

NSPCC



Your fundraising pack

TIPS, ADVICE AND INSPIRATION

EVERY CHILDHOOD IS WORTH FIGHTING FOR

A close-up photograph of a woman with dark, wavy hair smiling warmly at a young child with blonde hair. The woman is wearing a grey sweater, and the child is wearing a blue and white striped shirt. The child is smiling back at the woman. The background is a plain, light-colored wall.

When you fundraise for the NSPCC:

- * it's about more than just getting together and having fun
- * it's more than coffee and cake
- * it's more than the glitz and glamour
- * it's more than the challenge to give something up
- * it's your chance to keep children safe from abuse.

We believe every childhood is worth fighting for.

That's why everything we do protects children today, prevents abuse tomorrow and transforms society to make child abuse a thing of the past. We receive around 90 per cent of our funding from generous supporters.

Amazing people like you – who believe in our work – believe that every childhood is worth fighting for. We're incredibly grateful for your enthusiasm and effort, so thank you for joining the fight for every childhood.

In this pack, you'll find tips, advice and lots of inspiration to help you make your fundraising a success. You can also visit nspcc.org.uk/fundraising for more information, get in touch via our hotline on **020 7825 2505** or email fundraising@nspcc.org.uk

Fundraising shouldn't feel like a lot of hard work. It should be simple and make you smile. We're here to support you with whatever you decide to do, so you can focus on all the fun stuff. If you're stuck for ideas or want some advice on what fundraising materials you may need, don't hesitate to contact us.

Thanks again and have a great time fundraising!



THANK YOU FOR CHOOSING
TO SUPPORT THE NSPCC

Our supporters go the extra mile for children.



They're motivated. They're daring. And most importantly, they're fighting for every childhood. We asked a few of them to share their fundraising stories to help you get inspired.



Joshua Hopkins (15), Inverkip

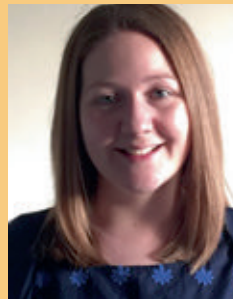
– organised a concert at his local church hall and raised £860.

"I am a keen dancer, so by contacting lots of my own friends and contacts I managed to secure 11 acts for my concert. I found it quite easy to put this concert together because lots of the performers are my friends and they have been very helpful as they understand and believe in the cause.

The venue was able to hold 100 people and we managed to sell all of these tickets to people from our local community.

I have been a victim of bullying myself and I know how hurtful and devastating it can be as it made me not want to go to school. I just want all children to know that in ChildLine they have somewhere to turn if they have issues that get too much for them.

My concert was a huge success and my ultimate goal now would be to build this event - reaching more people and raising lots more money."



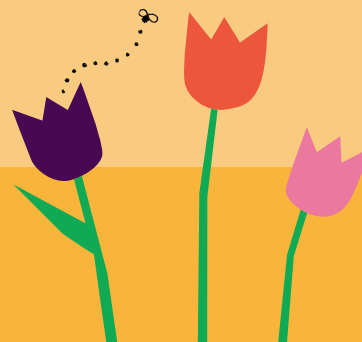
Melanie Palmer, primary school teacher, Sutton Coldfield

– hosted a garden party and raised £257.

"I'm an Ambassador for the NSPCC and have donated money for several years.

I invited family, friends, neighbours and work colleagues and charged a small admission fee that included a light lunch and drink. I ran a quiz and garden games to keep the guests entertained, and the winners received small prizes. There were also craft stalls selling items such as jam, cards and keyrings and many guests donated homemade cakes to sell.

I enjoy organising and was lucky to choose a lovely sunny day for the event. Everybody had a really enjoyable afternoon and I'm proud to represent an important charity that fights for such a worthwhile cause."





Lets Dance for the NSPCC

Debs Adams, Wakefield

– organised a *Strictly Come Dancing* inspired event that raised £16,000.

“I wanted to organise a community event which would bring the people of our large village together. With a few friends and local retailers, I recruited 16 dancers to perform their hearts out to an audience of 370 people at Horbury Academy.

The fundraising wasn’t hard – the dancers raised sponsorship online, I sought support from local retailers and of course there were ticket sales and the raffle. It was a fantastic partnership between us and the Academy who gave us a venue in the heart of the village.

