

# Parity for Disability Trek Fundraising Pack



# Raising Sponsorship Money

## Your Online Page

As well as collecting sponsorship using the traditional printed form, many people set up their own fundraising page online through one of the various web sites available. We would ask that you use [www.mycharitypage.com](http://www.mycharitypage.com) because 100% of the donation will come to Parity for Disability, with no fees taken out.

A fundraising page makes it easy for people to sponsor you in their own time and wherever they may be. It's also easy for your relatives to ask work colleagues and friends to sponsor you via the online page.

The money raised for Parity via [www.mycharitypage.com](http://www.mycharitypage.com) is forwarded to the charity's bank account on a monthly basis.

We recommend that you add the following details regarding the fees charged by [mycharitypage.com](http://mycharitypage.com) to your page:

"When a donation is made, the credit or debit card of the donor will be charged a transaction fee of 2.75%. For example, if they decide to donate £10 their card will be charged £10.28. Other fundraising web sites take administration fees out of each donation. However, at [mycharitypage.com](http://mycharitypage.com) 100% of each donation goes to the charity."

## Start from home

Make a list of your family, friends, neighbours and colleagues and ask them to sponsor you. Try to start with a realistic amount – most people are unsure how much to give and will be guided by what others have given. But, remember that not everyone can afford to be equally generous.

## Be positive

It is really important to present your project as positively as you can. That way people know that they are really supporting a worthwhile cause, as well as feeling involved in something that is inspiring and will help others.

## Branching out

Ask friends and family to take a sponsorship form to raise funds for you. Set them a realistic target to work towards and explain that they will be responsible for collecting the money.

## Every little bit counts

Explain how little it takes to contribute. You could say "for the price of just a cinema ticket, you could sponsor me and help people with multiple disabilities in the local area".

## **Be an opportunist**

Take your sponsorship form and supporting information about Parity for Disability everywhere you go – you never know when you might meet someone who would sponsor you.

## **Don't ask, won't get**

Just about everyone will give something to charity, but few will give without being asked. Parity for Disability depends on people asking others to give money, so don't feel guilty about asking for sponsorship. The money you raise will be helping people with multiple disabilities with much needed specialist care and support.

## **Broaden your horizons**

Try asking your local supermarket, garden centre or other local businesses for support. Tell them what you are planning to do and why.

## **You deserve support**

You are undertaking a difficult challenge on behalf of Parity for Disability – don't let anyone tell you it's just fun! On top of this, you'll be putting in a lot of effort to raise sponsorship.

## **Sponsorship from Companies**

- **Getting Started**

If you are working, you could start with your own workplace. See whether they will match the amount you raise – some companies offer this kind of scheme. Perhaps they have a charity budget which they could donate from? Use your company's notice board, newsletter, and/or internal email to publicise your plans.

- **Other Companies**

Because many charities already approach the UK's leading national companies for support, it will be more effective for you to target local businesses and organisations, especially if you already have a contact there. You can also try other local groups like the Chamber of Commerce, Rotary or Lions Clubs to let you come and explain to their members what you are doing – this can be a good way of making useful contacts. You can use the below sample letter to write to companies – but telephone first and find out who is the person to contact. Remember to enclose information about Parity for Disability – you can photocopy the sheet enclosed. When you phone, it is also worth finding out what charities they have already supported this year – you may be wasting your time if they have already allocated all support to a particular charity.

After about a week, telephone them and check that they have received the information and ask if they need any more.

**The letter sample that follows is just to give you ideas – remember to include some details about your reasons for taking up your Challenge.**

Dear

On \_\_\_\_\_ I will be taking part in the biggest challenge of my life – *put details of your challenge here.*

The event will help raise funds for local charity Parity for Disability. Parity for Disability is a registered charity no 1071571, which is raising money to provide vital services, information and support to children and young adults with multiple disabilities in Hampshire, Surrey and Berkshire. Though services exist for people who have either physical or learning disabilities, there is a gap in provision for those with complex needs. The organisation operates two day services in Farnborough and Camberley, teenage activity schemes and a music therapy service, relying on donations of £120,000 a year.

I have set myself a fundraising target of £ (your personal sponsorship target) – which is my commitment to the cause. I would greatly appreciate your help to reach that target.

I have started my fundraising effort with a personal donation of £(*your fee for the challenge*). If you could join me with a donation of £\_\_\_\_\_, you will bring me closer to my goal and help to improve the quality of life of young people with multiple disabilities and their families. All cheques should be made payable to Parity for Disability, who can also provide an official receipt for your donation.

Thank you for taking the time to read this letter. I will let all my sponsors know how my Challenge goes, but if you would like any further information on the event or on Parity for Disability please look at [www.parityfordisability.org.uk](http://www.parityfordisability.org.uk) or ring the office on 01252 375581.

