

FUNDRAISING FOR RAILWAY CHILDREN





YOU CAN DO IT!

Once you set your mind to it, it's amazing what you can achieve. Hundreds of people have reached and even exceeded their fundraising targets... and you can too. Whatever event you've committed to, this pack is full of tips and advice.

SET UP AN ONLINE FUNDRAISING PAGE

The best way to keep track of your sponsorship and share your fundraising progress too is online. It's easy to create an on-line fundraising page and start collecting sponsorship in minutes. We recommend Virgin Money Giving - they don't take a penny in profit so keep their charges really low, and they collect Gift Aid for free. Just go to www.justgiving.com

Then set a target amount that you want to raise – and if you can relate it to the difference that money would make, so much the better. For example:

£1,080.00 could pay for the food, educational materials, toiletries and equipment at one of our shelters in India for a month, which would help up to 25 children every day. These children have nowhere safe to sleep and face constant risks of violence, abuse and exploitation – our shelters take them away from this harm and keep them from danger.

£500.00 could fund 25 hours of one-to-one counselling and therapy for a troubled young person in the UK. Children are referred to us from British Transport Police when they are seen as being at risk and we work with them and their families to make sure they don't put themselves in danger again.

£340.00 could pay for one of our mobile classrooms that visits hard-to-reach communities in India where children survive in poverty and have little or no chance of attending school. This is often their only chance of any form of education but can open their eyes to the possibilities of a different life.

THEN DECIDE HOW YOU'RE GOING TO RAISE THE MONEY...

If you need some inspiration, we've got lots of ideas to help you with your fundraising. Whether you're fundraising with friends, family or colleagues, there's lots you can do and remember, the most important thing is to have fun!

- **FUNDRAISING AT WORK**
- **GET THE KIDS INVOLVED**
- **FUNDRAISING OUTSIDE WORK**

FUNDRAISING AT WORK

Many companies operate a match funding scheme and will match any funds raised by their employees. It's worth asking them! Then why not consider some or all of the following:

- **Dress down day** – people taking part donate £1, those who don't pay £2.
- **Cake bake or cupcake day** – Ask a few people to bring in cakes. Cut them into slices and sell them.
- **Auction of promises** – Hold an auction of promises in your lunch break, or a silent auction via email. Get everyone in your team to donate a "promise" depending on their skills and abilities! Car washing, a morning of filing, a gourmet meal for two, an Indian head massage at your desk.
- **Quiz Night** – You could have a different team from each department, or encourage your colleagues to bring along their friends and family. Pubs tend to like these evenings as they bring in more people and they sell more drink!
- **Caption competition** – Get a photo of someone within the organisation such as the Chief Executive or Managing Director, preferably doing something they wouldn't normally do or wearing an unusual expression. Photocopy the picture onto an A4 sheet with blank lines, for people to enter their name and caption. Charge for each entry with a cash prize back of, say, 50% of the proceeds.
- **Raffle** – Maximise profits with donated prizes. An exciting first prize is all-important. Some travel agents have a charity budget and may be able to provide a free or discounted holiday but contact them early. Other clients or suppliers might be happy to offer a prize too.
- **Fines** – Do you work with someone who's prone to utter the odd expletive? Or is your office full of chocoholics? If so, then why not set up a penalty system, charging the guilty party a fine for every naughty word or sneaky chocolate bar eaten.
- **Take your pick** – A silly one for lunch break. Challenge your colleagues to eat as much sweetcorn, baked beans or peas as they can in a minute. The catch? Get them to use a cocktail stick to put them into their mouths. You can award the winner a prize, maybe a tin of the product they have just scoffed!
- **Guess the baby competition** – Ask everyone to bring in a photo and pay to guess who everyone is.
- **Auction a company car** – Perhaps your MD would donate his /her car for the weekend?
- **Sweepstake** – pick a ticket for a big race such as the Grand National/FA Cup Final out of a hat.
- **Extreme logo** – hold a competition to photograph your company logo in the most bizarre place.
- **Car wash** – Set up a car wash in the car park. Most people will be more than happy to pay for this.

- **Sponsored leg wax** – not for the faint hearted! Come on boys, experience what us girls go through in the name of beauty and raise money at the same time!
- **Bean the boss** – Very popular with the employees! Put the boss in a bath and sell tins of beans for people to pour over him/her!
- **Jail and bail** – jail your boss in the meeting room and don't release them until you have collected a certain amount of money. Allow them to keep their mobile phone and suggest they may like to phone suppliers to get the money rolling in.
- **Do something mad** – Throw a custard pie at your manager, eat jelly with chopsticks, blindfold jelly feed, eat greatest number of doughnuts without licking your lips, do a bush tucker trial, lucky dip into a bucket of horrible looking slime. People can get sponsored or pay to enter (or pay not to enter!).





