



FUNDRAISING FOR RAILWAY CHILDREN

Together, we can give more vulnerable children a brighter future.

Whether you are looking for ideas, inspiration or support, this booklet has everything you need to get started with your fundraising.



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GETTING STARTED

Absolutely anything can be a fundraiser.

Whether you are hosting a bake sale, raffle or carol-singing event, or organising your own black-tie dinner or sponsored walk; every penny raised helps change the lives of children in India, the UK and Tanzania.



CASE STUDY

Neeraj spent seven years lost and alone on the streets, after taking a wrong turn and getting completely lost.

He ended up working in a hotel for 18 hours a day in return for scraps of food and a floor to sleep on.

Thankfully he escaped, and our teams found him when he arrived, scared and alone, at a train station.

We returned Neeraj home to his family after seven long years apart.

Once you have chosen your fundraiser, here are a few bits to think about:

- **Choose your date**
Check diaries before you put on your event to ensure your date and time don't clash with anything.
- **Pick a location**
Whether you're holding a quiz in a pub, a coffee morning in a community hall or a secret cinema in your garden, use contacts and networks to get the best location.
If you're getting active with your fundraiser, like a sponsored walk or cycle, plan your route in advance and print a map for everyone. It might be a good idea to try the route first to see how long it takes!
- **Get your fundraising team together**
Ask friends and colleagues to support you in planning your fundraiser – after all, two heads are better than one... and four are better than two!!





CREATE YOUR OWN FUNDRAISER

Tailor your fundraiser to you! Do you want to push yourself in a personal challenge or get the whole community joining together? Looking for something that can be done with a few close friends, or do you have the time to develop and host a larger-scale event? Whatever you choose, our dedicated events team will support you all the way.

- **Turn your hobby into a fundraiser** Fanatical about fishing? Goofy about golf? Dotty about dancing? How about a fishing match, golf day or danceathon? Use what you know and the contacts you have through your hobby to boost your fundraiser.



- **Bake sale/coffee morning** What better way to catch up with friends and raise money? Charge a small donation and ask people to bring delicious treats for you all to enjoy.
- **Super squares/sweepstake** Add some excitement to television shows, sports tournaments or events with a sweepstake where everyone pays a small amount to bet on a winner. Send an email out to let people know about the fundraiser and the difference their donations can make (see the examples on page 5). Or sell numbered squares where one square wins a prize – and donate money raised to Railway Children.

- **Sponsored challenge** How about 24-hour streamed gaming, walking a set distance each day or learning a new skill? Or for the ultimate test, challenge your team or family to last a whole month giving up sugary treats, fizzy drinks or even swearing!
- **Raffle/auction** Contact local businesses to ask for prize donations (make sure you show them off to encourage people to buy tickets). For higher-value items, how about setting up an online or in-person auction?
- **Sponsored bike ride or walk** Sponsored walks or bike rides are great for all ages. Why not choose a route you haven't done before? Maybe a coastal setting or through the woods. Remember your four-legged friends – they can be great fundraisers too!



- **Head shave** This is a big one! Getting your friends there to support you – or even join you – will make it much easier... and more fun! Be sure to tell all your friends about the big day, invite them along and watch that sponsorship money come rolling in.
- **Quiz night** Everyone loves some healthy competition, so hosting a quiz is the perfect way to bring everyone together. Speak to your local pub or community centre, or even host it in your office! To raise money, just charge teams to enter. You could even put on a raffle at the same time to boost your fundraising total.
- **Charity dinner dance or ball** If you fancy being fancy for an evening and dressing up to the nines, why not go all out and put on a charity dinner dance or ball? Sell tickets and hold raffles and games throughout the evening to raise those big bucks. You could also talk to local press and radio to promote your event.



GET THOSE DONATIONS COMING IN!

Set a target amount, and let people know about the difference their donations will make. Whether you collect donations online or in person, we're here to help you every step of the way.

LET THEM KNOW WHAT A DIFFERENCE THEIR MONEY MAKES:

£100 could pay for four hours of one-to-one support for a vulnerable child in the UK when they need it most.

