

Fundraising Toolkit



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Dear Fantastic Fundraiser!

Thank You . . .

for supporting Prader-Will Syndrome Association UK and our PWS Family. This Fundraising Toolkit will provide you with a step-by-step guide to organising and enjoying your fundraising event.

Fundraising is great fun and all the money you raise will make a huge difference to people with PWS. Individuals with the syndrome have physical and learning disabilities coupled with a daily battle with an untreatable, insatiable hunger coupled. PWSA UK is the only organisation in the UK dedicated to supporting those affected by the syndrome and we offer a wide range of services including a telephone helpline for those needing help, or in crisis, information and literature, family events, volunteer support network, training and research.

PWSA UK does not receive any Government funding and we are almost entirely dependent upon the wonderful support from people just like you.

We hope you find this fundraising toolkit useful. Please keep in touch with us so that we can help you organise your event and support you along the way,

With very best wishes

Susan Passmore

CEO

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Email: spassmore@pwsa.co.uk

PWSA Fundraising Toolkit

Thank you for supporting PWSA UK. We hope that as well as raising much needed funds to support people with PWS, you will really enjoy your fundraising.

The information in this toolkit will help you to organise a smooth-running, successful and enjoyable event, but if you need any further help, please do not hesitate to get in touch.



This toolkit contains:

- Steps to success
- A-Z of fundraising ideas
- Fundraising tips & hints
- Be safe, be legal
- Merchandise order form
- Template press release
- How to get the £££s to us

Steps to success

Step 1 – selecting the fundraising event

- Feel free to be creative and adventurous!
- Use the fundraising ideas in this toolkit for inspiration and refer to our 'be safe, be legal' section
- Choose an event that you and your friends will enjoy and where you make the most of your skills and strength – and remember, often the simplest ideas are the best!
- Ask your workmates, friends and family for their ideas and for feedback on your ideas
- Make sure you look at other activities in your area to check that no high profile events or other fundraisers are taking place on the same day

Step 2 – tasks, budgets and timescales

- Draw up a timetable of what needs to be done, when and who will do each task
- Depending upon your event, a venue, refreshments and entertainment may need to be considered and planned for
- Always ask! It may be possible to obtain items/prizes venues for FREE or at a reduced charity rate. We can provide letters of authority to verify that you are fundraising on our behalf
- Think about a budget – work on the basis of maximum income and minimum expenditure

Step 3 – publicising your event

- Use any contacts you know to spread the word
- Publicity prior to your event can help boost attendance
- Use social media – Twitter, Facebook etc. to promote your event. We can also put your event on our website if you let us know the details
- Try and provide the press with a personal story. The template press release in this guide can be used to structure your story
- Ensure that the PWSA UK charity number and logo are visible on **every** poster, invitation, flyer and ticket. Please contact us if you would like a copy of our logo
- Publicity after the event raises the profile of PWSA, increases the level of general donations we receive and can be a way of thanking people who have supported you

Step 4 – the big day

- Make sure that everyone helping on the day knows exactly who is doing what, and when
- Take photos! You will want memories of your day and we would love to see them! You can also send a photo to your local paper and upload to social media sites
- You've put a lot of time and effort into your event and planned it well – relax and enjoy the day

Step 5 – after the event

- Send the money you have raised by cheque to the PWSA office, or make an online transfer. We can provide you with the bank details
- Evaluate how things went – what would you repeat and what would you do differently another time?
- Thank your helpers – you can never thank people too much
- Celebrate your success!
- Send us any photos you have so that we can see your fantastic fundraising
- Tell us about it so that we can put something into our newsletter and tell everyone else about your event

A-Z of Fundraising Ideas

- A** abseil, aerobic event, archery, art show/competition, auction of promises
- B** ball/banquet, balloon race, barn dance, beer festival, bingo, book sale, bring and buy sale
- C** cake sale, car boot, car rally, casino night, coffee morning, comedy evening, concert, craft fair
- D** dance competition (Strictly Come Dancing style!), dress down day, duck race
- E** egg and spoon race, eighties night, Easter egg hunt
- F** face painting, fancy dress, fashion show, fete, fire walking, football tournament, fun run
- G** garden party, golf day, go karting, give up (chocolate, alcohol etc.) for a month!
- H** head shave, Halloween party, horse racing sweepstake
- I** it's a knockout, international food evening, Iron Man
- J** job swap, jumble sale, jewellery making
- K** karaoke night, kite flying competition, knitting challenge
- L** ladies lunch, line dancing, leg waxing (for men)!
- M** mastermind event, murder mystery, marathon (or mini marathon)!
- N** nature walk, New Year's Eve party, no smoking day
- O** obstacle race, opera evening, overseas challenge
- P** paintballing, pantomime, party in the park, pet show, penalty shoot out
- Q** quiz night
- R** race night, raffle, recipe book, record breaking challenge
- S** silent auction, sky diving, sports day, street collection, swim-a-thon, sponsored...anything!
- T** talent show, teddy bear picnic, themed night, treasure hunt, tug of war, tombola, triathlon
- U** University Challenge, underwear party
- V** variety show, vintage car day, volley ball competition
- W** walks, wellie throwing, wine tasting, Wild West themed ball
- X** X-Factor competition
- Y** youth club disco, yummy cake sale
- Z** zany clothes day, zodiac themed party



Raise funds online – it's quick and easy!

