



How to fundraise for **Life**



Welcome and thank you for fundraising for Life!

Who you'll be helping

Through your fundraising, you'll be helping pregnant women, new mums, and their babies who are finding their situation a real challenge. They might be homeless, escaping abuse, at risk or vulnerable in many other ways, or are struggling to come to terms with the loss of their baby for any reason.

Our Vision

That's why we are creating a world where nobody faces pregnancy or pregnancy loss alone. Thanks to your support, we can be there for them at this difficult time.

Our Mission

We do this through our services, helping people – whoever they are – to meet pregnancy or pregnancy loss with courage and dignity so they can flourish.

Our Services

Life is unique in the range and quality of services it provides, and are accredited by the British Association of Counsellors and Psychotherapists, Trauma Aware, and the Baby Loss Awareness Alliance amongst others. We support women and families through:

- Emotional help, counselling and skilled listening via phone text email or in person.
- Housing and community support around the country for mums and their babies.
- Free pregnancy tests and baby supplies.
- Crafting content that educates the public about pregnancy, pregnancy loss, and Life.

Your time and energy is vital in helping us to provide this help and support, giving women and their babies the best chance of life and a better chance in life.

With your help, we want to reach as many women as we can.

This 'how to' guide has everything to need to help you spread awareness and raise much needed funds for our services. We'll be very happy to discuss where you would like to put your volunteering to best effect. In addition to this guide, if you're unsure of how to release that creative idea inside you, or need more specific information on how to reach your fundraising goal, please contact me at fundraising@lifecharity.org.uk or call 01926 312272.

I wish you every success!

With grateful appreciation

David

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Director of Development

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Contents

Welcome and thank you for fundraising for Life!	2
Contents	4
Before you start	5
Before you start	6
How much do I need to raise?	7
Raising funds for Pregnancy Matters™ Online	9
Fundraising Strategies	10
Fundraising strategies - Who can I approach?	13
Fundraising strategies - How can I connect with potential donors?	15
Fundraising strategies – How do I make my case?	19
Fundraising strategies – More fundraising resources	20
What shall I do?	21
Fundraising Strategies – a few of my favourite things	22
An A-Z of inspirational fundraising ideas	23
How to organise a dinner dance or ball	26
How to organise an adventure activity	27
How to organise a group sporting event	28
How to organise a barbeque fundraiser	29
How to organise a garden fete or party	31
How to organise a raffle or lottery	33
Street collections	34
House-to-house collections	35
How do I approach sponsorship?	36
Asking local businesses for donations or sponsorship	37
Example thank you letter	39
Example request to a Local Authority for public fundraising (street or house to house)	40
Legal regulations and best practise	41
Do you need advice or more information?	43

Before you start

Before you start

We're meeting the challenge of a changing society.

Although Life is changing the way we promote our existing services, our ultimate goal and our ethics remain unchanged. This is where we need your support, to meet the very real needs of women and their families in a society that has changed dramatically since we were founded more than 50 years ago:

- To provide services which are online-driven & easily accessible;
- To reach out to women, men and their families wherever they are;
- To educate the general public about pregnancy and pregnancy loss;
- To connect with young people, promoting our vision and mission;
- To have a strong presence in local communities;
- To work in partnership with other organisations, churches, charities, and agencies.

You're much more than a fundraiser

Remember that while you are raising funds for Life, you'll be talking to people who might not know much about us. *You're a spokesperson for Life, a passionate advocate for our mission.* With your help we'll put in place accessible services that are effective in reaching a new generation, services aimed at transforming the lives not only of women and their children, but of men, families, and society as a whole. Our ability to make that goal a reality also depends on you. That's why we're so pleased you have chosen to fundraise for Life.

Why do we need to fundraise for Life?

We know that people want to give to Life. But is that enough on its own? Would you give your money to the next pregnant woman you meet on the street? Of course not, and that's why we as a charity exist – to help pregnant women in need, and to ensure that the help goes to the right ones. That's why our relationship with you, our supporters, is based on trust. You trust Life to get the help these women so desperately need in the way that helps them best, to support them practically and emotionally, and prepare them for a better life as a family.

Every penny of the money you fundraise will go to supporting our services

That's because the costs of running the charity, salaries, and other overheads are covered by fundraising by Life's Development Team. Compared to many charities, Life is particularly efficient: we spent less than 8% of our voluntary income on fundraising.

We need your help and support in the local community

Our fundraising staff raise significant amounts from grant-making trusts, government agencies, commercial sponsors, and from the generosity of many regular givers. This income provides us with the financial stability we need to provide our services nationally. However, we also need your help and support in local communities. People like you who know the area, know the local community organisations, churches, and so on. Fundraising for Life can be great fun and very rewarding but more importantly, it's about people.

How much do I need to raise?

Raising funds for a Life House

How much a Life House costs to run varies enormously. Some Houses have been very generously donated to us, or are being let to us at no charge. The kindness of some of our supporters is amazing. Although some of our properties are mortgaged, the vast majority are rented at commercial rates and usually from social housing providers. You'll need to get specific details for the House you want to support, but here's a very broad idea taken from averaging out what is involved across all the houses.

Annual income per House

Rent from tenants (mainly housing benefit)	£38,000
Contract income (e.g. Supporting People/local authority)	£13,000
Total income	£51,000

Annual expenditure per House

Staff costs (including Regional Managers, Support Workers)	£20,000
Rent payable on House	£12,000
Rates, services, admin, computers, and other overheads	£13,000
Repairs, decorating, furniture renewals, bedding etc.	£9,000
Training for staff, courses for tenants	£2,000
Total expenditure	£56,000

Fundraising need

Average per House: £5,000

Life's own fundraising is able to contribute 50% of the need, so when you set out to fundraise you will be thinking in terms of approximately £2,500 as a target.

How many women can my fundraising help in a Life house?

