

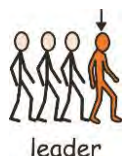
Your guide to community fundraising



www.thera.co.uk/donate



Our vision



We will show that people with a learning disability can be leaders in society.



We will be controlled by people with a learning disability.



People supported by us can say how their Thera company is directed and managed.



People with a learning disability will design the support they want from us.



We will respect the rights and wishes of people at work, at home and in the community.



People with a learning disability will check the quality of support from their Thera company.



Thera Group will be led by a charity.

Contents

Getting started	4
What's your big idea?	5
Resources	6
Budgets	8
Things you must do	9
Communications	11
Helpful hints and tips	13
Gift Aid.....	13
Permissions	13
Cash handling.....	14
Risk assessments.....	14
Raising the money.....	15
Grants.....	15
Companies	15
Individuals.....	15
Sponsorship.....	16
How to ask for donations	17
Organising events.....	19
Your event checklist.....	20
Selling things	22
Things to think about	22
What happens after the event?.....	24
Saying thank you	24
Showing what you have achieved.....	24
More help and advice	26



start

Getting started

If you have this pack you have probably already decided to fundraise for something. Community fundraising is all about making a difference to the lives of people in your local community.

It is a great way to bring people together to achieve something amazing. Money can be raised for a good cause or a project that gives people something extra.

Here are a few examples:

- An adapted car – to enable someone to visit more places in their local community
- Camping equipment – for a group of people to enjoy their first camping holiday
- Paying the cost of support for someone to enjoy a holiday
- Specially adapted equipment for the home

Whether you are an event expert or trying it for the first time, organising a community fundraiser has lots of benefits for everyone:

- ✓ Raise money for a good cause and help your local community
- ✓ Bring everyone together to have fun
- ✓ Build new relationships with people, including local businesses
- ✓ Learn new skills that you can add to your CV

This pack will tell you what you need to think about. You could organise a fundraiser by yourself or with a group of people.

Sometimes a group of organisers is better because everyone has their own strengths, which could make your fundraiser more successful.

Community fundraising can include all sorts of things:

- Sponsored events such as walks or parachute jumps
- Coffee mornings
- Fetes
- Raffles

If you are struggling for ideas, we have a list of 200 ideas. You can download the list from our website or send an email to fundraising@thera.co.uk



What's your big idea?

Before you start thinking about how to raise money, you need to decide what you want to raise the money for!

Write down:

- What you want to do
- Why you want to do it
- What the benefits will be – to you and others

Remember: Tell the Fundraising and Resourcing team what you are doing and update them with your progress regularly.



resources

Resources

We have created a number of resources that you can use for your fundraising, which include:

- Letter requesting raffle prizes
- Budget template
- Risk assessment template
- Donation box
- Sponsorship form
- Instructions on how to set up an online fundraising page

You can download these templates from our website, send an email to fundraising@thera.co.uk or call 0300 303 1280 to request them.

As long as you use the materials and wording we suggest, you will be within the law and best practice. If you need to use something different you will need to clear it with the Fundraising and Resourcing team first.

In **Boston**, a group of people have been raising funds for their allotment. They have raised money through holding coffee mornings and doing sponsored walks.

They also raised funds for tools and materials after their project was chosen by the Lincolnshire Coop's Community Champions Scheme.





Budgets

How much do you need to raise?

budget

You need to work out everything you will need and how much it is going to cost. Here are a couple of examples:

Be safe workshops	
	Total
Room hire @ £75 per week for 6 weeks	£450
Workshop presenters @ £100 a day	£600
Advertising in the local paper	£300
Printing posters – cost of printer cartridges	£60
Materials to take away	£250
Refreshments	£45
Subtotal	£1,705
Just in case/contingency	£170
Grand total	£1,875

Advocacy leaflet launch	
	Total
Printing costs – estimate includes discount	£479
Room hire	£75
Refreshments	£46
Bags and pens to give away for free	£120
Ad in local paper	£90
Subtotal	£810
Just in case/contingency	£90
Grand total	£900



Things you must do

Before you start raising money, there are a few things you need to do.

- Display the registered charity number whenever you are raising funds for a charity. Thera Trust's registered number is 1090163.
- State what you are raising money for.
- Follow the law on rules for spending donations.

The law says that if you ask for money for a particular project, you have to spend it all on that project or return the money.

Example

If you want to raise money to fund some workshops for your community, you might say...

“Fundraising for some workshops to help people with a learning disability to be safer when they are out and about and on the Internet.”

If you need £1,000 to run the workshops and you raise £1,200, the law says you should return the extra £200. Similarly, if you raise £500 and you are not able to run the workshops, the law says you should return all of the money raised.

To avoid getting into difficulty and to make sure you can get the maximum benefit out of the funds donated, it would be better to say:

“Fundraising for some workshops to help people with a learning disability to be safer when they are out and about and on the Internet, and other projects.”



