



**The Holistic Cancer Centre**

*a safe place in a difficult time*

## **Fundraising Guide**

*When you fundraise for The Holistic Cancer Centre it is much, much more than getting together and having fun with friends. It is more than sponsoring someone or buying a raffle ticket. It's more than attending a disco or a coffee morning. It's more than a glamorous ball or a bingo evening. It is about supporting a fantastic cause and making a real difference to the lives of people with cancer and their families*

*This guide is for help and advice to make sure whatever you do is a success and fun.*

### **Your Event**

*You may want to hold your event at home, at your workplace or at a venue in your community.*

*Consider what you want to do and the space you need to hold the event.*

*If you are hiring a room, do not forget to mention that it is for The Holistic Cancer Centre, a registered charity, this may entitle you to a reduced rate, you may even get it for nothing!*

*Set a target and set a budget It is really helpful to set a target and work out all the costs involved, consider how much you would like to raise once all your costs have been covered.*

***Quick hint You can cut costs by asking local businesses to donate prizes or food, borrowing equipment and asking for discounts.***

### **Spread the word around**

*So you've decided what you want to do but have you spread the word to your friends, family or colleagues.*

*Facebook and Twitter are perfect for inviting people, updating on your progress and asking for help. You may prefer to invite people by email or post – just give people as much notice as possible so they can get it in their diaries.*

*Share your event with us, we love being able to tell people about the work we do and the events being organised in our name*

### **Make your own online fundraising page**

*Set up an online fundraising page with JustGiving, it is very easy and then simply send everyone a link to your page, so they can donate online and see how well your fundraising is going too. Online fundraising pages also take the hassle out of claiming Gift Aid – boosting your total with extra funds from the taxman!*

**Quick Hint People tend to give more when they donate online**

### **Gift Aid**

*Please make sure you don't forget about Gift Aid. Any UK tax payer can include Gift Aid when they donate. The taxman adds 25 per cent to their gift so that's an extra £1 for every £4 donated! So please make sure all UK taxpayers tick the Gift Aid box on your sponsorship form, and include their full name and home address with postcode, so that we can claim the Gift Aid.*

### **Make sure your event is legal and safe**

*When planning your event, you need to consider health and safety and legal concerns. If you're unsure about something, just ask us. Branding - By law you must put our Registered Charity Number on and posters or advertising materials – 702114*

*Please contact us for permission for you or a third party to use our name or logo.*

*Insurance If you are organising your own event you will need to check out the insurance situation and you may need to organise your own cover. The same applies to any contractors you may involve.*

*Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking.*

*A licence is needed if you have alcohol at your event -you can avoid this issue by either holding your event on licensed premises or by asking a local pub to organise a bar at your venue.*

*Otherwise you'll need to submit a "Temporary Event Notice" to the Local Authority to apply for a temporary licence.*

### **Health and safety**

*If you hold a fundraising event you will be responsible for the health and safety of all involved. The Institute of Fundraising and Government websites have useful information on this. Depending on your event you may need information from other sources as well.*

### **Raffles, lotteries, collections and prize draws**

Raffles, lotteries and prize draws are a highly regulated area. There are some guidelines later on in this pack which may prove helpful. Collections are a great way to raise money. If you're planning a collection, such as a house-to-house, that takes place in a publicly owned place then this must be licensed by your local authority. Licences are not needed on privately owned land but you'll need the permission of the owner or business

Raffles and draws are great fun but they are also strictly regulated so if you are getting involved please contact **Rick Myers Mob – 07948 749536** email – [richardmyerswhcs@btconnect.com](mailto:richardmyerswhcs@btconnect.com) for help and advice.

The safest and easiest way to hold a fundraising raffle is to hold a private raffle at an existing fundraising event, you will not need a licence from the Local Authority if you follow some simple guidelines.