On average a Life House can accommodate up to six women and babies for at least six months, depending on their circumstances. That works out at around £200 to house and support a mum and her baby – amazing value for money! You could, for example, hold a barbeque event to support your local House, knowing that even relatively small amounts raised can make a wonderful difference.

Other things for which you can fundraise

Mother and baby Christmas dinner (with a small present)	£21 per client
Toys, cots, strollers	£500 per house
Helping Hands grant when tenant moves on (discretionary)	£250 per client



Raising funds for Pregnancy Matters™ Online

What is the service?

Those we want to help no longer travel to a Life centre because they are now looking for immediate help through mobile communications. We have reshaped the service we offer to be available quickly and personally, wherever they are, whenever they need it. The service has been extraordinarily successful – we helped more than 60,000 women in 2021 alone. The numbers we can help are now limited simply by how much we can raise, which is where you come in.

How much do I need to raise?

Some of the overheads for the service are met through national fundraising. However, we need to reach many more people, so there are two aspects to your fundraising:

- Developing new ways of reaching out to women in need of our services, and;
- Delivering the most appropriate support to them.

Development costs – expanding the Pregnancy Matters™ outreach programme

National Helpline re-development	£8,000
Social media platform construction	£4,000
Text to Talk enhancements	£3,600
Facilitated online communications (forums, chat rooms etc.)	£2,400
Email counselling development (templates etc.)	£3,200
Specialist computer systems and software	£7,900
Total costs	£29,100

Ongoing costs - delivering support to the women using Pregnancy Matters™

Online (PMO)

Promotion, advertising, PR, and awareness campaigns	£10,000
PMO volunteer management and expenses	£3,400
Staff costs (PMO Service Manager and officers)	£33,000
National Helpline call centre services	£3,800
Admin/other overheads (computers, phone, internet etc.)	£4,100
Training and accreditation costs for staff/volunteers	£2,000
Total annual costs	£56,300

Your fundraising is amazingly cost effective

The total expenditure shown above helped us to reach 60,000 women in 2021 – that’s a cost of just £1.42 per woman helped. So even a simple tea party raising £50 you’ll have helped another 35 women – **together, we can make every penny count.**

Fundraising Strategies

Fundraising Strategies

Many of us feel uncomfortable asking people for money. That discomfort can make us less effective fundraisers. But if you make use of these simple tips, it should make it easier for you and certainly more effective!

Make it personal and relevant

Tailor your request to the individual or organisation – nothing is more off-putting than feeling you're the recipient of an impersonal, standardised pitch. Search for clues about the particular projects that interest them.

Be specific

Mention a specific level of support that could be given and what it would achieve. Sell the non-financial benefits of their investment. Being vague increases the odds that they will give either a very modest amount or nothing at all.

Use stories to illustrate what we do

Have a bank of stories in your pocket to illustrate the effectiveness of our services at a personal level. A picture tells a thousand words and local stories about your local House are by far the best.

Do your research

Find out what you can about the individual, grant-making trust, or company. It's helpful to find out what they have supported to get clues as to how you can approach them. Be careful only to look for information that is in the public domain or we risk breaching data protection laws.

Be accessible to your potential donors

Although your more formal requests for funding will be by mail, immediacy is the name of the game and you must ensure they have access to you by email and mobile phone ... and make sure you return their calls or emails as soon as possible!

Let everyone know what you're up to

Keep everyone in your group informed. They might have more information or point you towards other sources of help. The same applies, please, to keeping me at Life Development up to date with your activities.

We often make national applications to trusts, individuals, and corporates. It's

therefore vital that we keep joined up in our approaches. We can lose applications worth many thousands if volunteer fundraisers apply for a few hundred. Please, please, always tell our Trust Fundraising Manager, Margaret Kirby margaretkirby@lifecharity.org.uk before you make an application to a trust or organisation.

Be professional

Do you have a computer and good quality printer? There's not a lot worse than an illegible, handwritten request for funding. I apologise for rather teaching my grandmother to suck eggs, but please remember in your conduct and appearance that you are representing Life in all your meetings and communications.

Keep it short and simple

The easier your request is to understand, the better. If you find yourself asking for too many different things in the same pitch, you'll just confuse the potential donor.

Don't be afraid to use emotion

People use emotion to decide whether to give or not, and logic to decide how much. You'll know when to use emotion or simply a logical request in response to the sort of questions you've been asked. Use stories that tug at the heart. And last but not least ...

Remember to thank them

There's an example letter in the appendices. But the occasional bunch of flowers is sometimes quite appropriate too ...



Fundraising strategies - Who can I approach?

To raise funds at a level that will ensure the success of Life in the future, you'll need to develop a range of fundraising initiatives. They will all be local, of course, and when I think of raising large amounts of money, it helps to categorise people into groups, such as:

- Major donors (gifts of £1,000 or more)
- Local community (businesses, church, clubs, civic organisation donors or sponsors)
- Volume donations (£5, £10, £25...)

Here's the sources of funding you'll most likely approach:

Major donors

- These might typically be someone who can donate £1,000 plus towards your efforts. Always make sure that you do your homework before you approach them.
- It's unusual for them to see you on spec, so you'll need to look for common connections through other people you know, churches, or clubs and arrange an introduction.
- Make sure your approach is personal and relevant to them. These are the people you want to always approach in person.
- Take your time to develop the relationship. It's possible to ask for support rather too early, before you've really got to know where their interests lie.

Friends and family

- They know you (hopefully) so this is an easy touch!
- Great for sponsoring events like marathons, sleep outs, cycle rides ... Find someone who would love to do an activity (the more outlandish the better).
- Themed barbeques, dinner, or tea parties are a good way of getting them to invite their friends too and getting our message out.

