

# Fundraising Pack

Thank you for choosing to fundraise for **Children Today!**

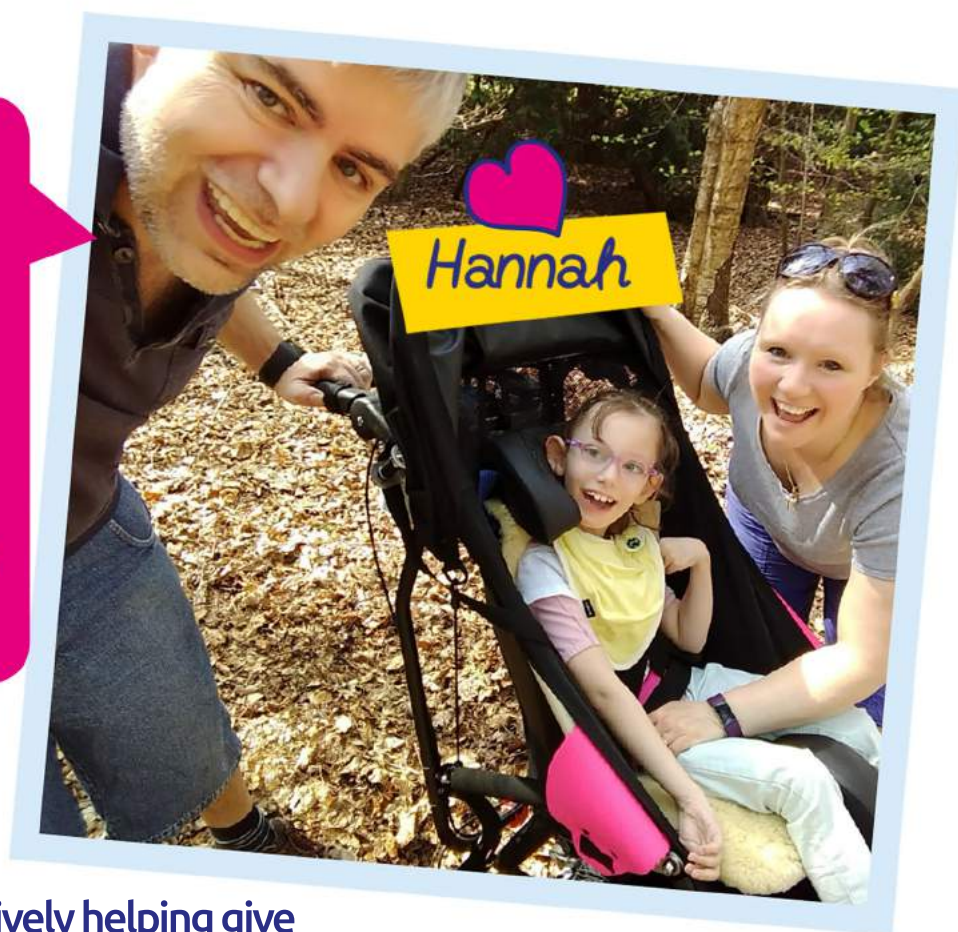
Your support will mean we can provide more grants for much-needed specialised equipment for children and young people with disabilities under 25 years old - helping us make a real difference to the lives of thousands of children and their families.

**“** Hannah's buggy has meant we've been able to explore the woods together as a family and Hannah thoroughly enjoyed her first outing of many.

Thank you for all your support in helping Hannah and our family to experience this joy – it is truly life-changing.

Hannah's dad, Stephen

**”**



By fundraising you are actively helping give children like Hannah more independence and the **best possible quality of life.**

This fundraising pack includes everything you need to inspire and support you throughout your fundraising journey.

*Good luck with your fundraising!*



# Lots of ways to support us!



There are plenty of ways you can be a Children Today Fundraising Champion and help raise funds for **Children Today!**

**Join one of our events...** From hiking or cycling challenges to shark dives or skydives - we have plenty of events coming up that you can sign up to! Just visit the Events & Challenges page on our website.

**...or choose your own challenge!** If you are organising your own bucket-list challenge instead - whether it's a trek, mammoth abseil or something else you have in mind - let us know what you are doing and we can give you fundraising support.

**Charity of the Year** Nominate Children Today to be your chosen charity in work or even at your local social group or club! We can provide fundraising support for you if you need it - and we can even ensure funds go to grants specifically for children in your local area if you wish.

**Mark a special occasion!** Whether it's a wedding or special birthday coming up ask your friends/family to make a donation in lieu of a gift and ensure your special day makes a real difference to children's lives.

