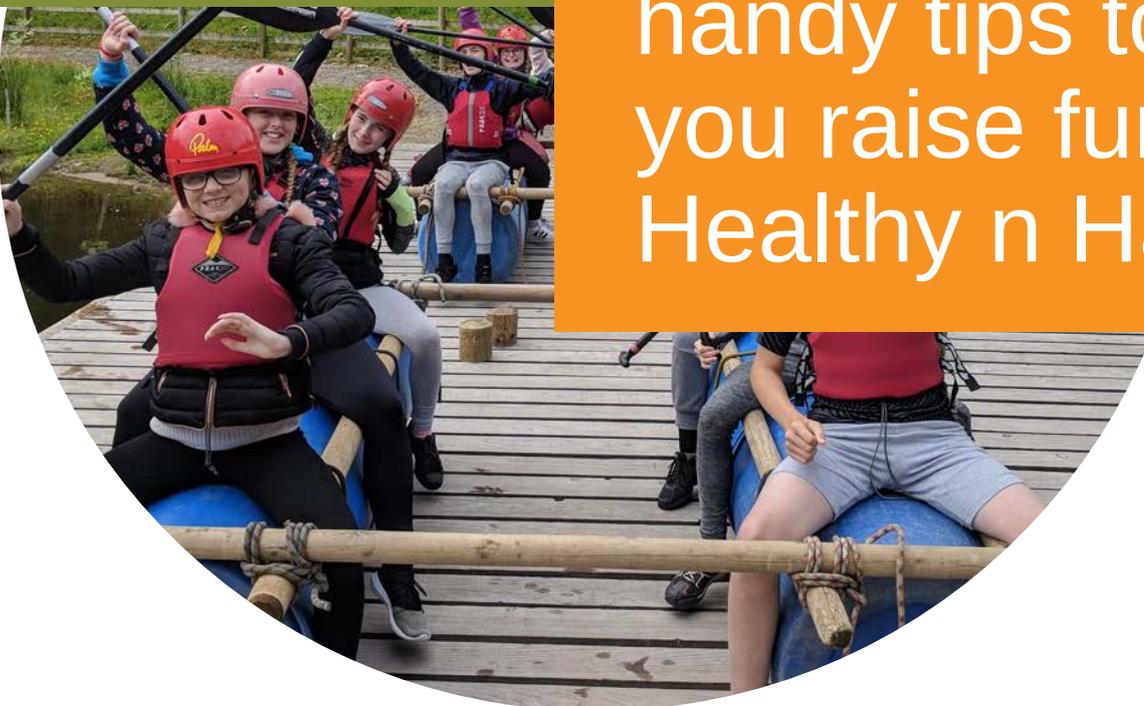




Healthy n Happy
Community Development Trust

The FUNDRISING PACK

A guide with
handy tips to help
you raise funds for
Healthy n Happy



www.healthynhappy.org.uk

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Introduction

THANK YOU for choosing to fundraise for **Healthy n Happy.**

We have helped thousands in Cambuslang and Rutherglen feel healthier and happier, BUT we cannot do this without your help.

We need committed and enthusiastic people like you to join the Healthy n Happy fundraising team and to get involved.

Whether you hold a sponsored event, make a one off donation or give us your time and energy, you can make a huge difference to the most vulnerable of all ages in our communities.

This pack is to help get you on your way, but if you'd prefer to chat to us in person, don't hesitate to call us on 0141 646 0123.



Healthy n Happy
Community Development Trust

Simple guide to creating a successful event

Step 1: The event

Decide what you want to do and think about who you know and what they would be interested in - a bingo night, a five-a-side footie match or cake sale? Don't forget to draw on your interests and skills.

Step 2: The location

Where are you planning on holding your fantastic event? Could you host it at home, or work, or at a local hotel, community centre? Number 18? Is there adequate parking? Is it accessible? What if the weather is bad? *Remember to plan for all eventualities.*

Step 3: Set a date

Have a think about which date will be the best for highest attendance - will you have your event at the weekend or during the week? Make sure you consider other events and special dates such as national holidays or sporting fixtures which may clash. *Remember to give yourself enough time to plan and prepare.*

Step 4: The fundraising

How are you going to raise the most money? Will you get sponsorship or be holding a raffle or auction on the day? Will you be selling cakes, drinks and gifts? Will you charge for attendance? *Remember to set yourself ambitious but achievable targets.*

Step 5: Get local support

Get in touch with local restaurants, hotels and shops to see if they will donate any prizes for your raffle or auction. See if you can get your venue or catering for a discounted price, or for free, as it's an event in aid of charity.

