

Fundraising Pack

A guide with handy tips to help raise
funds for Stand Against Violence





*Thank you for
choosing to
fundraise for
Stand Against
Violence (SAV).*

This booklet is jam-packed with all the things we think you might want to know about organising and running your fundraising event. If you have any questions you can't find answers to, please contact us and we'll do all we can to help.

Remember to keep in touch. We'd love to hear how your fundraising is going and see your photos. Please share them with us on Facebook, Twitter and online.

What SAV do

Stand Against Violence (SAV) is a charity. We work with young people to prevent youth violence. We do this at schools and youth organisations, through workshops.

We focus on:

- Promoting good citizenship among young people
- Demonstrating the consequences of violence
- Equipping young people with the skills they need to handle potentially violent situations
- Delivering anti-violence workshops, practical self-defence and vital first aid lessons in schools and youth organisations
- Developing new and innovative educational resources combating the causes of violence in our communities
- Assisting with youth offender rehabilitation programmes

Research shows that we are making a difference. Our work is reducing violence, challenging misconceptions and changing attitudes.

So far, we've reached over 90,000 young people, all of whom have shown changes in attitudes towards violence. We will never know how many lives we have saved, but by preventing even one incidence of violence, we will have saved countless people from being affected by that act.

We think this can be a generational change, and the money you raise can help make this a reality. We rely 100% on donations and funding, so we genuinely need your help to get out there and reach as many young people as possible.

What your money will achieve

By educating young people about violence and its consequences, we can give them a better chance of staying safe.

£3.00

helps us to educate one young person

£80.00

helps us reach a small group of 30

£470.00

helps a reach a year group of 300

£1,310.00

can help us change attitudes across an entire year group using multiple workshops

Don't forget to keep us up-to-date with your event via our social media pages and our website standagainstviolence.co.uk

Let the fun begin

Don't wait until the big day, organising your event is where the fun starts. Here are 10 Tips to help you put everything in place as easily as possible.

1. What's the big idea?

Work out what you're going to do to raise money, and who you think would be interested in it. (See our A to Z list for ideas.)

2. Location, location

Where will your event take place? Think about how much space you will need or what specialist facilities you might need access to. Could you host it at your home, at work, the local school, park, or community centre?

3. Set the date

Aim for a date that is most likely to get the best attendance. Is a weekday or weekend better? Try not to clash with other national events or special days that might reduce attendance. Although, you might find it useful to link in with national events that help raise the profile of your event or activity.

4. Maximising your fundraising

Have a think about how you're going to fundraise. Are you going to be sponsored to do something? Will you hold an event and charge a participation fee? If you're holding a sporting event, will there be a participation fee for all players? Are you going to sell refreshments and gifts/SAV merchandise? Perhaps you'll have a raffle or an auction? As well as the main fundraising activity, there can be many additional ways to raise a few extra pounds on the day.

5. Shout it out!

Spread the word about your event. You could raise awareness by putting up a poster in your local shop, office, pub, gym, leisure or community centre. Why not, post a message on Facebook, or Tweet about it? Your local radio and other media might like to hear about it. Visit our website to download poster templates, sponsorship forms or a press release.

6. Get support

Friends and family are usually a big help, but if you are stuck for volunteers, try asking at the venue, or put up a notice in your local shop or post office, or on the office noticeboard. If you're having a raffle or auction, approach local businesses for prizes. If you're hiring a venue, see if you can have it for free — or, at least, at a discounted rate.

7. Make a plan

To make life easier, it's useful to have a plan. This could be as basic as a tick-list. How much your plan needs to include will depend on the size of your event and how many elements there are to it. A plan will make sure everything is taken care of, so you can relax and enjoy the day. If other people are helping you, make sure they all know what the plan is.

8. Be safe and legal

If you're having a raffle or inviting the public to your event, you will need to make sure you have the right insurance and permissions. See page 11 for more detail on this.

9. A big thank you

Don't forget to thank people for their donations. And, once your event is over, remember to thank everyone who helped you. It's great that they have been able to support your event, and a heart-felt thank you makes people more likely to take part or donate next time.

10. Getting your money in

Once your event's over, you're going to want to get the money you've raised into us as soon as possible. Page 14 tells you the different ways this can be done.

Fundraising ideas and tips

A to Z of fundraising ideas

Fundraising ideas come in all shapes and sizes. You might decide to hold an event, undertake a challenge, or join in with one of SAV's annual fundraising activities.

Abseil	Expedition	Indoor games	Non-uniform day	Sponsored event
Afternoon tea	Expert talk	It's a knockout	Night walk	Skydive
Art sale	eBay sale		No smoking week	Swim-a-thon
Auction of promises		Jumble sale		School play
	Fancy dress	Jelly eating competition	Open garden	Shave head
Babysitting	Fête		Online auction	
BBQ	Festival	Karaoke night	Pub quiz	Treasure hunt
Barn dance	Football match	Knitting contest	Pet show	Tea dance
Bike ride	Fishing tournament	Knobbly knees competition	Plant sale	Teddy bears' picnic
Book sale	Fun day	Line dance	Quiz night	Tug of war
	Fun run	Lands End to John O'Groats	Quit something	
Cake bake	Garden party	Loud tie day	Quiet Day	University Challenge
Carol singing	Gold day			
Car wash	Grow a beard	Midsummer party	Raffle	Volley ball
Coffee morning	Go-kart racing	Madhatter's tea party	Running contest	Vintage car day
Cinema screening		Mini marathon	Rowing contest	
		Mastermind event	Riding contest	Xmas disco
Dances	Halloween party		Race night	X-Factor contest
Darts match	Hat sale			Xmas card donation
Dog walking	Head shave			
Duck race				Youth club disco
				Yoga-thon

Fundraising tips

Whether you've never fundraised before, or you've been doing it for years, here are some tips to help you on your way.