£500 could pay for an outreach worker in Tanzania to search the streets and bus stations for a month looking for and protecting children at risk.

£1000 could keep one of our 24-hour Child Help Desks in India running for seven weeks, protecting children arriving scared and alone at stations.

If you are collecting your donations online, we recommend setting up a JustGiving page, where all the money will be sent automatically to Railway Children.

Set up your page at:

www.justgiving.com/railwaychildren

If you are collecting donations in person, please email hello@railwaychildren.org.uk or call **01270 757596** to request donation buckets and free fundraising resources.



CASE STUDY

We met Zoe after British Transport Police found her, aged 14, at the side of the railway tracks thinking of ending her life. She was experiencing poor mental health, depression and anxiety.

There was no quick fix, but we are committed to being there for as long as a child needs us. We worked with Zoe and her family, helping her develop the tools she needed to cope with her challenges, and look forward to a safer, brighter future.



FUNDRAISING TIPS

Once you have organised your event and set up your fundraising page, it's all about reaching that target (and beyond!). Here are some hints and tips to get you there:



- **Tell anyone and everyone!** Social media is one of the best ways to tell people about your fundraiser. Create a Facebook event page and invite all your friends and family. Follow local groups, businesses and high-profile people in your community and tell them about your fundraiser. They could end up promoting it, donating or contributing prizes or gifts.
- **Share, share and share again** And don't forget all those WhatsApp groups you're part of! Adding your fundraising link to your email signature is also a quick and easy win to get your page out there.
- **Keep up the momentum** Keep everyone updated about your fundraiser with weekly updates to your JustGiving or social media pages. Some people may not be able to donate when they first see your fundraiser, but your regular updates will remind them.



- **Hit that milestone** People will often donate a few pounds extra to see you over that £100 mark.
- **Keep us updated** We love to see how you are getting on with your fundraising, get in touch by emailing us with any photos or updates. If you are happy for us to, we would love to sing your praises on our social media!
- **Ask your sponsors/donors to Gift Aid** This adds 25p onto every £1 they give at no extra cost to you or your sponsor/donor. Please note that Gift Aid can only be claimed on donations from individuals. Money raised from activities such as raffles or tombolas cannot be gift-aided, nor donations received from companies.



- **Reduce costs involved in your event or activity** Will a local company donate their premises for free or at a reduced rate? Or can local shops or restaurants provide vouchers or gifts as prizes in exchange for publicity?
- **After the event** Did you know that 20% of fundraising comes in after an event? So share how you did, what taking part meant to you and how it has affected how you feel. You'll be amazed at how many extra donations come in.
- **Shout about Railway Children** We have balloons, T-shirts, bunting and posters to help promote your event or decorate your stall or venue. Please email hello@railwaychildren.org.uk to request any of these or for support to create other fundraising materials.





To get your fundraising started, tell us about your fundraiser, request support or order fundraising materials, please get in touch with our friendly team at hello@railwaychildren.org.uk

We love hearing your fundraising stories and celebrating your amazing achievements. Don't forget to tag us on social media [@railwaychildren](https://www.instagram.com/railwaychildren) so we can give you a shout-out!

Want to know more?

Please contact Emillie at hello@railwaychildren.org.uk and we will be happy to answer and support you with any queries.

GOOD LUCK!



CASE STUDY

Juma was just 12 years old when he ran away from his aunt's house after she threatened him with violence. He arrived at Mwanza bus terminal alone, at risk, and with a soaring temperature and uncontrollable vomiting.

Luckily, we were there. Not only did we get Juma the urgent medical help he needed, but we got to him before an abuser could.

Thankfully, we were able to trace his family and reunite him with his parents, who were relieved to have him home.



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Wherever possible we gained consent of the children pictured in accordance with our child protection policy. Names have been changed and models used to protect identities. Your donations will transform the lives of children in Tanzania, India and the UK - wherever the need is greatest.

children RAILWAY
No child lost to the streets