



FUNDRAISING PACK

ALL THE INFORMATION YOU NEED TO MAKE YOUR
FUNDRAISING EFFORT A SUCCESS



www.urbond.org

THANK YOU FOR SUPPORTING URBOND

We are so pleased that you have chosen to fundraise for URBOND. With your help, we continue to promote equality and diversity in our city of Portsmouth, UK and support the children under our child education programme in Guinea.

Why we're here

URBOND is a charity working to improve access to primary education and advance diversity and equality within our communities.

In Portsmouth, UK, our Community Integration Programme is set up to support our mission and vision of building strong communities as we are actively involved in those communities. With our workshops and community events, we aim to promote equality and diversity for the public benefit.

In Guinea, our Child Education Programme is helping us achieve this as we work with local partners and communities to provide educational support and resources to children who would otherwise go without.

Why we need you

The fundraising efforts of people like you mean we can continue to run our community events and activities to promote cohesion in our city and for our child education programme, support children in need of primary education in one of the poorest counties in the world. Every penny you make really does count, and everyone who gives their time, money, energy, and passion helps to ensure that URBOND can be there for those who needs us.

To help you decide on your plans, we have developed this guide to give you lots of ideas and tips to kick start your fundraising. Thank you again and good luck! We could not do it without you.

Don't forget to tell us what you are up to – send your stories and photos to **info@urbond.org**

HOW WILL YOUR DONATIONS MAKE A DIFFERENCE?

We rely on voluntary donations to deliver our Child Education Programme in Guinea, so every penny you raise will help us make a difference. All the money raised is directly invested into our charitable work, making us an extremely efficient and cost-effective charity.

Most children in the area and surrounding areas who currently do not go to school will have the opportunity to go to school, and those that risk their lives crossing rivers daily to go to school will stop making the unsafe journeys.

£5 monthly donation

Will go towards equipping our children with educational materials and resources such as books, stationary and learning necessities.

£10 monthly donation

Will go towards building a primary school in Koutaya, Dubreka areas that will educate over 250 children yearly on completion. Children in the area will stop making unsafe journeys such as daily crossing of rivers to go to school.

£20 monthly donation

To sponsor a child today and support a whole community tomorrow. Your support will help a child/children to receive an education, equipping them with the knowledge and skills to raise their voices, stay in school longer and stop harmful practices like child marriage or child labour.

£30 monthly donation

Will go to cover a primary school teacher's wage for a month (£30) under our Child Education Programme.

To donate, contact us on **info@urbond.org**

GETTING STARTED

Organizing an event can be really fun!

Do some research

Think about who you will be asking for donations and what sort of activity would appeal to them. Talk to family, friends, colleagues and neighbours about your plans and get them to help you with ideas.

Talk about why you're doing it

Once people know you are raising money for URBOND and understand the difference their support could make, you might be surprised how positive and helpful they can be.

Make a plan

Decide what you're going to do, when you're going to do it and how much you want to raise. Set yourself deadlines and review your progress regularly to make sure you're on target.

Don't hang about

The earlier you start, the more you'll raise – and the less chance there'll be of a last-minute panic just before your event.

Spread the word

Invite others to take part and donate. Post about what you're doing and why you're doing it here, there and everywhere. Facebook, twitter and even your local newspaper are great places to start.

On the day

We can provide a range of URBOND Charity merchandise for you to use at your event. If you're looking for collecting tins or buckets, banners or leaflets, just email the fundraising coordinator and she will be delighted to help: ruby.plato@urbond.org

FUNDRAISING IDEAS A-Z

A

Aerobic Events
Art & Crafts Stall
Assault Course
Auction of Promises

B

Baby Picture Quiz
Badminton Competition
Ball
Basketball Tournament
BBQ
Bingo
Book Sale
Bridge Evening
Bring a £1 to Work
Bring and Buy Sale

C

Cake Sale
Car Boot Sale
Car Washing
Coffee Morning
Concert
Cricket Match
Cycle Ride

