

Fundraising Guide

Full of fundraising ideas, top tips and ways to pay your money in once you are all fundraised out!



Mental Health and
Emotional Wellbeing
Service for Children
and Young People

Welcome!

Thank you for supporting Friends of CHUMS. Your help allows us to provide support to the 2,500 vulnerable children and young people we see every year.

We continue to need fundraising help from our supporters and local community and this fundraising guide has everything you need to get started!

I'm here to help if you have any questions along the way. Good luck and thank you!

*Anna Bunney and Nicky Perry
Community Fundraising Managers*

How your donation will make a difference...

Donations to Friends of CHUMS help fund services that receive no contractual funding.

This includes emotional wellbeing workshops for those children suffering with anxiety and depression, the Recreational Therapeutic Service for those who struggle to talk about how they feel, respite activity sessions for young carers and the Trauma Service for traumatically bereaved children coping with a murder or suicide and those suffering from non-bereavement trauma such as sexual abuse or witnessing domestic violence.

Here are some examples of the type of things your donation could buy...

£10 will buy a child's Christmas present for the annual Remembrance Service

£30 will buy arts and craft resources and materials for bereavement workshops

£110 will fund a one to one session for a child going through the Trauma Service

£180 will allow 45 children from the young carers and mentoring service to enjoy an afternoon activity of bowling, wall climbing or games

£320 will fund one child through an 8 week Recreational Therapeutic Programme focussing on football or music

£2,917 will fund our Neonatal Bereavement Service for one month

Raising money!

Justgiving

You can set up an online fundraising page so people can sponsor/donate to you electronically. It's simple, secure and saves you collecting and counting everyone's money.

You can personalise your page by changing the colours, setting a target and adding photos and videos!

Remember to tell people why you are fundraising for CHUMS too! Once it is set up you can send the page link out to all your friends, family and work colleagues via email, Facebook and Twitter!

Visit www.justgiving.com and search for **Friends of CHUMS**. Click the button to set up your own page and follow the instructions. Easy!

Memory Giving

Memory Giving pages are becoming an increasingly popular way of people making donations in memory of a loved one.

They can be shared via email, Facebook and Twitter like a Justgiving page and are a simple way to collection donations after someone has died.

Sponsorship forms

To save you creating your own form, you can use the sponsorship form on the next page. If you need more pages you can photocopy it or print more. If you need us to post you a form please contact the Fundraising Team on **01525 863924** or email anna.bunney@chums.uk.com or nicola.perry@chums.uk.com

Please encourage people to Gift Aid their donation, (if they are eligible), by making sure sponsors fill in their full name and address (including postcode) so we can claim the **extra 25p** for every £1 donated.



Sue climbed Mount Kilimanjaro and raised £765!

giftaid it

Gift Aid is an essential part of fundraising and a great way to raise an extra 25% towards your total, without costing you or your supporters a penny!

Last year we received thousands of pounds extra from Gift Aid!

Every £1 is worth £1.25 when the donor is a UK taxpayer, (has paid more tax than the amount of tax reclaimed), provides their name, address, postcode and ticks the gift aid box!

Sponsorship Form



Name ~

Challenge ~

Challenge date ~

giftaid it

By ticking the Gift Aid box, I confirm that I am a UK Income or Capital Gains taxpayer.

I have read this statement and want CHUMS to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Please ensure that you complete your full name, home address and postcode in order for us to make the claim successfully.

Date	Name	Address	Postcode	Amount	Gift Aid <input type="checkbox"/>

By ticking the Gift Aid box, every £1 you give is worth £1.25 to us, at no extra cost to you!

Fundraising Ideas!

There are loads of great and fun ways to raise money!

Here are a few ideas but feel free to get creative and come up with some of your own!

Be creative!

Auction of promises

Go all British and organise a bake off!

Donate 1 hours pay

'Come Dine with Me' with friends

Funky tie and tights day!



Boo's Bikers raised a total of £4,480 after cycling from London to Brighton!

Ask your local school to get involved...

SHINE BRIGHT WEAR BRIGHT
Non- uniform day during Children's Mental Health Week each February.

Sponsored walks, silence, bedtime stories, shows, sell cakes....

www.chums.uk.com

Organised events

Cake sale, plant sale, fruit sale!

Quiz night, comedy night, karaoke night!

Coffee morning, pilates morning,

Themed breakfast, lunch, dinner!

Pre-loved book sale, clothes sale, toy sale!

Pamper party, dance party, cocktail party!

Raffle, auction, tombola!

Dress down day, dress up day, dress different day!

BBQ, picnic, live music, afternoon tea!

Sponsored events

Swim, cycle, run, walk!

Trek Iceland, the Grand Canyon, the Inca Trail

Skydive, firewalk, bungee jump!

Climb Mt. Kilamanjaro, Mt. Etna, Mt. Everest!

Cycle to Brighton, around Sicily, across Jordan!

Spinathon, yogathon, zumbathon!

01525 863924

info@chums.uk.com

Tips for organising a great event!



