

# Fundraise For Us Guide

**Thank you for choosing to fundraise  
for Cambridgeshire Hearing Help**

**We rely on support from people like you  
to continue our work**

The purpose of this guide is to give you ideas and information to support your fundraising activities. If you need anything else, please do not hesitate to contact us. We'd also love to hear about your ideas/plans, and can help you to promote your efforts via social media, newspaper and radio.

**Contact us by telephone: 01223 416141, Text: 07852 699196, or  
email: [enquiries@cambridgeshirehearinghelp.org.uk](mailto:enquiries@cambridgeshirehearinghelp.org.uk)**

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Sponsorship forms available on our website.

**Super quick and easy ways  
to fundraise for us...**

## Give-as-you-shop online...

Sign up to Easy Fundraising, so when you shop online through your favourite retailers we automatically collect free donations:

<https://www.easyfundraising.org.uk/causes/cambridgeshirehearinghelp/>

## Birthday/Christmas/Wedding Gifts...

Instead of cards/flowers/presents for your birthday/wedding/Christmas you could ask friends and family to donate to us.



## Sell your unwanted items...

Sell your unwanted items on eBay or at a garage, car boot or jumble sale and donate your profits to us.



## Donate your skills/expertise...

If you have skills/experience to share, why not hold a class/talk at work or your local community centre and donate the fees?

# Super quick and easy ways to raise funds in your workplace...

## Run a workplace skills auction...

Get your colleagues to donate their 'skills'; from dressmaking to tea making and everything in between! Get your boss to offer to make the tea or wash someone's car and watch the bidding shoot up!

## Run a workplace lunch break quiz or competition...

Charge colleagues to enter a competition or quiz during a lunch break, and offer a prize for the winner. For example, collect colleagues' baby photos and run a 'guess the baby' competition. Or get them to guess the number of sweets/chocolates in a jar or the weight of a freshly-baked cake.



## Run a workplace sweepstake...

Decide on the competition for your sweepstake. For example, guess the results of a popular event like Eurovision, the Grand National, the Grand Prix, the World Cup, or Wimbledon. Ask your colleagues to make a donation for their entry and offer a prize for the winner. Put all possible results in a hat and get each colleague to pick one. Make sure you have the right number of colleagues participating so that each possible result is picked. Once the popular event takes place, whoever picked the right result wins the prize and entry donations go to us.

**Gambling Commission guidelines:** Workplace sweepstakes are 'work lotteries' and can only be promoted by someone who works on the premises and entries can only be sold to other people who work at the same single set of premises. A rollover of prizes from one lottery to another is not permitted.

# Mini events/occasions for fundraising with family and

## Christmas film night...

Invite friends and family over for a Christmas film night, with Christmas trimmings (mince pies, Christmas pudding, novelty crackers, Christmas themed cocktails, etc.) and charge them an entry fee.

## A tea or dinner party

Hold a tea or dinner party and charge family and friends to attend. It could be themed (e.g. Harry Potter, Lord of The Rings, Casablanca, the 80's, the 70's, etc.) and you could ask everyone to attend in fancy dress.

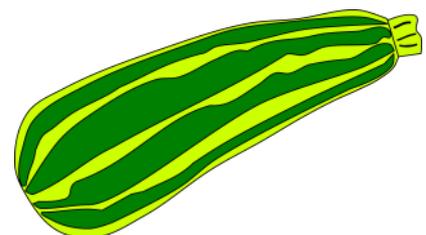
## Treasure Hunt

Make it as big or as small as you want – around the neighbourhood, town or even county. Write a treasure hunt that both adults and children can enjoy and ask for a donation from teams to enter. Finish somewhere where you can present the winning team with a prize.



## Plant/vegetable growing competition

Whether it's flowers, sunflowers, chillies, courgettes, or tomatoes, pick your plant. See who can grow the biggest and best in a set time and get everyone to make a donation to take part. Something everyone can get involved with – watch the plants (and the competition) grow!



# Get sponsored to take on a challenge

## Get sponsored to take on a challenge...

For example, get sponsored to give something up (e.g. smoking), or to take part in a challenge event.

We have joined Challenge Central's affiliate scheme, meaning that our supporters can individually sign-up to Challenge Central's public challenge events, which are advertised on their website:

[www.challengecentral.co.uk/our-events](http://www.challengecentral.co.uk/our-events). Events include cycling adventures and mountain treks, in the UK and abroad.

The type of challenges you could organise independently are limitless (e.g. skydiving, breaking a world record, running a marathon, etc.). All you would need to do is give the sponsorship money you raise to us.

We also run our own challenge event once a year. **This information is available early each year on our website.**

You can collect sponsorship money for the challenge you undertake via our **Virgin Money Giving page** (using the 'start fundraising' option, and then the 'personal challenge' option), or use the paper sponsorship form available on our website (ask us to post you a copy if you need us to).