The hardest bit was finding the dancers – but once they began their training, they loved it and wholeheartedly supported the work of the NSPCC Schools Service in local primary schools. Lets Dance for the NSPCC has now become an annual event.”



Amanda Dent, Corby

– organised a green day at RS Components and raised £650.

“We managed to persuade

work colleagues to do all manner of green activities including filling a green hamper with any food and drink items which were coloured green.

To get everyone in the green spirit I decided to wear green lipstick – not a colour I’d normally be seen wearing but it raised a smile and much needed funds for what we all believe is a very worthwhile charity.

We continue to donate to the NSPCC through Payroll Giving each month and we plan to go green again in 2015. It is a charity we all feel passionately about.”

Fundraising made easy



We want to help you make your event as successful as possible. Our advice would be to give yourself plenty of time to plan your event and you'll have a great time fundraising. Here are our top hints and tips to help you along the way.

Where will your event take place?



You may want to hold your event at home, at your workplace or at a venue in your community. Think carefully about the space you'll need – indoor or outdoor, big or small and what facilities you need.

* TOP TIP

Remember to mention you're fundraising for the NSPCC as you may get a reduced rate.

Set yourself a target and make a budget

Our fundraisers find it really helpful if they set themselves a target as it helps them stay motivated and raise more.

Think about how much you hope to raise once you've covered your costs and then tell everyone your goal. Seeing how you're progressing will inspire people to give generously.

* TOP TIP

You can cut costs by asking local businesses to donate prizes or food, borrowing equipment and asking for discounts. After all, you're fundraising for a great cause!



Spread the word



So you've decided what you want to do but have you spread the word to your friends, family or colleagues?

Facebook and **Twitter** are perfect for inviting people, updating on your progress and asking for help.

You may prefer to invite people by email or post – just give people as much notice as possible so they can get it in their diaries.

You can also use the poster included in this pack to tell everyone about your event. You can download more posters and an editable invite at nspcc.org.uk/fundraising

* TOP TIP

Telling people why you've chosen to fundraise for the NSPCC, keeping them updated with your progress, and sharing successes are great ways to motivate people to support you.

We'd love you to share your amazing fundraising achievements with us too, so make sure you connect with us at:



Your online fundraising page



Setting up an online fundraising page with JustGiving, Virgin Money Giving or BT MyDonate makes raising money easy.

Simply send everyone a link to your page, then they can donate online and see how well your fundraising is going too. Online fundraising pages also take the hassle out of claiming Gift Aid – boosting your total with extra funds from the taxman!

* TOP TIP

People tend to give more when they donate online.

Text donations



You can make it even easier for people to support you by simply sending a text message. With JustTextGiving you can set up a unique text code which will mean your supporters can send a donation by text. It will then be added automatically to your JustGiving total. There's no additional charge on top of the amount they want to donate and we'll receive Gift Aid if your sponsor adds it.

It's simple to do once you've set up a JustGiving page. Just log in to your account at [justgiving.com/nsppc](https://www.justgiving.com/nsppc) and follow the instructions.

For more information visit [justgiving.com/justtextgiving](https://www.justgiving.com/justtextgiving)

* TOP TIP

Pop your code on all of your fundraising materials such as posters and post it on your social media pages.

Gift Aid

Please make sure you don't forget about Gift Aid. Any UK tax payer can include Gift Aid when they donate. The taxman adds 25 per cent to their gift so that's an extra £1 for every £4 donated!

This extra money can make a huge difference to the children we need to keep safe. So please make sure all UK taxpayers tick the Gift Aid box on your sponsorship form, and include their full name and home address with postcode, so that we can claim the Gift Aid.

* TOP TIP

If your sponsors donate via your JustGiving, Virgin Money Giving or BT MyDonate fundraising page, we'll automatically receive the Gift Aid.

giftaid it



Matched giving

Did you know that lots of companies run a matched giving scheme, which could double your total raised? Ask your employer if they do, and if they don't, why not suggest it? It's tax-efficient for them!

Fundraising materials

We have lots of eye-catching materials for you to download, just visit nspcc.org.uk/fundraising. You can choose from our range of templates to help you advertise your event and raise money.

