



# Corporate Fundraising for Carers Trust Solihull

Supporting you to support us



*Formerly known as*



Registered Charity No. 1092613

# Getting Started

- 1 About us
- 2 Introduction  
How your support can make a difference
- 3 A–Z of fundraising
- 4 - 7 How you can support us
- 8 Paying in your money
- 9 Donation and Gift Aid form
- 10-11 Sample Sponsorship Form
- 12 Sample fundraising poster
- 13 Contact details



*Our charity has existed for 15 years. We provide free and meaningful support to children, adults and older people whose lives are affected by caring for a family member or someone in the community who has a learning or physical disability, mental health needs, long term to terminal illness or addiction.*

*We aim to deliver quality support that responds to the needs of carers of all ages and backgrounds in Solihull. We respect carers as equal partners and work together with other organisations to maximise support to enable carers to remain emotionally and physically well and have equal access to fulfilled lives.*

*We ensure carers voices are heard as we work together to influence lasting change.*

## **Contact details**

We hope this pack is helpful and gives you plenty of ideas to start fundraising. If you have any other questions, or would like to get in touch you can contact us at [ginaward@solihullcarers.org](mailto:ginaward@solihullcarers.org) or by calling 01217881143 and asking for Gina

# Introduction

Firstly, **Thank you** for raising funds for Carers Trust Solihull. Your support really will make a difference. This pack is full of tips to help you raise funds to support our work. There are 24,113 carers in Solihull, set to increase by 17% by 2019. Although we are already reaching and supporting many carers in Solihull we know that we could go further to identify and reach many more.

## How your support can make a difference

Caring can be deeply rewarding but can also consume a lot of time and physical and emotional energy. Your support can enable Carers Trust Solihull to aim to reach and improve the lives of every carer aged 5 years old to carers aged 95+. It will help our work varying from information, advice and support to preventing crisis and keeping families together. We support:

**Young carers** to have fun, positive childhoods, make memories and do well at school

**Young adult carers** to access work or further education and plan for their future

**Adult & older carers** to maintain a quality of life and access meaningful support when they need it

If you want to **raise funds for a particular group of carers** listed above please tell us when you make your donation.

## Your donations can help pay for...

£50

**COULD PAY FOR A QUALITY RESPITE BREAK FOR A CARER**  
Some time to relax, unwind and recharge their batteries

£100

**COULD COVER THE COST OF FAMILY DAY OUT**  
Quality time together, to have some fun and make memories

£400

**COULD PAY FOR GROUP TRAINING FOR 12 YOUNG ADULT CARERS**  
To prepare for work, training and plan for their future

£1000

**COULD ENABLE 15 CARERS (OF ALL AGES) TO ACCESS EMERGENCY FUNDS**  
For white goods, transport, school uniforms, equipment, food

£2500

**COULD PAY FOR A TRAINING PROGRAMME FOR 130 ADULT CARERS**  
Including First Aid, Coping with Caring, Moving and Handling

£5000

**COULD PAY FOR AN ACTIVITY PROGRAMME IN SCHOOL HOLIDAYS**  
For young carers to access fun, respite and peer support

£10000

**COULD PAY FOR AN ANNUAL ACTIVITY PROGRAMME FOR 445 CARERS (ALL AGES)**  
Days out, residential trips – accessing respite and making memories

# A–Z of fundraising

**Here are some quick and easy fundraising ideas to help get you started**

**A** Abseil, afternoon tea, art exhibition, auction, auction of promises

**B** Bric-a-brac sale, Britain's Best Breakfast, brunch party, bag packing in a supermarket, book sale, bonfire, battle of the bands, bake sale

**C** Coffee morning, car boot sale, car wash, carol singing, collecting boxes, cycle ride, copper corner, collection tin, chocolate ban

**D** Dinner evening, dress down / dress up day

**E** Eurovision party, Easter egg hunt, Easter egg donations

**F** Fantasy football, fashion show, football tournament, fancy dress party, food hamper raffle, fun run, face painting

**G** Guess the baby photo/number of sweets in the jar, go-karting, greetings card sale, gig, gift wrapping, garage sale

**H** Hideous hair day, Halloween day, head shave

**I** It's a knockout, ice cream party, Indian evening, ice bucket challenge, ironing, international dinner party, international challenge