GET THE KIDS INVOLVED

- **Non-uniform day** – Ask your local school to hold a non-uniform day. The children pay a fee to wear their own clothes.
- **Sponsored silence** – A popular one with the adults!
- **Give up a treat** – Would your kids give up something for a week? Perhaps not but it's worth a try! Donate the money they save.
- **Or they could be sponsored to give up something for a week** – TV, Playstation, mobile phone – optimistic perhaps. Try a day!
- **Supermarket bag pack** – A good one to get your local Guides or Scout units to do. Ask your local supermarket if they can pack bags one day. Place buckets at each check-out (we can provide them) and watch the pounds roll in.
- **Auction of promises** – Ask your local school to stage an Auction of Promises. Each child promises to do a task to help out at school or home and adults buy that promise. It could be anything – walking the dog, collecting litter, cleaning the house, etc.
- **Sponsored sleepover** – A gentle reminder of how it is to be a street child. Find a venue and a group of willing adults who don't need much sleep! Organise some fun activities – games or a film night. Encourage everyone to raise lots of sponsorship.
- **Party time** – Plan a party. Invite friends and charge for entrance. You could organise lots of entertainment – hair braiding, tombola, guess the name of the teddy, the number of sweets in the jar.
- **Jumble sale** – Book a hall for a Saturday morning and hold a jumble sale. A good one to get your kids to sort out the toys they never play with and clothes they never wear. This could be a popular one with parents if your kids end up with a tidy bedroom! Ask your families to empty out their lofts, garages, etc. Sell refreshments – tea, coffee, juice, cakes.
- **Teddy bears' picnic** – Organise a special picnic for families, perhaps at a local park. Charge each family or teddy bear an entry fee.
- **Guess the number of sweeties in the jar** – Fill a clear jar with lots of sweets and charge the kids to guess how many are in the jar. The winner gets the sweets!

FUNDRAISING OUTSIDE WORK

- **Collection** – Organise a collection at your local station. We can send you buckets and T-shirts. Remember to ask permission first.
- **Healthy competition** – Why not have a charity games league at work or at your local pub or youth club? If you have a pool table or table football nearby you can draw up a league table that pits people against one another. You could even extend this to board games, perhaps have a board game or card game championship. The overall winner could get a trophy or prize.
- **Treasure Hunt** – Plan a route to be followed by car or on foot through local towns or villages. Hide directions in cryptic clues given to teams at the start of the hunt. Add interest by giving competitors questions to answer or asking them to collect various weird and wonderful items en route.
- **Wine Tasting** – Get advice and support from a local wine club or organisation, sell brochure with profits from advertising, and sell wine with commission.
- **Jail break** – Lots of blagging needed for this one! Teams of two are each given £10 and have 24 hours to get to the furthest point. Photographic proof may be required!
- **Party night** – Organise a themed party night for your friends. It could be ABBA, 60s, 70s, 80s or hold a Halloween/Easter/Christmas party.
- **Gourmet dining** – Involve friends who are good at cooking. Invite a group of friends round and charge them for dinner. You could sell the wine as well and if you also pick them up and take them home again, you could make lots of money!
- **Curry night** – Book a local hall, ask a few friends to make a pot of curry and invite lots of people and charge an entrance fee.
- **Pamper evening** – Get a group of friends together for a pamper evening. Invite a local beautician/hairdresser along – it's good advertising for them. Offer manicures, pedicures, massages, beauty treatments and make sure there's lots of wine and chocolate available – all you need for a great friends' night! Charge an entry fee and for all the treatments.
- **Quiz night** – Organise your own in your local pub, village hall, school, etc. Charge per team and hold a raffle. Some pubs will be happy to provide food free or at a reduced price for a good cause.
- **Golf day** – Many golf clubs provide specially packaged days which include breakfast, green fees and lunch. Charge an entry fee and raise more money with a raffle.
- **Go-karting** – Contact your local karting track and charge drivers extra on top of the normal fee to take part.
- **Give it up** – Sacrifice something for a set amount of time – maybe your morning cappuccino, your afternoon cake, your train fare (and cycle in to work instead!) and donate the money you've saved. Get friends and family to show their support by doing the same.

- **Walkies** – Offer a dog walking service – charge the going rate for canine care and then collect up everything you’ve made and add it to your total.
- **Close shave** – Ask friends and family to sponsor you to shave your head, beard, chest or whatever else will raise the most in contributions!
- **Host a coffee morning** – get friends and family to help by baking cakes and make sure there’s free-flowing tea and coffee. Sell tickets or charge per slice, either way you’ll raise funds and eat cake... it’s a win, win.



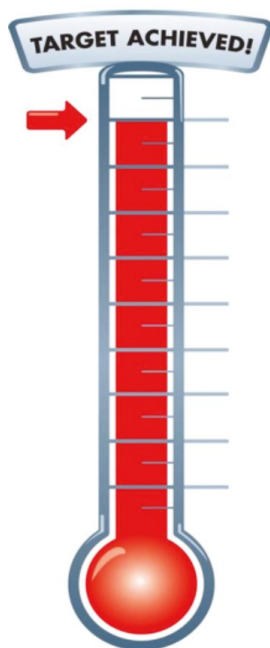
WE'RE HERE TO HELP

We can support you every step of the way. We will provide posters, brochures, T-shirts, collecting tins and buckets to help you with your fundraising. And we're always at the end of the phone if you need any help or advice with your fundraising. We can also help you promote and share your fundraising story so keep in touch and send us pictures of what you're up to and how it's going.