Contact your local fundraising team if you want to order our merchandise including balloons, banners, and T-shirts.



Tell your story to the press



You could get excellent publicity in your local media including your local paper, radio or TV station.

They want stories about what's going on in your area and could help you raise even more! We have a sample

press release on our website at nspcc.org.uk/fundraising which you can send to them.

Our fundraising team can also help advise you on the best ways to get publicity for your fundraising efforts. Just email fundraising@nspcc.org.uk



**EVERY
CHILDHOOD
IS WORTH
FIGHTING FOR**

Make sure your activity is safe and legal



When planning your event, you need to consider health and safety and legal concerns. If you're unsure about something, just ask us.

NSPCC branding

By law, the NSPCC's charity registration number must appear on all posters, advertisements and other fundraising materials. Please display this as follows: "Registered charity England and Wales 216401. Scotland SC037717." Please contact your local fundraising team for permission for you or a third party to use the NSPCC name or logo.

Insurance

As your event or activity hasn't been organised by and isn't controlled by the NSPCC, it isn't covered by the NSPCC's insurance programme. Therefore, you may need to arrange your own insurance if appropriate, unless covered by your own home insurance for example.

Also, for any contractors, sub-contractors or external facilities used - make sure they have the relevant experience and can demonstrate evidence of the relevant insurance cover.

The NSPCC won't be liable for any loss or injury arising out of the event or its organisation.

Food hygiene and alcohol

Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking.

A licence is needed if you have alcohol at your event. You can avoid this issue by either holding your event on licensed premises or by asking a

local pub to organise a bar at your venue.

Otherwise you'll need to submit a "Temporary Event Notice" to the local District Borough Unitary Council to apply for a temporary licence.

Health and safety

If you hold a fundraising event you will be responsible for the health and safety of all involved. The Institute of Fundraising and Government websites have useful information on this. Depending on your event you may need information from other sources as well.

Raffles, lotteries and prize draws

Raffles, lotteries and prize draws are a highly regulated area. Please refer to the enclosed guidelines.

Collections

Collections are a great way to raise money. If you're planning a collection that takes place in a publicly owned place then this is governed by strict legal requirements and must be licensed by your local authority.

Please let us know of your plans and wait for approval before approaching your local authority. Licences are not needed on privately owned land but you'll need the permission of the owner or business.



By supporting the NSPCC, you can give a child the safety they desperately need.

What does safety look like to a child? What does it sound like? Warm milk. A hug. A lullaby. A special blanket. Feeling loved. A number you can always call. A kind, understanding voice at the end of the line.

The knowledge that the bad things can be stopped. Kind people that will help you stop them. Caring grown-ups who will help make things better. Knowing that it's not your fault. Knowing that it won't happen again. Feeling safe again.

You can give that safety to a child who desperately needs it.

Over a million children in the UK are suffering abuse as we speak. They feel hopelessly scared and alone, and what they need more than anything is for us to make them feel safe again.

We're here to listen, help, and take immediate steps to protect any child in danger of abuse.

With your help, children can escape and recover from abuse, and learn to feel safe once more.

- ✦ Our prevention work with families, schools and the general public means we can reach more children and keep them safe from abuse.
- ✦ Our national helplines ensure people can tell us about abuse and we can take immediate steps to protect children.
- ✦ Our local centres and counselling services help abused children feel safe again.

By fundraising for us you're helping us give an abused child the safety they desperately need.



Thank you for being there for children like...



MACK

“Nobody wants you. Drop dead.” These are the kind of hurtful insults six-year-old Mack was subjected to regularly by his violent mother before a neighbour heard them and phoned the NSPCC helpline. If it wasn’t for people like you, Mack would have to suffer emotional and physical abuse alone.



EMMA

Emma was sexually abused by her father. She was brave enough to report the abuse, but she soon started to feel guilty for “ruining her family’s life”. She started to self-harm. You’re helping to look after Emma through her NSPCC key worker, Margery. You’re helping her to rebuild her self-esteem and put her life together again.



STEVEN

Steven called ChildLine because he was worried about how he was being treated at home. He was a victim of neglect. Steven learned it was wrong in one of the NSPCC Schools Service assemblies you help us hold in primary schools around the UK. By making children aware of what abuse and neglect are, and what the signs might be, you’re helping protect a generation of children like Steven.



