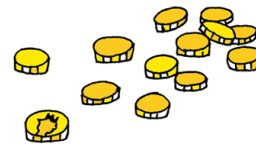


Fundraising Pack

First of all....**thank you** for thinking about fundraising for The Dove Service. We know that a lot of hard work, time and planning goes into fundraising or organising an event, and we are extremely grateful. The good news is fundraising should be **fun** and **rewarding** too. We hope this pack will make fundraising for The Dove Service as easy and enjoyable as possible and give you all the tips, advice and information you need to get you started.

Fun, planning and a bit of creativity are the most important things.

We know you will have some fantastic fundraising ideas and we are really keen to hear your thoughts.



What we do

The Dove Service works across Staffordshire providing counselling, training and support to those struggling with bereavement, life-changing illness and significant loss/life events.

We receive some funding from statutory bodies and work closely with other local organisations to provide counselling, support and training out in localities and within such communities as schools, care homes, within learning disability communities and elsewhere. However, we do rely heavily on donations and are grateful for, and welcome, financial support from individuals, companies and others as well as any offers of goods services or voluntary support. **Donations can be sent by cheque or online through mydonate:**
<https://mydonate.bt.com/charities/thedoveservice>



Why fundraise for The Dove Service?

Fundraising can be hard work but it is a good chance to meet new people, learn new skills and most importantly it should always be lots of **fun**.

Your support could make a huge difference to The Dove Service and the number of people we are able to help. To give you an idea of the difference you can make, some feedback from recent clients follows:

1) An 8 year old: "The first time I came to see the counsellor I told her my heart felt like a huge castle with all my feelings trapped inside. But since working with the counsellor it feels like the gates are opening time by time."

2) An adult from our specialist project working with people with learning disabilities: "When it was time for the first meeting I felt scared and upset about talking about my dad's cancer. At first I felt it was my fault even though I knew it wasn't really. I'm still on my journey with difficult times ahead but I know I have my counsellor for support."

3) Adult client: "Could I thank Dove for all the help it gave me...I am now in full-time employment and life is back to normal again."

How will the money raised be spent?

At the moment there is no funding for 4-9 year olds in the area. Any money raised through community fundraising and events could help to ensure that children in the area get the help and support they need.

Remember. Every little **really** does help.

Lots of little amounts x Lots of events = Lots more support we can provide



Fundraising ideas



There are so many ways you can help to raise money for The Dove Service. If you are able to organise a fundraising event some ideas follow below, but we know you will have many more. Whatever you choose to do, keep it as simple and as much fun as possible.

After the idea pages please keep reading...there is more advice to help your event raise as much money as possible **and** to be safe and legal.

Virtual challenges

Have you thought about virtual challenges? Want to swim The Thames in your local pool, or cycle from Lands End to John O'Groats in the gym round the corner. You could even include some landmarks along the way to motivate you to reach your goal and give you something to talk to potential sponsors about.

Give it up for The Dove Service

Raise money by doing nothing at all. Get sponsorship to give up wine, chocolate, cigarettes or talking.

Celebrate with us

Alternatively, if you have a big birthday, family event, anniversary or celebration why not ask guests for a donation for The Dove Service rather than a gift?



Some other ideas

Abseiling

Sky dive

Coffee Morning

Fancy dress/dress down day

Music Bike rides

Wine tastings Golf days

Pub Quizzes

Lunch/Dinner Dance Pamper Night

Fun Run

E-bay or promises auction

Car washes

Sing-alongs, Sponsored silences



But remember, whatever you do...please make sure it's safe and legal.



Fundraiser Checklist

Before planning an event or fundraiser think about...

- What are you going to do?
- When are you going to hold your event?
- Who is it aimed at?
- Will it raise more money than it costs?
- Where are you going to hold your event?
- It is really something you are interested in/will enjoy?



Keep it simple. Is your fundraising idea as simple as it can be, or is it quite complicated? Generally, the simpler events work the best, particularly if it is the first time you have arranged an event or fundraiser.

Some other points to consider...

