

NSPCC



Childhood

champions

Schools fundraising pack



EVERY CHILDHOOD IS WORTH FIGHTING FOR

You're doing something incredible for children

Thank you so much for your support of the NSPCC. Every pound your school raises really is helping us change children's lives.

Whether you've got a school full of cake bakers or disco dancers, this booklet is full of ideas to help you put the 'fun' in fundraising. Whatever you choose to do, and however you choose to fundraise, we wish you the very best of luck.

We know it's not always easy to find time to fundraise, so we really appreciate everything you're doing for children. Get in touch if you need any help with your fundraising, and don't forget to share your stories and pictures with us!

We couldn't do what we do without incredible people like you. Together, we can be here for children.

**THANK
YOU!**

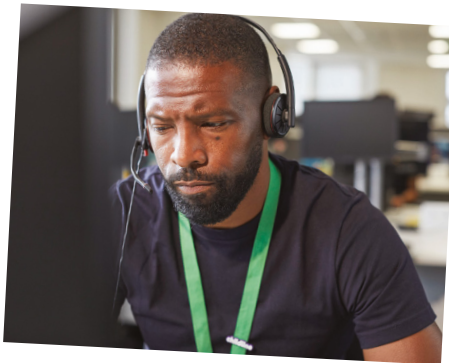


How you're helping children

Everyone has a part to play in keeping children safe. And every pound your school raises will make a difference. Here's how your fundraising can help.

Top tip

Use our **assembly plan** that's included in our resources – it goes into more detail about what we do.



On the frontline

We're ready to listen, reassure, and take action to keep children safe. And we support children and families – to stop abuse from happening and help them recover if it does.



Educating and empowering

We teach children to recognise abuse and understand it's never their fault, so they know where to turn to for help. And we support adults to protect children.



Campaigning for change

We fight for changes that will make society safer for children – always backed up by what we've learnt from the children we exist to help.

“No matter how much the world around me is changing and crumbling, Childline is always there for me.”

A child who contacted Childline



£4 could pay for one of our trained volunteer counsellors to answer a child's call for help to Childline.



£5 could pay for art materials to help a child express their feelings when they're unable to find the words.

Fundraising ideas

Whether you're a cake baker or a risk-taker. Whatever you do, every slurp, yummm or shhh will help fight for every childhood.

Yummmmm

Dance-athon

Dance away with a music-filled party, or organise a Strictly-style contest. Or why not, on the hour every hour, stop working and dance for 3 minutes? Classes could even learn moves before the big day and show off their groove in front of everyone! People can donate to take part, or to come and watch.

Mad Hatter tea party

Put on a cosy coffee morning or an oh-so-refined afternoon tea party, and take optional donations for tickets. You could decorate with our print-at-home bunting, and even ask parents to help with home baking or sandwiches, to make it an event to remember.

Shhhh

An idea that's sure to be popular with teachers – have a sponsored silence. Raise money, but don't shout about it! See if you can manage a silent afternoon of just nodding and pointing – maybe there could be a prize for the quietest class.

Bake sale bonanza

Bake some scrumptious treats and hold a bake sale in your school for optional donations. You could use our print-at-home cake toppers to show everyone you're raising money for children. And every munch, crunch, and yum is a tasty way to cook up a brilliant fundraising total.

Top tip

You can find lots more fundraising ideas [here](#).





play



Dress as you please day

Organise a dress down day for the whole school. Pay a donation and wear what you want – extra points for those in fancy dress!

Walk for it

Set a target distance (or location), and get the whole school involved in a big sponsored school walk. Every mile you cover will help us be here for children.

School cookbook

Pupils and parents submit their favourite recipes to a cookbook and collate it all together. Sell the cookbook and donate the money raised!

It's showtime

Go big with an all-singing, all-dancing, joke-cracking talent contest, or organise a battle of the bands. Charge for entry to the contest, and for tickets to come along and watch the show.



£25 could pay for a trained practitioner for one hour, supporting parents and families in caring for their children.



£150 could pay for one NSPCC Helpline practitioner shift, providing vital help and support to adults concerned about a child's welfare.

Ready? Set?



So, you're all fired up and ready to get fundraising. But where to begin? Tick off these simple steps to make it easy from start to finish.

Your fundraising checklist

Choose your activity

Pick something from our list, or come up with an idea of your own. Then you'll need to set a time and date for the event.

Set your target

Setting a fundraising target is a great way to keep everyone motivated. Decide how much you'd like to raise and how you'll collect donations (you could use JustGiving, ParentPay, Iris ParentMail or another donation method).

Spread the word

Don't be shy – make sure all pupils and parents know about the event (and maybe even the local community too). JustGiving provide QR codes, which can easily be added onto your school newsletter. Children can also be encouraged to share it with family and friends.

Add up your total

Throughout your fundraising, use your printable totaliser to keep track of the generous donations. Remember to encourage using Gift Aid for all voluntary donations – this can be done by filling out Gift Aid details on sponsorship forms.

Pay in your donations

Any online fundraising will automatically be sent to us. Other donations can be paid in online, or by cheque to NSPCC Registered Charity along with the paying-in form from your pack. Make sure you put down your school name and postcode and send to **NSPCC, 42 Curtain Road, London EC2A 3NH.**

Top tip

Don't forget Gift Aid!
It can boost donations by 25 per cent – making your fundraising efforts go even further for children.

The technical bit

If you're planning an event, you need to think about health and safety, as well as some legal details. Unsure about anything? Just ask us.



NSPCC branding

By law, the NSPCC's charity registration number must appear on all posters, advertisements, and other fundraising materials.

If you're creating your own, please display this as:

Registered charity England and Wales 216401, Scotland SC037717 and Jersey 384.

Please contact us for permission for you or a third party to use the NSPCC name or logo.

Health and safety

If you're organising an event yourself, make sure it comes under the terms of the school's insurance policy.

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

Please be very careful when handling food, and work to basic rules for safe preparation, storage, display, and cooking.

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, or prize draws are a highly regulated area.

But you must not register for your own licence. This is because NSPCC hold a Large Society Lottery Licence. And because of The Gambling Act (2005), which allows for some non-commercial gaming, even without the NSPCC's licence.

If you plan on running a raffle, lottery or prize draw, please contact our schools fundraising team whose details are below.

Any questions?

Get in touch
**nspcc.org.uk/
schoolfundraising**

**schoolsfundraising@
nspcc.org.uk**

020 7825 2505

NSPCC

Together, we can stop child abuse and neglect – by working with people and communities to prevent it, transforming the online world to make it safer for children, and making sure every child has a place to turn for support when they need it.

We campaign for change. We work with schools to help children understand what abuse is and support them to speak out. Childline is here, whenever young people need us. And the NSPCC Helpline is ready to respond to adults with any worry about a child. We develop services in local communities to stop abuse before it starts and help children recover, so it doesn't shape their future.

And, above all, we work together – because everyone has a part to play in keeping children safe. Every pound you raise, every petition you sign, every minute of your time, will make a difference.

Together, we can change children's lives.

nspcc.org.uk



Share your fundraising pics!



@NSPCC



@NSPCC



@nspcc_official



EVERY CHILDHOOD IS WORTH FIGHTING FOR

©NSPCC 2022. National Society for the Prevention of Cruelty to Children. Registered charity England and Wales 216401. Scotland SC037717 and Jersey 384. The people pictured are volunteers and models. Photography by Alex Grace and Tom Hull. J20211258.



Registered with
**FUNDRAISING
REGULATOR**