AMY

Amy’s dad was a habitual drug user. Amy, like any 10-year-old, wanted her dad in her life. But she felt she couldn’t trust him after many years of neglect. The good news is that Amy’s dad has since taken a drug rehabilitation programme and wants to make up for lost years. Someone from the NSPCC is there for Amy, and is helping her safely rebuild her relationship with her dad. Someone like you has made it possible.

How the money you raise will support our services



We receive around 90 per cent of our funding from generous supporters just like you. However much you raise for the NSPCC, you're giving safety to a child who desperately needs it.

£4

could pay for a child to speak to ChildLine.

£25

could pay for toys which children use during counselling sessions to explain how they are feeling.

£50

could pay for the NSPCC helpline to answer 10 calls from anyone worried about a child's safety.

£150

could pay for us to answer 30 calls from adults and parents who phone the NSPCC helpline when they are worried about a child.

£400

could pay for a group of 10 families to receive four sessions of our Baby Steps programme, helping them on their transition to parenthood. We support them in the run up to the birth and afterwards, teaching them how to care for their new baby and how to develop strong relationships which can last a life time.

£750

could pay for us to deliver our therapeutic Letting the Future in service to a child who has been sexually abused. This could be the first step on their road to recovery, helping them work through the abuse they've suffered so they can start to rebuild their lives.

£1600

could recruit and train a volunteer ChildLine counsellor, who in their first year will be able to help up to 250 children through their worries and distress.

£2800

could help us to recruit, train and support a volunteer for their first year with the Schools Service.

£4,000

could provide one-to-one therapy for a child for a year to help them overcome the effects of sexual abuse.

To find out more about how your money is spent visit nspcc.org.uk/fundraising



Paying in the money you've raised



Please send us the total amount you've raised so we can put it straight towards keeping more children safe.

If you've fundraised for us online through JustGiving, Virgin Money Giving or BT MyDonate, all the money is automatically sent to us so you can sit back and relax!

If you collected donations, you can send us a cheque by post, made payable to '**NSPCC Registered Charity**', along with the paying-in form enclosed in your pack.

Send it to **NSPCC, 42 Curtain Road, London EC2A 3NH**. If you used the sponsorship form, please send us this too. Or pay in online at nspcc.org.uk/fundraising

We really appreciate all the hard work and support you, your friends, family and colleagues have given us. You will receive a thank you from us within three days of receiving your donation.

**T H A N K
Y O U**

**Thank you so much for fundraising for the NSPCC.
If you have any questions about your fundraising
activity, don't hesitate to get in touch.
Call our hotline on 020 7825 2505 or email
fundraising@nspcc.org.uk**

If you're worried about a child, even if you're unsure,
contact our professional counsellors 24/7 for help,
advice and support. Call the NSPCC helpline on
0808 800 5000 or email help@nspcc.org.uk.



For more fundraising tips visit
nspcc.org.uk/fundraising
Or call 020 7825 2505



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NSPCC



Need some inspiration?

IDEAS TO HELP YOU GET YOUR FUNDRAISING STARTED

EVERY CHILDHOOD IS WORTH FIGHTING FOR

You can help us keep children safe from abuse by fundraising in lots of fun ways.

Here are a few of our favourite themes and ideas to help you get started.

RETRO/ VINTAGE

WHAT CAN YOU DO

Treasure hunt, vintage tea party, darts competition or a cheese and wine evening.



INSPIRATION

- * Everyone loves cake, so why not organise a cake sale or a bake off? You can ask your guests for a donation to taste and vote. Or a 'guess the weight of the cake' contest.
- * Revisit an old favourite – pay to guess the amount of sweets in a jar. The winner keeps the contents!

PARTY

WHAT CAN YOU DO

Murder mystery night, fancy dress, *Eurovision*, Christmas party.

INSPIRATION

- * Invite your friends over for dinner and ask them to donate what they'd spend on eating out. Or choose a *Come Dine With Me* theme - take it in turns to rustle up your finest dishes, then rate each other's meals!
- * Hold a green or childhood themed party and sell homemade drinks and nibbles to raise even more.



WITH THE GIRLS

WHAT CAN YOU DO

Pamper party, fashion show, cocktail party or karaoke night.