No more hassling friends, family and colleagues to hand over their cash. Simply create your very own webpage for your fundraising activity, using sites such as Just Giving or Virgin Money Giving.

How to set up your fundraising page:

- Visit www.justgiving.com or www.virginmoneygiving.com and click on the 'create your page' button
- Follow the step by step instructions to create your very own webpage
- Include a photo of yourself, together with a personal message
- Create your fundraising target and update your page with any "offline" donations you've collected
- Arrange for an automated thank you message to be generated to all your donors and have Gift Aid automatically claimed where possible
- Email a link to your page to all of your friends, family and contacts. You can also ask them to forward your email on to any of their friends who may be able to donate



Matched Giving – making your sponsorship money grow!

Matched giving is an excellent way to raise 'money for nothing'. There are now thousands of companies across the UK who are keen to support their employees who are raising money for charity. Most companies have a charity budget so it's always worth approaching the boss!

It's also worth displaying a collection box in your place of work. Contact us for a collection box.

Gift aid – make your donation worth more at no extra cost!

If you are a UK tax payer, you can use Gift Aid to increase the value of your donation. Tick the box and PWSA UK can claim tax relief of 25p for every £1 you give - a £10 donation will increase in value to £12.50. It won't cost you any extra but it increases the charity's funds considerably.

To qualify for Gift Aid, you must pay UK Income Tax and/or Capital Gains Tax at least equal to the tax that the charity claims on your donations in the appropriate tax year. Tax year is 6 April one year to 5 April the next.

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Raffles

It's a great idea to hold a small raffle during your event and the following guidelines apply:

- Tickets must only be sold at the event, where the draw must also take place
- All tickets must be sold for the same price (for example, you cannot sell 5 for the price of 4)
- No more than £100 can be deducted from sales for costs
- Prizes cannot total more than £500 (whether donated or bought)

Large raffles and public lotteries must be registered with your local authority or the gambling commission. More guidance can be found on the Institute of Fundraising website

<http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/raffles-and-lotteries/>

Bucket Collections

- Contact us for buckets or tins and ID badges
- Street collections require permission from the local authority or, if in London, from the Metropolitan Police
- Collections taking place at supermarkets or shops require permission from the store manager or the individual responsible for the premises
- If collecting from pub-to-pub, a license will be required from the local authority in addition to obtaining permission from the pub landlord
- Ensure that your collection doesn't cause obstruction or inconvenience to anyone

Health & Safety

- If you are holding an event you will need to carry out a risk assessment. Please contact us for a risk assessment form
- Any food that is being supplied must comply with the Food Safety Act 1990, the Food Safety (General Food Hygiene) Regulations 1995 For further information contact the Food Standards Agency on 0207 276 8829
- Accessibility – is your venue accessible to all?
- For further information about organising an event please visit <http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/event-fundraising/>

Licences

You will need a licence from your local authority for any of the following activities (state the event is "in aid of PWSA UK, Registered Charity No. 1155846"):

- Music and dancing
- Sale of alcohol
- Extended hours
- Provision of food or drink
- Collecting money or selling goods in a public place

Merchandise Order Form

To order your fundraising materials, please complete and return this form to:

Fundraising
PWSA UK
Suite 4.4, Litchurch Plaza
Litchurch Lane
Derby DE24 8AA

Tel: 01332 365676
Email: admin@pwsa.co.uk

Name:	
Address:	
Postcode:	
Telephone:	Email:

Item	Quantity required (& size if applicable)
A4 Blank Fundraising Posters	
A4 PWS Awareness Posters (Jack and Katie)	
Sponsorship forms	
Gift Aid Forms	
"I support PWSA" stickers (35 per sheet)	
Olly and Molly OWL stickers (35 per sheet)	
Balloons	
Blue Cotton T Shirts – XL, L, M, S	
White wicking T Shirts – L, M, S	
White cotton vests – L, M, S	
PWSA pens / pencils	
Pin badges	
Wristbands	
PWS information flyers	
Collection tins	
My Walk Fundraising Pack	



Template Press Release

For release: (insert the date you want the press release to go out)

(Name) from (place) is raising vital funds in aid of PWSA, the only organisation in the UK dedicated to supporting those affected by Prader-Willi Syndrome. (Insert brief details of your event/fundraising activity).

(He/she) hopes to raise (£total) as well as awareness of this rare disease which leaves individuals with a daily battle with an untreatable, insatiable hunger coupled with physical and learning disabilities.

(Name), (age), said “(your reasons for fundraising, your views about PWS).”

ENDS

Note to editors:

For further information about (name’s) fundraising event please contact: (insert your name and phone number)

For further information about Prader-Willi Syndrome Association (registered charity no: 284583) please contact our head office on 01332 365676.

How to get the £££s to us

When you have collected all of the money raised, please send a cheque made payable to “Prader- Willi Syndrome Association UK” to:

Fundraising
PWSA UK
Suite 4.4, Litchurch Plaza
Litchurch Lane
Derby DE24 8AA

Please include your name, contact information and details about your fundraising activity. We would love to see photos of your event and hear more about your experience of fundraising for PWSA so please do feel free to include as much detail as you like!

If you would like to transfer the funds directly into our bank account, please contact us on 01332 365676 for the account details.

Thank you very much for your support, we hope you found this fundraising toolkit useful.