Communications

There are some things you need to consider when promoting your fundraising:

- **Using logos**

Make sure you get permission to use the logo. We also have guidelines that you need to follow. Thera Trust's logo and guidelines can be obtained by emailing the communications and PR team at: info@thera.co.uk

- **Taking photographs**

You should ask people if they are happy for you to take their photograph before you take any at your event. You should also ask them if they are happy for you to use their photographs for promotional purposes, such as featuring it in print or online. You will need to ask them to sign a consent form, which you can download from our website.

- **Using photographs**

It is important that the right values are reflected in our choice of photographs. When fundraising for Thera, photos should reflect people's lives and their achievements and not focus on a person's disability.

- **Branding**

You should find out whether you need to present your fundraiser branding in a particular way. This includes language, images, logos, colours and fonts.

Tip: Thera Trust has lots of pre-branded templates you can use for your fundraiser. This means you will not need to create anything yourself. Email fundraising@thera.co.uk

If you need more help, contact the Fundraising and Resourcing team at fundraising@thera.co.uk or call 0300 303 1280.



hints

Helpful hints and tips

What the words mean:

Donations: money people give to you for your cause.

Project: something you want to do, such as run workshops.

Gifts in kind: instead of money an item is given such as TV for your raffle, or someone checking your accounts for free.

giftaid it

Gift Aid

Like many charities, Thera Trust is able to claim Gift Aid. This means Thera can claim back the tax that you have paid on your donations. Gift Aid also gives people confidence that the cause is genuine.

This means that you can boost the value of your donation without paying anything extra.



permission

Permissions

- If you are planning to hold a street fundraiser or want to set up a stall, you will need to ask your local authority for permission. Contact them to find out what the process is and how long it will take.
- If you are planning to fundraise on private property such as in a shopping centre, you will also need to ask for permission.
- Make sure you get permission in writing.



Cash handling

- Make sure you keep track of where the money is. Two people should be present when counting money. Donations need to be held separately from any other cash.
- Make sure you keep the donations in a safe place and give them to Thera as soon as possible after the fundraiser has taken place.



Risk assessments

Before you start fundraising, you need to think about things that may not go to plan, especially if you are putting on an event.

We have produced a risk assessment template which you can fill in. It will help you think about what might go wrong, who it might affect and what you can do to stop it happening or reduce the risks. There are some ideas below.

What I'm planning to do	What are the risks?
Sell or provide food and drink	Food poisoning Slips if drinks are spilled
Hold a stall	Trips and falls if things are not tidy
Hold an event	Nobody turns up – you lose money
Community barbeque	The barbeque sets on fire and someone gets hurt or burned



Raising the money

There are different ways you can raise the funds you need:



Grants

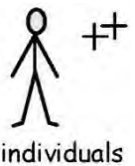
There are organisations called **trusts and foundations** who give money to others to enable them to achieve things in their lives. Some are set up by families and others are organisations like the National Lottery, which donates some of the money spent on lottery tickets to good causes.



Companies

A local company or local branch of a national company might give money or a gift in kind to help your cause. Companies might also give grants.

Always speak to the Fundraising and Resourcing team if you want to apply to trusts and foundations or companies to make sure there is no overlap.



Individuals

People may donate money by supporting a fundraising event or buying a raffle ticket. They might also donate a cash amount if they have money spare and really believe in what you are doing.

Remember:

- If you don't ask, you don't get. Don't be embarrassed to ask if it is a good cause – other people will think so too and do what they can to help.
- It takes time and effort to raise money – so leave plenty of time and make sure you put in the effort needed to make it a success.
- Don't give up! Sometimes you have to ask more than once before someone will give you what you are looking for.

Sponsorship

Sponsorship is a great way of raising money for your cause.

- Make a sponsorship form. Ask everyone you know to sponsor you, starting with your family. Don't forget that Thera Trust has a template available.
- Use social media, local papers and posters to let everyone know what you are doing to raise money.
- Set up an online giving page – you can do this through BT My Donate. Instructions for setting up a page can be found on their website: www.btplc.com/mydonate

When fundraising for Thera, remember to keep us updated with your progress either by emailing fundraising@thera.co.uk or by calling 0300 303 1280. We can also help promote your fundraiser through our own social media channels.



donations

How to ask for donations

Sometimes people are not able to give money, but they can give other things like a venue for free. These things are known as **gifts in kind**.

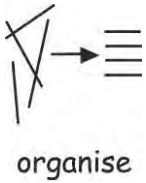
You can ask around your group and your friends and ask if they know anyone who could help or you could go to local businesses to see how they can support you.

Things you could ask for include food; raffle prizes; free rooms for your event, workshops or clubs; plants for growing in a gardening club; and more.

