



♥ Fundraising pack ♥

Inspired to get out there and make a difference? Not sure how to get started?

Here's some great ideas for easy to organise events that you could do at your work/school/home/uni...

Hold a bake off

Get in to the kitchen, pull out your self-raising, and bake goodies that people just won't be able to resist buying.

Dance the night away

You could organise a school disco, a 70's disco, a dance-a-thon, or even a Roller-disco, so that people can come and dance till they drop for charity.

Run for it, jump for it, cycle for it, trek for it!

You can run, cycle, swim, or if you're no Paula Radcliffe, do what works for you and walk! You can build your own mini-sponsorship website through Justgiving, which lets you collect funds and gift aid electronically. If you are collecting sponsorship money yourself, just remember to use the Bright Tomorrows sponsorship form at the back of this pack.

If you are over 18 there are loads of exciting organised events that you could take part in – London to Paris cycle ride, a parachute jump, or follow Gary Barlow and co. and climb Kilimanjaro (see the website or contact us)

Acting up

Rehearse anything from Shakespeare to Ali G and sell tickets to your star studded performance, perhaps at school or in your town hall. Or maybe you're a budding comic...

Do you know your stuff?

Test your knowledge... organise a quiz. It could be questions on geography, this week's news, or pop music.

Get competitive

Everybody loves a tournament –it could be football, tennis, or even rounders.

Rock on

Love music? Get together with your mates and do a gig, or speak to your music department and see if you can do a sponsored play for a day (get to rock out all day and miss lessons – what could be better?)

Dressing up or dressing down

Raid the dressing up box and unleash that alter ego! Or for the less adventurous, try a jeans day!

Get creative

Get out your camera or dust off the easel. Whatever your subject matter, from everyday life at home to images from around the world, your award winning artwork could become the must-see exhibition..

Bowlerama

Get people down to the bowling alley, and they can get a strike for Bright Tomorrows. They could come as they are, or even wear fancy dress.

Whatever you choose to do, you are guaranteed to have a great time and know you've made a difference too.. Let us know about your event and we will feature you on Facebook!

The Way Ahead

Once you have decided upon your event, there are several things to think about in order to make it a complete success.

The buzz word here is **PLANNING!** – allow plenty of time to look at the various aspects of the event.

- If possible try to gather a team, however small. This will help you to get other people's perspectives and input and it will also share the workload.
- Do you have the people to make the various parts of the project run smoothly?
- Will the event need some initial outlay to get it off the ground?
- Arrange a date – book a venue if necessary
- What resources will be needed?
- How do we publicise the event?
- What could be the potential tricky areas?
- Would it be a good idea to get a celebrity/ public figure involved?

Publicising the Event

It is vital to publicise your event as much as possible – however well you plan, people won't come if they don't know about it!

At work:

- Work notice boards
- Company magazine
- Announcement at briefings/ meetings
- Word of mouth

At home:

- Leaflets to families
- Leaflets to local supporters
- Announcement on local radio
- Advertisement in local paper
- Notices in public places – surgeries/ libraries/ local shops

The Media

If you are able to get the support of your local radio/tv station/newspaper your event's profile will be taken onto another level. You will also find it invaluable when approaching people in the business community, as they will be far more amenable to becoming involved if there is some potential PR for their business.

The person to get in touch with at the local paper is the news editor, This will sometimes vary from region to region, but most local papers have contact details on their websites. It is always a good idea to make a personal call to them to outline what you are trying to achieve before sending them the information. You will also need to find out the paper's deadline for copy and photographs. Important info would be:

- What the event is
- Who is involved
- Why it is taking place (provide some information about Bright Tomorrows and any particular project you would like to support)
- Date, time, location of event
- Contact details for further information

Tips for seeking sponsors

- Set your sponsorship target – don't be afraid to aim high!
- Seek help from your friends/ network/ friends of friends. You will collect more than you thought possible
- Ensure that sponsors are informed that you are raising funds for a registered charity (any publicity should include the following:
Bright Tomorrows is a UK registered charity no. 1084176
- Start early – stave off the last minute panic!
- Use Bright Tomorrows sponsor forms which enable you to keep a clear record of sponsors' details whilst allowing them consent to gift aid
- Record when sponsors give you their contribution so that you don't forget who you have collected from and who you haven't!
- Companies/clubs or other organisations are often happy to get involved by matching funds you can raise or by giving a one off contribution

