



# Fundraising Advice

Fundraising events are a great way to raise essential funds for your charity as well as creating awareness of your cause.

There are all sorts of ways to fundraise from coffee mornings to fun runs, however, any type of event needs careful planning to get the most out of it and make sure things run smoothly. Here are some top tips to maximise your event:

**Set a goal** - Have an achievable fundraising target in place and share it with your fundraisers and support base to ensure the event is geared towards your end goal.

**Pick a popular theme** - It could be seasonal or something that is popular all year round such as a cake sale. Depending on the size of event it's usually a good idea to choose a theme that will attract a wide audience. Set yourself a challenge such as the fifty pound challenge and see how much you can raise through bake sales, raffles or cooking meals.

**Spread the word** - Social media is a great platform for promoting your event online and can give an unprecedented reach for very little cost. Set up a Facebook event or spread the word on Twitter, and ask supporters to re-post or re-tweet links to the event page. Also think about traditional methods which are worthwhile for promoting your event locally, you could put up posters in local businesses or contact the local press to place an advert.

**Get in touch with local businesses** - Contact local businesses and ask if they can support your event, it could be simply displaying a poster or donating a prize, for example restaurant vouchers. If they need a little persuading you could offer to promote them in return by displaying their logo at the event or linking to their web page from the 'supporters' section of your charity's website. This can be a great way of building up relationships for further contributions.

**Have an event plan** - It is essential for everyone involved in the event to know their responsibilities, so have a plan in place for before, during and after the event.

# Individual Fundraising



**Insure against the unexpected** - Although most events run without problems, there's always the possibility that something could go wrong, or someone could get injured – as such, it's well worth taking out insurance that can protect against these scenarios. Bad weather can make paths and stairs slippery, and if a participant or volunteer were to injure themselves, they could take legal action.

**Thank donors & build relationships** - Finally, make sure you take the time to thank donors and fundraisers involved. After the event, post updates on Facebook and Twitter, send an email to all donors and write a few sentences in the next newsletter announcing the total raised and give examples of what the money will be put towards. Showing donors how important their donations are can be an effective way of building long-lasting relationships.

Corporate fundraising is income generated through a partnership with a commercial organisation, which may provide money, skills or other resources to your chosen charity. Below are some tips on how corporate support can benefit charities:

**Charity of the Year** - This is an opportunity for a company and charity to work together in partnership to raise vital funds for the charity and help raise the profile of your business through corporate volunteering and fundraising.

It will make a difference in the local communities, and is seen in a very positive light by existing and prospective customers and employees.

There are many ways you can get involved:

- Volunteering as a corporate group
- Organising your own fundraising event or activity
- Sponsoring an event or campaign
- Encouraging Payroll Giving
- Taking part in an organised event or challenge
- Encouraging staff to donate clothes, books, toys, DVDs, CDs and bric-a-brac to a charity shop
- Donating gifts in kind

Benefits of a Charity of the Year partnership include:

- Increased staff team moral
- Help motivate and inspire your colleagues to achieve something as a group
- Meet your CSR responsibilities
- Raise your company profile through good PR and publicity
- Build a lasting relationship with a charity
- Networking and new business opportunities

**Payroll Giving** - Payroll Giving is a flexible scheme which allows anyone who pays UK income tax to regularly give and on a tax free basis to a registered charity. Payroll Giving donations are deducted before tax so each £1 you give will only cost you 80p, and if you're a higher rate tax payer, it will only cost you 60p ([gov.uk](http://gov.uk)).

**Corporate Challenge Events** - Why not get your company involved in a challenge event and help raise charitable donations.

**Matched Funding** – Does your company provide matched funding or initiatives for staff that fundraise for a charity?

**Team Building** – Staff can volunteer their time to a charity or at a fundraising event.

**Gifts in Kind** – these are specialist skills or products that can benefit the community.

**Networking** – Can you help to raise the profile of your chosen charity by introducing them to your business contacts, people or companies who may be interested in supporting your chosen charity?

**Challenge Events** – Why not get your company involved in a challenge event? You could do a cycling challenge or run a marathon and raise charitable donations.

**Dress Down Day** – Could your office dress down for the day and make a donation to take part?

**Donating gifts in kind** – Does your company or business have products or services that your chosen charity's staff could benefit from?

**Sponsor an event** – Your company could make a real difference to a charity by sponsoring a high profile event or campaigns.



**Running a Virtual Event** - In a virtual event, virtually anything is possible. Unlike traditional, physical events a virtual event takes place wherever and whenever you want. Imagine running, cycling, swimming or climbing in your neighbourhood whilst thousands of other people do the same in theirs. All whilst raising awareness and vital funds for the causes you care about. That's a virtual event - real world activity in virtually any space.

## What is gift aid?

When you make a donation to a charity, community amateur sports clubs (CASC) or voluntary organisation, that charity is able to claim back the tax that you have paid on the donation. This mechanism is called Gift Aid and amounts to an extra 25p for every £1 that you give.

To be eligible for Gift Aid you must have paid or will pay an amount of Income Tax and / or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities you donate to will reclaim on your gifts for that tax year. Taxes such as VAT and Council Tax do not qualify.

Donations by individuals to charity or to the community amateur sports clubs (CASCs) are tax free. This is called tax relief. The tax goes to you or the charity. How this works depends on whether you donate:

- Through gift aid
- Straight from your wages or pensions through a Payroll Giving Scheme
- Land, property or shares
- In your will

You only need to make one declaration; this will cover all your donations to the charity in the last four years and in the future. Until you notify HMRC otherwise.

*The above has been taken from the [Gov.uk](https://www.gov.uk) website. If you are unsure on any aspects of Gift Aid, we recommend that you contact HMRC.*