

The Royal Berks Charity guide to fundraising



www.royalberkscharity.co.uk

email: charity@royalberkshire.nhs.uk | call us: 0118 322 8860

The Royal Berks Charity is the working name of the Royal Berkshire NHS Foundation Trust, a registered charity in England and Wales (number 1052720)

Your ideas - be inspired!

Ring us!

Please contact us, we are here to support you with your fundraising. We can provide letters of authority to confirm you are raising funds for the charity. We can also help you with any rules and regulations you may need to comply with. Our phone number is **0118 322 8860** or email **charity@royalberkshire.nhs.uk**

Your idea?

Ask your friends what they think about your idea and if it's something they would support. Think about what resources you need, and what expenses you will have to make your event a success.

Help!

Ask your friends for help from the start as they can help your ideas evolve. Make sure everyone knows what their responsibilities are - add them to a spreadsheet if it helps!

Audience

Think about whom you are trying to attract to the event. What type of event would attract them? How many do you hope to invite?

Date

Check the date you are hoping to use doesn't clash with a similar event in your area. Check national events that might affect your target audience.

Costs

Think about your costs. See if you can get any of the items you need donated from local companies or individuals.

Details

Please check that you're not breaking any laws and you comply with regulations, before publicising your event. If you're in any doubt, give us a call and we can help!

Weather

Things don't always go to plan - wet weather can ruin even the best planned events. Make sure you have a contingency plan.

Feedback

After the event ask for feedback and comments. Write them down so you can learn from them if you decide to hold the event again in the future.

VOLUNTEER WITH US

We are always on the look out for new volunteers to join our family, in variety of roles across the charity.

If you would like to volunteer for the Royal Berks Charity please email **charity@royalberkshire.nhs.uk**

TOP TIPS for fundraising...

Ready, steady, go...

Get started right away to avoid a last minute rush

Shout it out loud

Tell everyone you know you're raising money for RBC. Spread the word on social media and ask your friends and family to share your posts - get in touch in you need a little help!

Know the facts

People will want to know when the money is going, so read up and memorise a few stats.

Online sponsorship

You can create an online giving page at www.justgiving.com, just choose Royal Berks Charity as your chosen charity.

Make the ask

No one likes asking for money, but you'll be surprised what support you can get if you ask!

Spread the word

Keep a sponsorship form on you (you can find one in your fundraising pack or download it from our website). Give copies to your local pub, gym, church, reception desk at work, friends etc. Try to make sure the first pledge on the form is a good one, as this sets the standard for others.

Ask your boss

Some organisations (large and small) operate Match Giving schemes where the employer will match whatever you raise. It's definitely worth asking about!

Collect quickly

Make collecting the sponsorship money a priority.

Gift Aid gives us more money

If any of your sponsors are UK taxpayers, ask them to Gift Aid their donation. This will enable us to claim from the government an extra 25p for every £1 donated. You can find more details about Gift Aid letter in this booklet.

Thank them

It is important to let everyone know how grateful you are for their support. Inform people when you have your fundraising total and let them know how important that amount is to the Royal Berks Charity.

All in the detail

Make sure that all cheques you get as part of your donations are payable to Royal Berks Charity. See how to pay money to us later on.



*Collection buckets and tins are available from the fundraising office, sponsor forms can be downloaded from our website.

Think Green!

There are lots of cheap and easy ways to save money and also make your fundraising event “greener”

- Think about location and noise pollution - will you be disturbing wildlife?
- Can you reduce your carbon footprint? Is your event accessible to everyone via public transport?
- Can you use environmentally friendly products such as biodegradable cutlery, plates, napkins bags, etc?
- Minimise your use of paper and use recycled paper for promotional materials when possible.
- Outdoor pursuits - if you're planning an outdoor event such as a walk or run, please ensure you use a designated and sustainable route or path.
- Please don't hold balloon launches or let off flying chinese lanterns. Balloons can end up being consumed by wildlife and it is illegal to let off chinese lanterns in some counties, due to house fires.
- Are you able to reduce energy or water use?
- Can you reduce the amount of litter produced through recycling or reusing? Please collect and dispose of all litter appropriately. Most paper, glass and plastic can now be recycled.



COLLECTING YOUR MONEY & SENDING IT IN

If you have used an online fundraising page like JustGiving, then sit back and relax. All donations through online pages are made directly to the Charity.

STEP ONE - Send us your sponsorship money by one of the below methods:

- Send us a cheque along with your name, email, contact number and event name payable to Royal Berks Charity to our address on the back page.
- Pay your sponsorship over the phone by card by calling 0118 322 8860

STEP TWO - Send us your sponsorship forms!