Who is ultimately in charge? Make sure you have one designated person who is the main organiser for the event. Should there be a problem, issue or dispute they will make the final decision.

Check what else is going on locally To ensure as many people come as possible, have you checked what else is going on locally that day and that your fundraiser does not clash with another event?

Promoting your event If you would like any help promoting your event, just let us know. Also www.how2fundraise.org has some good template letters you can use. **If you are sending out any letters or materials, please let us see them first.** If you don't have an official photographer for the event, appoint an unofficial one. Otherwise, you may find you have a fantastic day but no photos to show for it.

Official notifications Notify police and other relevant authorities if the event is taking place on public roads or land. Notify your local council if the event involves putting up signage on public roads/land.

Insurance If you are holding an event you may need insurance and **our insurance may not cover you**. Please give us a call to check what insurance you need and how you can put it in place. It is not expensive to do so, but it is vital.

Health and safety and managing risk Don't get bogged down, but do carry out a risk assessment. Take a copy of the risk assessment to the event. If there are more than 12 people attending an event one first aider should be in attendance. **If there are more than 50 people attending St John's Ambulance or the Red Cross MUST be present.** Any participants for an event should sign a disclaimer.

Alcohol, food and music If you are selling alcohol at an event you need a liquor licence, which you can apply for from your local magistrates' court. **At a one-off event, you don't need a licence to sell food**, but you should follow Food Hygiene Regulations - these can be found at www.food.gov.uk For longer events that run over a number of days, where you will be selling food each day, you need to register with your local authority. Entertainment such as singing, music or dancing at your event requires a licence. So if your venue does not already have a Public Entertainment Licence, you need to obtain one from your local authority.

Facilities Check the location of toilet facilities – if there is nothing available, talk to local pubs, cafés, businesses, etc to see if they will provide them. If you are not providing catering for the event please make sure that participants are aware of this. **If the event is a sporting one, you must ensure adequate water is available.**

Prizes If prizes are being donated, make sure that a list of prizes and their donors are kept and a copy provided to all participants.

Are you aware of Data Protection? The Data Protection Act basically means you can't give personal information out without peoples' permission and you can't keep their information any longer than you have to. This applies to both computer & paper records. There is more information at <http://www.institute-of-fundraising.org.uk/About+Fundraising/information/data-protection>

Sponsorship forms Please ring and ask for the official Dove Service sponsorship form. The form must be personalised with the participant's name, address and postcode before anyone signs up to donate. The sponsorship forms have a column to tick for Giftaid – please ensure that donors include their name, **home** address and postcode so that Giftaid can be claimed. Please note that **work addresses do not count for Gift Aid purposes**. If any event costs are being paid from sponsorship money, this must be very clearly stated on the sponsorship form and an exact amount or percentage given.

Using our name and logo If you would like to use The Dove Service name or logo on anything, you **must** let us see the materials first. All fundraising materials should say: 'In aid of The Dove Service. Registered charity number 1086625'.

After the event...



Sending in the money When your event is finished, **it is always best to collect the money you have raised as quickly as possible.** Try to ensure that two people are present when you are counting cash. Please don't send cash through the post. Bank any cash or cheques made payable to you and then write a cheque payable to 'The Dove Service' for the amount collected and send it to The Dove Service, The Dudson Centre, Hope Street, Hanley, Stoke-on-Trent ST1 5DD.

Thank you letters Please make sure that you send thank you letters to everyone who came along and supported the event and if appropriate, let them know how much was raised and about future fundraising events.



We'd love to know how everything went too, so don't forget to get in touch afterwards.

Some rules and regulations you may need to know about...

Raffles



Raffles can be an easy way to raise money, but there are strict laws that deal with raffles and lotteries. These include things that you may not think of as raffles or lotteries such as lucky dips, bottle stalls or even balloon races. To make sure you are exempt from the regulations the simplest way to organise a raffle is to make sure all of the following apply:

- It must be promoted for a purpose other than private gain
- Tickets must only be sold during the event, on the premises where the event is taking place
- Tickets, must all be sold at the same price (so they cannot be sold, five for the price of four)
- The draw must take place during the event

- The amount deducted from ticket sales must be no more than: £100 for costs, £500 for prizes. The remaining sum must be going to the good cause. (These amounts may change so please check with us.)
- No rollovers are allowed.
- Tickets cannot be sold by anyone under 16 years of age.

