



Fundraising Hand Book



Ipswich & District Council for Voluntary Services

Registered Charity Number - 1082288
Company Limited by Guarantee - 4050764

www.ipswich-cvs.org.uk



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Fundraising Hand Book

Written on behalf of Ipswich Council for Voluntary Services

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This book has been written for small groups and charities, to help them with their fundraising projects.

ICVS is an independent grant aided voluntary organisation. We help, support and advise small groups and charities in the Ipswich and surrounding district. If your group is based in this area, please contact us to find out details of how we may be able to help you.

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Registered Charity No. 1082288

ICVS

ICVS is the infrastructure organisation set up to help and support the voluntary and community sector in Ipswich.

If you are starting, operating or growing a voluntary or community group, charitable organisation or enterprise in or around Ipswich; ICVS is the place to come for help, advice and support!

We were formed by local groups in 1959 and, since then, have been associated with the start up of charities and support for organisations ever since. This role continues. It is supported and regulated by the Charity Commission and through our membership of the National Association for Voluntary and Community Action (NAVCA).

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Membership or Information Request Form

Organisation name:

Contact Name:

Address:

Post Code:.....**Telephone:**.....

E-mail:.....

- We would like to become members of ICVS. Please send me an application form.
- I would like to find out more about your Funding Advice
- I would like to find out more about hiring a desk
- I would like to find out more about hiring the ICVS Board Room

Please return to ICVS, 1 cornhill, Ipswich, IP1 1DD
Or email enquiries@ipswich-cvs.org.uk



About ICVS

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- ◆ **Liaison** - aiding and facilitating communication within the Ipswich Voluntary Sector.
- ◆ **Enabling Representation** - enabling the views of the sector and of individual groups to be expressed to local government and the statutory sector and vice versa.
- ◆ **Development** - identifying needs and helping groups to and to meet those needs.
- ◆ **Services** - advice and expertise, office facilities.
- ◆ **Strategic Partnership** - an emerging role that brings voluntary and community groups together to work with with other agencies and statutory bodies in order to meet the needs of the community.
- ◆ Amongst others **ICVS** works with **SAVO** (*Suffolk Association of Voluntary Organisations*). **COVER** (*Community and Voluntary Forum for the Eastern Region*). **ISCRE** (*Ipswich and Suffolk Council for Racial Equality*). **CSV** (*Community Service Volunteers*). The Volunteer Bureau and **CAB** (*Citizens Advice Bureau*).

ICVS offers direct services to local groups through our Fundraising and Development Adviser. We are also able to offer photocopying, laminating, have a training room available for rent at affordable rates and have collecting buckets and collecting tins for use by our members.

Fundraising Suggestions

- A** Antiques Fair
 - Arts & Crafts Exhibition
 - Auctions
 - Apple Dunking
- B** Bowls Tournament (Tenpin Bowling Tournament)
 - Bangers & Mash Evening
 - Barn Dance
 - Barb E Q's
 - Bazaars
 - Beetle Drive
 - Bingo
 - Book Fairs
 - Bridge Drives
- C** Cake Sales
 - Carol Singing
 - Car & Caravan Rallies
 - Cricket Matches
 - Cycle Rides



Fundraising Suggestions

Car Boots

Cheese and Wine Evenings

D Dance marathons

Darts Tournaments

Disco

Donkey Derby

E Easter Bonnet Competition

Egg Painting Competition

F Fancy Dress Competition

Fashion Shows

Fetes

Flower Arranging

Folk Concerts

Football Matches

G Garden party

Goals (beat the goalie)

Golf day

Town Councils

Babergh District Council www.babergh-south-suffolk.gov.uk

Telephone 01473 826622

Felixstowe Town Council www.felixstowe.gov.uk

Telephone 01394 282086

Forest Heath District Council www.forest-heath.gov.uk

Telephone 01638 71900

Hadleigh Town Council www.onesuffolk.co.uk/HadleighTC

Telephone 01473 823884

Ipswich Borough Council www.ipswich.gov.uk

Telephone 01473 432000

Kesgrave Town Council www.kesgravetowncouncil.org.uk

Telephone 01473 625179

Mid Suffolk District Council www.midsuffolk.gov.uk

Telephone 01449 724500

Suffolk Coastal District Council www.suffolkcoastal.gov.uk

Telephone 01394 383789

Suffolk County Council www.suffolk.gov.uk

Telephone 0845 606 606

St Edmundsbury District Council www.stedmundsbury.gov.uk

Telephone 01284 763233

Waveney District Council www.waveney.gov.uk

Telephone 01502 562111



Telephone Numbers and Web Sites

Children in Need Go to www.bbc.co.uk/pudsey to download an application form.