Only sell tickets at the event

Use simple cloakroom tickets

Hold the draw at the event itself and ask someone independent to conduct the actual draw

### **Sponsored events**

The list is literally endless - Bike ride/Fun run or walk/ Give up chocolate/ cigarettes/ nail-biting

**It is very easy to create your own online sponsorship page to collect money from your sponsors Visit [www.justgiving.co.uk](http://www.justgiving.co.uk) and follow the links.**

#### **Wine Tasting**

A number of companies will lay on a wine tasting evening with a competition to see who has the most discerning palette, or you could just get together with friends and enjoy a few glasses of your favourite plonk.

#### **Attic Sale/Car Boot**

A great motivation to clear out that garage or attic of all that stuff you will never need again.

#### **Dress down day at work**

Fed up of being suited and booted Monday to Friday, why not ask for a day in jeans and trainers, it's a real winner with so many workplaces up and down the country.

**IMPORTANT - Fundraising must be FUN!!!**

*If you do not enjoy what you have organised you will not want to do it again so plan an exciting event or activity around something you love doing and raise some money for The Holistic Cancer Centre.*

## **8 Steps to organising your event**

**Step 1 - Date** *Chose a date which is best for your event, particularly if it is outdoors, and remember to check what else is going on in the area that might compete with your event.*

**Step 2 - Venue** *- Choosing the right venue is important, will it be in your home? at the office? in a hired venue?- consider all the options.*

**Step 3 - Budget** *- Consider all the costs involved, draw up a budget and stick to it. Your total costs together with how many tickets you think you can realistically sell will determine your ticket price.*

**Step 4 - Guest list** *- Obviously the more people who attend, the more money you can make. Draw up a potential guest list from your contacts and try to make it as large as possible.*

**Step 5 – Publicity** *- you can publicise your event in many ways- posters, remember fly-posting is illegal, contact your local paper or radio as they will often publicise events for free. E-mail and other forms of social networking, are increasingly used to publicise events.*

**Step 6 - Get Help** *- The more people you have either helping with the event, or selling tickets, the better so ask your family and friends.*

**Step 7- Keep it safe** *- The key to successful fundraising is enjoyment, the more people enjoy themselves the more they are likely to give, but you need to ensure the event will be safe. Do not allow children to solicit money or collect money unless accompanied by a responsible adult. If you are carrying money around be aware of personal security, use a safe route to the bank, if possible be accompanied and/or carry a personal alarm. Even if the event is in your home have a good look around for anything that might constitute a risk as we cannot accept responsibility for accidents.*

**Step 8- Keep it legal** *- If you use external facilities, external contractors or sub-contractors make sure they have the relevant experience, comply with Health & Safety legislation, and have insurance. If you want to collect money in a public place you will need permission, and to collect on a street or from house-to-house requires a licence from the local council, you will also be given a set of rules to follow. A licence will be required for the sale of alcohol, unless the venue already holds a licence. By law our registered charity number must appear on any literature that invites people to participate or donate.*

**Writing a press release**

*A press release is simply a written statement to the media. It is a fundamental tool of PR work and building a healthy relationship with local media is one of the easiest and most cost effective ways of getting your event publicity. Local media is always on the lookout for stories to fill their pages, but timing is important.*

*Your local newspapers, radio and TV stations work to deadlines and it will take them time to process your release.*

**Here are a few tips:**

*News release headlines should have a hook that will grab a reporter's attention.*

*They hate cheque presentations*

*At the very top of the page, the TITLE 'PRESS RELEASE' should be spelled out in all capitals, centred and in bold.*

*It should be brief, clear and to the point*

*Use wide margins and double spacing so the journalist can make notes on the release.*

*It should answer all of the "w" questions (who, what, where, when and why) about your organisation and event.*

*it should be on just one side of paper, you can send "additional information" with it but the press release itself should be a single sheet.*

*Always end with CONTACT DETAILS. Again these should be centred and in bold. A single clear name and phone number is what a journalist will need if he or she wishes to follow up the story.*

