



Fundraising Toolkit

A step by step guide for successful fundraising

Contents

	Page Number
Introduction	1
Ideas to Inspire You	2
It's all in the Planning	3
Keep it Legal	4
Spread the Word	6
Thank you / Passing on the Pounds	7
A – Z of Fundraising Ideas	8
Sponsorship Form	

No matter how much or how little you raise for Empanda Care & Support, it makes all the difference to the lives of the people we support.

Every day we make a positive impact on the lives of residents and service users but with your help, we can do so much more. By raising funds for Empanda, no matter how big or how small, the results are priceless and your support could make all the difference.

Our fundraising toolkit contains all you need to know about organising an event from planning and promoting it, to raising sponsorship and saying thank you.

At the end of this guide, we have a range of useful templates, posters and flyers to help you promote your fundraising activity.

Ideas to inspire you

As long as your fundraising is safe and legal, then the sky's the limit!

Keep it simple

It doesn't have to be a big event - it may just be tea and cake with family for a £5.00 suggested donation from your guests.

Do something you'll enjoy

Choose something easy and fun to organise based on your talents or interests, such as baking or an activity with friends.

Make the most of what you've got

Why not hold a garage sale of all those unwanted items you've got taking up space you don't have and donate the proceeds to Empanda?

Challenge yourself

If you want to challenge yourself, why not take on something new that you haven't tried before - like a sponsored swim.

Try something different

Come on, there must be something you can try – take a look at our A-Z of Fundraising Ideas on Page 8 for some inspiration.

There are literally hundreds of ways to fundraise, from pub quizzes, to mountain bike challenges to sporting activities. If you don't fancy organising something yourself, see if one of your friends or colleagues are up to the challenge.

It's all in the planning

The more time you spend on planning ahead of your event, the better your chance of success.

Make sure you give yourself plenty of time to organise the activity or train for your challenge. Set yourself a target that is realistic and achievable, taking into consideration any costs you might have. If it looks too demanding, tweak it so it's easier to manage and review it regularly to make sure you're on track. Make sure you put a timetable or plan together to keep you on track.

Timing is everything

Find out what other events are being held in your area. Avoid clashes and take advantage of something already being organised, like holding a Fire walk at a public firework display or a raffle at a dinner and dance.

Where and when

The time and location are vital so make sure the date suits your target audience, your sponsored walk and cycle routes are suitable and well signposted, and your venue is accessible, easy to locate and booked well in advance. Ensure the venue is the right size for your event and that you have all the facilities you need.

Ask for help

If you know anyone with specific skills or experience, then get them on board. Talk to other businesses in your area to see if they could help out with printing, photocopying, equipment or venue hire.

Keep it legal

Make sure you are aware of all the legal requirements you need such as licences, first aid presence, health and safety requirements and checking all the equipment you will be using. Whilst Empanda can't accept liability for your fundraising activity, we've outlined below some of the legal issues you need to consider when planning an event.

Health and Safety

The Health and Safety of everyone at your event is your responsibility so follow all professional advice relating to your venue and equipment, and check the terms and conditions carefully.

Carry out a risk assessment to identify exactly what your health and safety requirements are and contact your local authority or Health and Safety Executive at www.hse.gov.uk for guidance.

Make sure your event is fully insured, that your contractors are properly qualified, and that anyone below the age of 18 is accompanied by an adult. And if you need advice on first aid, then talk to your local branch of the St John Ambulance at www.sja.org.uk.

If your event is being held in a public building (for example, your local village hall), you must check that the building has public liability cover as part of your risk assessment.

Alcohol and Entertainment

If you're serving or selling alcohol at an event, or laying on entertainment such as singing, music or dancing, then the venue must have a Public Entertainment Licence from your local authority.

Food Hygiene

Take care when preparing, storing, displaying and cooking food. At a one-off event, you don't need a licence to sell food but you must follow Food & Hygiene Regulations – available at www.food.gov.uk. If you plan to sell food over a number of days, then you need to register with your local authority.