General public

- Be aware that there may be opposition to public events simply because we hope to lower the abortion rate. For this reason, please keep to Life's voice guidelines in the Brand Guide when you are fundraising.
- Events like concerts or tribute evenings take a bit of organising and a lot of advertising and promotion, but they will attract people who might not have heard of Life before.
- Activities with high visibility, like a zip wire on the sea front or a penny race up the high street, are equally useful for publicity as well as fundraising.
- Most successful fundraising is built on the foundation of small amounts i.e £10,

£25, or £50. If you ask enough people, you can quickly built up a significant amount of money a pound at a time!

Churches

- If you're a member of a church or know someone who is, try to see the Priest, Vicar, or Pastor to get their endorsement of any activity you might have planned.
- This could be anything from a simple donation, a special collection or allowing us to speak at a service.
- Involve us in any presentations or talks.
- We are developing relationships with bishops and denominational leaders centrally so please let us have any feedback we can pass on.
- Again, we can supply posters and literature for use in the church.

Social clubs

- Where do you pursue your interests? Do you have like-minded friends or acquaintances with whom you could share you 'other' interest in Life?
- Sometimes you might be able to promote Life in a more formal way and we can help you with this but I guess in, for example, a gardening club you'll simply be networking.

Local grant-making trusts

- There's a specific section in the appendix on the best way to ask for funding from local trusts.
- *In every case*, please inform me before you approach the trust. In some cases our application for many thousands made centrally has been rejected because the trust had already been approached by a local group.

Local companies

- Again, I've added a specific section on the best way to approach local organisations, from supermarkets to DIY stores.
- Gifts in kind are the easiest to obtain, from food or fencing panels to mixers or mattresses. Some Houses have even secured complete kitchens.
- Many large corporations, such as banks and building societies in particular, have a matched local giving programme that matches donations raised by their employees. Be sure to ask all of your donors if they have access to corporate matching programs that can double their giving.

Local media

- OK, this is not strictly fundraising but getting our name out in the local press or radio can generate gifts.
- Cultivate, if you can, a journalist so they become familiar with us. But involve our Communications team – they are here to help.
- Inviting local dignitaries (the mayor?) to, say, a House opening or completion of a refurbishment.
- Advertising your event in the local press can work, but better to get free coverage for it by sending out press announcements. It might get written up and who knows, you might even be asked for an interview by the local radio station!

Fundraising strategies - How can I connect with potential donors?

There are many ways to ask and here are a few of the usual ones:

Online and social media

Giving through Facebook, email is proving very popular. Do you remember the Ice Bucket Challenge? It raised a phenomenal £50 million in 30 days! Quirky online fundraising is catching on, but make sure it's safe. There are loads of ideas in the Fundraising Appendix.

- If you are doing a sponsored event or fundraising specifically for an aspect of the local Life House, then set up a page on our website (we can do that for you) or Justgiving (<https://home.justgiving.com/startfundraising>). Send the page around to your network of family, friends, and work colleagues. You can track your progress, send out email reminders at just a click of a button.

By post

Write a letter, post it out to family and friends telling them what you are doing, your reason for supporting Life, and your target goal. Enclose a Life leaflet so that they have information on the cause you are supporting.

- Remember to enclose a stamped addressed envelope making it easy for people to respond to you and a Gift Aid form, available from the Development team.

In person/phone

Asking for a larger gift should always be done in person. You stand a better chance of getting a donation when you ask in person.

Collections

Just one collection at a supermarket/sporting event could raise £150 and help towards your fundraising target. If you want to collect or sell for charity on the street you will need a street licence. Alternatively, write to your local supermarket to request a slot to collect outside the store.

- There is further information on the do's and don'ts of public collections in the Appendices.



Events

The best fundraising ideas are simplest, while the most successful to organise reflect the interests and character of the people involved in organising it. A keen runner in Life helped to organise a 'Wolf Run' that raised more than £7,000. A keen cyclist raised £2,500 from a sponsored cycle ride. Large groups of walkers join the Life 10 Bridges Walk every year... you get the idea? But this is what most of us do and are very good at raising funds this way.

Don't feel restricted by what's below – if you have a great idea that might bring in extra cash, please go for it!

- Think of a different 'take' on an old favourite. The people who get coverage on the London Marathon, for example, aren't the winners – they're the ones who enter as an alligator or teddy bear!
- Try to run the same thing every year. A penny race in my home town has become a major event every June.
- Bear in mind that to maximise your chance of success, these events take a while to

organise - but if you get the fundraising bug, they are things you can do again and again.

- If you don't have the time to organise it yourself, join one of the many events running up and down the country, or preferably get lots of your friends and colleagues to join you – work on their becoming Life supporters like you!
- Above all, don't stress about fundraising – it's meant to be fun! And don't forget to thank those who support you.

Local community - supermarkets

In addition to helping with charity store collections, many supermarkets have a small grants/donations scheme. Some of these include the following:

Waitrose Community Matters

Green Token scheme. Each month local branches of Waitrose donate up to £1,000 split between three local good causes that customers choose (based on the numbers of tokens customers place in the box of the good cause they would like to support). Apply to your nearest Waitrose branch if you are interested (see the branch finder on the Waitrose website at: www.waitrose.com/content/waitrose/en/bf_home/bf.html). This scheme also now operates at branches of John Lewis so again, apply to your local stores if you have one in your region.

