

FUNDRAISING TOOLKIT



Fundraising in aid of





Dear Supporter

Thank you so much for choosing to fundraise on behalf of Blythswood Care.

We're thrilled that you want to partner with us in our mission of transforming lives through Christian care for body and soul. We could not continue our work without the valuable support of people like you!

Blythswood Care seeks to transform lives through **education**, like our Talita Kum afterschool project which seeks to support young people with homework and basic living skill training; **community**, like our Foodbank which supports families in the Highlands who are needing a little extra help for a time; and **gospel**, like our worldwide Christian literature outreach, the largest of which is our Shoe Box Appeal where every shoebox has a Christian book included.

In this pack you will find a number of ideas for fundraising activities you can take part in, and some stories to get you motivated. Just get your friends and family together and have a great time planning and carrying out one or more of the many events you find in here.

Of course, you can always adapt the ideas to suit you or think of your own activities entirely! It's all about being together and having fun while also doing something to help others.

A handwritten signature in black ink that reads "James Campbell". The signature is fluid and cursive, with a long horizontal stroke at the end.

James Campbell
Chief Executive

ANDREEA'S

STORY



By raising funds for Blythswood Care, you are becoming part of a team who are focussed on transforming lives, like 12-year-old Andreea's.

When Andreea was six, her family moved to Italy. They travelled from place to place, and none of their children were enrolled in school.

By the time the family returned to their home village of Jimbolia, Western Romania, Andreea was severely disadvantaged. She didn't know how to read or write and her lack of school experience left her very shy and withdrawn in the company of other children.

Talita Kum – Blythswood's after-school programme for children from low income homes – is now helping Andreea to make up for lost time.

At Talita Kum, Andreea receives a cooked meal and has access to hot showers and clean clothes.

Teachers give her the one-to-one attention she needs to help her get to grips with the basics of reading, writing and arithmetic.

Social workers visit her parents who are illiterate and unemployed, to help them see the importance of sending their children to school.

The fast-growing girl is taking full advantage of the opportunity given to her by your generous support. Since joining Talita Kum last summer, she has not missed a single day at school.

"Andreea has proved to be hard-working and dedicated to learning", says Carmen Popa who teaches her. "She's a lot more mature than her classmates and prefers to be given responsible tasks like setting the table or hanging out the towels when the other kids are playing with toys.

FUNDRAISING

IDEAS

We have lots of ideas to get you started. You will have plenty of ideas yourself, please do get in touch with the Fundraising Department if you need any advice or support.

SPONSORED SWIM / CYCLE / WALK

Get active and raise funds whilst doing so. Whether in the pool, on your bike pedalling against poverty, or putting on your walking boots and striding out for charity, you can make a difference.



ABSEIL

Take part in an organised abseil. Ask people to sponsor you for your courage.



MILE OF COINS

Set yourself the mile challenge – what is the longest distance you can reach with a line of coins.



5-A-SIDE FOOTBALL TOURNAMENT

Organise a five-a-side tournament, charging per team.



INTERNATIONAL NIGHT

Hold a themed international night and decorate your hall with flags from across the globe. Serve different national dishes, wear national dress, and entertain your guests with world music.



You don't have to go far to find a child who needs your help.

Harry isn't like other children. The flat where he lives with his Mum and Dad has no heating. There's no food in the cupboards. Right now Harry feels very sad and very small. And he is small – he's just five years old.

It would be easy to pass Harry off as someone else's problem. But you know, and I know, that this just wouldn't be right. Because Harry is just a child. And a child in need is the responsibility of every one of us.

Harry could live on your street. Severe poverty, drug and alcohol problems, mental health issues, family breakdown.



They can all lead to children living in conditions you'd find hard to believe.

It happens everywhere! Blythswood Care runs nine foodbank centres, providing

emergency food, a listening ear and putting people in touch with others who can help them. This essential support in your local community could not happen without fundraised income.



BAKE OFF / COME DINE

A great excuse to get your friends, colleagues, church or group to bake cakes, pies and biscuits. See who can make the tastiest sponge and sell what is left. You could auction the winning entries, or just invite your friends round and instead of bringing a gift, they could take a donation for their meal.

ROCK CLIMB

Scale the walls of an indoor climbing wall and ask people to sponsor you for each route you complete.



IT'S A KNOCKOUT

Organise an It's a Knockout competition – fun for all the family. Get teams together and challenge them with assault courses, games and quizzes galore.



Contact the fundraising team on
01349 830777
or email
fundraising@blythswood.org

TIME

TO CHOOSE

What kind of event do you want? You can be as creative as you wish or take some ideas from pages 2 and 3 in this pack, you can also find an A – Z of fundraising ideas on our website www.blythswood.org



TO BE INVOLVED

We would love to know about your plans, so we can offer support where needed. Contact the fundraising team on 01349 830777 or email fundraising@blythswood.org



TO PLAN

Many say “fail to plan, plan to fail”. This is so true when planning a fundraising event. Set up an Event Plan, you will find hints and tips on page 5 and page 7 to help with this.



TO GO ONLINE

Visit Virgin Money Giving, and search for Blythswood Care under charities and follow the quick and easy steps to create your page



TO GO PUBLIC

How do you want to promote your event? Invites, social media, posters and local media are ways you can go public with your event. Contact the Fundraising team for more advice on how to promote your event.



TO SHARE SUCCESS

We love a good news story, email us photos and some information at fundraising@blythswood.org or share on our Facebook page.



TO PAY IN

Once the event is over you will want to pay us your money. You will find a pay in form with this pack, please follow instructions on this form to pay in your funds.