# Larger fundraising

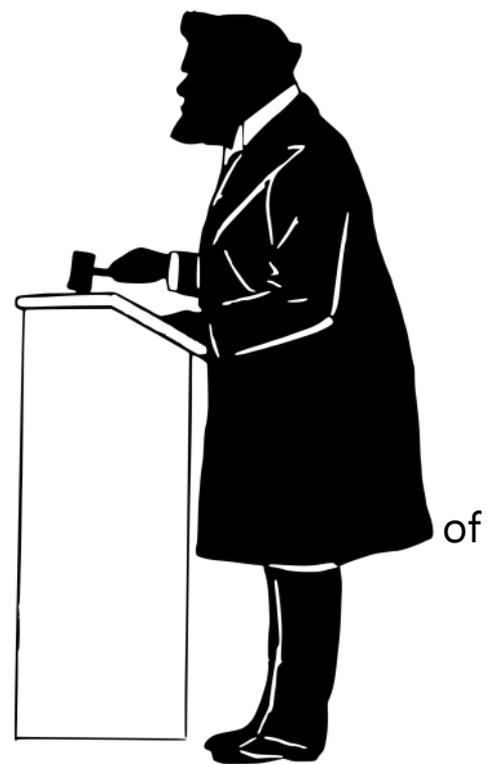
## Music night

You could hold a music night in your local church or pub. Find musicians willing to play for free. Raise funds by charging for entry, or the landlord could donate a percentage of the bar takings, or you could use collection buckets. You could also hold a raffle to help increase the amount you raise.



## Auctions

There are several ways to run an auction. Silent auctions are the most popular type of fundraising auction because they are low key and easier to coordinate. In a silent auction, you publish a list of items (which have been donated by individuals and businesses) ahead of time and accept bids in writing. At the end of a pre-determined time period, the highest bidder wins the item.



The alternative to a silent auction is a live auction. People gather at a venue to place live bids by shouting out or holding up signs. You need an auctioneer to ensure that proceedings run smoothly.

# A step-by-step guide to running an event...

## 1. Choose your event

## 2. Get people involved

Fundraising with others lets you share the fun and reduces the stress. It also increases your network, so you have plenty of supporters.



## 3. Set a target

Set a target amount to raise and a deadline. This will keep you motivated, and give you a great sense of achievement once its reached. It also creates a sense of urgency when asking for donations, e.g. "only two days left to reach £200!"

**£200!**



## 4. Set a date

Avoid a time when people are working, or that clashes with any major local or national events, which may discourage people attending.



## 5. Find a venue

Things to consider when choosing a venue:

- Is it weatherproof?
- Is the location central and easy to find?
- How many people are you expecting?
- Do they have good facilities? E.g. parking, toilets, disabled access?
- Could you negotiate a cheaper price?
- Do they have Public Liability Insurance? *NOTE: Any event that involves the public should have Public Liability Insurance, so remember to ask your venue whether or not your event is covered. If not, contact us, because we may be able to cover the event with our Public Liability Insurance.*

## 6. Keep it legal

**Licences:** Some things require a licence. These include alcohol, entertainment (including recorded music), holding a raffle, lottery or auction, collecting money, putting up banners or signs in public areas. The above list doesn't cover everything. You will need to contact your local authority to check which licences you will need.

**Raffles and lotteries:** There are some strict guidelines regarding raffles and lotteries, available on the [Gambling Commission website](#).

If your raffle is part of the night, rather than the main attraction, you won't have to register your raffle with your local authority. Tickets must be sold at your venue during the event, and the draw must also be made on the night. As the raffle organiser you're not allowed to win any prizes or have any personal gain from the draw.

### Carry out a risk Assessment:

Completing a risk assessment will help you to consider how you could avoid things going wrong on the day. See example below

What are the hazards?	Who might be harmed and how?	What is already being done to control the risk?	What needs to be done during the event to control the risk?	Action by when?	Action by whom?	Date action completed
<i>Slips and trips</i>	<i>People may be injured if they trip over objects or slip on spillages.</i>	<i>All areas are well lit, including stairs. No trailing leads or cables.</i>	<i>Music equipment leads will be positioned out of the way and taped down on to floor. Hazard warning signs to be used when there is a spillage.</i>	<i>On the night.  On the night.</i>	<i>Jack.  Jill.</i>	

**Handling money:** Where possible have two people around when money is being handled and counted. Collect cash using a secure container e.g. a sealed container from us (with an authorisation letter), or a secure cash box that allows you to give change. Put the money in the bank as soon as possible, and always travel to it via the safest route.

To collect on private property (such as a supermarket or pub) you need the owner's permission. To hold a public street collection you need a permit from your local authority. **More information is available on the GOV.UK website.** If you would like to hold a public street collection, please get in touch so we can help you through the process.

**Food hygiene: The Food Standards Agency has catering advice for charities and community groups providing food.** If you are using a caterer you need to make sure they have a Food Hygiene Certificate and Public Liability Insurance.

Children: Will there be children at your event? Do not take or use photos of under 16's without a parent's permission. Under 16's cannot sell raffle tickets. If you would like under 16's to be involved in a street collection, you need to check with your local authority. If you are under 16, we will need a parent's permission before you can take part in a fundraising event for us.

## **7. Budgeting**

Don't forget to budget. Organising an event can have lots of hidden costs, and if not considered, could leave you with a loss. We suggest you aim to raise at least 3 times as much as you spend.