The Wilkinson's Helping Hands initiative

Each Wilkinson's store has been given a budget to distribute to projects and schemes within the store's local community. Application forms are available from local stores. For further details please go to: <http://digbig.com/5bfkmm>

The Cooperative Membership Community Fund

To be successful the applying group must be carrying out positive work in the community, and the project funding is being sought for must: address a community issue; provide a good long-term benefit to the community; support co-operative values and principles; ideally be innovative in its approach. There is more information on the website at: www.co-operative.coop/membership/local-communities/community-fund/

Asda

The Asda Foundation supports Asda's Community Life programme Chosen by you ... given by us by providing the funding for the local charities and good causes nominated by Asda customers and colleagues. If you would like to nominate a charity or good cause please either complete the nomination form in your local Asda store which can be found on the Community Life Board or visit your local store locator page using this link: <http://storelocator.asda.com>

Each store has a “Community Champion” and this will need to be your first approach. The Community Champion co-ordinates in store fundraising for their national charity partnership, organises community bag packs, school and community tours, and looks to support local events - plus a whole host of other activity, bespoke to each store. If you would like to discuss opportunities to get involved locally, please contact them directly.



Sainsbury's

All stores have a local charity that they support and have a small budget for making donations of raffle prizes or vouchers and can sometimes help with events in store such as bag packing. You will need to contact your local store by phone to apply.

Tesco

Tesco Community Champions, some 500 across their business help local charities to carry out various charity and fundraising activities within their stores or their local community. The Development Office has a list of contact details for local Community Champions. Each Tesco UK store holds a community donation budget to help support with requests from their community for local fundraising events. Tesco also offers dates for bag packing and Store collections. If you would like to be considered for a donation, bag packing etc. you will need to write to the Community Champion at your nearest store. If your local store does not have a Community Champion, you will need to contact your local store manager or enquire at the Customer Service Desk. The information on the Tesco web site has links to register your group and apply for dates for Store collections. <https://www.tescopl.com/tesco-and-society/supporting-local-communities/supporting-at-a-local-store-level/>

Local community - banks

It's worth checking whether the bank that you use offers any community funding. For

example, in addition to applying to the Co-op Community Dividend Fund for a small grant another initiative from the Co-operative is the Co-operative Bank's Customer Donation Fund and so if your group has a Community Direct plus account with the Co-operative then you are entitled to apply. Details are on their website at: www.co-operativebank.co.uk/assets/pdf/bank/business/community/customer-donation-fund-application.pdf

Fundraising strategies – How do I make my case?

Fundraising is more than asking people to give to a cause. Put simply, we have to show there's a problem, that there is a solution, and that the Life solution is best (the “unique selling points”).

- The problem: A woman with an unintended pregnancy is thrown out on the street by her partner.
- The solution: Help her see the choices she has in such circumstances.
- Life's solution: Life provides her with the practical help and ongoing support she needs.

Work these into any communications you have with potential donors, whether it's a conversation, a letter, or a proposal to a trust.

Unique selling points for Life

- Life celebrates life: We don't protest outside abortion clinics or intimidate vulnerable women – we directly help the pregnant mum and her baby.
- Life offers practical support and alternatives, from accommodation, life skills training, and practical help to counselling and emotional support.
- We have a network of supported Life Houses in towns and cities across the UK. We're uniquely placed to help pregnant women who have run out of options.
- Women in need can access our qualified staff 24 hours a day to receive non-judgemental, non-directive counselling and support in ways that suit them best, from Text to Talk or freephone to face to face counselling or skilled listening. We can help her explore all her options and will be there to support her, in line with our ethical stance.
- Life was formed in 1970 and has amassed a wealth of experience, enabling us to provide the most effective, comprehensive, and relevant services of any organisation of its type.
- And, of course, we have a nationwide network of Life volunteers helping us to deliver services that meet the local community's needs.

Fundraising strategies – More fundraising resources

Local Authorities

They have information about grants and funding available free to local voluntary organisations so do check their web pages or call them.

Fundraising stalls and equipment

You might want to hire fundraising equipment but try the local churches or other charities first. They are often happy to lend them for a small donation!

If you want to hire large items like barbeques or bouncy castles, consider sharing the cost with another organisation e.g a school holding a sports day, or ask someone to sponsor the cost or try this web site: www.resourcecentre.org.uk/. They can hire out fundraising resources, equipment, games and much more so you don't have to scabble around looking for skittles or hoops at your next event.

- If you take this route, please check with me at Life for a risk assessment and all the relevant Health and Safety regulations with which we have to comply.

Who else is doing what in your community?

The local newspapers, free community magazines, and radio are a very useful source of information on 'What's On' and who else is doing what by way of raising funds and awareness within their local community.

- Look at your competitors to gain new networks, inspiration for fundraising events, local companies giving away donations, local grant givers, and major donors in the community.
- Once you know who are the 'movers and shakers' and donors in the community plan your approach to them using the advice in following pages and advice on Contacting the local media.

What shall I do?

Fundraising Strategies – a few of my favourite things

Lots of Life volunteers have been fundraising for years and we're sure you would love to share your experience, hints, and tips. Please get in contact with Life Development if you think you have a particularly successful formula!

For example, we know of really good examples such as an Abba tribute evening, a 1940s themed 'Blitz Party', concerts, the 10 Bridges Walk, abseiling, or cycle rides. I've included in the appendices some hints and tips on organising some of our old favourites in Life, which have been proven to work very well:

A dinner dance or ball

Adventure activity

Bar-Be-Que

Group sporting event

Garden Party or Fete

Raffles or Lotteries

Street Collections

Bring and buy sales

An A-Z of inspirational fundraising ideas

Abseil - a group of people could abseil down a local building

Aerobics: sponsored marathon/competition

Antiques fair

Arts or crafts stall/exhibition/fair

Auctions

Bad hair/tie day at your workplace

Barbecue

Barn Dance

Bike or antique vehicle display, or competition

Bicycle or Motorcycle rides (sponsored, distance/towns visited)

Bouncy castle (sponsor number of bounces per minute)

Bring and buy sale (surplus to a Life shop to sell)

Cabarets/talent shows

Car boot sale

Car washing

Carol singing (best done at Christmas)

Coffee mornings

Collections of bottle tops, coins, stamps

Computer games knockout (attracts young people)

Cookery contests

Dance marathon

Dinner dance/ball (best if themed e.g. 1940's Blitz Ball)

Discos

Donkey Derby

Dragon boat race

Duck Race (rubber ducks!)