INSPIRATION

- * Clear out your wardrobe and find your clothes and accessories a new home at a car boot sale or clothes 'swishing' party.
- * Host a pyjama party, watch chick flicks and give your friends a manicure and donate what you would have spent on a night out.

CHALLENGE

WHAT CAN YOU DO

Shaving, waxing, sponsored walk or run, musical bingo.

INSPIRATION

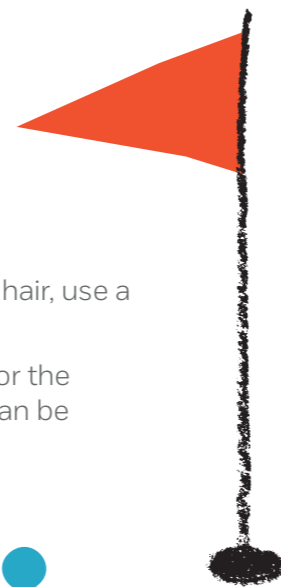
- * Chocolate, alcohol, smoking – whatever your vice, ask your friends and family to sponsor you to give it up for a month - or even a year!
- * Childhood themed quiz - name that theme tune or identify the children's TV character - you could even play a game of musical chairs in between rounds.



SPORTY

WHAT CAN YOU DO

Five-a-side, pool tournament, golf championship or sports day.



INSPIRATION

- * Turn your next sports match NSPCC green. You could dye your hair, use a green ball or dress the referee in green and sell tickets.
- * Hold a sweepstake – guess who will win *Strictly Come Dancing* or the *Grand National*. The winner wins a prize and the entry money can be donated to the NSPCC.

SOCIAL

WHAT CAN YOU DO

Glitz and glamour ball, picnic, coffee morning, BBQ.

