

TIME TO MAKE A DIFFERENCE

Fundraising guide



www.swindondownsgroup.org.uk

TIME TO MAKE A DIFFERENCE

We're working hard to ensure people with Down's syndrome are given the same opportunities as everyone else and to raise awareness of Down's syndrome in our local community.

Our work simply couldn't happen without our amazing supporters who raise the money that funds it.

Whether you walk, run, cycle, skydive or swim to raise money for the Swindon Down's Syndrome Group you'll be helping us to achieve our goal.

Each year we need to raise in excess of £35,000 to fund all the fantastic services and activities we provide. Your fundraising could fund a congratulations pack for new parents who've just found out their baby has been born with Down's syndrome. It could fund a dedicated speech therapist for our weekly speech and language therapy sessions. Or it could give 16 young people the opportunity to take part in a fire-fighting course to learn vital skills for life.

We can't thank you enough for your support.



GETTING STARTED

Here are our top tips to getting your event off to a successful start.

PICK A DATE

Decide when and where your event will take place. Remember to consider the weather and have an alternative just in case. If you need to book a venue it's worth checking availability, capacity, toilet facilities and things like access and parking. If you let them know it's a charity event, see if the owners will let you use it for free or a reduced rate.

Set up a JustGiving page

It only takes a minute to set up a JustGiving page that's quick and easy to share. When you use JustGiving the money donated comes directly to us so you don't have to worry about collecting it.

Set yourself a target

Let everyone know how much you want to raise and how the donated money will help us.

Spread the word

Let everyone know when and where your event is. Don't forget to tell your friends, family and colleagues that you're raising money for us. Send out an email with your JustGiving page, update your status on Facebook or tweet about it.

Fundraising materials

We can provide you with collection buckets, stickers, sponsorship forms, poster templates, leaflets and more. Simply send us an email.

Thank you

A thank you goes a long way. Don't forget to thank everyone that you can. Sometimes saying thank you on social media, will inspire others to donate.

WHAT'S THE BIG IDEA?

Whether you're a brilliant baker, a hostess with the 'mostess' or you fancy a 5k 'fun run' or a full on marathon, there are lots of ways you can raise money to support us.



Bake sale

Put your baking skills to the test and organise a bake sale at your work place.



A night at your local

Invite everyone to a charity evening at your local pub. Be a quizmaster and ask teams to pay to take part. Get local businesses to donate the prizes and hold a raffle to boost your fundraising total.

Raffle

Ask friends, family or local businesses to donate prizes. Sell raffle tickets at your event and make sure you announce the winner at the end.

Sweepstake

Choose a popular event like the Grand National, Wimbledon or even the Strictly Come Dancing final.

Dress down day

Ask your work colleagues or local to school to hold a dress down day and pay £1 for the privilege.



Car wash

Grab a sponge and make buckets of cash washing cars.

Give something up

Whether your weakness is chocolate, your morning Latte or being glued to your mobile phone, get sponsored to give it up for a day, week or month. You could also donate any money that you save.



Girls night in

Have a girly night in, give your friends a manicure and paint their nails pink for a small fee. Ask friends and family to donate what they would have spent on a night out.



Run a marathon

Run a mile or run a marathon and get sponsored to do it.



Jumble sales

Have a spring clean and donate all your unwanted items to one of our jumble sales - and ask your friends to do it too!

Time to party

Celebrating or having a party. Ask for donations instead of gifts.

Head shave

Get sponsored to shave off or dye your hair a bright colour.

Matched giving

Ask your employer about matched giving and see if you can double your donations.

HAVE FUN BUT BE SAFE

There are some golden rules when it comes to fundraising for charities like us. We've listed a few that may be relevant to the activity you're organising. If you have any questions or want to check anything out, contact us for more information.

IMPORTANT

You are personally responsible for ensuring that any event you run is covered by the appropriate insurance. We will not accept liability under any circumstances. Please check with your venue whether they include any extra costs.

Raffles

Depending on the type of raffle, you may need a licence. If you are planning on selling your raffle tickets over a long period of time, then you need to obtain a licence from your local authority. Please contact us for more details.

However, if you are selling and drawing tickets on the same day then the rules are different. You can run one of these raffles without a licence as long as:

- Tickets are only sold at the event
- You do not spend more than £500 on prizes
- There are no cash prizes
- The winners are drawn at the event.

Food

Always check out the NHS food safety website to ensure that you are aware of food safety laws before preparing for your event.

Collecting cash donations

If you plan to hold a collection in a public place there are certain rules you should follow.

- We can send you an official collection pot, seal and a letter of authority
- For private sites like pubs, festivals, shopping centres and supermarkets you will need written permission from the manager
- For public areas such as town centres and streets you will need a licence from your local authority. After the collection you will be required to inform your local authority of how much you raised in your collection
- When conducting your collection you must remain stationary and not cause any inconvenience to the public
- You must not collect cash door to door.

Alcohol and entertainment

If you are selling alcohol at your event you may need a licence and should liaise with your local authority. It's easier to simply use a venue for your event that already has the appropriate license.

Make it clear

It's important to tell people who you are fundraising for and why. Please ensure that on all forms and literature you state that you are fundraising 'in aid' of Swindon Down's Syndrome Group and not 'on behalf of' and remember to include our registered charity number 1158449.

SENDING IN YOUR MONEY

We'd like to say a massive thank you for fundraising for the Swindon Down's Syndrome Group. Your donations will help us continue to support local people with Down's syndrome.

Paying in cheques

You can send cheques or postal orders together with our money return form to:

Swindon Down's Syndrome Group

34 Periwinkle Close
Swindon
SN2 2QH

Please make cheques payable to:

Swindon Down's Syndrome Group

Paying in online

Pay in your sponsorship money online at www.justgiving.com/sdsg

Pay in using BACS

You can make an online bank transfer directly to us. Contact us to get the reference and bank details by calling

01793 538335

WHY STOP THERE...

Did you know you can raise donations for good causes when you shop online?



Easyfundraising turns your everyday online shopping into free donations for us. How? Just start your online shopping at easyfundraising, then shop as normal. The retailers will then make a small donation to say "thank you"

Find out more at:

easyfundraising.org.uk/swindondowns

smile.amazon.co.uk

AmazonSmile is a website operated by Amazon with the same products, prices, and shopping features as Amazon.com. The difference is that when you shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to the charity of your choice.

Simply visit smile.amazon.co.uk

The Swindon Down's Syndrome Group is a parent-led charity supporting people with Down's syndrome and their families in Swindon and the surrounding area.

We are here to help people with Down's syndrome to have the same opportunities as everyone else and raise awareness of Down's syndrome in the local community.

www.swindondownsgroup.org.uk

For more information contact:

Email: info@swindondownsgroup.org.uk | Telephone: 01793 538335

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Swindon Down's Syndrome Group is a UK registered charity.
Registered Office: 34 Periwinkle Close, Swindon SN2 2QH