*Do not forget to proof read your release before it goes out and avoid jargon.*

## **FREQUENTLY ASKED QUESTIONS & ANSWERS**

### **What will I get out of fundraising?**

*The main motivation for most people is the feeling that they are helping a good cause, making a difference to the lives of others. There are, however, other benefits that are often overlooked, meeting new people, developing new friendships, taking on new challenges and being creative. Some people take up fundraising for a charitable cause to improve their chances of gaining employment.*

*At The Holistic Cancer Centre we want all our volunteer fundraisers to enjoy the experience and have fun*

### **How many hours do I have to work?**

*As much or as little as you want, it will always be your decision, whatever you are prepared to do we will be grateful, and whatever monies you raise will make a difference.*

### **Will volunteering affect my benefits?**

*Definitely not, there used to be a rule that anyone claiming Incapacity Benefit could only volunteer for 16 hours per week, but this no longer applies. People on Job Seekers Allowance can fundraise voluntarily as long as they remain available for work and are actively seeking employment.*

### ***What skills do I need?***

*As people who help fundraising usually do it through a hobby, occupation or activity they already have an interest in so new skills are not usually required. Enthusiasm, an ability to encourage others, and a smile are usually enough!*

### ***Who can help?***

*Virtually anybody, at The Holistic Cancer Centre we are committed to equal opportunities and that includes fundraising.*

### ***Will I get support?***

*Of course, contact our Fundraising Manager – Rick Myers Mob – 07948 749536 email – [richardmyerswhcs@btconnect.com](mailto:richardmyerswhcs@btconnect.com)*

### ***Companies***

*Companies can help in many ways and are increasingly aware of the benefits of association with a charity like The Holistic Cancer Centre.*

*Companies who give their support to worthy causes achieve increased public perception and appreciation, and see an increase in staff motivation.*

*Employee fundraising is seen by many forward-thinking employers as an effective way to motivate staff and provide team building opportunities, it also enhances the company's image with staff, clients, suppliers, and the community.*

*By making The Holistic Cancer Centre the company's charity of the year generates great interest and can be highly lucrative- particularly if the company agree to match any amount raised by staff.*

*The staff essentially become a fundraising group, and organise events which reflect the nature and ethos of the company.*

*Management like staff involved in fundraising as it helps develop team spirit and staff morale.*

### ***Company Sponsorship***

*Both of these opportunities increase awareness of the company among its consumers, and staff, help reach a target audience, increase brand awareness, motivate staff and show commitment to the local community.*

***Payroll Giving*** *A tax efficient way for individuals to support The Holistic Cancer Centre, and represents a long term source of regular income. The amount donated is deducted before tax so a £1 donation only costs the employee 80p, 60p if they pay tax at the higher rate. Payroll giving rose by over 250% from 1999 to 2005 yet only about 2% of employees*

*participate in payroll giving, in the US it is about 35%. Companies who offer payroll giving to their employees believe it enhances the company's image and it is inexpensive and simple to run as most of the administration is done by the payroll giving agency. If your company does not have a payroll giving scheme, then ask the payroll department to visit:- [www.payrollgivinggrants.co.uk](http://www.payrollgivinggrants.co.uk)*

### **Gifts in Kind**

*The Holistic Cancer Centre is always in need of equipment of all kinds in every aspect of our work, anything we cannot use we can use as a raffle prize.*

*Many companies like to donate in kind as the gift has a retail value to the The Holistic Cancer Centre but only a wholesale cost to the company.*

**WHATEVER YOU CAN DO WILL BE SINCERELY APPRECIATED AND  
WILL MAKE A REAL DIFERENCE TO THE PEOPLE WE CARE FOR**

***For further advice and help please contact***

***Rick Myers***

***Mob – 07948 749536***

***Email – [richardmyerswhcs@btconnect.com](mailto:richardmyerswhcs@btconnect.com)***