



Registered charity no 1096622

# A GUIDE TO FUNDRAISING FOR THE SUSSEX SNOWDROP TRUST

Care At Home for local children with life threatening and terminal illnesses.

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[www.thesussexsnowdroptrust.com](http://www.thesussexsnowdroptrust.com)

We would love everyone who would like to help **The Sussex Snowdrop Trust** to do something to raise money to help local families with children who are terminally ill or are suffering from life threatening illnesses to benefit from our Care at Home Team.

We hope the ideas in this guide will help and inspire you to fundraise for our Trust. This guide offers advice on legal, financial and safety considerations to help you.

If you are wondering what you could do to help, have a look at the Fundraising Page on our website to see if you can gain any ideas. It doesn't matter how different your idea is, but please **remember to enjoy what you are doing**, this way your event will be much more successful.

## **Support**

It is always best to have help from your friends, work colleagues and family. Not only for their ideas, but it will also increase your support network.

## **Time**

It is important to identify how much spare time you have to dedicate to the event that you have chosen to undertake. Also identify how much time your supporters can offer and allocate tasks to them that relate realistically to the time that is available.

## **Justgiving - Donations**

To save time after the event, donations can be made on line via the website [www.justgiving.com](http://www.justgiving.com). This has the added advantage of enabling your supporter to claim Gift Aid on their donations. Alternatively you can download a Gift Aid form from our website (*under Donations*).

## **Tell Everyone!**

Don't forget to tell everyone what you have chosen to do. You will be amazed by the extra support that this will generate. Supporting a local charity is much more personal to local people, they like to help if they can, so don't be afraid to ask.

## **Budget**

1. It is important to be realistic about the costs involved in running an event. Remember to include all costs and your expected income. You can reduce your running costs by getting items eg raffle prizes or venues donated by companies.
2. Several employers offer to match, in part or full, charity funds raised by their employees. So don't forget to ask!

## **Competition**

It is always wise to avoid competition, find out what other events are being held in your area on the same date. Websites such as [www.chichesterweb.co.uk](http://www.chichesterweb.co.uk) have listings on what is on.

## **Insurance**

Make sure the building or equipment that you are using is covered in the event of an accident.

## **Legal**

1. If needed, make sure you have permission and licences if you are planning an event, you might need to contact your local council eg for a bar licence.
2. Please include The Sussex Snowdrop Trust, Registered Charity No.1096622 on all publicity/fundraising literature
3. If you would like a copy of our logo for promotional literature please contact our Admin office
4. The Sussex Snowdrop Trust does not authorise you to act as an agent for or on behalf of The Sussex Snowdrop Trust. Your fundraising material must not suggest that you represent The Sussex Snowdrop Trust.
5. The law requires that businesses that run promotions, sell goods or services in order to fundraise must have a Fundraising Agreement with us.
6. There are strict laws and rules about planning a lottery, raffle, tombola or sweepstake. The Gambling Commission publishes guidance at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk).
7. Any children (under 16) involved in fundraising must have the permission of their parent or guardian and be supervised by a responsible adult. Children should not approach strangers when fundraising.

## **Safety**

1. Make sure you have thought about the safety of all participants. The Health and Safety Executive have information at [www.hse.gov.uk](http://www.hse.gov.uk)
2. All marshals and supervisors need to stand out, we recommend high visibility jackets.
3. Do you need First Aid assistance?. St John's Ambulance may be able to help.
4. Always make sure that children have their parent or guardian's permission to take part. They need to be properly supervised at the event.

## **Publicity**

1. Advertise locally as much as possible.
2. Handout information sheets to all your friends.
3. Email your friends and ask them to forward to their contacts.
4. Write to your local radio, TV station and paper.
5. Use Parish Notice Boards

## **Essential Kit**

It is handy to carry a box of string, cellotape, safety pins, scissors, calculator, paper, marking pens & drawing pins, in case of emergency.

## **Photos**

Please take them in digital format if possible, if we can we would like to feature them in our Newsletter and on our website with your permission.

## **Finance**

1. It will help you if you keep correct financial records of income and expenses and receipts.  
Fundraising Expenses = any costs incurred in setting up and publicising  
Personal Expenses = insurance, transport or telephone costs.
2. Purchase a receipt book for your own records, this can be used to give to people who have made a donation.
3. Make sure you have a good 'float' £35 in loose change as a suggestion. Many customers pay for small items with large notes. Lockable cash-boxes are advised. If you are running a large function you need to allocate the handling of money to one member of your team.
4. Get lots of plastic coin bags from your local bank, and try to bank all the money on the same day that you receive it.
5. Ensure that money raised is counted/verified by 2 people if possible
6. Gift Aid Forms – these can be downloaded from our website. Please encourage your supporters to complete this form if they are UK tax payers. The Sussex Snowdrop Trust claims back the equivalent of 28p tax on every £1 donated. This means a sponsorship/donation can be increased by almost a third, at no extra cost to the donor.

## **After the Event**

Don't forget to thank all of your supporters and sponsors, and **let everyone know how well you have done!**