Keep your supporters informed too – if they can see the progress they're more likely to get involved. It's often best to break down your target into smaller chunks, maybe using a progress planner like the one below so everyone can see how you're doing...

FUNDRAISING PLANNER

Break down your fundraising target into smaller chunks and make a plan. Capitalise on your contacts – get your friends, family and colleagues involved too.



£3000 - YOU'VE DONE IT!

- £500** - Non-uniform day at a local school
- £300** - Quiz night at your local pub
- £250** - Sponsorship from friends & family
- £150** - Raffle of prizes from local businesses
- £200** - Ebay unwanted items – get friends & family to have a clear out too
- £350** - Supermarket bag pack
- £600** - Six friends, family or colleagues raise £100 each on your behalf
- £450** - Monthly sweepstake at work
- £200** - Team up with friends for a charity tin collection in local pubs

SOCIAL MEDIA

Social media is a great way to get your story, and your fundraising page, to a much wider audience...



- You can easily share your fundraising endeavours with friends and family on Facebook, share your page through your network or even set up a fundraiser directly on Facebook. Make sure all your friends can see it and don't be afraid of asking them to share it with their friends too.



- It's a good idea to ask people to sponsor you with a personal message like an email, but Twitter is a great way to send out updates and reminders.
- Use Twitter to share your on-line fundraising page – write what you're doing and why people should sponsor you.
- Ask your followers to retweet your link – so it reaches their followers too.



- Use YouTube to keep a video diary of your fundraising or make a film telling people why they should sponsor you.
- YouTube is a fun way to promote your fundraising and keep people interested in what you're doing.



- Your challenge event is exciting, interesting and newsworthy so start a blog about it. Blogs are a great way to share your photos, videos and tweets in one place, keeping your supporters up-to-date.

POINTS TO REMEMBER

- Don't be afraid to ask everyone you know – friends, family, work mates, members of the sports team you play for, old school friends, your hairdresser. Remember – if you don't ask, you don't get!
- When you set up your on-line fundraising page or start your sponsor form try to set an example by beginning with a large sponsor – hopefully other people will follow suit.
- Always add a target to your sponsorship page / form – and adjust it when you get closer!
- Never be afraid to ask people to sponsor you. Most people will give to charity but only when asked.
- Explain what you are raising money for, so people know where their money goes - carry a leaflet from the charity with you.
- Take a sponsor form everywhere and tell everyone about your online fundraising page; you never know when you may bump into a potential sponsor.
- Ask a local pub or shop if you can leave a sealed charity collection box for people to donate their change.
- If people cannot afford to donate money they may be willing to donate their time and energy. Perhaps they could help you plan an event?



THE SERIOUS BIT

If you are collecting money on private property you will have to have the permission of the owner.

- You need a licence to collect on public property and should apply to your local council.
- Make sure your event is safe. Railway Children cannot accept liability for illegal or dangerous events.
- Always clear permission for your event with your employer/ headteacher etc.
- If you are holding a raffle, check the rules with your local authority or the Gaming Board of Great Britain.
- Anyone under 16 should never be involved in collecting money without adult supervision.

WHAT TO DO WITH THE MONEY

Once you've successfully reached your brilliant fundraising target (we know you will!) – there are several ways to get the money to us.

By post – send a cheque (made payable to Railway Children) to:

Railway Children

1 The Commons

Sandbach

Cheshire

CW11 1EG

At the bank – We can send you a paying in slip so you can pay in the money at any branch of the Royal Bank of Scotland, Natwest Bank or at any Post Office counter. Please send the counterfoil to us at the above address with the details of the amount and what you did to raise the money.

By credit/debit card over the phone – Call us on 01270 757596 to do this, but please note that we will incur a charge for this.

Bank transfer – Contact the Railway Children office for details of our bank account so you can transfer the money electronically.

Gift Aid – If you are making a personal donation or collecting sponsorship, the government will give us an additional 25% on top of your donation. Make sure you tick the boxes on your sponsorship form or say yes to Gift Aid when you donate over the phone. If you use a paying in slip or send us a cheque, we can send you a Gift Aid form. It doesn't cost you a penny. If the sponsorship is from a close family member (parent, spouse, civil partner, child, sibling, grandparent etc.) then the sponsorship can only be Gift Aided if the charity is not contributing towards the costs of the event.

Online sponsorship form – If you are doing a sponsored event, Railway Children has teamed up with virginmoneygiving.com so your friends and family will be able to donate online and the money goes directly into the Railway Children bank account.

To set up your own personalised web page visit:
www.justgiving.com

Railway Children
1 The Commons
Sandbach
Cheshire CW11 1EG.
T: 01270 757596
E: hello@railwaychildren.org.uk
W: www.railwaychildren.org.uk
Registered charity number 1058991

children RAILWAY
Fighting for street children