Collections

To collect money for charity you have to be at least 16. Collections held in a public place need a local authority licence obtained at least two months in advance, while collections on private property like a pub or supermarket need written permission from the owner. Door-to-door collections without a licence are illegal.

Raffles and Lotteries

There are a number of legal requirements to running a raffle or lottery. For small raffles that are part of a bigger event, you don't need a licence as long as tickets are only sold at the event and the prizes are drawn at the event. The same applies to private raffles where tickets are only available to members of a club for example, but in both cases cash prizes are not allowed.

For larger raffles and lotteries where tickets are on sale to the general public, you need a Licence Permit from the Local Registration Authority at your local council. Licences must be applied for in advance and in your own name rather than that of Empanda. Your local authority will be able to

give you all the advice and guidance you need, and you can get full details on the fundraising Codes of Practice at www.institute-of-fundraising.org.uk.

Tickets for raffles and lotteries should never be sold to anyone under 16.

Data Protection

Make sure any electronic or paper records about the people involved in your event comply fully with the Data Protection Act. As a rule of thumb, don't keep information on anyone for longer than is strictly necessary and don't share information or data about someone without their consent. All paper records must be destroyed securely.

And before you do anything...

Contact your local authority for advice and guidance on all aspects of running an event including permissions, licensing, trading standards, health and safety issues, raffles, lotteries and collections.

Spread the word

No matter how great your fundraising idea may be, it's destined to fail if no one knows about it.

Think about the people who could support you and share the work involved. Hand out posters, tell your friends and family or put it on social media.

Media

Regional newspapers and radio stations are always on the lookout for good, local stories. We have a great relationship with the local press so tell us what you're doing and we'll see if we can help you get some good coverage.

Please remember, that any media contact must be with the prior knowledge and consent of Empanda.

Network

Social networking can give you a massive boost and, of course, it's totally free. Get in touch with family, friends and colleagues by email and on Facebook, and if you haven't done so already, sign up to Twitter and 'follow' anyone you can think of who might be interested or useful.

Capture the moment

Take plenty of photos. It's amazing how useful they can be as a way of thanking supporters, keeping sponsors informed and for use as promotional materials for your next big idea. Whatever you're planning to do to promote your event, we want to hear from you and we're always on hand to offer advice and support – call Paula Armenis on 01603 552102 or email fundraising@empanda.org.uk.

Sell yourself

It's not a fundraiser unless you raise funds! Ask your friends and family for their support by using the Empanda sponsorship form.

Share your success

No event can succeed without the small army of sponsors, donors, suppliers and volunteers who willingly give their help and support.

Thank you

Saying 'thank you' is crucially important, particularly if you're planning another event in the future. Remember to thank everyone involved from your sponsors and suppliers to the people who took part, and share your photos on Facebook, Twitter and other social networking sites so people can see how the event went.

Once your fundraising activity has taken place, don't forget to send us details, including photos, your final fundraising total, a list of the people who supported you and who you would like to thank. We will be sure to publish it on our Website or will be happy to inform the local press on your behalf.

Passing on the pounds

We're grateful for every penny you raise for Empanda, so we make it as easy as possible for you to pass on the proceeds.

By post

Cheques should be made payable to 'Empanda Care & Support Ltd CIC' and returned with your completed sponsorship form(s) to: Business Services, Empanda Care & Support Ltd CIC, Saracens House, 25 St Margaret's Green, Ipswich IP4 2BN.

And don't forget...

If you need help, advice, a few words of encouragement or you simply want to tell us what you're planning, then we'd love to hear from you. Call Paula Armenis on 01603 552102, or email fundraising@empanda.org.uk.

The money you raise will help transform the lives of the people we support and care for. So on behalf of Empanda - **thank you!**

A - Z of Fundraising Ideas

A	Afternoon Tea	Put the kettle on and get baking.
	Auction of Promises	Auction services of people and businesses.

B	BBQ	What better event for a summer evening.
	Bad Clothes Day	Charge your colleagues a pound to come in wearing their loudest item of clothing.
	Bike Ride	Set your route and start raising money.
	Bonny Baby Contest	Get colleagues to bring in baby photos of themselves and pay a pound to enter into a 'Bonny Baby Contest' or match correctly the baby to the colleague. Award the winner.