Comic Relief and Comic Relief Sport Go to www.comicrelief.com to download guidelines and application forms.

Diana Princess of Wales Memorial Fund
www.theworkcontinues.org

The Scarman Trust helping people make a difference web page
www.novasscarman.org download their Brochure

Paul Hamlyn Foundation www.phf.org.uk

The PRS Foundation for Music projects www.prsf.co.uk

Tesco Charity Trust 01992 646768 www.tesco.com/corporateinfo

The Waterways Trust Small Grants Scheme
www.thewaterwaystrust.org.uk

Natural England Grant Scheme www.naturalengland.org.uk

Santander Foundation www.santanderfoundation.org.uk

Lloyds Foundation www.lloydstsbfoundations.org.uk

Fundraising Suggestions

H Halloween Party

Hot Pot Supper

I Iron Man Competition

Ironing Marathon

J Jumble Sales

K Kite Flying

Karaoke

Knitting Competition

L Line Dancing

Limbo Dancing

Lap Dancing

M Market Stalls

Mufti Days

Musical Evenings

Midsummer Dance

Masked Ball

Marathons



Fundraising Suggestions

- N** New Years Eve Dance
- Old Time Music Hall Concert
- Outings
- P** Parachute Jump
- Panel Game
- Para Olympics
- Penny Mile
- Pet Show
- Plant Sale
- Pool Tournament
- Pram Pushes
- Pub Games
- Q** Quiz Nights
- R** Raffles
- Races
- Recycling

Telephone Numbers and Web Sites

Handy Telephone Numbers and Web Sites

Ipswich & District Council for Voluntary Service offers help and advise for your community & voluntary group or charity. Phone 01473 351834 or visit our web site www.ipswich-cvs.org

Suffolk Prohelp is made up of 29 professional companies, each pledging their professional services, free of charge, to voluntary and community groups in their local area. For more information and to get involved, phone Keven Mulley on 01473 351834 or visit their web site www.bitc.org.uk/east

Suffolk Foundation For information on Local Grants
Phone to find out what funding is suitable for your organisation 01473 734120 or visit their web site www.suffolkfoundation.org.uk

Big Lottery - Has various grants available. To find out the current funding available phone BIG advice line: 0845 4 10 20 30 or visit their web site www.biglotteryfund.org.uk

Awards for All For funding between £500 and £5000 ring for an application pack on 0845 4 10 20 30 or visit their website www.awardsforall.org.uk

Heritage Fund For more information telephone 0845 275 0000
Web site www.hlf.org.uk

Sport England For funding telephone **08458 508 508** Web site www.sportengland.org

Arts Council For funding information telephone **0845 300 6200** Web site www.artscouncil.org.uk



Monitoring your Fundraising

Fundraising Plan

Planning your fundraising at the beginning of the year is a key factor to helping you reach your targets.

Wall Planner

This helps you to see at a glance how much money is due in and when.

Monitoring

Weekly monitoring allows you to keep updated on your progress. If monies that you are expecting didn't materialize you can plan how to make up the shortfall.

Targets

If you find you are over target at some point in the year, don't become complacent, continue to fundraise and fill in application forms. A n event you were planning may have to be cancelled or may not raise the amount you planned for.

Applications

Any new monies you hear about and your organisation meets the criteria, get your application in before the stated closing date. Groups cannot afford to let funding pass them by.

End of year summary

Your end of year summary will identify successes and failures, this will help when planning your new financial year.