Easter egg hunt

Easter party

Egg rolling competition

Face painting etc at fairs, fetes, bazaars

Fancy dress party/day

Fashion show (with clothes from a Life local shop)

Film show/premiere/TV series marathons

Fireworks party

Flower/fruit/vegetable show/sale/display/stall

Foam party

Football tournament

Game shows (based on TV shows)

An A-Z of inspirational fundraising ideas

Gigs (local bands)
Golf match
Gymkhana
Hair beading/plaiting
Hot-dog/burger stand at local events
It's a Knockout competition
It's my birthday/anniversary! (Donate gifts to Life)
Jumble sale
Karaoke competition
Kite flying
Line dancing
Marathon events – dance, table tennis Midsummer masked ball
Midnight film shows/parties
Mouvember (moustache growing)
Murder Mystery evening
New Year's Eve dance/party
Night-time walks or rides
Old-time music hall
One hundred clubs
Pancake day race/competition
Parachute jump
Penny race/mile
Pet show
Photographic competitions
Pram push
Quizzes
Races
Raffles
Rapping contest or show
Santa's grotto in shopping centre
Skateboard competition in local park
Slide evening
Sponsored headshave/ beard growing
Stalls at market days/local events (eg cakes, plants, books)
Tea party
Teddy bears' picnic
Themed dinner parties
Tombola

An A-Z of inspirational fundraising ideas

Tough Mudders
Treasure hunt
Variety show
Wacky Races
Whist drive
Xmas fair/panto/party
Yacht race (models or the real thing, as you feel inclined!)
Zumbathon



How to organise a dinner dance or ball

This is quite a time-intensive activity, but worth it in terms of building awareness, attracting new supporters, and generating income.

- Start with setting up a committee specifically for the event and allocate responsibilities, e.g. booking acts/premises, ticket sales, advertising etc.
- Avoid obvious 'Red Letter' days, Cup Finals for the date as they might affect the number of guests you get on the night (unless the Ball is themed around such a day, of course!).
- Select and book the venue, which might of course influence which day you decide on for your event. Visit it before booking and always ask for a charity discount.
- Decide on entertainment and theme for the evening
- Work out how you are going to 'dress' the room (balloons, flowers?).
- Are you going to provide food, music, dancing, a casino, other entertainment? Remember you could make these additional fundraisers if there is budget available.
- If you're holding an auction or raffle, it's worth approaching local companies – or the venue itself - for prizes.
- Don't forget fine details like who will conduct the auction; what will you use for raffle tickets (cloakroom style tickets are fine); do you want a list of raffle prizes available somewhere on the night; who will be selling tickets (see 'Legal Stuff' for more information here).
- Plan your budget well beforehand, starting with how much you expect to get from ticket sales, raffle, auction, and anything else so that you don't exceed expenditure!
- You should expect any event to raise at least three times the cost.
- Who you are going to invite to the event and how you are going to promote it?
- Design and print tickets. Find someone who can make them look professional.
- Record ticket sales – number each ticket and give one individual the responsibility of collating who has sold tickets to whom.
- You might consider selling complete tables (six or ten) to local organisations.
- If you have cash to take away at the end of the event, ensure that this is dealt with securely and discreetly.

How to organise an adventure activity

This is where you can take part in a pre-arranged event for a small entry fee, and generate sponsorship for your activity. This includes such things as abseils, sky-dives, night cycle rides, runs, parachute jumps, and treks/overseas challenge events.

We can provide you with ideas or links to various organisations that can arrange the more adrenalin-fuelled adventure type activities for those more daring group members! Recently a dozen members of Life staff, trustees, and volunteers participated in the Wolf Run at Stanford Hall, and raised over £7,000.

Life Development can also help with your our own events such as the 10 Bridges Walk – just let us know what, where, and when.

- Find someone who wants to participate – especially if it's a particular interest or hobby of theirs – as they'll be keen to make a success of it.
- Recruit as many people to participate as you can – the more there are, the more people they will get to sponsor them.
- Try to run the same thing every year. That way, you'll build on your success and more people will get involved year on year.
- There's an entry fee involved in working with most independent events, but they will attract more people who can help you raise money for Life simply because they like the event!
- Even if you don't take part in the event, get as many friends and colleagues as you can to do so – and you can work on their becoming supporters of Life.
- Participants raise money through getting sponsorship and we can provide sponsorship forms.
- We can also help by setting up JustGiving pages on the internet, one of the most popular ways to raise money today.
- You might ask for match funding too, either from local companies or from the organisation the participants work for.



How to organise a group sporting event

Slightly less adventurous, although still energetic, members might like to organise some kind of sporting event themselves – a sponsored walk/bike ride/run/football tournament. This avoids the need for set targets to be reached, but means more of the organisation needs to be undertaken by the Group themselves – again, an organising committee would be useful

- Plan a route (if there is one), taking into consideration the number of people you are aiming for
- Publicise the event to encourage as many people as possible to take part using local paper, radio and perhaps even consider posters or leaflets
- Ask individuals to register/enter to take part – and charge an entry fee. That way you can start fundraising, and capture names and contact details for future!
- Once registered, send participants a sponsor form (photo-copied from later in this pack), route, meeting time and place and so forth
- If you have good connections with your local church or other community groups, you could also promote using their newsletter, displaying posters on site or whatever is appropriate
- Consider health & safety concerns for the day itself: Do you need marshalls, St John's ambulance, local council involvement if the event will be along any roads – any other security issues? Clearly if you're organising an event for 5 people you'll be fine, but if several hundred turn up it's a different story.
- Once you have decided on the what, where and when of an event, call Life Development so that we can help you get on the right track.