Some things to budget for might include a **Temporary Event Notice**, venue hire, publicity, catering/food, transport, prizes.

Ask local businesses to donate prizes and food, or to sponsor the event to keep costs down. You could offer to publicise them on the posters and distribute their leaflets at your event in return.

## 8. Get the word out

Tell others about your event as far and wide as you can.

Create and distribute posters and fliers publicising your event. Please state clearly that you are raising money for The Living Room Herts and that we are a registered charity (no. 1080634). If you would like to include our logo, or need anything else, please get in touch.

Social media is a very effective way to get your message out there, and it's completely free (we can help you make the most of social media). Put your event poster up on Facebook, Tweet all about it, Instagram photos of your fundraising journey, and blog your progress!



Other ways to promote your event include via email networks, local newspaper and radio (get in touch with them and tell them what you are doing and why - if there is a personal story behind it, and you are willing to share it, tell them because they love a human interest story!), event listings, and newsletters.

**A picture is worth a thousand words:** Take lots of pictures before and during your event – they're great for social media and press coverage (make sure you have permission to do so from the people in the photos).

Send in your photos and stories – we'd love to post all your fundraising efforts up on our social media and website.

**9. Celebrate your achievements!** Publicity doesn't end at the end of the event - make sure you also use social media, newspaper and radio to celebrate what you have achieved and why. Pass on this information to us as well, so that we can celebrate what you have achieved too!

Please follow the instructions on the '*How to get your funds to us*' information sheet on page 12, and complete the '*Fundraising log form*' on page 13. We will send you a certificate to thank you for your fundraising.

## 10. Items from us to support your event

We can lend branded pop-up banners, collection tins and buckets (with seals and an authorisation letter), leaflets, posters, and display boards for your events – just get in touch.

## 11. The-Week-of-The-Event checklist...

- *Call to confirm Catering, Transport, Entertainment, Venue and Volunteers*
- *Collect the items you need from us*
- *Remind friends, family, colleagues to come along*
- *Create excitement through social media!*

## 12. After-the-Event checklist....

- Thank everyone who helped
- Don't stop fundraising – 20% of donations come after some events – send a reminder to friends, and show them photos to prove you did it!
- Follow the instructions on the *'How to get your funds to us'* information sheet on page 12, and complete the *'Fundraising log form'* on page 13.

We'd also love to hear about the event and see photos, which we can include on our website and in our monthly Shout Outs.



## How to get your funds to us

Thank you so much for fundraising for Cambridgeshire Hearing Help! You can get your funds to us the following ways:

### Online

Pay in your funds online from your bank account using our **Virgin Money Giving** page, by selecting *'Make a donation'*.

We will automatically be able to claim Gift Aid on the amount you fundraised when you pay your money in this way.

Please also complete and send to us the 'Fundraising log form' (or email us the details that are required) on page 13.



### By post



Make a cheque out to 'Cambridgeshire Hearing Help', and enclose your fully completed 'Fundraising log form' (page 13), sending it to:

Cambridgeshire Hearing Help  
153 St Neots Road  
Hardwick  
Cambridge  
CB23 7QJ

We can post you a copy of the 'Fundraising log form' if you need one. Please make sure you fully complete it so that we can collect Gift Aid on the amount you raised.

### A personal thank you

If you want to thank a particularly generous or helpful person who supported your fundraising, please let us know because we can send them a personalised thank you letter.

We will send you a certificate to thank you or your group/company for fundraising for us.

# Fundraising log form

**Congratulations on completing your fundraising!** Thank you very much for supporting us. If you are sending your money to us via cheque, please fully complete this form, including the Gift Aid section (please just ask if you'd like a paper copy sent to you in the post). If you are paying your money to us **online**, you can just email us the details on this form, because you will not need to complete the Gift Aid section. Please post all sponsorship forms to us.

## PLEASE COMPLETE IN BLOCK CAPITALS

**Name:**.....

**Address:**.....  
.....

**Telephone:**.....

**Email:**.....

**Event name:**.....

**Event location:**.....

**Event date:**.....

**I have raised money for Cambridgeshire Hearing Help! (please tick all that apply):**

- I have paid the money raised in via **Virgin Money Giving**
- I enclose a cheque made payable to 'Cambridgeshire Hearing Help for £.....
- Sponsorship forms

**If you are sending us a cheque, and you are a UK tax payer, please complete and sign the following Gift Aid declaration:**

**GIFT AID DECLARATION** (please complete for all donations if you are a UK tax payer)

Boost your donation by 25p of Gift Aid for every £1 you donate.

*I want to Gift Aid my current donation and any donations I may make in the future or have made in the past 4 years to Cambridgeshire Hearing Help. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. I will notify Cambridgeshire Hearing Help of any change in my personal circumstances, such as name and address, or that I no longer pay UK Income or Capital Gains tax or I wish to cancel the declaration.*

In order to Gift Aid your donation please tick the box, complete, and sign:

- I want to Gift Aid my single or regular donation of £\_\_\_\_\_ to Cambridgeshire Hearing Help

Signature.....