Yours sincerely,

**If you are having difficulty raising your sponsorship money, please let us know and we will be pleased to give advice and encouragement.**

# Gift Aid

**Parity for Disability can reclaim the tax on all donations made by UK taxpayers through the Gift Aid scheme, receiving an extra 28% from the taxman at no extra cost to the donor. So, the actual amount Parity receives on a donation of £10 will be £12.80. The person making the donation must be a UK tax payer, and when using the sponsor form they MUST fill in their name and address as well as signing and ticking the box on the form.**

- If a donation is made but the donor doesn't fill in the sponsor form, the donor should fill in an individual Gift Aid form. This must be attached to the donation and sent to Parity for Disability. The Gift Aid form must be filled in and signed by the donor.

**Please photocopy the enclosed Gift Aid form as many times as necessary.**

# Gift Aid Form and Declaration

To:  
Parity for Disability  
(Registered Charity No. 1071571)  
94 Whetstone Road  
Cove, Farnborough  
Hants GU14 9SX

I \_\_\_\_\_  
(Individual's name in full please)

Of (Home address in full please):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**hereby declare that I nominate the attached donation of  
£\_\_\_\_\_ (and/or any other donations made by me to your  
charity as specified below\*) (delete as required)\* as a Gift Aid donation.**

I also declare that I have already paid (or will pay) income tax on the income from which these donations are made.

\_\_\_\_\_ Signature

\_\_\_\_\_ Date

(Note: You must pay an amount of income tax and/or capital gains tax at least equal to the tax that the charity reclaims on your donations in the year.)

\* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Holding Fundraising Events

Organising a local event can be a very effective way of raising money towards your fundraising target. There are many different types of event – quiz nights, sponsored walks and cycle rides, themed disco nights, golf tournaments, pram races, jumble sales, auctions. Here are some tips to help you make the most of your event.

## Choosing your event

Think about who will be coming to your event as well as what you yourself enjoy doing. It's no use organising a sponsored abseil if none of your friends, colleagues or family would dream of taking part. Sometimes the simplest of ideas, which are easy to set up and run, are the most effective, even though they may not be something that you personally have ever wanted to do. Come up with a list of ideas and float it among your friends and family to see their reactions.

## Get the basics right

Choose the date, time and venue for your event carefully. Is it convenient for the type of people you want to attend? Will it clash with a football or rugby match? Would it be better on a weekday, or in school holidays? Should it coincide with a festive occasion or public holiday? How will people get to the event? Is public transport available?

## Budget for success

If you're planning a big event like a dinner dance or charity golf tournament, make a plan including a list of the help and resources you need, and the income you expect to generate from it. You'll need a timetable, scheduling when each task needs to be done in the run up to the event.

Estimate your income, which could come from a number of sources, e.g. tickets or entry fees, individual or team sponsorship, donations and collections on the day, raffles or auctions, stall hire or advertising in your programme, proceeds from the sale of food or drink. Then allow for your costs, e.g. producing invitations, posters, tickets, refreshments, music, decorations, prizes, photocopying and postage. Try to get as many things provided free as possible and keep receipts of any expenditure. Remember to fill in a form detailing income and expenditure for your event – a sample is enclosed.

## Permission

You'll need to inform local police and councils of the date, time, route and purpose of any event that is held in a public place – please see the following page for details of the necessary licences for fundraising collections and raffles.

## Spread the word

Make sure your event is well publicised. Press releases to local radio and newspapers, posters in shop windows, libraries, leisure centres, and getting your friends and family to advertise will all help bring people (and money!) to your event. Start your publicity campaign well in advance. See 'publicity for your challenge' for further tips on publicity.

## **Don't go it alone**

Get your friends and family involved in helping with your event, especially those who may not be able to afford to sponsor you but have offered to help in other ways. Don't be afraid to ask for help and try and involve people in your community who will benefit from the social aspects of taking part in your fundraising event. Remember that many people would love to be asked but would hesitate at volunteering their help.

## **A few points to remember....**

There are several other issues that you may need to think about depending on the type of event you are organising:

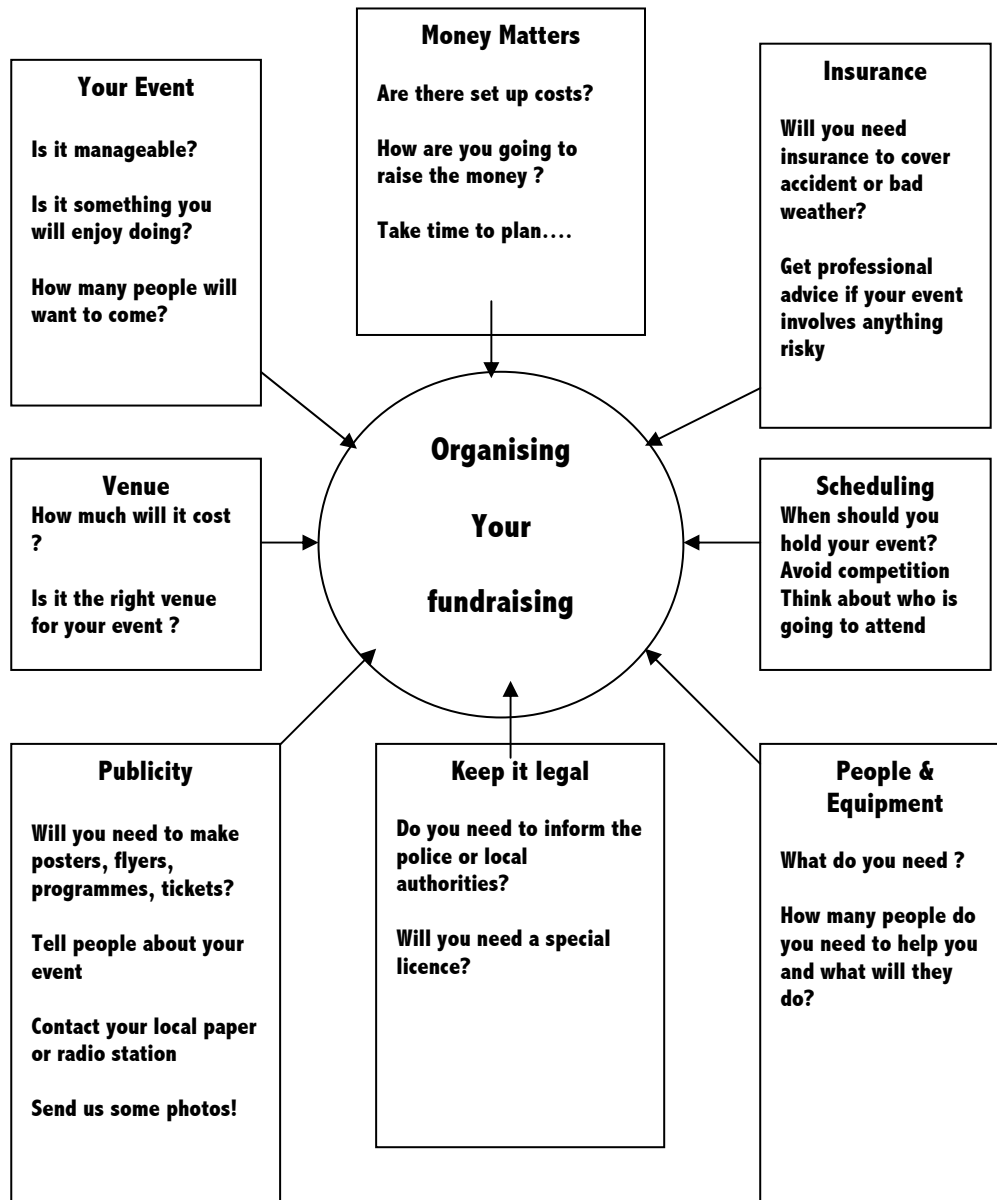
- Direction signs, route markers and marshals
- A safe place to keep the money you receive at the event
- Parking and access, including disabled
- Loos, kitchen and cloakroom
- Shelter and contingency plans for wet weather
- Public liability insurance
- First aid (your local St. John's Ambulance or British Red Cross may be able to help)

## **And.....have fun!**

Organising events can be a great way to meet new people and get others involved in something really worthwhile.

# How to organise your event

How you plan your event is important, no matter how big or small the event is. This chart may help you with the initial stages.



# Fundraising success stories

Here are a few ideas that people with no previous fundraising experience have found really worked!

## Saving money

Do you get a meal allowance when you're travelling for work? How about asking your company to donate the money to your fundraising and taking sandwiches from home instead. You'll be surprised how much this will raise.

## Auction of promises

Invite your friends, colleagues and family to support you by making promises which are then auctioned. The promises could include: valeting a car, doing DIY jobs, teaching a skill, cooking a 4 course dinner for six people at their home, chauffeuring for an evening out (even better if you know someone with a Rolls!) or any other wild and wacky idea.

## Arts & Crafts exhibition and auction

Get local artists and craftsmen to participate and exhibit say 4 or 5 pieces of work each. One piece from each artist is auctioned (you get an agreed % of the sale). Auctions can be open (bids taken in public) or silent (bids written on slips of paper) an amusing and lively auctioneer can really motivate an audience of course. You can also agree with the artist for a percentage of the sale of any other exhibited works. Try and get a well known local personality to act as auctioneer.

