Fundraising toolkit

carerswales.org
Welcome

Thank you for fundraising for Carers Wales. All of us know inspirational carers who have dedicated themselves to looking after people they love and holding families together.

With **2400** people becoming carers in Wales every week, we need to act now to ensure everyone gets good support and advice right from the start.

This is only possible with your help.

This toolkit contains everything you need to get started, and we’re always here if you have any questions.

Thank you for your support – we couldn’t do what we do without you

---

**How your fundraising could help:**

- **£25**
  - could **change lives** by letting us answer emails from five people who find it difficult to pick up the telephone.

- **£50**
  - could provide an **Adviceline worker with essential technical resources** so that when somebody needs help, they can quickly pinpoint what is available.

- **£100**
  - could provide a local **Carer Ambassador with materials to support carers struggling in their community**.

- **£1000**
  - could **staff the Adviceline for a day** – on average helping 157 carers receive much needed advice, information and support.
Tips for success

There are loads of different ways to raise money, from simply keeping a home collecting box, to undertaking a challenge or sporting event.

Choose a method of fundraising that suits your lifestyle and that is achievable – and remember to HAVE FUN! Here are a few things to think about when you’re deciding what event you’d like to do.

**Planning**

It can be costly to run a fundraising event so make sure you put together a budget. Ask local companies for donations to keep costs down. Try to raise 3 or 4 times what you plan to spend to make sure your hard work is worthwhile.

**Talk about the event**

Talk to friends, family and colleagues – will they help share the workload? Also give the Carers UK fundraising team a call for any help, advice, or just for a chat about your event.

**Timing is everything**

Think carefully about when to hold your event and also think about any seasonal or weather problems that might crop up.

**Organisation**

Write a timeline or checklist for the event and tick off each task as it’s completed. Don’t be afraid to delegate tasks if it’s needed!

**Promotion**

For more information and to download your step by step guide to putting together a press release to send to local media visit: carersuk.org/how-you-can-help

Social media is also a great way to promote your event. If you are fundraising using Just Giving or Virgin Money Giving link your page to your Facebook or Twitter account to send regular updates to your followers.

@carerswales  /carerswales
A-Z of fundraising ideas

If you’re not sure where to start, here are a few ideas for you to think about.

**A** is for **AFTERNOON TEA**

**B** is for **BAG PACKING** at your local supermarket

**C** Get baking and hold a **CAKE SALE** at home, school or work

**D** is for **DRESS-DOWN DAY** at work or school

**E** is for **EUROVISION** sweepstake

**F** Get your mates round for a fundraising **FILM NIGHT**

**G** Be sponsored to **GIVE UP** something

**H** Take part in a **HALF MARATHON** – we have places available in popular races across the whole of Wales!

**I** is for **INDULGENCE** evening – have a pamper session with some friends and make a donation per treatment

**J** Hold a **JUMBLE SALE** in your local community centre, it’s the perfect opportunity for a spring clean!

**K** Hold a **KARAOKE** evening at home or at a local pub – award prizes for the best (or worst!) singers

**L** If you fancy an ultimate challenge, then why not try the **L’Etape Wales Dragon Ride?**

**M** is for **MARATHON** – we have places available in the big one, the London Marathon!*

*Pride Cardiff

Cake sale
N Take part in a NIGHT-TIME cycle ride*

O is for OFFICE COLLECTION BOX

P Time to face your fears and sign up for a PARACHUTE JUMP!*

Q Hold a QUIZ NIGHT at a nearby pub – ask local companies for prizes

R Hold a RAFFLE with friends or colleagues

S Hold a SWEEPSTAKE for the World Cup or the Grand National

T Take part in a TRIATHLON – enter as an individual or as a team!

U Nominate Carers Wales as a chosen charity for a UNIVERSITY RAG WEEK

V Know a few talented people? Put on a VARIETY SHOW at school or work and charge an entry fee

W Have a WORLD FOOD DAY at work or school – ask people to bring in a dish that reflects their cultural background and ask for a £5 donation

X XMAS themed fundraising – festive jumpers in the office?

Y Hold some YOGA sessions at work and ask people to donate to take part

Z Hold a ZUMBATHON

*Contact the fundraising team for more details

Everyday ideas

There’s also some really simple, everyday ways that you can fundraise for Carers Wales.

Raise money just by shopping online – sign up to Give As You Live and thousands of your favourite retailers will give to Carers UK when you shop with them.

If you’ve got an old mobile phone lying around or need to change the ink cartridge in your printer then donate it to The Recycling Factory and you’ll be raising money for Carers UK.

Get inspired with more everyday fundraising at carersuk.org/how-you-can-help
Making the most of your fundraising – get online

If you’re taking part in an event like a marathon, then sponsorship is one of the most important ways to reach your fundraising target.