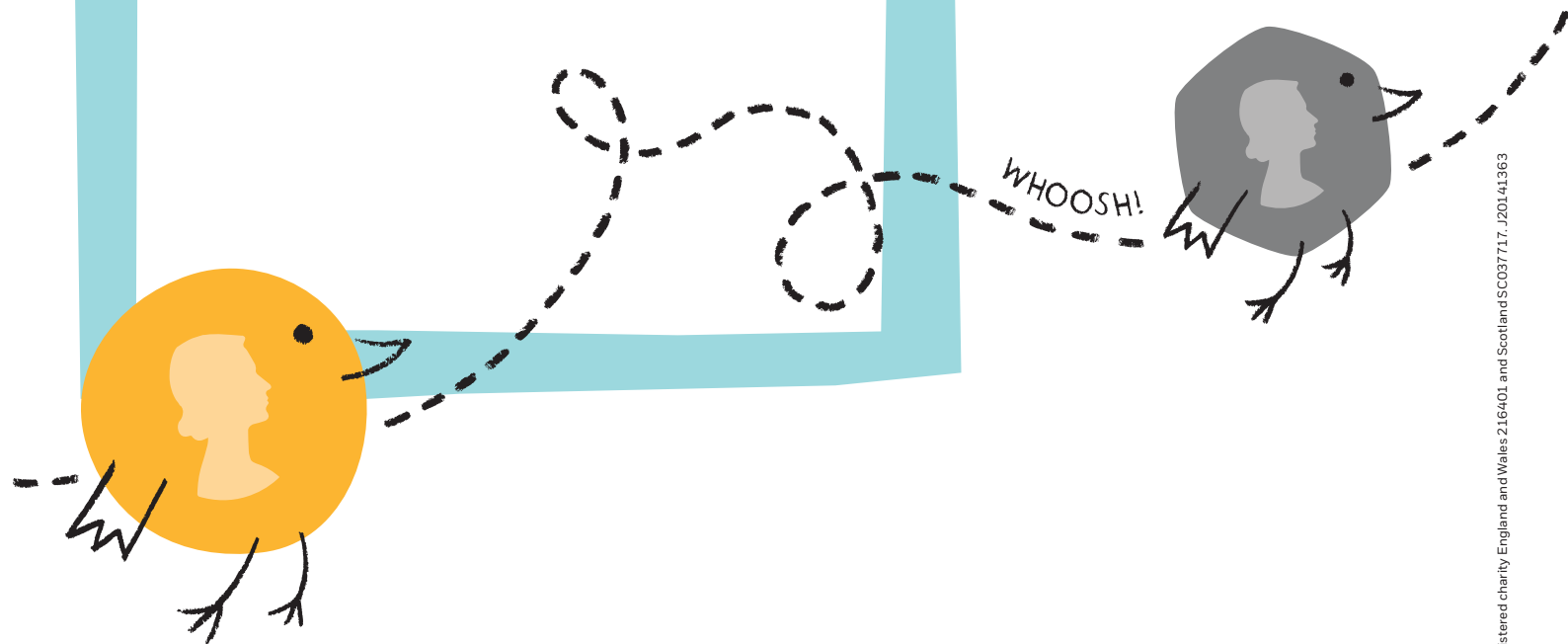
INSPIRATION

- * Get together with your neighbours and hold a fun street party. This is an ideal time to hold a raffle or auction.
- * Are you a member of a dance, drama or singing group? It's show time for the NSPCC! You could also get together with other local groups and sell tickets to a variety night.



Give a little. Change a lot.

You can help
to give every
child the safe
childhood they
deserve.



EVERY CHILDHOOD IS WORTH FIGHTING FOR

NSPCC

Sponsor me

PLEASE

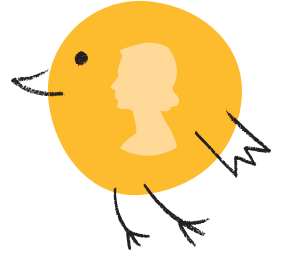
Name

Address

Postcode

I'm going to...

...for the NSPCC



By being a brilliant sponsor you'll help to change childhoods for the better.

£25
pays for an hour's
therapy that will
help a child recover
from abuse.

£4
will answer
a child's call
to ChildLine.

giftaid it

Please tick here if you would like NSPCC to reclaim the tax you've paid on this donation. Please read the details and declaration below.*

Full name	Home address	Postcode	Gift Aid	Amount	Collected
A. Person	A House, A Town	AB12 3CD	<input checked="" type="checkbox"/>	£10	<input checked="" type="checkbox"/>
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
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*I confirm that I am a UK income or capital gains taxpayer. I have read this statement and want the NSPCC to reclaim tax on my donation detailed below, given on the date shown. I understand that I must pay an amount of income tax and/or capital gains tax in the tax year that is at least equal to the tax that the NSPCC, and any other charities and CASCs I donate to, will reclaim on my donations for that tax year (council tax and VAT do not count). I understand the NSPCC will claim 25p in tax back for every £1 gift aided. Cheques should be made payable to NSPCC. Please send your completed form along with paying-in form to NSPCC, Weston House, 42 Curtain Road, London, EC2A 3NH. Thank you for your support. ©2016 NSPCC. Registered charity England and Wales 216401 and SCO37717. J20151002. Code NS2195. We will only use the details that you have provided for the purposes of administering your donation and for claiming Gift Aid. If you would like to know how more ways to support the fight for every childhood, please contact our Supporter Care Team on 0207 825 2505 or supportercare@nspcc.org.uk

EVERY CHILDHOOD IS WORTH FIGHTING FOR

NSPCC

Paying-in form

Thank you for fundraising for the NSPCC and for doing something amazing for children.

Please complete this form in BLOCK CAPITALS and make cheques payable to “NSPCC Registered Charity”. Please do not send cash in the post. If you are returning sponsorship money, please also include your sponsor form so we can claim gift aid on your sponsorship donations.

Please send this form to: NSPCC Weston House, 42 Curtain Road, London EC2A 3NH

Details about your activity

Amount enclosed _____ Name _____

Event name _____ Event date _____

Address _____

Postcode _____ Daytime telephone _____

Email _____

Fundraising online

I have raised money online

The link to my page is _____

Matched giving

Your employer may agree to match fund what you raise – make sure you ask your company if they are able to support you.

I have applied for matched giving from my employer

The company name is _____

I expect to receive the following amount in matched giving £ _____

THANK YOU FOR YOUR SUPPORT

Once we receive your cheques we will send you an email  thanking you for your offline donation.

For office use only.

Committee code: _____

Appeal code: 172626

Feel free to make as many photocopies as you need.