However you choose to pay in your sponsorship money, remember to send

us your sponsorship forms so that we can claim back any Gift Aid.

GIFT AID
GA means more money for RBC. If any of your supporters are UK taxpayers, we can claim 25% on top of their donation.

For every £1 donated the government will give RBC an extra 25p at no extra cost.

All you have to do is make sure your supporters tick the GA box!

Helpful steps to organise your event

Decide on a date

The weekend may be easier for everyone to attend, unless you plan to hold your activity during work or school hours. Check the calendar for any clashes with major events or holidays.

Find a venue

If your event is too big to hold in your workplace or school, consider local halls and sports centres. Make sure that you book your location well in advance.

Work out a budget

Set yourself a fundraising target and make sure it's around three times as much as you spend, otherwise it may not be viable.

Write a checklist

Make a note of all the things you'll need (see the next page) such as costumes, equipment and refreshments, then tick them off as you go along.

Set up a fundraising group and delegate

Fundraising with friends can be great fun as you can help and support each other to raise lots of money. Why not get creative by designing and making badges and banners.

Promote your event

Don't forget to tell everyone about your event. Remember word of mouth is a very effective form of promotion. You could put notices in staff areas, or social newsletter. Contact local newspapers and radio stations, ask them to include as much detail as possible - including contact details.

Invite everyone you know

The more people you involve, the more money you will raise for RBC. Invite your friends, your family, your work colleagues and neighbours.

Keep a record of everyone who has sponsored you

This is generally good practice and also helps to keep track of who you need to thank.

and don't forget...

Tell us what you're doing!

Most importantly, please don't forget to tell us about your fundraising. We really appreciate the effort that our supporters undertake and we love to hear all about your events - if you send us pictures you might even make it on to our social media channels!

We're also here to help if you get stuck, or need advice.

EVENT CHECKLIST

PLANNING:

Timing of the event - check it doesn't clash with any other big events in the area

Who can help to organise the event?
Form a committee and share out the tasks

Budget - how much do you hope to raise and what will it cost?

Administration - keep accurate records of what you spend, ticket sales, sponsors etc.

Time Frame - break down the event so you know what you need to achieve and by when.

VENUE:

Capacity - is the venue the right size for the number of tickets you can sell?

Availability - check dates and timings and book well in advance

Facilities - Are there enough seats, tables, toilets, etc?

Disabled access - is there access/facilities for wheelchairs?

Catering - check that it has the facilities to meet the health and safety guidelines?

Deposit - is one required and is it refundable? Is there a charity discount?

Cloakroom - is there one available and can the proceeds be donated to the event?

EQUIPMENT:

What do you require - sound system/TV/projector?

Can you bring your own or do you have to hire one at the venue?

Do you know how to operate it? Always check it works before the event.

MARKETING / PUBLICITY:

Who is most likely to want to come to the event?

Do you need posters and flyer etc - (we can provide RBC branded event posters)

Do you know someone who can produce posters and flyers for free or sponsor the cost?

Have you shown RBC a copy for approval before printing?

Send a press release to all local media (please contact us if you need help)

LICENCES & PERMISSIONS:

If you are selling alcohol or food, you will be required to have a licence.

If you are doing a collection, do you have permission from the local council?

Do you need to inform your local council of your event?

Does the venue have Public Liability insurance?

Do you need insurance to cover your event?

EVENT STAFF:

Recruit your friends and family to help with the event

Do volunteers know their duties for the event and what is required of them?

Brief all your volunteers on what RBC do so they can act as ambassadors (we can supply leaflets and information about our work).

Do your volunteers know who to contact in case of an emergency?

EXTRAS:

Recruit your friends and family to help
Have you done a risk assessment for your event?

Have you got a contingency plan in case something goes wrong?

Is there somewhere safe to keep the money raised at the event?

Do you need ID badges or t-shirts for the event?

Do you require first-aider and, if so, have you got a qualified one?



BE SAFE, NOT SORRY

For the safety of all the people organising and attending an event, it is always wise to assess any potential risks. following the check-list below will help to make your event a safe and successful one.

Raffles:

Raffles all have different rules. These tips will help:

- Don't deduct more than £100 from the proceeds to pay for the cost of the raffle
- Only sell tickets to guests at your event
- Don't spend more than £500 on raffle prizes. If they are donated the value doesn't matter
- Draw the raffle at the event and make the top prize the first one to draw
- If you hold a small raffle on the day of your fundraising event you do not need a licence, so long as all ticket sales and the draw itself take place during the main event.
- Tickets must be sold for the same price with no discounts applied.
- You must make it clear who is running the raffle
- Larger raffles may need a local authority licence.