**Make it a monthly habit...** If you want to make a regular donation every month of a few pounds to help keep our work going, just set up a standing order or direct debit by giving us a ring on 01244 335622.

**Everything and anything!** Baking sales, quiz nights, dress down days at work - even sponsored silences! There are plenty of ideas to get your fundraising started - and we've included some in this pack to get you inspired!

If you need any support just call our Fundraising team on 01244 335622 or email: [champions@childrentoday.org.uk](mailto:champions@childrentoday.org.uk)



Ismail



Teddy



Ellis



Registered Charity Number 1137436.

[www.childrentoday.org.uk](http://www.childrentoday.org.uk)

  
**children today**  
changing lives



# Your Fundraising A - Z!

We've designed this A-Z to help give you some **inspirational ideas** on how to fundraise, how to **maximise your sponsorship, promote your event and make sure you're meeting fundraising guidelines** for safety and legal reasons.

**Auction it off** - Hold an auction of services at work, getting people to donate their time in return for donations.

**Bag-packing** - Ask your local supermarket if you can pack bags for a day.

**Call us!** We're here to **support your efforts** - just let us know what you're planning to do and what support you need and we can help.

**Dance it off** - Whatever dancing style you love, hold a special fundraising evening of dance (like the Hemel Hempstead Line Dancers & Supporters who raised £350 at a recent event)!

**Email signature** - A simple way to spread the word - and it works! Add a little message with your sponsorship links (or event page) to the bottom of your emails.

**Friends** - Friends can often offer more help and support than just their sponsorship! If you're organising an event, ask them to share your story or even ask if they can volunteer their time to help bake cakes, find tombola prizes etc.

**Gift Aid** - If you're doing a sponsored challenge encourage people to complete their details on your sponsor form (including their postcode!) & tick the Gift Aid box to add 25p for every £1 they donate! If you're raising money through Justgiving, they will automatically be reminded to Gift Aid their donation.

**Health & Safety** - you need to make sure everyone at your event is safe - from knowing where the fire exits are, to having qualified First Aid cover where appropriate. For more info visit [www.childrentoday.org.uk/fundraisereg](http://www.childrentoday.org.uk/fundraisereg)

**Icing on the cake** - A bake sale at work is a tasty - and lucrative - way to raise lots of funds...yum!

**Justgiving** - A Justgiving webpage is an easy way to reach sponsors that are further afield. Just give us a call and we can help set one up for you if you're not sure how.

**Keepy Uppy!** Whatever sport you're into - from a golf day to a 'Keepy Uppy' competition or 5 a side - organise a fun event and get people to pay to enter.

**Legal** - Charity fundraising is regulated by law! Remember it's illegal to collect door to door or in a public place without a license. For public events you may also need public liability insurance and meet food safety laws. For more info visit [www.childrentoday.org.uk/fundraisereg](http://www.childrentoday.org.uk/fundraisereg)

**Money raised** - Once you complete your event make sure you send us the enclosed 'Money Raised' form with your sponsorship forms & payment, so we can collect the gift aid, or let us know on the form if you've raised funds via justgiving.

We want to hear about your amazing achievement!



# Your Fundraising A - Z!

**No talking!** Organise a sponsored silence either on your own, for a day in work or get your child's school involved.

**Onesie Day** Dress-down days, Onesie days or even 'Dress as your Favourite Superhero' days at work are a great way of raising lots of funds - and you could even give 'penalties' for people not taking part.

**Publicity** - If people don't know about your event - they won't show up! Set up an event page on facebook, get posters and flyers distributed through friends & even let your local paper know! We can help put together a press release for you for your local paper to help raise more funds - just call our marketing team.

**Quiz** - Speak to your local pub about hosting a special quiz night for you or even run one in the office where teams pay to enter with half the proceeds going to the winning prize, and the other half to us.

**Resources for you** - Need balloons, t-shirts, posters and more to promote your fundraising? Just complete the Resources Request form in this pack and return to us or call us on 01244 335622 and we'll send the materials you request out to you.

**Social media** - Share your story, fundraising target and Justgiving link on Twitter, Facebook and Instagram. Post pics of your training or event updates (and tag us in so we can RT!) to help boost your sponsorship!

**Thank people** - Remember to thank everyone that sponsors you. Thanking people on social media can also remind anyone that hasn't donated yet to support you.

**Unclutter your wardrobe** - Have a clear out and either attend a car boot sale or host a friends clothes swap evening to raise funds. You could even donate unwanted good quality clothes to our new Bolton charity shop.

**Virtual challenge** - Want to cycle from London to Paris but don't have the time? Do the same distance from the comfort of your own gym & get sponsored to complete it!