Fundraising Suggestions

S Sherry and Mince Pie Evening

Soup and Cheese Supper

Stalls at Carnivals

Strawberry Tea

Supper Dance

Sweep Stakes

Sponsored Events

Bike ride

Dog Walking

Knit

Wheelbarrow Race

Slim

Head Shave

Car Cleaning

Swim

Walk

Window Clean

Shoe Cleaning

T Tea Party

Teddy Bear's Picnic

Tombola

Toy Sale

Treasure Hunt

Tug of War



Fundraising Suggestions

- U** Use your Imagination
- V** Volley Ball tournament
- W** Whist Drives
White Elephant Stall
- X** Xmas cards
Xmas letters (Santa letters)
- Y** Yard of Ale Contest
- Z** Zany Ideas

Friends Groups

A group of people can set up as a Friends group to raise funds and promote your organisation. The group can have their own constitution and use your organisation's charity number.

Friends groups will have fundraising events and also promote the service you are delivering. The group will appoint a Chair, Secretary and Treasurer. It is advisable to have between five and seven people minimum on a Friends group committee. They can have their own bank account and will produce end of year accounts.

This frees you up to do bigger things to raise funds. Friends groups would take over street and supermarket collections.

Hints & Tips

Hints and Tips when completing an Application Form for Funding

- Have all your information to hand before completing the form.
- Photocopy the form and complete it in rough first.
- To complete the form you will need the following information.
- Aims and Objectives
- Business Plan
- A detailed Financial Plan including all costs for the project
- Proof of Audited Accounts (examples of income and expenditure)
- Charity Constitution
- Mission Statement
- Referees

When applying to funders, read all the information that has been sent to you, you must meet the criteria, it saves time and effort on both sides if you have chosen the right funders for your needs.

When you are writing your financial business plan, allow for all expenditure for at least three years, allowing for increases in costs in year two and three.

If you manage to gain funding for your project it will usually be over a three year period, funders like to see your exit strategy on how you are going to sustain your project when their funding ends.



Live Theatre Show

Hiring out your local theatre at an agreed price. Look at your local entertainers or maybe someone from the television. If the artists will donate their time free you can put on a good variety show, with one top act then local drama schools, and a choir. The drama schools will be happy to put on a performance, it's good practice for the children. Ticket prices will be agreed with the theatre and sold at the box office. If you can recruit a local radio presenter to host the show it should run smoothly. It takes a lot of planning and rehearsing on the day. Planned carefully it can be a really good night out.

People who may donate to your organisation

Businesses may decide you will be their charity of the year. This means the staff will fundraise on your behalf and present the money to you at the end of the year. You may have to go and talk to the staff to tell them about your organisation and the work you do. Also you need to think about what you are going to give back e.g. publicity, certificate of thanks etc.

Schools may have a mufty (non-uniform) day for you or a disco, or a quiz. You may have to get involved in whatever event the children decide to do. Make it bright and cheery.

Other organisations eg *Rotary, Lions Ladies Circle, Churches, Scouts, Guides, Brownies, Cubs*. All may fundraise for you if they believe in the work you are doing. Present your organisation to them in a professional way and they may consider you at one of their meetings. Always give plenty of information about your organisation when writing. You need to make them want to read what you have to say, so your opening paragraph is important. They may ask you to attend one of their meetings to talk to their members about the work you do. Always send an acknowledgement to whoever donates to your organisation. When children fundraise for you, it's an idea to send each child a certificate of thanks.

Do's and Don't's

Some do's and don't's about fundraising

DON'T

Choose a day when other charities are holding events

Depend on the weather

Expect something for nothing

Forget to put all relevant information on your publicity materials

Little things e.g. blank posters, string, balloons, banners etc.

Leave things till the last minute

Forget to go to the bank for change for your floats

Forget to let your supporters know how much you raised
And thank them for their support.



Do's and Don't's

DO'S

Good Location

Preparation

Publicity e.g. Posters, Fliers, Newspapers, Local Radio

Delegation (give people specific tasks)

Licenses for Collection Boxes and Raffles

Give value for money

Don't take unnecessary risks

Prepare a check list

Secure containers for cash

Plenty of Volunteers

Briefing before the event

Check your public liability insurance for risk value

Have Fun



Santa Letter

Find someone in your organisation that has a good imagination. Create a Santa letter. In your letter don't make promises. The letter needs to be bright and cheerful with lots of colour. Advertise your letter in Supermarkets, Nurseries and Playgroups. The average charge for a Santa Letter is £3.

