important if you are hiring a hall, as you will need to include this time in your overall booking period. Some halls may allow early access without charge so that you can set up. Don't be afraid to ask if you can get the setting up and clearing up time for nothing or at least at a reduced rate.

### Do you need a team of helpers?

If so, how many? Do you need people with specific skills? Where will you find them?

### Is your event legal?

You won't be surprised to know that for some events you need to notify some local authorities or even seek permission in advance.

### Gaining permission

Contact your local council for advice on any necessary permissions, licensing, trading standards, and health and safety issues.

## Is your event safe?

Some events like a coffee morning or a quiz night are relatively static with people sitting down most of the time. Other events, such as a dance or a Fun Run are much more active and so the risk of people hurting themselves or others accidentally is greater. Now, don't get too hung up on this. There is no need to have a fully staffed field hospital on standby! But you should just think about what could go wrong and think about putting something proportionate in place. You should have a First Aid kit with you (always a good idea). Many village fetes and local sporting tournaments for instance have a St John Ambulance team available (visit [www.sja.org.uk](http://www.sja.org.uk) for further information). You can also find a lot of useful information from your local authority. If you are planning to hold your event at work then check out the advice from the Health and Safety Executive at [www.hse.gov.uk](http://www.hse.gov.uk).

## Collecting funds

To collect funds in any public place you need a licence from your local authority. If you're collecting on private property (e.g. a pub or supermarket) you should obtain written permission from the owner.

## Raffles and lotteries

For everything you need to know about organising a raffle or lottery within the law, consult your local council and The Institute of Fundraising: [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk).

## Insurance

You are not obliged to have insurance to cover your event. If you are hiring a venue or raising money through an event already organised by someone else, e.g. a fun run or a sponsored parachute jump, then the hall owners or the event organisers will have already got adequate public liability insurance. It is worth checking this out first. If you are organising something completely on your own in a place not usually used for this type of activity, perhaps in a farmer's field for instance, then you should consider whether you will need public liability insurance. For more information about this check out the Fundraising Law section at [www.raisingfunding.co.uk](http://www.raisingfunding.co.uk).

## Getting Sponsored

If you are planning to get sponsored to do an event for us then you may wish to set up an online sponsorship page with [www.justgiving.com](http://www.justgiving.com) a reputable and safe company who help us process sponsorship donations online. On the site you can make your own fundraising page, share it by email, on Facebook or however you like, and then watch as donations and messages come in.



## How to organise a coffee morning or a cake sale

Now you have decided what event you are going to organise, you need to decide how to go about it. Here are a few tips that should help you on your way

### Where

You could hold this event either at home, work, mother and toddler group or church. If you normally meet friends for coffee in a cafe, why not invite them to your house and ask them to donate what they would have spent. See if you can hold a charity coffee morning at work. Or if you attend a club, church, mother or toddler group, why not see if you can host a charity coffee morning before, during or after the meeting. Perhaps a friend would volunteer their home. You could even charge a nominal entrance fee and by inviting a guest of honour to open the event, you could raise further revenue by asking them for a donation for the privilege.



How about having a stall selling homemade cakes and biscuits? Alternatively, a small shop may be interested in selling their goods and giving you a percentage of their takings.

### Have Fun!

How about introducing a theme for your cakes or having a prize for the most creative cake.

### Plan Ahead

Think about what you will need to make your sale a success. For instance,

- Not everyone likes coffee so make you sure you have some alternatives
- Don't forget to have some soft drinks in case children attend.
- Remember to bring milk and sugar
- Make sure the venue has sufficient cups or ask if you will need to bring your own.
- Check what facilities the venue has for making tea and coffee, for instance does it have an urn or just a kettle?
- Will the cakes need special storage?
- Will you need bags to sell them in or plates to serve them on
- Napkins
- Have plenty of rubbish bags
- Ask some friends to help

### Don't Be Shy!

Ask friends and family to bake their favourite cakes to sell - many hands make light work! Hopefully, they will be happy to pay for the ingredients.

## Make as much money as you can

Make as much money as you can. Don't forget to tell people why you are holding your event. If you tell them that all proceeds will be donated to Fledglings, they are likely to be more generous. If you need any written information, then do not hesitate to contact Fledglings or alternatively you can download information from the website. We can provide Fledglings information leaflets for distribution. Let people know that we are reliant on fundraising in order to finance the help, advice and assistance that we give.