How to organise a barbeque fundraiser

A barbeque takes as much organising as any other event, from hiring the equipment to tidying up afterwards. You'll need a team which you can divide across the activities listed below. And don't forget to plan for bad weather (this is the UK) on the day, so ensure you have gazebos or other shelter available.

Planning

- Deciding on the location to host the barbeque fundraiser is an essential component. It might be part of a public event (e.g. the local carnival) or in a private garden. This will make a difference to how you publicise it and how you invite them.
- Think about making it different to just providing food: for example, a barbeque cook off, Blue ribbon Barbeque Sauce contest, barbeque hot dog eating contest

Fundraising

- Establish what you are hoping to raise and why you need it. For example, £500 for soft play equipment in the House garden.
- Selling the food is not the main fundraiser as the costs escalate with sales. Make a fundraising ask at some point during the event, or repeated asks, and display posters around the event. Have a simple explanation of what you are fundraising for, and make sure you have leaflets with donate forms to give out – some people will donate after the event. Have donations buckets available for loose change and cash.

Advertising and promotions

- As a group you are responsible for getting the word out to the community about the barbeque fundraiser.
- If it's part of a community event, make sure you are featured in their publicity.
- If it's a private affair, don't just ask people directly but ask them to ask their friends too.
- Get advertising posters in churches, community halls and other places where they will be seen at least four weeks before the event.



Entertainment and activities

You might consider activities that will spice up the event, like music, games, or competitions.

- In addition to sales of food and asking for donations, you can arrange other ways of getting people to give – for example, raffles or tombolas, or guess the number of burgers sold. Display the prizes so people can see what they can win.

Food and refreshments

Think about where you will store the cold food and drinks, and don't forget plates, utensils, sauces, and napkins.

- Produce a varied barbeque menu with prices - not everyone wants to eat burgers!
- Make sure you can make a profit on food sales too.
- Find out if any licenses, food, or seller's permits are required once the location and activities have been established.
- Ask advice from the community event organiser on how many people you might attract so you can buy the right amount of food. For a private event, you'll have a better idea from the people you are inviting in person.
- Get local business involved to donate food, or at least provide it on a sale or return basis. Alternatively if you have any uncooked food left over, try auctioning it off at the end of the day. You shouldn't have any cooked food left over!



How to organise a garden fete or party

- Get a committee of people together who are going to help. Assign roles for each one.
- Ask parish groups if they will help – and remember they don't have to be part of your group to lend a hand.
- Choose a venue and date. Before choosing a date check to see what the competition is doing: is the parish doing something on the same date? Is the local school? For venue, choose something with a lot of room inside and out.
- Advertise with flyers and posters – the event will only be as good at the publicity. Libraries, schools, parishes, and places on the high street may be willing to display your posters.
- Put announcements in the church bulletin and ask to speak after mass/service if appropriate. Hand out flyers at church, school, Boy Scouts, wherever there are congregations of people.
- Have a slot in the local radio or local paper: say you are raising money for a good cause and tell your story. This is also a good chance to advertise their services your Life House provides.
- Plan the layout of your event, remembering to leave extra room for people to throw safely if you have a hoopla or coconut shy.
- Other stalls that work well include bric-a-brac and books. A surprising amount of money can be made selling bric-a-brac and it's not hard to find friends and family willing to donate unwanted goods.
- As garden fêtes are usually family events, toys are also great sellers. Ask friends and family, or put in a request with your local school or nursery.
- Whatever you choose to run, make sure the tables and stalls that people are erecting are in good condition, placed on firm ground, and aren't likely to tip over.
- Stall holders themselves will need to be informed of health and safety precautions on the day.
- To run a tombola ask your friends to empty their larders of tins and goodies. Allocate plenty of prizes to make lots of winners, therefore encouraging people to come back again and again.
- Old-fashioned games go down well, such as coconut shy, 'higher or lower', or hook a duck. They probably won't make much money in themselves but they will keep kids entertained – and the parents at the event!

How to organise a garden fete or party

- '100 square' is a simple game to organise, as well as being a 'tried & tested' successful fundraiser. Make up a grid with numbers one to a hundred and sell a squares to 100 people for £1 each.
- Raffles also tend to be good fundraisers. Start well in advance of the event to obtain prizes by writing letters and sending them off to local farms, photographers, gyms, shops, toy stores, adventure parks, restaurants, and shops asking for vouchers or donations. You might find a personal visit successful here with shops and restaurants for example.
- Keep the food that you provide simple and inexpensive – a ploughman's lunch works well, or perhaps themed food from different countries around the world.
- A local band makes for good entertainment and helps to set the mood. Hiring a band shouldn't cost too much or they may even do the set for free if they know the event is for charity.



How to organise a raffle or lottery

Any kind of draw where participants have to pay money to have an equal chance of winning a prize is actually defined as a lottery, so that includes raffles and tombolas. Any raffle, lottery, or tombola has to be organised by your group so that it complies with The Gambling Act 2005 – and this is pretty strictly policed by the Gaming Board. The majority of lotteries we hold at Life fall into the 'small' lottery category ("an incidental non-commercial lottery") which is exempt from most of the legislation and doesn't need a license, so your Life group:

- Cannot spend more than £500 cumulatively in prizes – although we can raffle anything donated. Where the prize has been donated and is substantial (like a car or holiday) please talk to Life Development about the best way of dealing with the situation.
- Cannot offer cash as a prize, although vouchers are acceptable – especially if they have been donated and not purchased by you as prizes.
- Should hold the lottery as part of a wider event (e.g. a quiz, garden party, dinner, ball).
- Only sell tickets during the event – not to people beforehand – and hold the prize draw at the event as well.
- Make sure prizes are awarded by chance.
- Only claim back up to £100 for expenses incurred in organising the lottery (i.e. ticket printing).
- Cannot rollover prizes from one lottery to another.
- If you want to sell a larger number of tickets over an extended period of time, this is called a society lottery. One of the best ways of doing this is called a "100 Club lottery", where 100 people pay into your private lottery.