Pool/Snooker Tournament

If you can get your local Pool Club to donate two tables, the tournament can be for 24 hours. The players would be sponsored, this event can raise exceptional amounts of funds for your Organisation.

Car Boots

Car boots are an excellent way to raise funds. You can either have a stall at a car boot or arrange your own and charge and entry fee. Having your own could raise quite a few hundred pounds.

Fun Days

On a nice sunny day you can make it a family day out with side shows, face painting, tombola's, cake stalls, nearly new sale. You can have the old school sports day with an egg and spoon race, three legged race, Mum and Dads Race etc.

Treasure Hunt

A good group event usually held in the evening so that everyone can finish at the Pub.



Beat the Goalie

Tick List

- ✓ Footballer from your local team
- ✓ Goal posts
- ✓ Football
- ✓ Advertising
- ✓ Volunteers

If you can persuade a player from your local football team to get involved it's easy. You need an area that is safe to kick a football around, advertise the event, recruit school children to come along and challenge the goalie by attempting to score goals. Usually three tries for a set price. This is a tried and tested event and can prove to be quite a successful event.

Car Wash

Tick List

- ✓ Buckets
- ✓ Water
- ✓ Cleaning Cloths
- ✓ Detergents
- ✓ Chamoise
- ✓ Volunteers

Lots of supermarkets allow fundraising activities in their car parks. Ask your local store if you can have a car wash day. It's good fun and an excellent fundraiser.

Pub Quiz

Encourage your local pub to have a monthly quiz and raffle for your organisation.

Other Ways to Fundraise

- 1 Licensed Street Collections
- 2 Events...You can organize them yourself or get others to do it for you
- 3 Donations from local Businesses
- 4 Collection boxes placed in shops and garages
- 5 Store collections, write to the Manager of the store and he/she will allocate a day for your collection if they have any places.
- 6 Raffle

Jelly & Ice-Cream party

Tick List

- ✓ Venue
- ✓ Jelly & Ice-Cream
- ✓ Balloons
- ✓ Posters
- ✓ Advertising
- ✓ Entertainment
- ✓ Stalls e.g. Tombola etc.
- ✓ Raffle
- ✓ Disposable Dishes & Spoons
- ✓ Host

Hotels are a good venue, have the party outside if it's a nice day. A good way to advertise is to recruit a DJ from your local radio station. Recruit children to get sponsored to eat six bowls of Jelly and Ice-Cream.

Jelly and Ice-Cream to be given free to all children at the event, children that are not sponsored can give a donation if they want to. Go to the supermarket to get your jelly and ice-cream and get the hotel to make the jelly up for you and store the ice-cream.

Lots of children's entertainers, face painting will raise extra cash.

Decorate the venue with lots of posters and balloons. And of course you can have a raffle.

This event is a good money-spinner, the hotel should be free, they will do good business on food and the bar.

Home-made Toys

Ensure that you stay within the strict safety regulations concerning toys. Toys (Safety) Regulations 1989. Your local standards officer at your local authority can give you advice. Ask for the leaflet "Guidelines for the amateur toy maker".



Food . . . Has to be prepared hygienically and each item individually wrapped. Never give or sell unwrapped sweets.



Balloons. . . Should not be sold or given to a child unless they are fully blown up.



Raffles and Lotteries

Check with your local Borough Council on licensing. They will inform you of the regulations regarding raffles and lotteries, also street collections, and house to house collections. Some lotteries and raffles need to be licensed and not to do so is breaking the law.

One Hundred Club

You will need to recruit one hundred people to form the club. Members would pay a fee, also a regular monthly amount towards the draw. Numbers are drawn every month and prizes allocated. Details on how to set up a club with the rules and regulations also licensing requirements can be found at your local council offices.