Always aim to raise at least three times as much as you need to spend. For instance, if you spend £10 on ingredients, try and raise a minimum of £30 from sales. If you plan to organise this type of event on a regular basis, you might want to think about sponsorship - perhaps your employer or a local supermarket may make a contribution to the ingredients or even match what you raise. And don't forget that on the day, you will need a float - work out how much you plan to charge for the cakes and ensure you have the right coins for customer's change.

## Handling money

Make sure you have a secure system for handling money and a lockable box in order to keep it in. Ensure that you have two people together to count the money at the end of the event.

## Selling Food

If you are planning to sell food, check out the Food Standards Agency website [www.eatwell.gov.uk](http://www.eatwell.gov.uk) for advice. There are certain regulations that have to be adhered to for specific types of food. If you are selling cakes, it would be a good idea to list the ingredients, in case of allergy sufferers, and the date it was baked. It would also be a good idea to suggest how long it can be stored for.

## Listing ingredients and use by date

As you are selling cakes, it would be a good idea to list the ingredients, in case of allergy sufferers, and the date it was baked. Check out the Food Standards Agency website [www.eatwell.gov.uk](http://www.eatwell.gov.uk) for additional advice.

## Risk Assessment

Make sure you carry out a risk assessment before your event, for instance checking out all the exit routes. Also, it is important to adhere to appropriate health and safety measures.

## Licences

If you are planning to sell food anywhere other than your home, school or work, then you should always get the permission of the owner of the venue and the go-ahead from your local



authority.

## *The big day is here!*

It's the day of your event. Everything is organised, prepared and in place. So now you can enjoy the event. Meet as many people as possible. People love a well-organised event and will want to tell you how pleased they are to be there. Take this opportunity to thank them for coming and tell them why you wanted to raise funds for Fledglings.



### Take Photos

A picture is worth a thousand words, so have a camera handy or better still ask someone to be the Event Photographer. Photos are great for gaining press coverage after the event and can even generate more donations. You can also share them with your friends and family afterwards. And we at Fledglings would love to see your photos. Just send them by email to: [enquiries@fledglings.org.uk](mailto:enquiries@fledglings.org.uk).

**We are very grateful to you for choosing to raise funds for Fledglings, but we cannot accept liability for your fundraising activity or event.**

## *Where to send the money raised*

Your event has been a huge success and you've raised lots of money for Fledglings. Here's how you can get the money to us:

**By Post:** Pay all the money you've raised into one bank account and then send us a cheque for the total amount, made payable to 'Fledglings'. Send your cheque and Gift Aid forms to:

Fledglings, Wenden Court, Station Approach, Wendens Ambo,  
Saffron Walden, Essex, CB11 4LB

**At the Bank:** You can pay the money straight into our bank account at any Barclays bank but please contact us to tell us that you are doing this. Our account details are:

Bank:	Barclays
Name:	FLEDGLINGS
Sort code:	20-74-05
A/C No:	30959227

### Gift Aid

There are very clear rules about donating monies to charities and whether these donations can qualify for Gift Aid. To find out exactly what these rules for Gift Aid are visit [www.hmrc.gov.uk/charities/gift\\_aid/rules](http://www.hmrc.gov.uk/charities/gift_aid/rules) and select Charity Events. If your event does qualify for Gift Aid then each person donating will each need to complete the form overleaf. Please encourage your supporters to do this as it allows Fledglings to earn an extra 25p for every £1 they donate.

## Donation Form

### Donor's Details

Title \_\_\_\_\_ First Name \_\_\_\_\_ Surname \_\_\_\_\_

Home Address \_\_\_\_\_

Postcode \_\_\_\_\_

*giftaid it*

If your donation is eligible for Gift Aid then please complete the below section:

To find out whether your donation qualifies for Gift Aid visit [www.hmrc.gov.uk/charities/gift\\_aid/rules](http://www.hmrc.gov.uk/charities/gift_aid/rules) and select Charity Events.

I declare that I am a UK taxpayer, paying an amount of income or capital gains tax equal to the tax reclaimed on behalf of Fledglings and will inform Fledglings if my tax status changes.

**Please treat the enclosed gift of £ \_\_\_\_\_ as a Gift Aid donation**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Fledglings, Wenden Court, Station Approach, Wendens Ambo, Saffron Walden, CB11 4LB Phone: 0845 458 1124 [www.fledglings.org.uk](http://www.fledglings.org.uk)  
Registered Charity no. 1112618 Providing practical help to children with special needs

✂.....

## Donation Form

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Title \_\_\_\_\_ First Name \_\_\_\_\_ Surname \_\_\_\_\_

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