For more information on planning a larger raffle, selling tickets to the public, or for the latest advice, rules and guidance visit: www.gamblingcommission.gov.uk

Public collections:

Holding a collection in a public place can be a great way to raise funds. Get in touch with us for the advice and equipment you need.

- Get appropriate permission before collecting. For street collections ask

your local authority or for somewhere like a pub, station or supermarket you will need to speak to the manager.

- Ask well in advance - it can take a while to find a suitable date
- If you need proof you are collecting on our behalf, please get in touch and we can arrange a letter of authority for you.
- Keep a record of what you've collected.

Food hygiene:

If your event involves music, food or alcohol you may require a licence. You can't sell alcohol without a licence from the local council. Food sold must comply with the Food Safety Act 1990 and the Food Safety Regulations 1995. Visit www.hmsso.gov.uk and www.food.gov.uk

- It is the legal responsibility of anyone selling or processing food to do so safely and hygienically so ensure that at least one helper has a foundation legal food hygiene certificate.
- If no one has this certificate, ensure all food handlers read the NHS guide on the Prevention of Food Poisoning
- If there is BBQ food, follow the guidance in the Food Standard Agency's leaflet (Beat the Barbecue Bugs)
- Label food which contains nuts or other allergens
- Keep children and animals out of food prep areas

Provide appropriate protective clothing

Insurance:

We cannot accept responsibility for any damage, accidents, or injury that occur at your event. Check with your venue if you need Public Liability Insurance.

Children:

- Ensure children are adequately supervised
- Never allow children under 16 to collect money from the public without an adult
- Do you need to make provision for lost children at your event?

First Aid and emergency measures:

- Ensure you have adequate emergency and first aid procedures for your event
- Do you need to notify the police or fire brigade?
- Will you need a qualified first-aider or will a first aid box be adequate?
- Make sure there is a telephone available
- Make sure you know where turn-off valves and fire extinguishers are located

Money matters:

- Keep money in a lockable box
- Take care of your personal security when carrying money. If possible, don't go anywhere alone.
- Make sure that no one puts their personal safety in jeopardy by tackling a thief
- Only collect sponsorship or donations from people you know and trust

Waste:

- Don't forget to dispose of any rubbish or waste material safely
- Avoid the use of hazardous cleaning chemicals.

LEGAL GUIDELINES

The advice given in this section is clearly intended to provide general guidance only and to that extent the information conveyed is accurate at the time of printing.

Any fundraising material you may use should say:

Proudly Supporting The Royal Berks Charity.
Registered charity no. 1052720

- Provide protective clothing where appropriate
- Remember that the Health and Safety at Work Act 1974 applies to volunteers as well as paid workers
- You will need to consider whether and how your event could be harmful - to organisers, guests, volunteers and the public - and think how those risks could be minimised

Further points to consider:

- It is illegal to sell cigarettes, alcohol, solvents or knives to children
- Remember to get parental permission for children to help at your event
- If your event is on private property, get permission from the owner/manager
- Please do not collect money from door to door knocking. This is illegal without a licence.

PROMOTING YOUR EVENT

If you're going to make a success of your event, make sure you publicise it well. Here are a few ideas for getting the best out of your event, whether you want to encourage people to attend, let others know what you are doing, or raise awareness for the Royal Berks Charity.

Contacting the media:

- Contact your local newspaper, radio and TV stations
- Try to get your event into your work newsletter
- Get your event into any local newsletter or village magazines

Press releases:

- One of the easiest ways of getting media coverage for your event is to write a press release, which provides all the important information you want people to know (we can help you with a template)
- Include the 5 'W's': Who, What, Where, Why, When
- Keep it short and punchy - one side of A4
- Attract attention with the headline
- Include key contact details
- Include a description of the event and explain why you want to raise money
- Make it clear you want the general public to attend
- Include a photo - you are more likely to get attention!
- Take high-quality photos to send after the event

Celebrities and VIPs:

- Asking celebrities to endorse your fundraising can attract media
- Try approaching someone local, like a footballer, radio DJ, politician or mayor

Email friends and family:

- Tell them about your event and ask them to share it
- Add a link to your JustGiving page in your email signature
- Send occasional updates to keep supporters interested

Online

- Share your JustGiving page everywhere you can!
- Create a Facebook event and invite your friends and family
- Write updates or tweets about your fundraising progress
- Update your Justgiving page regularly

After the event

- Send a follow up story with photos
- Send thank you letters including how much you raised
- Finally, thank your supporters!