Hot Pot Supper

Tick List

- ✓ Food e.g. meat, veg. etc. (Don't forget the vegetarians)
- ✓ Venue
- ✓ Disco
- ✓ Raffle tickets
- ✓ Raffle prizes
- ✓ Advertising
- ✓ Volunteers
- ✓ Printing

You will need a venue that has a bar license, and a kitchen. A good Venue for this event is usually a small one that can hold about 100 people comfortably. Recruit volunteers to cook the hotpot. Have a veggie hotpot available as well.

The disco will provide music for the night. If you can get most of the food, if not all, donated, your profit will be much better.

At these events it's always wise to have a raffle, people do enjoy them and if you have nice prizes you will sell plenty of tickets.

It is probably better if you sell your entrance tickets before the event then you have a good idea how much food you need.

This fundraiser is also popular as a Bangers and Mash Party. The winter time is usually a good time to get people together for a good night out with old fashioned home cooking.



60's Pop Night

Tick List

- ✓ Venue
- ✓ Hire of Venue
- ✓ Bands
- ✓ Disco
- ✓ Raffle prizes
- ✓ Entrance fee
- ✓ Advertising
- ✓ Printing

60's Nights are always popular. Two Bands and a Disco are required. The disco will keep everyone dancing in between Band breaks. You will probably have to pay a hire charge for the venue. The Bands and the Disco will play at a reduced cost or maybe for nothing because it's for a charity. You will need to look at security arrangements for the night; the venue may supply security, if not, you need to recruit two people to act as security on the door.

It is not advisable to supply food at a 60's night; bar food can be made available for people to buy.

Check out the bar arrangements, the venue manager may apply for a late license, if not you will have to apply yourself. This is done through your local town council.

Get as many raffle prizes as possible donated. Work out how much you need to make on ticket sales after expenses have been paid out.

Pyramid Parties

Tick List

- ✓ Venue
- ✓ Food
- ✓ Wine
- ✓ Raffle prizes

Pyramid parties can be successful. All you have to do is have a dinner party and invite friends and family. They pay a set amount for the dinner, the host after expenses have been taken, donates the balance of the money to the charity. Before the evening is over the host recruits more people to have a dinner party, and so it goes on. Its an ongoing fundraising event.

Fishing Competition

Tick List

- ✓ Sponsor Forms
- ✓ Weighing Scales
- ✓ Venue
- ✓ Prizes
- ✓ Publicity

Advertise your event in the Fishing Magazines to recruit people to fish for charity. Sponsor forms can be sent to them. People that like to fish will travel miles to enter a fishing competition. You will need someone at the venue to weigh the fish and decide the winner. You will need first, second and third prizes.

Jumble Sales

Although a much forgotten fundraiser these days jumble sales can still bring in a fair amount of money. People do still travel from one sale to the other looking for bargains.



Chinese Banquet

Tick List

- ✓ Venue
- ✓ Advertising
- ✓ Raffle Tickets
- ✓ Raffle Prizes

Chinese restaurants do set banquets with a set price, if you can agree a lower price for the banquet and charge the original price to people you will make a good profit. E.g. a £16.99 per person banquet, the restaurant could charge £11.99, you have raise £5.00 per person for your charity. A good raffle or auction and you will have raised a considerable amount of money and everyone will have had a wonderful time.

Pram Push

Tick List

- ✓ Prams
- ✓ Collection Boxes
- ✓ Street License

Lots of people dressed up as Babies and Nannies pushing the prams through town with collection boxes is a novel way to have a street collection. It is good fun and entertaining for shoppers.

Bingo

Try to get your local Bin go Hall to donate one game to your organisation. Also ask them if you can have a raffle on the night.

Example of a Booking Form

CHARITY GOLF DAY

Date

Name of Golf Club

First Teeing off time 10.10 and
every following 8 minutes

Presentations at the Golf Club 7pm in the Evening

Organisation Address.....

.....

..... Post Code.....

Contact Person Telephone.....

Player 1 Handicap

Player 2 Handicap

Player 3 Handicap

Player 4 Handicap

Preferred Teeing off Time. Please return this application form completed with a cheque for £££££ to the address below. We will contact you confirming your teeing off time when we have received your cheque.

Address to send completed application

.....

.....