Step 6: Get online

Set up a web-based fundraising page for online donations. You can add photos and write your own personal message. We recommend Wonderful.org as they ensure 100% of your donations get to us.

Step 7: Spread the word

Make sure everyone knows about your event. Download poster templates, sponsorship forms or contact us. Ask your local shops, restaurants, pubs, gyms, hotels, sports groups and leisure and community centres to display your poster. Social media is also an excellent tool for publicising events.

Step 8: Tell us about it & ask for resources

We can help publicise your event by adding it to our social media pages and getting it on CamGlen Radio, as well as handing out posters and leaflets whilst we are out and about in the community. Links can be included to your fundraising page or contact details. We can provide you with Healthy n Happy t-shirts and if you're looking for collecting tins or buckets, banners or leaflets, just get in touch with us: enquiries@healthynhappy.org.uk

Step 9: On the day

Have fun and enjoy it! This is the fruits of all your hard work!

Step 10: Tell us about it and send in the cash

Once your event has finished, collect the money you have raised and send us cash, a cheque or bank transfer along with any empty tins or buckets. We love hearing all about what you've been up to, so please send any news and pictures to us and we will feature it on our website and social media pages.



Fundraising Ideas

Anything that raises money for Healthy n Happy is fundraising. The main way to do this is by participating in a sponsored event or challenge or holding an event of your own. Here are some examples!

FUNDRAISING...AT WORK

1. **Office Olympics** - became an office champion in speed typing, bin basketball or relay chair racing!
2. **Dress Down Day** - get your colleagues to ditch their suits and jackets for jeans and t-shirts in exchange for a donation.
3. **Make the most of inter-departmental rivalry**...and organise a football, netball or rounders game. Ask players to donate to enter.
4. **Who's That Baby** - get your colleagues to bring in a picture of when they were a baby. Each person donates money to enter and you each guess who is who.
5. **Matched Giving** - some organisations offer matched giving to employees, meaning you could double your fundraising total! Don't forget to ask if they will make us their Charity of the Year.

FUNDRAISING...IN THE COMMUNITY

1. **Bag packing** - speak with the manager at your local supermarket to see if you can offer your bag-packing services to members of the public in exchange for a donation.
2. **Car washing** - recruit family and friends and get car washing in your local community. Charge a fiver for a wash'n'wax and watch the money roll in!
3. **Seasonal events** - organise an easter egg hunt, pancake day, halloween disco or christmas carols event to raise funds.
4. **Bingo or race night** - organise a community event, with a competitive edge!
5. **Clothes swapping party** - we love to reuse! So why not ask the community to empty their wardrobes of all unwanted clothing and hold a swap party! This also works well with children's toys...

For many more ideas, download our A-Z Fundraising Ideas



Tips to... maximise sponsorship and donations

Sponsorship is a great way to raise funds and get family, friends and colleagues involved in what you are doing. You can do this online or offline, or a combination of both. Just make sure you tell everyone what you are doing and why. Don't be scared to ask - you'll be amazed at how generous and supportive people can be.

OUR TOP 5 TIPS

1. **Ask people to tick the Gift Aid declaration on the sponsor form** - for every £1 donated, we get an extra 25p!
2. **Use noticeboards, in the community and at work** to let people know what you are doing and who you are raising funds for. *Why not tell your local paper about what you are up to?*
3. **Link your online fundraising page to your Facebook and Twitter accounts.**
4. **Take your sponsor form with you EVERYWHERE** - and don't be afraid to ask. Every penny counts!
5. **Remember to thank people for their support** - and keep them updated with your progress!

Download a Sponsor Form you can print out and use from our website

AFTER THE EVENT...

Send in your sponsorship money as soon as possible or bring the money raised from your event. We can then promote your amazing work on our social media pages.

Let us have any photos from your event. They can be displayed on our website and social media pages.

Put your feet up and have a cuppa - you deserve it!



How to set up online

It's really quick and easy to set up a personal online fundraising page. You can then email the links and share on Facebook and Twitter with all your friends, family and colleagues for immediate donations!

WE RECOMMEND...

Wonderful.org - as 100% of the amount you sponsor is passed to your nominated charity - us!