There are no specific ticket requirements, so cloakroom tickets can be used. You can buy these at most supermarkets.

If you are planning a raffle, please give us a call first. We are always happy to help and can help you plan your event. You can also find further information on the Institute of Fundraising site and it is a good idea to read through their guidelines before you start: <http://www.institute-of-fundraising.org.uk/About+Fundraising/information/raffles-and-lotteries>

Organising a Collection



When organising a collection it is very important to abide by the law and by fundraising codes of practice. There are different rules and regulations depending on where the collection will take place. **Please give us a call first so we can talk things through.**

If you plan to hold a collection on private property, such as a pub or shopping centre, you need to gain permission from the owner or manager. If you collect on the street you must gain a permit from the local authority for the area you wish to collect in.

If you wish to collect you must use a Dove Service sealed collecting tin and carry an ID card (please call us for a tin and ID card).

Please don't collect money door to door; this is illegal without a licence. The minimum legal age for collecting money is 18 years old in London and 16 years old everywhere else.

Some websites that may be useful

www.how2fundraise.org How2fundraise provides loads of free advice, ideas, guidance and templates for fundraising volunteers.

www.institute-of-fundraising.org.uk Institute of Fundraising. Provides guidance documents on fundraising regulations and best practice.

www.food.gov.uk Food Standards Agency. Provides useful information on how to prepare food safely and hygienically.

www.hse.gov.uk Health and Safety Executive.

And finally...



Thank you again for supporting The Dove Service. Before you start to plan an event or fundraiser, please give us a call to let us know what you have in mind.

We are here to help. If you have any questions, please call or email Lisa Bone (01782 683155 lisa.bone@thedoveservice.org.uk) Lisa works from Mon-Wed each week. But if you have an urgent enquiry just call the main office and they will get a message to her.

Some other ways to help The Dove Service

NB: If you don't want to organise an event, but would like to take part in one, please check our website regularly for all the latest fundraising and events news.

Alternatively...

Ways you can help The Dove Service that won't cost you a penny...

giveasyoulive.com

Please use the website www.giveasyoulive.com to do **all** your online shopping. There are 1000s of online retailers signed up to this site who have all agreed to donate a % of your shopping bill to your chosen charity. All the big names like Argos, Amazon and Next are there as well as thousands of others. Register online and choose The Dove Service as your chosen charity. It's that easy.

Using this site **won't cost you anything** at all but could make a big difference to The Dove Service and the number of people they are able to help each year. It may even **save you money** because if you sign up, you can also choose to receive alerts about vouchers, sales and discounts.

You are still buying direct from the retailers, so refunds etc are not affected in any way.

Please use www.giveasyoulive.com for all your Christmas shopping.



Everyclick.com

Make everyclick count while you search the web

Everyclick.com is a search engine that donates 50% of its revenue to charity. So far, its users have so far raised over £2 million for charities. Please use everyclick.com as your home page.*

You can now support The Dove Service by searching online with Everyclick, and it won't cost you or The Dove Service a penny. Everyclick works just like Yahoo!, Google or MSN and the money comes from companies that advertise on the site. There is no sign-up fee or hidden charge to the user or the charity – it's free and easy to use.

By choosing The Dove Service as your charity, approximately 0.5 to 1 pence will be paid in support of The Dove Service each time you execute a search depending on the state of the advertising market. Every search helps...

Start searching now at www.everyclick.com

(*To set **everyclick** as your home page. Type in www.everyclick.com in your browser. When the page has loaded, go to 'Tools' on the toolbar, choose 'internet options' and under the 'home page' section click on 'use current.')

!*Please forward this email to any friends and family members and encourage them to sign up too.*!