Charity Number

Charity Golf Day

Tick List

- ✓ Book Golf Course
- ✓ Agree all cost with the Golf Club, e.g. food, Green Fee's Tea Coffee on arrival
- ✓ Recruit someone to keep scores on the day
- ✓ Printing
- ✓ Advertising
- ✓ Prizes

Golf Club

The Golf club will give you a price for booking the day, green fees, and food. You need to include tea and coffee with biscuits on arrival.

Teams

For a really successful day 24 teams of four are required, but you can do it with less. Ten teams minimum.

Recruiting Teams

Advertise in plenty of time, using posters, mailing, and the newspapers. Bank and Businesses often use Golf Days as part of their team building policy. Before you promote the day decide how much you are going to charge for each team.

Sponsorship

Companies may sponsor prizes or a hole, offer to have their banner flying on the day.

Prizes

You will need first, second and third prizes, this means if the first prize is a television you will need four televisions and four prizes for second and third.

Score Cards

You will need someone that knows about Golf to keep a check on the score cards and teeing off times.



Firewalk

Tick List

- ✓ Professional people such as the Blaze fire walk organisation
- ✓ Venue
- ✓ Publicity
- ✓ Posters
- ✓ Sponsor Forms
- ✓ Raffle Prizes

A Hotel is a good venue for this event. They will supply a training room for the introduction and confidence building part of the day. Also people can purchase food and drinks. The actual Firewalk will take place in the grounds of the hotel, usually in the evening.

To make this event pay you need to recruit 100 people to raise £100 each. This is an expensive event to put on but the amount of money raised can be quite high.

It is not advisable for people taking part in a fire walk to drink alcohol before the event. You can enjoy your drinks after the event because you will feel very proud of your achievement.

Street Collections

Apply to your local Town Council for a license to make a collection in the town. Recruit Volunteers to do 2 hour shifts. Purchase Collection Boxes from Angle on **020 8390 9393**

Carol Services

Talk to the local Vicar ask if you can have the collection at one of their carol services.



Dinner Dance

Tick List

- ✓ Write a plan listing all the costs.
- ✓ Hire of Hotel
- ✓ Food
- ✓ Table Decorations
- ✓ Room Decorations
- ✓ Entertainment
- ✓ Advertising
- ✓ Raffle Prizes
- ✓ Raffle Tickets
- ✓ Place Cards for the Tables
- ✓ Auction

Costing the Event

Once you know how much the event is going to cost, then you can decide how much you are going to charge for each table, the quality of the meal and entertainer determines how much you can charge. A theme to the night attracts people e.g. Sportsman's Dinner.

Venue

A Hotel with a large enough room to have at least ten to fifteen tables seating ten at each table. Maybe a Marquee.

Promoting the event

Talk to the local newspapers about a feature telling people about your organisation, ask them to mention the event, have the details with you. Write to businesses asking them to buy a table for ten people. Banks, Building Societies, and other Organisations.

Dinner Dance

Recruit volunteers before the event, ask each volunteer to do one task, e.g. writing to stores for raffle prizes, organising the auction, finding the celebrity. Recruit friends and family to help out on the night.

Auction and Raffle

This can be an auction of promises, or donations, or prizes that have been donated. You will need someone that knows about auctions to make it entertaining. The raffle can be drawn after the auction.

The Dinner Dance

Volunteers and Organisers arrive in plenty of time. Decorate the room in a party atmosphere, check out the menu, make sure it's what you ordered. Name cards and decorations on the tables. Raffle prizes and auction goods on display. You can put an empty envelope by each place setting in case anyone wants to give a donation.

Fun Day Teddy Bears Picnic

Lots of side stalls and childrens entertainment. Old Teddies can be swapped for new, injured Teddies can visit the Teddy accident tent. Raffles Tombola's Games, it's a fun day for all the family and a great fundraiser. For fun days it is advisable to have St John's Ambulance cover. Council permission and a collection licence may be required.

Fun Runs

Recruiting people to dress up and run for charity is a good and fun way to raise funds. You will need a street collection licence and buckets with lids.

Marathons

Talk to running clubs, try and recruit runners to get sponsored.