Wonderful

giftaid it

Don't forget to encourage your sponsors to Gift Aid their donation if they're a UK tax payer



Legal and Health & Safety Stuff

It is important to make sure that your fundraising event is safe and legal as well as fun and successful! Don't worry, we can help. Here are a few things you need to know.

YOUR RESPONSIBILITIES

In law, you will be a trustee of any funds raised, so you must ensure that all sponsorship and donated money from your event is paid to us, Healthy n Happy. You must inform potential donors if any of the funds you raise will not be paid to the charity (for any reason).

If you do something that threatens or damages the name or reputation of Healthy n Happy, we will unfortunately have to ask you to stop fundraising.

INSURANCE & LICENCES

If your event involves the public you will need public liability insurance. If you are taking part in a larger sponsored event you may already be covered and/or your venue may already have it so remember to check with them.

If you are using suppliers or contractors, remember to obtain a copy of their risk assessment and public liability insurance.

Some activities require a licence, including providing alcohol or live music, holding a collection, raffle or lottery. *Check with the local authority to see if you do need a licence.*

FOOD & ALCOHOL

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency.

The website food.gov.uk gives you lots of information on the food safety laws in the UK.

There are often local free food hygiene courses available so please contact us to find out more.

If you have asked a caterer to come to the event, you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.



HEALTH & SAFETY

Make sure you have adequate first aid cover available for your event. It is worth taking advice from a voluntary first aid organisation such as St John Ambulance or the British Red Cross when deciding the type of cover you will need. Some things to consider include:

- Location and type of event
- Size of audience
- Proximity of medical facilities
- Duration and timing of event

If you want first aid training for yourself, get in touch with us as we may be able to find local first aid training courses for you.

You will also need to conduct a risk assessment to identify any risks at your event. It doesn't need to be complicated! Remember a hazard is anything that causes harm, and the risk is the chance (high, medium, low) that someone could be harmed by the hazards, combined with how serious the harm could be. If you need help with this, just get in touch with us.

If you are taking part in an organised event, first aid cover and a risk assessment should be in place but look after yourself and check!



UNDER 18s

If you are under 18, your parent/guardian is responsible for you, so please show them this pack and make sure they are happy with what you've chosen to do.



Dealing with the money

Well done! You have successfully held your event and/or completed your challenge! We hope you enjoyed it. Now you just need to pay in your hard-earned money to Healthy n Happy Community Development Trust.

BY CREDIT OR DEBIT CARD

Either online via **PayPal Donate** button on our website: www.healthynhappy.org.uk
Or over the phone: 0141 646 0123



PayPal[™]

We prefer online PayPal payments as this allows us to also receive GiftAid.

However, you can also pay via cheque or directly into our bank account. Just contact us for further details.

giftaid it



We ask that you pay the money you raised to us within **SIX WEEKS** of your event.

If this is not possible, let us know.



Materials

Let us know if you need a hand with any promotional materials, we are happy to help!

To get you started, here is a template for a press release, poster and sponsorship form from our website. They are also individually downloadable via the website if you need extra copies.



Press release template

PRESS RELEASE - FOR IMMEDIATE RELEASE

MAIN TITLE OF PRESS RELEASE (HEADLINE) GOES HERE IN UPPER CASE
Subtitle (if needed) Goes Here in Title Case (Upper and Lower)

The first paragraph should be a summary of the story. Include details of who, what, where, when, why and how. Write as if you are speaking to the publication's readers so have a look at your target publication to see what their style is.

The second paragraph expands on the details given above. Include anything new or unique about your event and while it will appeal to their readers. Include quotes if possible, *written in italics* from a key person. Also, remember to include photo(s) of yourself and your activity or event if you can.

The final paragraph should tell people what you want them to do - buy tickets, register, sponsor. Remember to give details of your fundraising page if relevant.

END OF PRESS RELEASE

Notes to editors:

1. Provide background information in case they run a longer story including a list of key facts.
2. Outline what you have to offer - pictures, interviewees.
3. Outline any additional relevant information or facts and figures.

Contact: Your name
Tel: Your number
Mob: Your number
Email: Your email address

**TIP - make
the headline
brief and
attention
grabbing**

I'm fundraising!

EVENT

DATE & TIME

WHERE

Supporting:

Contact me for more details:

Name:

Email:

Phone:



Healthy n Happy
Community Development Trust

supporting a local charity makes me #healthynhappy



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