

Fundraising for The Naval Children's Charity

Planning your activity

- Decide how you want to raise your money.
- Choose where and when you will do it. Remember to think about any other events that may be taking place around the same time so you avoid any clashes.
- Book any venue or equipment you need.
- If you're doing a challenge event and need to train for it, think about your training schedule.
- Don't be afraid to ask for help from family, friends and colleagues!

Making money

- If you're running an event, set yourself a budget by working out the costs and your target income.

Try to think of as many different ways of making money as possible – for example, charging an entry fee, holding a raffle, running an auction, selling refreshments. People can be very generous so try to get as many donations for raffles and auctions as you can for free! People are usually happy to help by giving their time too. See enclosed sheet **Sponsorship**

- If you need to get sponsorship, have a think about all the different people you could ask to sponsor you – family, friends, neighbours, colleagues. Most people will be really pleased to help you raise money for a worthwhile cause. Try to get a few generous donations at the beginning of your sponsor form – it will encourage other people to give more!
- You can set up an online sponsorship page too. Simply go to: <https://www.justgiving.com/NavalChildren> and follow the instructions.

It's very easy to do and The Naval Children's Charity receives an extra 25% as Gift Aid from all your supporters who are UK tax payers. If you have any problems, then give us a call and we will be happy to help you.

- Please don't collect money door to door – it's illegal!

Letting people know

Depending on how you're raising money, you may need to publicise it.

- Word of mouth is a great way to get support, so tell everyone you know and ask them to pass it on!
- Advertise your event with posters and fliers. We can send you our logo to use on anything – remember you need to also put our charity number **1160182**
- Get in touch with the local newspapers and radio stations – they love stories about local people and may be able to help you.
- Use your Facebook to let people know what you're doing. You can include your Virgin Money Giving or Just Giving link so all your friends will see it in their news feeds. You can also ask your friends to "donate" their status update to you by putting the link to your page. Post your link on our Facebook page too – just search for The Naval Children's Charity
- Use Twitter to share your Virgin Money Giving or Just Giving link – tweet what you're doing and why. Ask your followers to retweet your link.

After the event

- Send in your details as well as the total you have raised, we will then talk you through the best way of submitting the donations to the NCC. Please email: NCC@navalchildrenscharity.org.uk
- Get in touch with your local newspaper and radio station to let them know what you've done and how much you've raised. They love to hear good news stories about local people and local charities.
- Say thank you to everyone who helped and supported you!

And remember...

We can help you! Let us know when and where the event is taking place and we can give you help with publicising your event or activity. We may be able to help you with a press release for the local paper or radio too.

There are so many ways you can fundraise for the Naval Children's Charity and the money you raise will go towards changing the lives of all the children we support.

From holding a dinner party or coffee morning, organising a fashion show, running a marathon, holding a car boot sale or doing a parachute jump...your options are endless!

Gift Aid

Gift Aid is a way of giving more to charity, with no additional cost to you. If you pay UK tax, even on savings, we can reclaim the tax you pay on your donations. All you have to do is make a simple declaration, in writing or over the phone. For every £1 you donate, we can claim an extra 25p from the Government. This means that a donation of £10 becomes worth £12.50!

You only need to make a Gift Aid declaration once – this will apply to every donation you make or have made to us in the last four years and for any you make in the future.

If you stop paying UK tax you should let us know.

If you donate online, don't forget to tick the Gift Aid box if you are a UK taxpayer!

Keep it Legal and Safe

Fundraising is about having fun and raising some money but it's also about being safe.

Charity fundraising is regulated by law. You as a fundraiser and The Naval Children's Charity can be fined for non-compliance with legal regulations.

Follow the professional advice of equipment manufacturers and staff supervising any facilities. Events need to be adequately assessed to identify, minimise and control the risk to all those taking part and members of the public who may be attending.

The Naval Children's Charity cannot accept liability for any loss, damage or injury suffered by yourself or anyone else as a result of taking part in a fundraising event. If you're organising an event, please tell us about it. We can help you keep things legal and safe and help you promote your event.

Please keep your event safe and legal. For more information see the enclosed documents **Keeping it Legal** and **Keeping it Safe**