In summary:

- It cannot be advertised.
- You need a named person in the Life group to be the promoter.
- As it is on behalf of a good cause you will need to display Life's full registered name and charity details and be explicit that proceeds will only go to Life.
- You do not need to register with the Gambling Commission but you will need to register with your local authority. An example of a registration request appears in the appendices.

Please speak to Life Development if you want to organise this kind of lottery.

Street collections

If you're planning to collect on the street i.e. standing on the pavement, you need a license granting you permission to do so from your local Council. Rules and regulations vary from Council to Council, however, typically, you need:

- A permit to be granted before every street collection. This permit must generally be applied for at least one month before the proposed date of the collection.
- The date and time stated on the permit to be adhered to. You should also bear in mind that the Council may grant a permit for a date and time different to that initially requested by you.
- Unless they are the original applicant for the permit, everyone who is taking part in the collection needs written authorisation from the applicant. Council officials may ask to see this written authorisation while the collection is in progress, so it's important to have it on you!
- Collections are not allowed to take place "in any part of the carriageway of any street which has a footway" so you need to ensure you are on the pavement if there is one.
- Any collecting methods that cause annoyance or nuisance to any member of the public are disallowed, so avoid loud shaking of tins or repeated shouting!
- Collectors must generally try to stand about 25 metres away from each other and stay in the one place.
- Every collector needs to have a closed collecting box (or other receptacle) that can't be opened without breaking a seal of some sort.
- If you were planning to hold a collection at the door of a supermarket, shopping mall or similar, this is seen as private property and owned by the company, so you would need to get in touch direct with them to ask permission.
- Work on a 'patter' for asking for donations. And make sure your collectors know enough about Life and the House you are collecting for so that they can answer basic questions.
- Make sure they have Life identification stating the charity registration details and that it is clearly displayed when worn.

House-to-house collections

Some Life supporters like to deliver envelopes to individual houses, asking for donations. They then call back at the address at the time advertised to collect it. Most of the above applies to house-to-house collections, with an important addition:

- The envelope must allow for the householder to opt out of any further fundraising communications from Life, and the group must respect that.
- The group must keep a database of these 'opted out' addresses and ensure that no further communications are delivered there.
- The details of 'opted out' addresses should be supplied to Life Development to keep an independent record.
- We have copies of suitable envelopes for this purpose if required.

Using a collecting box

- Although 'chugging' on the street is becoming less popular with the general public, done courteously and responsibly it can still bring in a lot of money. Don't shake it under people's noses – it will get up them! Outside a local store (get permission!) or in a shopping centre with a Life stand works best. Some shopping centre operators will give space free of charge.
- The collecting box should be sealed by whoever in your group is responsible for fundraising before the event, and only opened by that person in the presence of a witness (see section on cash donations). This is not only good practice but protects you from any accusations.
- If you leave a collecting box with a third party (e.g. the local pub or butcher) it should similarly be sealed, and ensure you agree a date to come and collect it. You have no responsibility for its safe keeping whilst on their premises as the contents do not belong to Life until you have taken possession of the box again. Don't forget to leave a poster and some leaflets with the box.
- Boxes, seals, posters, and leaflets are all available from Life Development. If you want to raise money this way for a particular purpose, please use the poster templates available online.

How do I approach sponsorship?

Asking local businesses for donations or sponsorship

Make connections

Start by thinking of any companies with which your group may have existing contact. Use your extended network (contacts of contacts) and ask for introductions - LinkedIn can be useful in identifying indirect relationships you never knew you had!

Identify the right person

The store/company manager or person responsible for Corporate Social Responsibility (CSR) is most usual. Do some research, find out their name and approach them personally and directly. In smaller businesses, donations are often made at the discretion of the manager.

Think about non-monetary support

Only around half of all company giving is in cash and it is often easier to persuade a local business, particularly one that you may not have had much contact with before, to give you something tangible than it is to convince them to give you money.

Ask for items to auction

Asking for items to auction or offer as raffle prizes is often a good approach - restaurants can be asked to donate a dinner for two or a local grocers might be persuaded to offer a hamper.

Ask for goods in kind

Other forms of non-monetary support might be to donate goods in kind such as food (from supermarkets), fence panels or kitchen units (from DIY stores), televisions (from electrical retailers), mattresses/linen etc.

Think about what can be offered in return

What are you prepared to offer in return, such as public acknowledgement? Most companies give out of self-interest rather than pure altruism, and it's important to remember this when approaching them.

Ask for staff support

Even if the company won't support you directly, ask if they would allow staff to donate. This works best where a Life supporter is an employee. However, some companies such as BT will allow staff to work for a charity free of charge for a couple of days a year. Save them up for when you have a real need, such as a redecoration spree.

Consider why they would associate with us

If you are asking for sponsorship, think about why a company would want to be associated with you. Bring along any press cuttings or correspondence indicating media interest. Don't worry if they don't – companies can be wary of any public association.

Making the 'ask'

A letter outlining what you are doing, what it is you are asking for, and why a company should think about supporting you is often a good starting point.

Follow up

Make a telephone call about a week later, allowing time for the recipient to familiarise themselves with your 'ask' but not forget it. If you are looking for something substantial, this may be a good opportunity to suggest a meeting to discuss how any partnership might work.

Say 'thank you'

Report back on how a company's support has made a difference. This not only prepares the ground for any future donations, but also helps ensure the reputation of Life and fundraising in general.