1 Plan in advance

Think about **what** kind of event you want to organise. Be creative but keep it simple!

Think about **how** you are going to do it. Create a task list of everything that needs doing and by when. Make sure it's not too big a job, often the simplest ideas are the best!

Who will be involved? Can you ask family and friends to help you organise it? Can you invite any local community groups to take part?

Think about **why** you are doing it; do you have a story to tell about why you are fundraising for that ward or a fundraising target you want to reach?

Decide **when** is best to hold the event. Check your calendar for any clashes of other important dates and consider the great British weather!

Finally decide **where** you want to hold the event. Consider cost, availability, capacity and logistics such as catering, music and car parking when choosing a venue.

2 Spread the word

Get it in people's diaries early ~ friends, family, work colleagues and neighbours. Tell everyone what you are doing and why! But don't stop there... use all routes to reach people ~ leaflets, posters, Facebook, Twitter, emails and anything else you can think of.

Set up your own personalised fundraising page using Justgiving ~ It's easy and quick to do and makes collecting donations or sponsorship much easier.

Tell the local paper what you're doing and try and get it on the radio too!

3 Create and keep a budget

Remember to keep thinking about costs, you don't want all your hard work to pay for an expensive venue or too much food and not leave any money afterwards for the donation.

Create a budget that you can easily manage and keep on top of it. Costs soon add up if you don't control your budget carefully. Make sure you keep a record of all income and expenditure as you go along.

Try asking for sponsorship and support from local businesses. They may not be able to give you money but they may be able to do something for free such as print posters or give a raffle prize. Take advantage of every fundraising opportunity... raffles, auctions and selling refreshments are excellent ways of making additional income especially if everything has been donated!

Making your donation

So what do you do now you've completed your fundraising activity?! Don't worry, it's easy!

Cheque

You can send us a cheque by post. Please make it payable to '*Friends of CHUMS*' and include a note with your name, address and phone number.

Send to: **Fundraising Team, CHUMS, Wrest Park Enterprise Centre, Wrest Park, Silsoe, Bedfordshire, MK45 4HS**

Remember to include any paper sponsorship forms with your cheque! **Never send cash in the post.**



Cash

Please be careful when you collect cash. We recommend **NOT** carrying too much cash around with you.

It would be safer to make your donation by cheque or online, but should you want to make your donation in cash please call to arrange a suitable day and time to drop it off.

Bank transfer

You can make a BACS payment directly to our account.

Call **01525 863 924** and ask for the Fundraising Team so we can give you our account details.

Online Sponsorship pages

If you have set up an online sponsorship page then it's already sorted! When someone donates to your page it comes straight to our charity account. You don't need to worry about collecting money afterwards or sending in any forms and the gift aid is automatically worked out and paid to us too!

Company matched giving

Remember to ask your employer if your donation is eligible for company matched giving.

Some companies will donate £ for £ for any money you raise ~ this means you can double your donation at no extra cost to you and some companies prefer to make a one off donation.

Speak to your HR team for details.



Andy raised £700 swimming at 5 events as part of The Great Swim!

Stay safe and stay legal

We are extremely grateful for your support and for fundraising for Friends of CHUMS. Your safety and wellbeing is a top priority so please read the following information carefully to make sure you are keeping everything safe and legal.

Collections – to collect money in the street or in a public place you need a licence from your local authority, which can be difficult to obtain. It would be great if you could help at one of our organised collections. If you are interested then get in touch!

We do not allow anyone to carry out door to door collections ~ this is illegal without a special licence. If you hear of anyone doing a door to door collection please report it to the Team on **01525 863 924**.

Licences – you may need a special licence to run an event e.g. public entertainment licence or a licence to sell alcohol. Please check with your local authority for more information.

Raffles and lotteries – there are many different types of raffle, all of which have to be run in line with gaming law. Visit www.gamblingcommission.gov.uk for more information.

If you are organising a raffle to raise money for Friends of CHUMS and want to ask local businesses for prizes you should have registered your fundraising event with The Fundraising Team and we will send you a letter of authenticity. Contact The Fundraising Team on **01525 863 924** before you ask businesses for prizes.

You are responsible for your fundraising activity. Friends of CHUMS cannot accept any responsibility for your fundraising event or its participants.

Here to help

Whatever it is you decide to do, the Fundraising Team is here to help!

Once you've decided what you're doing and when, please let us know. We have lots of fundraising materials that may be useful to you such as... **collections tins, bunting, leaflets, pull up banners and CHUMS soft toy elephants and keyrings you can buy or sell.**

We can also help promote your event or sponsorship page, send you our logo or assist with contacting the local press. Sometimes it's good to run an idea past someone else, so please feel free to get in touch.

Any questions? Just get in touch.

Email: anna.bunney@chums.uk.com or nicola.perry@chums.uk.com

Phone: 01525 863 924

Write to us: Fundraising, CHUMS, Wrest Park Enterprise Centre, Wrest Park, Silsoe, Beds, MK45 4HS