C	Cake Sale	Get baking and hold a cake sale (check health and safety regulations first).
	Car Boot Sale	Gather items from colleagues, friends and family.
	Car Wash	A classic fundraising event.
	Coffee Morning	Put the kettle on and bring the biscuits.

D	Dance-a-thon	Why not have a dance-a-thon at home or in your office.
	Dance Battle	Hold a dance battle to see who wins.
	Disco	Get the decks spinning and hold a disco for family, friends and work colleagues.
	Dog Day	Organise a charity dog-walking event.

E	Easter Egg Hunt	Organise an event for friends, family and colleagues.
	Easter Egg Raffle	Buy a giant Easter egg and raffle it off.
	Eating Marathon	Sponsored eating marathon – eat as many fairy cakes, biscuits, marshmallows etc.

F	Football Tournament	Hold a football tournament for friends, family, colleagues and local companies.
	Foreign Coins	Why not donate your leftover foreign coins.
	Fast-a-thon	The opposite of the eating marathon, why not get friends, family and work colleagues to sponsor you to fast for the day.

G	Games Night	This can range from board to computer games.
	Guess the Weight	Cake, jar of sweets, friend's handbag – the options are endless.
	Guess the Number	Jar of sweets, paperclips– the options are endless.

H	Halloween Party	A great opportunity to dig out the fancy dress and have fun whilst raising money for Empanda.
	Head Shave	Rid yourself of those bad hair days by taking part in a head shave for charity.
	Hook a Duck	Hold a 'Hook a Duck' competition.
I	International Day	Have food, music and drinks that are native from a country of your choice. Or mix it up and have different foods for a variety of countries.
J	Jelly Eating Competition	See if you can eat a place of jelly in the fastest time without using your hands.
K	Karaoke Night	Fun for everyone.
L	Loose Change Collection	It soon adds up!
M	Mile of Pennies/Pounds	Make a mile of pennies/pounds – a great way to raise extra funds.
N	Name the Bear/Cuddly Toy	The bigger the toy the better!
O	Old Books and Clothes Day	Pick a day to bring in bags of old books, clothes etc to sell to colleagues, friends and family.
	Office Olympics	Why not host an office Olympics.
P	Pancake Party	Get flipping on Shrove Tuesday.
	Pudding Party	Bring in your favourite puddings and throw a pudding party (check Health and Safety Regulations first).
Q	Quizzes	Why not hold a quiz night at a local venue.
R	Recycle	Ink cartridges, mobile phones etc.
	Raffle	Ask local firms and suppliers to donate prizes and hold a raffle in your office or at a fundraising event.

S		Strawberries and Cream Day	Celebrate Wimbledon by having a strawberries and cream day.
		Sponsored Silence	We all have an office chatterbox. How about getting them to take part in a sponsored silence.
		Swimathon	Get sponsored per length, hour etc.
		Slipper Day	Pay a pound and wear your slippers round the office for the day. Award a prize for the craziest slippers.

T	Tombola	A great alternative to the raffle.
	Time Machine Day	Dress in the style of years gone by, from the elegance of the 1940's to the famous flares from the 1970's and padded shoulders of the 1980's.
	Twilight Walk	A great event for the whole family, service users and friends. Simply choose a venue, measure the distance and get sponsoring!

U	Uniform Day	Can you remember what you wanted to be when you grew up? Then how about holding a uniform day where colleagues can dress up in the uniform of what they wanted to do for a job when they were a child – from ballerinas to footballers, to astronauts.
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V	Volleyball	Host a charity Volleyball match.
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W	Waxing	From legs, to chests to backs – only for the brave!
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X	Xmas Cards	Take part in our 'donations in lieu of Xmas Cards scheme.
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Y	Yo-Yo Marathon	Not as easy as it sounds!
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Z	Zany Events	Any event from how many marshmallows you can fit in your mouth, through to eating jelly with chopsticks.
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