Example thank you letter

<insert date – to be sent as soon as possible after receiving the gift>

Dear <first name or how the donor would like to be addressed>

I so appreciate your generous donation of <amount>. Thank you. Raising funds for my favourite charity, Life, has become even harder in the current climate, so everyone involved here in giving children a real chance of life - and a better chance in life - is really grateful for your support. I have more than the occasional sleepless night worrying about how to generate the resources so desperately needed: for the Life Houses and practical support for our young families; or for our counselling and emotional care. So when donations like yours arrive, believe me, I give a whoop of delight!

Your support means a huge amount to all of those whom you are helping through Life, making a real difference to the lives of children, young families, and our society.

One of our volunteers recently wrote to me: "I never understood fully how much support young mothers and families may need and how these young people can slip through the net and be forgotten ... I met one girl in particular - it made me sad to know she was so vulnerable with no one by her side for so long, but now she has the best support for her and her baby. It is lovely to see the girls develop into independent and confident women through the care that Life gives."

It's for families and children like this that your unique support is precious and powerful. Thank you for your kindness that touches all our hearts.

With my very best wishes,

<signed>

<Your name printed>

Example request to a Local Authority for public fundraising (street or house to house)

To whom it may concern:

Authorisation to act as agents for the charity known as Life

Life is a registered charity in England, Wales, and Scotland and has been operating since 1970. A large network of volunteer groups has developed in this time, coordinated and authorised to fundraise on behalf of the charity.

The charity provides accommodation and life skills training through its services for homeless, vulnerable, and at-risk women who are pregnant, operating through Life Houses across the UK. In addition, we offer practical or emotional support and counselling through our National Helpline.

This letter confirms that we are authorising the below personnel to act on behalf of the charity Life 2009 in the following capacity:

Name: A. N. Other
Position: Volunteer authorised to represent the charity Life 2009
Event: Community Festival
Purpose: To promote the work of the charity and to raise funds through activities conducted from the stand including but not limited to a tombola, soliciting voluntary donations and the sale of miscellaneous items.
If you have any queries, please do not hesitate to contact me, the undersigned.



David Bennett

Director, Development and Communications

E: davidbennett@lifecharity.org.uk T: 01926 312272

Legal regulations and best practise

1. Opt-in fundraising

The Office of the Fundraising Regulator has been appointed by the Government to apply the Codes of Fundraising Practice. Life is a charity registered with the Fundraising Regulator.

- We have complied fully with the Code in Life Development but we would ask that all Life volunteers familiarise themselves with it at www.frsb.org.uk/what-we-do/the-standards.
- You need to ensure that people are allowed to opt out of fundraising communications at every stage. This will be extended to only allow us to contact people who have agreed to accept our communications, the so-called 'opt in'.

2. Health and safety

There are several Health & Safety issues to think through whilst planning your event. Any electrical equipment needs to be installed and tested by a competent person (PAT certified).

- Cables and wiring are routed safely away from public areas, or if not possible, covered and protected.
- Safety certificates are obtained from the suppliers of bouncy castles (or similar attractions), suppliers' safety guidelines adhered to, and adequate adult supervision is provided. You might also need to think about signage to indicate height/age restrictions as needed.
- Any tent ropes, supporting poles, or equivalent for marquees are checked throughout the event. Inside the marquee, exit routes need to be clearly signposted and kept clear of obstructions.
- High-risk foods need to be refrigerated (cooked meats and cream cakes for example).
- Suitable protective clothing should be worn for food preparation (plastic gloves, hats, aprons) and hand washing facilities available nearby.
- Adequate first aid cover should be provided, and well signed – or obvious!

3. Handling cash

When handling cash, please use a lockable box for collection and storage. Bear in mind you might need a cash float at the start of the event.

- Life's insurance covers us to store £7,500 in a safe outside of office hours or £500 in the home of an authorised person.
- We are only insured for £300 if money has not been stored in a safe and were lost outside of office hours.
- Consider using your nearest NatWest bank's 'out of hours' safe for your event if you have more than £500 in takings or no other access to a safe.

4. Data protection

Life has developed a comprehensive policy concerning the General Data Protection Regulations 2018 (GDPR) with which all volunteer fundraisers have to comply as a matter of law. Just to be clear, you are not required personally to comply with GDPR except in connection with your activities on behalf of Life and how you handle personal data in your possession as a result.

The salient points concerning your fundraising for Life are:

- You must treat any personal data you have concerning your Life contacts with the utmost confidentiality.
-
- You need to clearly distinguish between the details you hold of a personal friend or contact (e.g. a family friend) and the details you might have solely in connection with your Life fundraising (e.g. a local dignitary). The latter falls under GDPR, the former does not.

Concerning details of people you hold solely in connection with your fundraising, under GDPR you must:

- Only contact them in connection with your fundraising for Life ('Legitimate Interest');
- No longer contact them if they have asked you not to do so ('Consent');
- Give them the opportunity to be deleted from your lists ('Right to Erasure');
- Hold any details securely and report any possible loss of data, e.g. through hacking, to Life ('Data Breach');
- Not pass their details to other people or organisations save for Life itself;
- Not keep more records than are strictly necessary (e.g. on multiple computers files).

Details of the people you have personally approached for fundraising on behalf of Life must be communicated to Life's Supporter Administration Manager, Julia Young juliayoung@lifecharity.org.uk.

- This does not include, for example, church or street collections but only refers to direct approaches using the personal data you hold (e.g. a letter).
- You should hold only the minimum data necessary to facilitate your fundraising but in some cases it may be necessary to ask for and pass additional personal details to Life, e.g. for gift aid declarations.

Do you need advice or more information?

We are developing a fundraising resource area on the website and we will let you know as soon as it is ready. This will include downloads, the latest news and hints and tips.

We also have more detailed documents on how to make a trust fund application, which is useful if you have a trust fund that might give you a larger amount than usual. Please let me know if this applies to you.

In the meantime, please feel free to contact me at any time to discuss your particular fundraising needs or to share your successes – I'd love to hear from you!



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