Sponsorship Ideas that have been successful

- Approaching companies for corporate sponsorship (companies have donated up to £300 for their logo on a shirt etc)
- Put a note through your neighbours' doors telling them who you are, what Bright Tomorrows is and what the event is. On the note put a time that you will come back to collect sponsorship or pledge
- Get a friend to organise your fundraising whilst you train
- Get the press involved as much as possible. They are always on the look out for stories like this to cover
- Pass copies of sponsor forms to family who live in other parts of the country
- Do use our website option for customising your own page to advertise your event and collect donations www.justgiving.com/brighttomorrows/raisemoney/

Practical Information

Paying In Money

You can pay in the money that you have raised via our website at justgiving. Alternatively, you can send a cheque to us at:

Bright Tomorrows
Fundraising
PO Box 3169
Marlow
SL7 2WY

If you have raised funds for a particular cause or country, please mark this clearly on the back of your cheque. If you have any newspaper clippings or photos of your event we would love to see them and may be able to include them in our newsletter/facebook/website.

Safe and Legal Fundraising

Young People

Bright Tomorrows is a children's charity and as such we very much want children and young people to be involved. However there are a few important points to bear in mind:

- Anyone under the age of 18 should check with a parent/guardian before undertaking a fundraising event
- Young people under the age of 16 must be accompanied by an adult if collecting money from the public (e.g. door to door collecting, asking for sponsorship, money collection)

Teachers and Youth Workers

- Always obtain written permission from parents or guardians before involving young people in fundraising events
- Take extra care with supervision and safety – be vigilant at protecting young people from risk
- Take time to involve young people and children with planning/ carrying out and celebrating successes afterwards!

General Advice

The following is provided to give you relevant information regarding the organisation of events. Please do not feel overwhelmed – most small scale fundraising will not need special licences / insurance, but it is important to make yourself aware with current guidelines.

- Be safe, don't do anything illegal or dangerous. Do try and take reasonable care of the health and safety of both yourself and other people. If you are in any doubt check with your local authority, who are best placed to offer you up-to-date local advice on your event
- Some events may require insurance. For example, if organising an event at a school, check that there is adequate public liability insurance cover. It is important that all fundraisers are aware that Bright Tomorrows can take no responsibility for any injury, losses or damage caused as a result of a fundraising event in aid of the charity
- Ensure that the venue being used has been checked for health and safety hazards and that there is adequate access for disabled persons. Check what public liability insurance the venue operator has and that it covers owner's liability risks
- If the event involves the sale of alcohol or dancing, you will need to check with your Local Authority if you need a Public Entertainment Licence or Liquor Licence (this is not necessary if the venue already holds one)
- If selling or providing food, please ensure that it has been stored at the appropriate temperature, hygienically prepared and thoroughly cooked. This is to comply with the Food Safety Act of 1990 and Regulations of 1995. Again, contact your Local Authority if you need further advice
- Lotteries are governed by the Lotteries and Amusements Act 1976. Small and Private Lotteries (for example at a dinner dance or fete) do not need a licence. Rules regarding Society lotteries are rather more complex, so further advice should be sought. For any further information please contact us.

.....(name) is taking part in.....(event)
 on(date) to raise money for registered children's charity Bright Tomorrows.
 Bright Tomorrows works to promote real and lasting change in the lives of children who face
 challenging circumstances in India, Africa and South America.

Thank you for your support!

Name	Address	Amount	Paid	Gift Aid Declaration*
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Gift Aid. If you are a UK taxpayer and would like the Charity to make the most of your donation, please complete your full name, home address and sign the Gift Aid Declaration column. The charity can then reclaim the tax from the Inland Revenue at no cost to you.
 Note: Only sign the declaration if you are a tax payer – you must pay at least the same amount or higher Income or Capital Gains Tax as we reclaim on your gift.