TO PRAY

It is always time for prayer, throughout the planning stages, the event itself and post-event, prayer can happen at any time. You can pray for the people whose lives will be transformed through your fundraising, along with all the stages of your fundraising journey. Visit www.blythswood.org/prayer-diary



FUNDRAISING

MATERIALS

When you organise your event in aid of Blythswood Care, we can give you materials to support your fundraising. Please check with the Fundraising Team for the current list of materials available

SPONSOR FORMS A sponsor form is within this pack, these can be photocopied, downloaded from our website or you can request more from the Fundraising team.

COLLECTION CANS AND BUCKETS

A can is ideal if you want to hold a collection at your event, or would like somewhere safe to keep donations. A bucket or two is perfect for holding a collection at larger events.

BLYTHSWOOD CARE T-SHIRTS Depending on the event, you may wish to have some t-shirts. Contact the Fundraising Team to order. Give plenty of notice to allow for stock control.

POSTERS You will find a template poster within this pack, but please get in touch with the Fundraising team should you wish anything different.



Florin just loves the guitar. Last summer the eight-year-old Romanian boy was so excited to find himself in a new environment with new friendly people and the new experience of listening to the instrument being played.

Abandoned by his own mother at the age of three, Florin lives with a foster family. At camp he enjoyed the attention of the volunteers, making him feel important.



BE SAFE, BE LEGAL

We are very grateful that you are giving up your time, talents and, money, for the work of Blythswood Care.

The first three letters of fundraising are FUN and we believe you should have fun in fundraising to help transform lives. However, this section of the pack is important to keep you safe and legal. You are undertaking this fundraising activity IN AID OF Blythswood Care. Blythswood Care does not provide insurance and cannot accept liability for any loss or damage or injury suffered by you or anyone else as a result of taking part in your fundraising event. It is our recommendation that anyone under 18 is accompanied by an adult. Please read the guidelines and contact the Fundraising Team on 01349 830777 or fundraising@blythswood.org for further advice if needed.

INSURANCE

Small events like a bake sale or coffee morning are low risk and not likely to need insurance but if you are planning something bigger and outdoors like a sponsored walk or cycle you will need to undertake a risk assessment and ensure you have the right insurance cover.

SILENT AUCTION/ AUCTION

Auctions can be a great way to fundraise, either as a standalone event, or as part of an event. A silent auction or auction can

complement other donations and support, allowing people an alternative way to support a cause. We would recommend holding a silent auction or auction as a means to increasing fundraised income.

COLLECTIONS

If you hope to collect money in a public place like the local high street you'll need a licence from your local Council. Collections on private property such as football grounds, supermarkets and garden centres only need the permission of the

property owner. These are often a better and simpler option but contact us first to ensure there are no other Blythswood Care collections booked in the area on the same day.

LICENCES

Depending on the event you are running, you may need a licence, such as a public entertainment licence. You can get one from your local Council – speak to the licensing department.

We are here to help, so get in touch.

"May God bless the person who thought of putting all these nice things in my box!"

That was the reaction of Silvica (82) when Paul Croitor presented her with a gift from Blythswood's Shoe Box Appeal.



EVENT PLAN

PRE-EVENT

AUDIENCE

- Who is your target audience?
- How will you tell them about it?

BUDGET

- Prepare an income and expenditure budget to ensure you maximise profit
- Ensure you get receipts for all expenditure

LOCATION

- Select a suitable location or venue
- Consider travelling distances for those attending
- Is there parking, or easy access from public transport?
- We recommend quotes from 3 different locations/venues

EVENT LOGISTICS

- Develop a timeline
- Book and confirm catering and entertainment
- What about other equipment, e.g. stage, lighting, PA system?
- Ensure you have written confirmation of EVERYTHING!

BE SAFE, BE LEGAL

- Undertake a simple risk assessment. Think what could go wrong?
- Is there any risk of injury? Do you need to organise insurance?
- Do you need any licences?



MARKETING AND PROMOTION

- Develop a plan
- Use our fundraising poster template. Eye-catching but simple is good. Use the 5 W's and H to make sure you don't miss anything
 - Who
 - What
 - When
 - Where
 - Why
 - How
- Distribute flyers and posters around work, in local shops, community centres, libraries and churches
- Email your friends, family, work colleagues and other contacts
- Post on social media
- Submit event information to local events, calendars and websites
- Send a press release to local press, for contact details, get in touch with the Fundraising Team

POST-EVENT

- Well done! You have completed your event and helped Blythwood Care transform lives
- Count all your event income and thank everyone who made it possible
- Let us know how it went and send photos to fundraising@blythwood.org
- Follow the Pay In guidelines included in this pack
- Once your funds have been paid in, we will acknowledge receipt and send a thank you for your efforts as quickly as we can
- Now time to relax, enjoy a well-earned break and please do pray for those you have helped

OTHER WAYS TO SUPPORT

BLYTHSWOOD CARE



Pray for us

Become a regular giver to help transform lives

Volunteer

Leave a legacy

Raise funds through your workplace

For more information, contact the Fundraising Team

THANK YOU

YOU ARE HELPING TO TRANSFORM LIVES.

We could not do the work we do without fundraised income.
By fundraising for Blythswood Care, you are joining the
Fundraising Team and becoming a part of someone's story.

**We could not do the work we do without you,
so on behalf of everyone we support, both in
the UK and abroad – THANK YOU!**



GET IN TOUCH

If you need anything, please get in touch. We are happy to help.

@ fundraising@blythswood.org



01349 830777



blythswood-care



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