- An online fundraising page will help get support from people near and far. Use it to tell people why SAV is such a great cause and why you're getting involved. Include a link to your page on all fundraising communications. We are on Virgin Money Giving
- Paper sponsorship forms are ideal for collecting sponsors locally, and can even be pinned up on the school/work/gym noticeboard. They work well alone or as back-up to an online fundraising page.
- Make it easy for people to donate by sharing our Text Giving code SAVE 17 to 70070.
- Ask work if they will match any funds you raise. Perhaps you could print their logo on your t-shirts or posters to show they are supporting you.
- Keep prompting people to give, but don't panic if it takes time; 20% of donations won't come in until the day of the event, or after it's over.
- Ask people if they'd like to Gift Aid their donation. Gift Aid adds 25p to every £1 you raise.
- Don't be afraid to shout about your event. And, when it's over tell everyone how well it went; people who have missed the event may still want to donate.

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Keep it safe and legal

Health & Safety advice will be different according to your event, venue and participants, so take advice from the venue or your local authority if you're unsure.

In essence you need to think about any potential risks (to people, property, the environment, and so on) and how these can be minimised. This section gives a brief overview to get you thinking; please take the time to read it. If you aren't sure, seek advice.

Insurance

For events which involve the public, you will need public liability insurance. It's likely that your venue will already have this, so make sure you check with them. You may not be using suppliers or contractors, but if you are, ask for a copy of their risk assessment and public liability insurance; they should be happy to give it to you.

Do you need a licence?

A licence is needed for many different activities, including:

- Live music
- Providing alcohol
- Holding a collection
- Running a lottery or raffle
- ... and more.

Contact your local authority to sort out a licence, or if you're unsure whether or not you need one.

Collections

Collections can only be done by people aged 16 and over. Any collecting boxes or buckets must clearly show Stand Against Violence (SAV), our name, address and charity number, and must be sealed — not leaving money on show.

- If you're having a collection for SAV, please make sure you have the right written permissions. Different types of collections require permissions from different people. We've given some examples below, but for up-to-date information please go to institute-of-fundraising.org.uk.
- Collecting in the street — contact your local authority.
- Collecting on private property (a supermarket, train station, etc.) — contact the person responsible for the property.
- Collections in pubs, factories, offices, places of work are counted as house-to-house collections, so you will need a permit.

First Aid

You will need to have adequate first aid provision for your event. Will a first aid box be enough, or will you need a qualified First Aider on-hand? St. John's Ambulance should be able to advise you if you're unsure.

Food

Food must be handled and stored correctly, according to hygiene rules. Food containing ingredients such as nuts, gluten, egg and dairy products, must be clearly labelled. Selling food at a one-off event doesn't require a license, but you should follow hygiene rules. Visit www.food.gov.uk for Food Hygiene Regulations.

In aid of Stand Against Violence

As your event is raising money for SAV, people will want to know we are a genuine charity. You can show this on any publicity by using the phrase: "in aid of Stand Against Violence (SAV)".

Please quote our charity number too, using the phrase: "Registered Charity no. 1156451 (England and Wales)."

If you'd to use our logo, please visit the 'contact us' page on our website where you can access our virtual press office for logos, brand guidelines, images and more.

If you have any questions, please call us.

Under 18?

If you're under 18, you'll need your parent/guardian's okay to organise your fundraising activity.

Take it to the bank

We hope you've had a great time fundraising for SAV. Once you've collected together all the money you've raised, you'll want to have it all counted up and paid in within 4 weeks of your event taking place.

Here are 3 easy ways to get it to us:

Send a **CHEQUE**

made payable to:

Stand Against Violence

Address:

Stand Against Violence

Office 312

Bridge House

7 Bridge Street

Taunton

Pay it in **AT THE BANK**

Co-operative Bank Plc.

Account Number: 65770980

Sort Code: 08-92-99

Please put your name as the reference.

Pay by **CREDIT or DEBIT CARD**

This may need to change to BACS, as Adam says: I'll look in to this but not sure if the platform we have is flexible enough. It could be done via BACS or through Virgin Money Giving.

You can do this over the phone or online:

www.charitycheckout.co.uk/1135475/Donate

0300 456 4223

Let us know

Whichever option you choose, please let us know once you've paid in the money, by emailing donations@sav-ed.co.uk

Giftaid it

If you Gift Aid your donation, we will get a whopping 25p extra for every £1 you've raised! Please complete the Gift Aid part of your sponsorship form before you send it in with your cheque, or tick the Gift Aid box if you're donating online.

Thanks for all your hard work

Thank you for supporting SAV. We're so grateful to you for all your hard work. Every penny you've raised will help us change attitudes about violence. You've made a massive difference to our work.

Thank you from all of us at SAV,



Keep your eyes peeled: we'll be sending you a certificate of thanks, showing how much you raised for Stand Against Violence.

Staying involved

If you'd like to continue supporting SAV, there are a number of ways you can do this...

- Volunteer*
- Spread the word about SAV and our work*
- Keep us up to date with your next brilliant fundraising idea*

Please visit our website if you'd like to find out more.