**J** Jumble sale, jeans day at work, junk food challenge (give it up for a week!)

**K** Karaoke night, kids colouring competition, knit-a-thon, keep fit

**L** Lunch party, line dancing, limbo competition

**M** Musical recital, May Day celebration, makeover day

**N** New Year's resolution, non-uniform day, name the teddy, no TV for a week

**O** One-day fast, orienteering race, outward bound, open garden, obstacle race, odd shoe day

**P** Plant sale, paintballing, pyjama day, parachute jump, plant sale, pamper party

**Q** Quiz night, quickstep – learn a new skill, Quidditch challenge on Wii

**R** Rock around the clock – disco/jive night, raffle, rock'n'roll night, rowing event, regatta, record breaking, recipe swap, run, race night

**S** Summer ball, strawberry tea, sports day, sponsored swim, space hopper race, sprout eating competition, sponsored spelling test, sponsored silence

**T** Tribute band night, talent competition, treasure hunt, tug of war, triathlon, tombola, throw a wet sponge at your manager, trivial pursuit night, team building

**U** Ultimate frisbee competition, unwanted gift swap

**V** Valentine's day ball, vegetable sale, variety show

**W** Welly throwing, wear-a-wig-to-work day, Wii competition, walk to work

**X** Xmas fair, X-factor competition, xmas ball, x-box challenge

**Y** Yachting, yo-yo challenge, yes day

**Z** Zodiac party, zoo party



## **Charity of the Year**

**Choosing Carers Trust Solihull as your charity of the year means that not only will you be helping us raise the funds to support carers of all ages, you will also be giving your staff something to focus on together.**

As a local charity, we are committed to creating and developing personal and mutually beneficial relationships with all our supporters - both individual and corporate alike.

As our corporate partner, you can help raise awareness about our work and generate funding for the services we provide and we help you to raise your profile in the local community.

Whether you're fundraising as a small team or an entire organisation, we are grateful of your support for Carers Trust Solihull in your work place.

## **Commercial Benefits and Social Responsibility**

- Brand association
- It will show you care about your community
- Opportunity for staff to develop new skills and experience and to promote greater team working
- Positive PR and support for your Corporate Social Responsibility (CSR) agenda.

## **Employee Fundraising**

**Fundraising events are a way for employees to have fun, build and strengthen relationships, and of course raise money for a good cause, as well as projecting a positive corporate image.**

1. Build project management skills
2. Increase teamwork and loyalty amongst employees and encourage co-operation
3. Imparts a positive atmosphere throughout the organisation
4. Project positive corporate image to staff, clients and suppliers
5. A great PR opportunity to get a story in the local paper

## Personal Challenges

Many companies these days have keen runners and speed-freaks! If you know someone who fits this description, perhaps they would like to take part in a 10k run, skydive, Tough Mudder Challenge, Three Peaks Challenge or some other sponsored event.

## Setting up an online sponsorship page

**Make a page and share it online with your family and friends. Anyone can donate with a credit/debit card from anywhere in the world.**

### 1. Create your page

Go to a fundraising platform such as Justgiving and follow the instructions. (Then choose Carers Trust Solihull as your charity).

### 2. Personalise your page

Go to your account and personalise your page with a message, image and target. Try and update this regularly to let your sponsors know how you are doing.

### 3. Share your page

Email or Facebook message a direct link to your page to all your friends, family and colleagues.

### 4. Update people

Keep people updated on your progress - remind them to donate if they haven't already and to forward your page to their friends.

### 5. Share your news

Let us know how your fundraising is going so we can share your news and good ideas with other fundraisers.

### 6. Keep smiling!

Remember that every pound you raise helps provide a better life for family carers.

## Sponsorship

**A great way to promote your company's name and brand is through sponsorship.**

From time to time, we have sponsorship opportunities, which can help raise your profile in the Solihull borough. For example, our quarterly newsletter can be sponsored, giving you the opportunity to communicate your company message to over 2,500 families in Solihull.

## Sponsorship Opportunities

As well as encouraging your staff to attend some of our fundraising events, you can help support them. Your support will show your company's commitment to supporting local causes in Solihull, whilst exposing your company name to varying size audiences – up to 300.

