

Fundraising Guide

Thank you for choosing to fundraise for The Carers Centre for Brighton and Hove. In this guide you will find everything you need to help with your fundraising. You can also find extra information and printable resources online to help with your event, go to www.thecarerscentre.org

Put the fun into fundraising

Coming up with an exciting idea for fundraising is often key to getting people involved and willing to donate.

You can plan your fundraising more effectively by considering:

- How much you want to raise
- Timescale – if you are fundraising for a specific purpose set a start and end date
- Who will raise the funds?

Where do I start?

Fundraising can seem like a daunting challenge, but if you are well organised and plan ahead it can be a really rewarding and enjoyable experience.

Consider the following when planning your event:

Scale

Think about the size of the event you want to organise. Will you have lots of people paying small amounts or fewer people who will be asked to pay more?

Date and Location

Once you have chosen your event, choose a venue and set a date. Check that there is nothing else happening that might clash and that your venue is suitably located and accessible.

Decide when and where it is going to take place. Remember to consider the weather and have a just in case backup plan.

If you book a venue it is worth checking availability, capacity, toilet facilities and things like access and parking.

If you let them know it is a charity event – you may be able to get free or discounted venue hire.

Planning

Have a clear plan of action and set some deadlines. Planning is vital to running a successful event.

Budget

Set a realistic income target making sure your costs are covered. You will need to budget for costs such as venue hire and publicity, but if possible try to get these donated, as well as prizes for a raffle.

Promotion

Consider who would be best to invite and use 'What's On' pages, local and social media and your own contacts to help publicise it.

Don't forget to let us know too and make sure you use The Carer Centres logo on any promotional materials.

Set yourself a fundraising target

Let everyone know how much you are aiming to raise and how the donated money will help unpaid carers across Brighton and Hove.

Set up a JustGiving/Virgin Money Giving page

It only takes a minute to set up a page that's quick and easy to share with friends. Plus the money donated comes directly to us, so you don't have to worry about collecting it.

Spread the word

Let everyone know when and where. Why not contact your local newspaper and tell them about your event?

Don't forget to tell your friends, family and colleagues that you're raising money for The Carers Centre. Send round an email with your JustGiving page, update your status on Facebook, tweet about it and leave a sponsorship form in your staff room.

You can also use our template to create your own poster to help promote your event.

Fundraising materials

Contact us to supply you with balloons, stickers, collection boxes, sponsorship forms, posters, t-shirts, leaflets etc.

Tips for Twitter, Facebook and social media

- Tweet and tell people information about what you are doing and why.
- Share links to your online fundraising page.
- Remember if you want everyone who's following you to see your tweets don't include a @ name at the front of your message.
- Try to mention @carerscentre As we love to see your tweets
- Communicate with people outside of your followers by using a hashtag. Make hashtags relevant and always use your local area (e.g. #Brighton)
- Update your Facebook status about your fundraising, tell people why you are doing it, share a link to your online fundraising page.
- If you are hosting an event, create an event on Facebook to invite friends and followers.
- Upload photos to Instagram to engage people every step of the way and be sure to use hashtags to help reach more people.

Legal and Safety considerations

As the organiser it is your responsibility to ensure that the event complies with relevant health and safety laws and to carry out any risk assessments.

A few things you may need to consider:

Licenses

If your event is going to have a licensed bar, live music or a raffle you may need to apply for a special license.

Contact the City's licensing department for more information.

Collections

We can supply you with collection tins. It is illegal to carry out house to house or street collections without a license.

Risk Assessment

If you are carrying out an event it is essential you carry out a risk assessment to identify all possible risks and put measures in place to eliminate or reduce them.

Insurance

Please ensure you have adequate insurance, as we cannot accept liability for events you organise. Most venues have their own insurance, but do check first.

First Aid

If you are organising a public event it would be wise to have a trained first aider on hand.

Food Hygiene

If you are selling or handling food you will need to practice good food hygiene. visit www.food.gov.uk for more guidance.

Collecting Money

If you are organising any form of sponsorship then you can get your supporters to pay online via **Virginmoneygiving**.

Alternatively you can return any money collected in a number of ways:

BACS Transfer – direct from your bank account to ours – please contact the office and ask for our bank account details.

By Cheque – made payable to “The Carers Centre for Brighton & Hove” – post it to us at:

18 bedford Place, Brighton, BN1 2PT

GIFT AID

Please also encourage those sponsors/donors who are tax payers to Gift Aid their donations.

This is a government scheme which allows us to claim an extra 25p for every £1 sponsored. The great news is that this money comes from the treasury and not your sponsors. Sponsors will just need to tick this option on your sponsorship form and where it's indicated online.

Pay in your donations!

The most cost effective way for us to receive your donations is online. Please contact the office to receive our bank details for an online transfer.

Paying in cheques

- send us a cheque made payable to 'The Carers Centre for Brighton and Hove' with a covering letter detail the nature of the donation.

Paying in Cash

We can send you a paying in slip to pay donations directly into our bank account through your local branch of HSBC.

A great big thank you for raising money for us.

And finally!

- Best of luck organising your event – we hope it goes well!
- For more information contact us at
- The Carers Centre for Brighton and Hove, 01273 746 222 or info@thecarerscentre.org
- Remember to add date of publication