D

Darts Evening
Dinner Party
Dog Show

E

Easter Egg Raffle
Eating Challenges
Exercise Bike Virtual

F

Fete
Football Tournament
Photo courtesy of John Palmer

G

Garden Party
Golf Tournament
Gym Challenge

H

Hair – shave, dye, wax
Halloween Party
Horse Show

I

It's a Knockout

J

Jazz Night
Jewellery Making / Selling
Jumble Sale

K

Karaoke Night
Knitting

L

Lawn Mowing
Line-Dancing
Loose-change boxes

M

Masterclass – cooking, painting
Mastermind Quiz
Mufti Day
Music Festival

N

Nearly New Sale
Non-uniform Day

O

Odd Jobs

P

Parachute Jump
Pet Show
Pub Quiz

Q

Quit Something for Sponsorship
Quiz

R

Racing Night
Raffle
Rounders. Match
Running Events

S

School Quiz
Sky diving
Swear Box
Swim-a-thon

T

Tug of war
Tennis Tournament
Tombola
Treasure Hunt

U

Unwanted Gift Sale

V

Vegetarian Dinner Party
Volleyball Tournament
Virtual Sports Challenges

W

Washing Cars
Weight – Guess the Weight
Wine Tasting

X

X-Factor Talent Competition

Y

Yellow Ribbons

Z

Zany Hair Day

TIPS TO MAXIMISE SPONSORSHIP AND DONATIONS

1. Ask people to tick the Gift Aid declaration on the sponsor form. For every £1 donated the charity can get an extra 25p.

2. Ask your employer to match your fundraising. Many larger companies have a matched funding policy and will equal what you raise.

3. Use your noticeboards and intranet at work to let people know what you are doing and who you are raising funds for.

4. Link your JustGiving page to your Facebook, Instagram, LinkedIn and Twitter accounts.

5. Take your sponsor form with you wherever you go and don't be afraid to ask. Every penny counts and soon mounts up.

6. Read our introduction page and be confident in the knowledge you have.

7. Remember to thank people for their support!

After the event

Send in your sponsorship money as soon as possible or bring in the money raised from your event. We will produce a thank you poster for you to display showing how much you raised.

Let us have any photos from your event. They can be displayed in the news section of the website and may be included in the next newsletter.

Put your feet up and congratulate yourself!

RAISING SPONSORSHIP MONEY

Ask everyone

Get everyone you know involved and explore every opportunity. Involve your friends, family, and local community, including any groups or clubs you belong to, and ask them to raise money on your behalf with an event or collection.

Go online

The easiest way to collect sponsorship money is to do it online. Email us at ruby.plato@urbond.org for more information on how to set up a web page and make the most of your online fundraising.

Be formal

You can apply for a sponsorship form by telephoning 02392 293 765 or emailing info@urbond.org. Please do not photocopy the forms as they have a unique code; we can send you more copies if you need them. Always put your most generous sponsor at the top of your sponsorship form to encourage other sponsors to match them. And remember to send us your sponsorship forms after you have collected the money so we can claim the Gift Aid.

Asking other companies

Ask your employer for permission to approach businesses that you and your company deal with (and use the same approach with companies that your friends and family work for).

What else can you offer or ask for?

If you are approaching a company, let them know what publicity you can offer them in return for their support –for instance you might offer to wear a t-shirt with their logo on it while you train. It's also wise to offer them the chance to give something other than sponsorship. Some companies will prefer to provide products and items for raffle prizes, especially when you give them an idea of the kind of prize you want and when it will be raffled. Asking people to sponsor you can be a quick and easy way to raise money. There are lots of ways to boost the amount of sponsorship money you collect:

Gift Aid

Thanks to Gift Aid, the taxman will top up every £1 given to Mind with an extra 25p – so you raise £100, but we receive £125. For donations to be eligible for Gift Aid the person who sponsors you must be a UK taxpayer and have paid as much in Income or Capital Gains Tax as they are sponsoring you for. In practice, this applies to nearly everyone. We can't claim Gift Aid on company sponsorship or where a sponsor has received goods or services (such as a ticket for an event) in return for their donation. Adding Gift Aid is easy – you just need to ask your sponsors to tick the Gift Aid box on the form and complete their home contact details including postcode. Gift Aid does not count towards a minimum sponsorship pledge – think of it as an extra 'thank you' from the taxman.