## Raffle and Auction Prizes

We're looking for good quality raffle prizes. If you have an item or voucher, let us know and we will list your company in the event programme

## Refreshments

Sponsor drinks or refreshments at events

## Newsletter / event or brochure printing

Your logo will be printed in the above - a unique opportunity for company exposure.

## Entertainment

Staff may have a band or comedian that can add some sparkle to our events.

# Match Funding

Match giving or match funding is a simple way of maximising the fundraising efforts of your employees. It is an arrangement between you and your employee. You can pledge a sum of money relating to the amount he/she has raised or donated to the charity of their choice. Some organisations will match fund on a £ for £ basis, others will stipulate what they are prepared to give.

# Payroll Giving

Payroll Giving is a flexible scheme which allows anyone who pays UK income tax to give regularly and on a **tax free basis** to the charities and good causes of their choice.

**Payroll Giving donations are deducted before tax** so each £1 you give will only cost you 80p, and if you're a higher rate tax payer it will only cost you 60p.

Payroll Giving (also known as Give As You Earn or workplace giving) is a great way to support Carers Trust Solihull and as the money is taken before you receive your salary. Employees can choose to support any charity of their choice with a regular donation direct from their pay. Visit [www.gov.uk/payroll-giving](http://www.gov.uk/payroll-giving)

# Pennies from Heaven

If your company has more than 700 employees, you can sign up for 'Pennies from Heaven'.

Individual employees decide which charity they would like to support, and once the scheme is set up, when they receive their salary, it is **rounded down to the nearest pound** with the pennies donated to charity. So, if net pay (i.e. after tax, National Insurance etc has been deducted) was **£850.34** then **34p would be donated**. The most you can ever give is 99p every time you are paid. SIMPLE! AND what's more the taxman will add 25% at no cost to the donor or employer.

Visit [www.penniesfromheaven.co.uk](http://www.penniesfromheaven.co.uk)

## Donate a prize

Most fundraising events that we organise involve a raffle and **we are always looking for appealing and good quality prizes.**

If your company makes items, or you are a hotel, café, gym or pub - you could donate vouchers. In return, we'll try to promote your company donation as much as is practically possible.

Many of us receive birthday or Christmas presents that we ultimately can't or don't want to use, such as bottles of alcohol, chocolates, toiletry sets and perfumes/after shave. Again, these can make great raffle prize, if you'd like to find a home for them.

## Donate a place on your training courses

Our staff are committed to personal development but as a charity, our spending budgets are inevitably low and we have to prioritise our training requirements quite strictly. If you have a spare place on one of your own training courses that you are willing to 'donate' to us, please let us know.

## Easy Fundraising

**EasyFundraising.org.uk** is a website that allows you to shop with **over 2,000 well known retailers** and each will **donate up to 15%** of what you spend. Instead of earning points when you shop, **you raise a donation**, e.g. John Lewis and Amazon will donate 2.5%.

## Give as you live

Feel good shopping! By signing up to [www.GiveasyouLive.com](http://www.GiveasyouLive.com) you raise money every time you shop online. You can shop via the Give as you Live store or download Give as you Live to raise money when you shop directly at your favourite online stores. Each purchase made through either the store or the downloaded version of Give as you Live will raise money for Carers Trust Solihull. Give as you Live is an affiliate of over 1,800 leading UK stores.

### Who am I dealing with?

Directly with each retailer. Simply record your visit to their website and reward Carers Trust Solihull if you make any purchases. The service is **FREE** to use at **no extra cost to you** or us. To start, please register at either of the above so they know who you support. Then just remember to use them the next time you shop online!



## Paying in your money

When sending in cheques or cash, or when asking others to donate, please ensure that it is made clear with each donation the name of the fundraising event and who it is being held by. If you can use the ***Donation and Gift Aid form*** on page 9 it will help us to make sure we know that all money received is attributed to your generous efforts and allows us to keep track of your total!

### Cash and cheques

We would advise that you avoid sending cash through the post. Where possible, please encourage people to write cheques payable to '***Carers Trust Solihull***'. If you receive cash or cheques made payable to yourself, please bank them and write a cheque for the full amount made payable to 'Carers Trust Solihull' and send it to the following address with a brief description of how the money was raised (please use the form on the next page).