## Stalls and Sales

Have a stall at a Car Boot Sale or why not organise one or more of the following? Remember that if you are selling food, e.g. cakes, then hygiene regulations may apply.

Bring & Buy Sales

Garage Sales

Plant & Produce Sales

Craft Fair Demonstrations

Jumble Sales

Second-hand toys and books

Have a "guess the weight of the cake" or "how many sweets in the jar" competition. Set-up a stall of home grown produce and home baked cakes, biscuits, jams, etc. If you know of a quick portrait artist ask him to do thumbnail sketches of visitors.

## Snowball or Pyramid Event

First invite 6 friends they each invite 5 new friends those 5 invite 4, and so on for such events as quiz night; horse race night with hired film and tote tickets; wine tasting evening or simply for a coffee morning, lunch, tea or supper.

## Games Evening

Check with your local landlord and it may be of mutual benefit to lay on a Pub Game Evening where teams pay to enter for dominoes, skittles, darts, bingo, etc.

## **Non-uniform day**

A company (or school) holds a non-uniform day, allowing staff (or children) to wear casual or fancy dress clothes for a forfeit. Just think, with 150 people taking part you could raise quite a lot.

## **Win free shopping**

Get your local supermarket or garden centre to put up a display over a weekend, asking shoppers to hand in their receipt (with name and address on it) and a £1 coin as they leave the shop. The receipts are put into a hat and the first one drawn wins the cost of their shopping. The shopping is paid from the donations but just think how many people go through a busy supermarket or garden centre in a weekend! You may need to put a ceiling of £30 or £50 on the prize.

## **Golf Marathon – 72 holes in 24 hours**

Four teams of golfers from four different clubs are sponsored to race around all four courses in 24 hours – the fastest team is awarded a free round (at their own pace!) at the other clubs.

## **Charity film re-premiere**

Get a local cinema to donate the use of its premises, projector and a classic film for a night. Hire a limousine and park at the front of the cinema – guests arrive and climb in one side, and out the other and have their photograph taken like stars arriving at a real premiere.

## **Sponsored Sporting Events**

As well as information about our aims, you can use some of the details about the trek to motivate people to support you.

- Sponsored step ups marathon on a 1ft bench. One step for each foot you will climb. A busy sports club or shopping centre would be an ideal location for an event like this. Why not do it with a couple of friends in relay and invite sports club members to join in?
- Climbing Wall Marathon – How long can you and your friends stay on a climbing wall? Obtain sponsorship by the minute, could you do 100 minutes or even 10,000 seconds (166.6 minutes)?
- Lose 100lb-weight watch – Get teams to lose weight, don't overdo it!

# Fundraising and the Law

There are regulations governing how people can collect and fundraise for charity. These laws are designed to protect the public from fraud and nuisance, rather than to help the fundraiser and the charity. When fundraising on behalf of Parity for Disability, you are acting as ambassadors of the charity, so we have outlined below some points to bear in mind which may help you avoid problems.

## Charity Statement

On all the printed materials you use, including letters, tickets, posters etc. you must state 'Parity for Disability is a registered charity no. 1071571'. This is a legal requirement under the Charities Act 1992 and it is a criminal offence not to include it!

## Collections in public

Anyone collecting for charity in a public place needs a Street Collection Licence from the local authority or council. Only a limited number are issued and you will need to apply at least a month before the date of your collection. A public place is any location where the public has unrestricted access at all times. Train stations and shopping centres are private property, because they are closed at night.

## House to house collections

Collecting from one place to another (including pubs as well as houses) needs a House to House Collection Licence. Again, these can be obtained from the local authority. All collectors must be over 16 years of age, must wear official Parity for Disability ID badges and use sealed Parity for Disability collecting cans. You must keep accurate records of your collecting team and all the proceeds.

## Alcohol

If you want to sell alcoholic drinks at your event and the venue is not already licensed, you will need an Occasional Permission from the local police. However, it is legal to sell tickets, which can then be exchanged for drinks. If you have alcoholic prizes for a raffle, you will also need to apply for an Occasional Permission.

## Lotteries and raffles

To hold a lottery or raffle you will need a Lotteries Licence from your local council. As the Promoter of the lottery you will be personally liable for its organisation. The exception to the rule is for raffles held at a one-off event like a dinner or dance. This is known as a Small Lottery. Tickets for Small Lotteries can only be sold at the event and you must not have money prizes (although store vouchers are fine) or spend more than £250 on prizes (donated prizes do not count). The result of the raffle must be drawn at the event.

## Raising funds for other charities

Unlike events organised by commercial organisations such as the London Marathon, the trek is wholly a Parity for Disability event. It is organised by this charity to raise funds for Parity for Disability and all funds raised from the challenge belong to Parity for Disability. Participants may not raise funds for other charities from the trek.