Matched giving

The best company to ask for sponsorship is the one you work for. You may find that your workplace will even match the amount you raise up to a certain level. If they don't, you could ask them to sponsor you with a one-off donation. Don't forget to use your office intranet or email to spread your fundraising message so other departments can get involved. Why not add your message to your email signature while you're raising money?



THE LEGAL PART

Your responsibilities

In law, you will be a trustee of funds raised and must ensure that all donations and sponsorship money from your event is paid to URBOND. You must inform potential donors if any of the funds you raise will not be paid to the charity.

Please understand that if you do something that threatens or damages the name or reputation of URBOND we will ask you to stop fundraising.

Food and alcohol

If you are providing food, you need to follow the simple guidelines for preparing, handling, and cooking food set out by the Food Standards Agency. Visit www.food.gov.uk for more details.

If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.

Lotteries and raffles

The legislation surrounding lotteries and raffles can sometimes be confusing. Make sure you check the latest information and advice at www.gamblingcommission.gov.uk

If your raffle lasts longer than 24 hours you will need a lottery licence and printed tickets, which must have certain details on them. Please contact our fundraising coordinator on ruby.plato@urbond.org for help with this.

Health and safety

Ensure you have adequate first aid cover available for your event – take advice from a voluntary first aid organisation such as St. John Ambulance or the British Red Cross when deciding the type of cover, you will need.

Some things to consider:

- Location and type of event
- Size of audience
- Proximity of medical facilities
- Duration and timing of event

Useful contacts:

St. John Ambulance

27 St. John's Lane

London

EC1 4BU

Tel: 0870 010 4950

British Red Cross

UK Office

44 Moorfields

London

EC2Y 9AL

Tel: 0870 170 7000

Make sure you conduct a risk assessment to identify any risks at your event. A risk assessment does not have to be a complicated task. Remember – a hazard is anything that causes harm, and the risk is the chance, high or low, that someone could be harmed by the hazards, together with an indication of how serious the harm could be.

THE RISKS

Insurance

If your event involves the public, you will need public liability insurance. Your venue may already have the insurance you need – remember to check with them. If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance.

Licenses

If Some activities require a licence, including:

- Providing alcohol or live music
- Holding a collection
- Holding a raffle or lottery

Please check with your local authority to see if you do require a licence for your activity (this is not an exhaustive list).

Publicity material

When you are writing about your event you need to say it is being held 'in aid of URBOND.' Please contact us if you wish to use our logo on your own materials. Please also include our charity number using these words: Registered Charity no. 1184273 (England and Wales) and 8304 (Guinea)

Collections

Visit www.institute-of-fundraising.org.uk for the most up-to-date information on collections. When organising a collection please make sure that you have written permission from:

- The local authority when collecting in the street
- The person responsible for private property, for example, a supermarket or train station
- Collections in pubs, factories or offices are counted as a house to house collection, so you will need a permit for them
- Collections can only be done by people aged 16 or over

Collection boxes and buckets must be clearly labelled with URBOND's name, address and charity number and must be sealed.

Under 18s

If you are under 18, your parent/guardian is responsible for you – please show them this pack and make sure they are happy with what you've chosen to do.

If you need any help or advice,
please contact info@urbond.org or call 02392293765.

THE MONEY

So, you have held your event – we hope you enjoyed it! The hard part is now done. Now you just need to pay in your hard-earned money to URBOND.

Send a cheque to us

Made payable to:

URBOND

12 Challenge Enterprise Centre, PO3 5RJ

Pay directly into our bank account:

**Community Integration Programme
Account**

Barclays Bank

Sort code: 20 – 11 – 43

Account: 83505596

**Child Education Programme
Account**

Barclays Bank

Sort code: 20 – 11 – 43

Account: 13390101

Please put your name as a reference and email info@urbond.org to confirm deposit.

Pay by credit or debit card: Either online using our website www.urbond.org

Contact us: 02392293765 / info@urbond.org

Please encourage your eligible sponsors to make Gift Aid declarations (using their home address).
We can then claim an extra 25p for every £1 donated

Queries about fundraising: ruby.plato@urbond.org. Queries about making a payment:
info@urbond.org or 02392 293 765