EVERY CHILDHOOD IS WORTH FIGHTING FOR

NSPCC

Raffles, Lotteries, Sweepstakes, Competitions & Tombolas

A Guide for NSPCC Supporters (England, Scotland & Wales)

Thanks for fundraising for the NSPCC. Raffles, Lotteries, Prize Draws, Sweepstakes, Competitions...all can be great ways to put a little fun in your fundraising. They are also some of the most regulated areas of fundraising. We've put this guidance together so you can make sure that your fundraising is safe and legal. If you have any questions, or need any help, please don't hesitate to contact us.

Introduction

Charity lotteries, raffles, and other forms of gambling are regulated by the Gambling Commission, under the Gambling Act (2005), in the public interest.

The Gambling Commission's three main objectives are:

- Preventing gambling from being a source of crime or disorder;
- Ensure that gambling is conducted in a fair and open way;
- Protecting children and other vulnerable persons from being harmed by gambling.

The NSPCC holds a **Large Society Lottery Licence**. This means that supporters **must not register for their own licence**. The Gambling Act (2005) allows for non-commercial gaming, some of which does not require the use of the NSPCC's licence.

Holding a Raffle or Lottery

All raffles have to meet certain rules:

- All entries must be sold, and for the same price
- Winning entries must be picked completely at random
- Each ticket must have an equal chance of winning

As part of another fundraising event

The safest and easiest way to hold a fundraising raffle is to hold an 'incidental, non-commercial' raffle; this means a raffle that is held at another fundraising (and not commercial) event.

Do's

- Tell your local fundraising team, so they can help you!
- Use this to fundraise directly
- Only sell tickets at the event – anyone at the event can purchase a ticket
- Use 'cloakroom' style tickets
- Only take £100 maximum out of the profits of the draw to cover costs and prizes
- Hold the draw at the event itself

Don'ts

- Sell tickets before the event, or to people not attending the event
- Run the raffle as part of a commercial event
- Apply Gift Aid to the money – legally, buying a ticket does not count as a donation

As part of a private NSPCC society

If you're a member of an NSPCC Branch, you can run a fundraising raffle for other members.

Do's

- Tell your local fundraising team, so they can help you!
- Use this to fundraise directly
- Only sell tickets to other members
- Ensure that tickets list your name and address, the ticket prize, any restrictions on who may or may not buy a ticket, and that 'rights created by the ticket are non-transferable'.
- Ask someone independent to conduct the actual draw
- Only take money from the profits to cover prizes and reasonable running costs

Don'ts

- Sell tickets to anyone who isn't a member of the private society
- Apply Gift Aid to any money raised this way

Outside of a fundraising event or private NSPCC society

Selling raffle tickets outside of a fundraising event or private NSPCC society will require the use of our Large Society Lottery Licence.

- Due to the costs involved, we ask that you expect your raffle to raise at least £1,000 to be able to make use of our licence. This is due to the high level of compliance we must maintain for the Gambling Commission;
- Please contact the NSPCC no less than 9 weeks before you plan to run your raffle. This is so we can set up an action plan and register this raffle with the Gambling Commission;
- Please wait for confirmation before having any materials printed – this type of raffle will incur higher costs due to rules around ticket printing;
- Please note, the NSPCC will become the promoter of all raffles run on our licence;
- Other restrictions may apply.

At work, home, or your place of business

Raffles run for your colleagues, other residents, or your customers, cannot make a profit (i.e. all money raised by the raffle must be spent on prizes or expenses), and are thus unsuitable for fundraising.

Other fundraising

Competitions and other games of skill

Games of skill, where the outcome of the game is not reliant on chance in any way (such as pub quizzes, etc) are not a form of lottery and are exempt from the above.

Sweepstakes, 100 Clubs & Tombolas

Sweepstakes, 100 Clubs and Tombolas are forms of lotteries, and must comply with the above restrictions.

Free Prize Draws

To qualify as not being a raffle, entries to prize draws must be able to be made for free. This makes them unsuitable for supporter-led fundraising.

Questions? Need help?

We've tried to cover most of the ways that our supporters use gaming to raise money on our behalf. If you've got further questions, or you need help with another type of game, please contact your local fundraising team who will be happy to help you.