**Walk the dog** - Ask for donations from your neighbours/friends and family in return for taking their pooches for some exercise.

**X-factor style competition** - Get the karaoke machine out and host an evening of singing at home with people charged if they want to take the mic. Or even host a sweepstake for the TV show on who will leave the show each week of the programme!

**You can do this!** - If you feel like you're starting to flag - remember why you're supporting us! You can view case studies of the children your fundraising helps on our website and sending these to potential donors could inspire them to give that little bit more!

**Zumbathon** - Love class sports? Get a group together for a one off challenge with proceeds coming to Children Today.

**For any further advice - just call us on  
01244 335622 or email:  
[champions@childrentoday.org.uk](mailto:champions@childrentoday.org.uk)**



# How Your Money Will Help!

Costs for equipment can go up to around £20,000 for powered wheelchairs so our grants help to support families in getting the piece of equipment they so desperately need.

**However, as a small charity we receive no funding and are reliant on voluntary donations to continue to provide these much-needed funds.**



**£100**

could pay for a specialised swing, perfect as a fun and supportive item for a child with Cerebral Palsy

**£500**

could pay for a 'P' Pod chair to help a child with bilateral limb absences sit comfortably in their home

**£1000**

could pay for a specially adapted trike, meaning a young child with Dyspraxia – like Lilia – could ride with their friends for the first time

Your fundraising could help us change more lives like Lilia's!

# Resources request form

Please complete this form for all your fundraising material requirements and email to **champions@childrentoday.org.uk** or call **01244 335622** or post to: Children Today, Unit 17B Telford Court, Chestergates Business Park, Chester CH1 6LT.

Please allow at least 14 days for delivery so that we can get the materials to you in time for your event.

**Your name:** .....

**Address:** .....

.....

.....

**Contact no.:** .....

**Type of event:** .....

**Date of event:** .....

**Email address:** .....

**Fundraising resources required** Please put the quantity needed in the box next to each item, if none needed please leave blank.

Information posters (A3)

Yellow logo balloons

Balloon cups & sticks

Collecting tin(s) with seals

Collecting bucket(s) with seals

Sponsorship forms

Information leaflets (A5)

T-shirt (small)

T-shirt (medium)

T-shirt (large)

T-shirt (x-large)

T-shirt (xx-large)

Running vest (small)

Running vest (medium)

Running vest (large)

Blank event posters

As a small charity we would be very grateful if you could send back any vests/t-shirts after you have finished with them to help keep our costs down. Thank you.

Your details will be stored on our database and held securely in accordance with the Data Protection Act 1998. Your information will only be used to contact you with regards to your fundraising activity, if you would like to update or change the way you hear from us please call us on 01244 335622 or email [info@childrentoday.org.uk](mailto:info@childrentoday.org.uk)

To opt in to find out about the latest news or events from Children Today - please tick here for email ☐ post ☐



# Money raised form

**Thank you for your support! Together we are changing lives.**

**To return the money you've raised please complete this form and send to:**  
Children Today, Unit 17B Telford Court, Chester gates Business Park,  
Chester CH1 6LT.

*If enclosing any cheques or CAF vouchers please send by recorded delivery. Please do not enclose cash.  
Remember proof of posting is not proof of receipt.*

Details of fundraiser – please complete in capitals		
Title:	Surname:	First name(s):
Address & postcode:		
Tel no.:		Email address:
Date of birth (if under 18):		Signature of Fundraiser (or parent if under 18):

Details of your fundraising activity	
Type of event:	Date of event:
Total cash donations:	£
Total online donations:	£
TOTAL RAISED:	£

**Ways to pay in your money (choose from the following ways to send the money you've raised)**

- ☐ **DEBIT / CREDIT CARD** If paying by card, just call us on 01244 335622 to make the payment.
- ☐ **ONLINE FUNDRAISING PAGE** Please select which you have: Justgiving ☐ Virgin Money Giving ☐
- ☐ **CHEQUE** Made payable to Children Today and enclosed, or CAF vouchers.

We would like to keep you updated on the latest news and events from Children Today – please tick below if you are happy to hear from us.

☐ By post. ☐ By email.

If you would like to update or change the way you hear from us or you no longer wish your details to be held on our database then please contact us on 01244 335622 or email [info@childrentoday.org.uk](mailto:info@childrentoday.org.uk)

**Make your sponsorship go further! Don't forget to send us your sponsorship form with this completed page so we can claim an extra 25% on your qualifying Gift Aid sponsorship money.**

*giftaid it*

**THANK YOU FOR YOUR FUNDRAISING SUPPORT!**