We recommend using Just Giving or Virgin Money Giving to raise funds safely and securely.

Virgin Money Giving
1. Click on “Create your fundraising page”
2. Select your activity
3. Complete the relevant information
4. Choose Carers Wales as your charity
5. Login, or create an account if you’ve not registered before
6. Add any additional information about your challenge and customise your page.

Just Giving
1. Click on “Make your page”
2. Login, or create an account if you’ve not registered before
3. Choose Carers Wales as your charity
4. Select your fundraising activity
5. Add any additional information about your challenge and customise your page.

Tips for your fundraising page:
1. Add a photo of you – wearing your Carers Wales t-shirt (contact us to get yours!)
2. Keep your page, and people, updated – keep your sponsors informed and interested in your challenge. Tell them about progress you’ve made in training – have you passed a certain milestone?
3. Link your Facebook and Twitter accounts to your online fundraising page, so any followers will know straight away if there’s any updates. If you have a blog then send us over the link - we can pop it up on our website and share with our supporters on social media.
4. Around 20% of donations will arrive after your event, so keep your page open. Show off your success, post photos with your medal and remind those who haven’t donated to do so.
5. Set up a text to donate code. Text the code to all of your friends and explain how to donate, mention it on any publicity materials, and add the code to your running vest to get race day donations!

Don’t forget to ask those donating to tick the Gift Aid box if they are a UK taxpayer. This allows Carers Wales to claim an extra 25p on every £1 donated, which means that the money you raise can go even further.

Please be aware that we can only claim Gift Aid on donations from individuals, not companies or organisations. We also cannot claim Gift Aid on donations made in return for goods and services (e.g. tickets to events, raffles and auctions).
Stay safe and legal

When planning your event please bear in mind the following:

**In aid of**
Any promotional material must say that the event is *In Aid Of Carers UK* (or Carers Scotland, Carers Northern Ireland, Carers Wales), and display our charity number: 246329 (England and Wales) SC039307 (Scotland).

**Venue accessibility**
Ensure the venue is suitable for disabled participants or guests.

**Insurance and licences**
Carers UK cannot provide insurance for your fundraising activities. Check with the owner/manager of the venue about their own public liability insurance. Ask your local council if you need any special licences e.g. if selling alcohol. If you are having a raffle or lottery at your event and are in England, Wales or Scotland, then check the Gambling Commission website [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk) for guidelines, which must be followed in full. If you are in Northern Ireland you can find guidance on the NICVA website at [nicva.org](http://nicva.org).

**Public collections**
If you are collecting on private property then email info@carerswales.org to request a collection tin. If you are holding a collection in the street or on public property then you will need to contact your local authority who will issue a collection licence. We need to see a copy of this licence before we can issue you with charity collection materials. Under 16s (18 in London) are not permitted to collect money through public collections. For more information visit [carersuk.org/collections](http://carersuk.org/collections).

**Food & drink**
The venue must be licenced if you want to sell alcohol at your event. If it’s not then obtain a temporary license from your local authority. For all current food hygiene regulations please visit the Food Standards Agency website: [food.gov.uk](http://food.gov.uk).

**Risk assessment**
The Health and Safety Executive website [hse.gov.uk](http://hse.gov.uk) has lots of information about how to undertake a risk assessment, as well as further information on event safety.

**First Aid**
If it is a public event then make sure you have a first aider present. If you do not know anyone who is qualified then give the Red Cross or St John’s Ambulance a call to arrange first aid cover (there will be a charge for this, so take this into account when putting together your expenditure budget).

Unfortunately we cannot accept responsibility or liability for any loss or damage, or any personal injury or death arising out of any fundraising activity, including liability as a result of negligence (except personal injury or death caused by Carers UK negligence).
After your event!

With your event done and dusted, and your fantastic fundraising completed, you can send the money you have raised to us in a variety of ways.

**Online**
Any money raised online via Just Giving or Virgin Money Giving is paid directly into our bank account.
If you would like to pay in money via our website visit carersuk.org/donate

**Cheque**
The easiest way to pay is by sending a cheque in the post.
Make your cheque payable to “Carers Wales” and send to:
Fundraising, Carers Wales
Unit 5, Ynys Bridge Court, Cardiff, Cf15 9SS
Please include a letter telling us all about your fundraising – we’d love to hear about what you’ve done and you may even get featured on our website!

**Over the phone**
If you’d prefer to pay in your fundraising over the phone, then give us a call on 020 7378 498 (Carers UK London office).

We’d love you to get in touch after the event to let us know how it went and to send over any photos, videos or quotes.
If you have any queries at all about your fundraising, what to do, how to do it and how to handle the money, then please get in touch with our fundraising team on 029 2081 1370.

*Every £1 you raise makes a huge difference to our work – thank you so much for your support!*