Please send all cheques to Freepost RTGL-BZJR-JBCS, Carers Trust Solihull, Solihull Fire Station Annexe, 620 Streetsbrook Road, Solihull, B911QY

### Gift Aid – increase your donation by 25%

Carers Trust Solihull is a registered charity, which means if you pay tax you can Gift Aid your support at no extra cost to you. This allows us to claim back the tax on your donation from the Inland Revenue. This makes your donation worth up to 25p more to us for every £1 you give. Please complete ***Donation and Gift Aid form*** on page 9 to claim gift aid on your donation.

### Online

To make a one off payment off your choice with your debit card account go to [www.solihullcarers.org/donate](http://www.solihullcarers.org/donate). There is also the option to apply Gift Aid to your online donation. You can make a one of payment or set up a standing order with your bank details to Carers Trust Solihull, Lloyds Bank, Sort code 30-97-79 and account number 63125468.

If you set up an online fundraising giving page with us, the money you donate will automatically be transferred to Carers Trust Solihull. You can set up a fundraising giving online page for Solihull Carers via [www.justgiving.com](http://www.justgiving.com) or with my donate at [www.btplc.com](http://www.btplc.com)

**\*\*IMPORTANT\*\*** Please notify [ginaward@solihullcarers.org](mailto:ginaward@solihullcarers.org) or ring 01217881143 if you paying straight into our bank account or submitting your donations online so we can attribute the funds to your efforts and acknowledge your donation.

# Donation and Gift Aid form



## My donation to Carers Trust Solihull

### My Donation

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

My address and contact details: \_\_\_\_\_

Description of fundraising event: \_\_\_\_\_

I enclose a donation of: £ \_\_\_\_\_

Please make your cheque payable to **Carers Trust Solihull**

### Gift Aid (Optional)

Please make your gift worth 25% more, at no extra cost to you by ticking the box below:

To gift aid you must be able to confirm the following; I am a UK taxpayer, please claim back the tax I have paid against all charitable gifts made in the last four years and any future gifts I may make including those to Carers Trust Solihull. I understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

I want to gift aid any future donations I make to Carers Trust Solihull

I would like Carers Trust Solihull to keep me up to date with future fundraising information

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Return this form with your donation using our FREEPOST address to:

**Freepost RTGL-BZJR-JBCS, Carers Trust Solihull  
The Carers Centre, Solihull Fire Station Annexe  
620 Streetsbrook Road, Solihull, B911QY**

# Sponsorship Form

## Raising funds for Carers Trust Solihull



Name of fundraiser: \_\_\_\_\_

Fundraising event: \_\_\_\_\_

Contact details: \_\_\_\_\_

### Information for sponsors

- Please ensure you fill in your full name and HOME address including your postcode
- Tick the Gift Aid box if you are a UK Tax Payer so Gift Aid can be claimed

### Make your donation worth more

If you're a UK taxpayer you can increase your donation at no extra cost to you through Gift Aid. To make your donation worth an extra 25p for every £1 donated, simply tick the box below.

To enable us to claim Gift Aid, sponsors are required to give their full name and full home address including postcode and must have read the declaration below.

If I have ticked the box headed 'Gift Aid'. I confirm that I am a UK Income or Capital Gains taxpayer. I have read the statement and want the charity Carers Trust Solihull to reclaim tax on the donation details below, given on the date shown. I understand that if I pay less/Income Tax / or Capital Gains ta in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Title	Full Name	Full Address	Postcode	Gift aid it	Amount	Date paid
				<input type="checkbox"/>		
				<input type="checkbox"/>		
				<input type="checkbox"/>		
				<input type="checkbox"/>		
				<input type="checkbox"/>		
				<input type="checkbox"/>		
				<input type="checkbox"/>		
				<input type="checkbox"/>		



Event:

Where:

Time:

Contact:



*Raising funds for children, adults and older people whose lives are affected by looking after someone who requires care*

All money raised stays in Solihull



For more information contact:

Gina Ward

01217881143

[ginaward@solihullcarers.org](mailto:ginaward@solihullcarers.org)

Carers Trust Solihull

Solihull Fire Station Annexe, 620 Streetsbrook Road, Solihull, B91QY

Charity No. 1092613