Local businesses might be able to give you stock they don't need any more – so they free up space and you get what you need for your project or fundraiser.

Hints and tips:

- Ask in person or on the telephone – letters tend to be ignored.
- Be friendly but make sure you emphasise your message seriously. Write down what you want to say first and practice it.
- Be positive: Do your research so you know that they have what you need. Tell them what you need, why you need it, and what the benefits will be.
- Don't waffle – get straight to the point.
- Talk to the person that can decide. Try to find out who they are and talk to them direct.
- If you are asked to write a letter, do so – but make sure you phone 3 days after sending it and ask again.
- If they are not able to donate what you need, ask for a substantial discount instead.



Organising events

Events are a really good way of raising money and including other people in the process. Events you could organise include:

- fetes, discos, concerts, exhibitions or bingo
- sponsored walks, swims or other activities
- raffles and auctions
- collections

Unavoidable rules:

If you are holding a raffle, there are some rules you have to follow.

- If you want to sell raffle tickets before the day of the draw, you need to have a license from your local authority or from the Gambling Commission. These are known as the **licensing authorities**.
- The licence states that raffles can only be held by a charity. This means that raffles must be held by Thera Trust, not by a subsidiary company. Thera Trust is known as the **promoter of the raffle or lottery**.
- Prizes cannot be more than £500 and the cost of the raffle cannot be more than £100. You need to keep a list of all of the prizes donated as well as a list of what the raffle has cost you. You will need to tell the licensing authority how many tickets you have sold and how much money was raised.
- When you are fundraising for Thera Trust, we will do this for you. Just email the details to fundraising@thera.co.uk



checklist

Your event checklist

What event are you doing?	
When will you do it?	
Where will you do it? - Do you need a venue and does it need to be accessible e.g. disabled parking?	
Do you need to pay any money before the event?	
Do you need permission from anyone before you do the event?	
Is the event dependent on good weather?	
Have you got a sponsorship form or sponsorship page?	
Are you doing the event alone or with other people?	
Do you need tickets?	
How will you promote the event?	
Will you be providing food? Consider who will make it; health and safety; cost of the food.	

Sponsored events are a good way of doing something you want to do whilst raising money for a good cause at the same time.

Caroline took part in the Great North Swim and raised over £700, which she donated to Thera's Give Us A Rest and The A-head Club projects.





Selling things

sell

Another way of making money to fundraise for a charity or project is by selling things. These might be things you have created such as calendars, cakes, cards or jewellery.



think

Things to think about

What can you sell?	
How much did it cost to make?	
How much should you sell it for to make a profit?	
Who will buy it?	
Where is the best place to sell it?	
Do you need any permissions or up front funding?	
Do you need to consider any laws such as health and safety?	
What will you do with any items leftover?	
Do you need to advertise beforehand?	

You should sell the items for as much as you can, but people can be put off if the prices are too high.



If you enjoy baking, why not organise a community bake sale? Ask your friends, family and neighbours to bake something to sell at the event and invite your local community to come along.



What happens after the event?

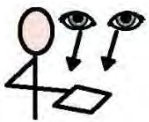
after



thank you

Saying thank you

- After the event, you should always thank the people that have helped you. Make sure you do it as soon as possible after the event.
- You might want to thank people who have volunteered their time to help out, people or businesses who have donated, and people who attended the events and made it a real success.
- Thank people by telephone, email, letter or face-to-face. If you held an event, you could display a thank you notice at the venue, letting people know how much money was raised.
- You could also ask a local newspaper to print a thank you letter, especially where much of the community was involved.
- People like to know that they have made a difference, so report back on what the fundraising has achieved – they are more likely to help if you ask them again in the future.



show

Showing what you have achieved

Take photographs, write a story or make a video about what happened at the event. This will show the impact the fundraising or event has had on the people it has aimed to benefit.

It will also give people reassurance that the cause was genuine as well as celebrate your hard work.



Learning from experience

After your event you should look back at what you did and see if you could have done better.

Did you reach your fundraising target?	
Was it easy or difficult?	
What worked well?	
What did not work so well?	
What would you do differently next time?	
Did you learn any new skills?	
Were there skills you needed but didn't have?	
What could you do to make sure you have these skills next time?	

Don't forget: Share your story, progress and achievements with us! We would like to hear how your event went and if you have any advice for people who might want to run similar fundraisers.



advice

More help and advice

If you need more help and advice about fundraising, you can contact us.



contact

Email fundraising@thera.co.uk

Call **0300 303 1280**



post

Or post a letter to:

Thera Trust (Fundraising)
The West House, Alpha Court
Swingbridge Road
Grantham, Lincolnshire
NG31 7XT

Tell us what you have been doing online:



www.facebook.com/TheraGroup



www.twitter.com/TheraTrust

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