



# Fundraising for Carers Trust Solihull

Supporting you to support us



*Formerly known as*



Registered Charity No. 1092613

# Getting Started

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*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 donation really will make a difference. This pack is full of tips to help you raise funds to support the work we do for carers of all ages. 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 help 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:  
**Young carers** to engage in positive, childhood experiences, make memories and do well at school

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

**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...

£10

#### REFRESHMENTS AT A COFFEE MORNING

Giving carers time out with each other for support

£35

#### A DAY OUT FOR A YOUNG CARER

Fun time out with friends and a break from caring

£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 A 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 (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

# 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, beauty night, bingo, barbeque, ball, barn dance, balloon race, Burns night, bonfire party, battle of the bands, bake sale

**C** Coffee morning, car boot sale, car wash, carol singing, collecting boxes, craft fair, concert, cycle ride, come dine with me, Christmas card making

**D** Dog walk, dinner dance, disco, dog show, darts competition, dress down/dress up day, dance-a-thon

**E** Eurovision party, Easter egg hunt, egg painting competition

**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 night, hook a duck, hoopla, Harry Potter party, head shave

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

**J** Jazz night, jumble sale, jewellery making, jeans day at school, junk food challenge (give it up for a week!), jive night

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

**L** Lunch party, line dancing, limbo competition, leavers' ball

**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, pantomime, princess pirates party, pool party, paintballing, pyjama party, 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, read-a-thon, rowing event, regatta, record breaking, recipe swap, run, race night

**S** Street party, summer ball, strawberry tea, salsa night, sports day, sponsored swim, space hopper race, sprout eating competition, school fete, sponsored spelling test, sponsored silence

**T** Tribute band night, talent competition, teddy bear's picnic, treasure hunt, tug of war, triathlon, tombola, throw a wet sponge at your teacher, trivial pursuit night, toy stall, three-legged race, team building

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

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

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

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

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

**Z** Zodiac party, zoo party



## Spreading the word

Make sure as many people know about your event as possible to maximise the amount you can raise. You can use Facebook, Twitter and your local press to get free publicity. Here are some useful tips to get the word out further and quicker.

### Facebook

Top tips for posting messages on your Facebook timeline:

Tip 1: Ask your friends to share the post so your message can reach more people.

Tip 2: Everyone likes to see images. Posts with photos and videos always attract attention.

Tip 3: Include a Carers Trust Solihull website link [www.solihullcarers.org](http://www.solihullcarers.org) for people who want to learn more before donating – or link to our Facebook page

Tip 4: Write less than six lines. The seventh line onwards will be hidden unless viewers click to 'see more' which most Facebook-ers don't.

- Create a Facebook event page to invite all your friends to participate or donate. Find out how to do this on Facebook or contact us for help
- Not every Facebook post will appear on all friends' newsfeeds and a post is easily lost in a busy newsfeed. It is always a good idea to post 1–2 reminders a few days after your initial post or 1–2 weeks apart depending on your fundraising activity schedule.
- Remember to post a thank you message after the fundraising activity. It would be good to include a photo of the event if possible.

### Twitter

Top tips for posting tweets on Twitter:

Tip 1: A request to retweet will gain more attention

Tip 2: Include trending hash tags in your tweets for wider reach. Learn more about trends/hash tags on Twitter.

Tip 3: When adding a photo/link in a tweet, write less than 118 characters to fit all in one tweet.

Tip 4: Include the Carers Trust Solihull Twitter name **@carerssolihull** for people who want to learn more before donating.

### Set up an online Fundraising page

Raising sponsorship online is the simplest way to fundraise for your event, as it removes the hassle to collecting monies from your sponsors before and after the event. The money is paid directly into Carers Trust Solihull bank account so you don't need to worry about collecting it and getting it to us. Set up a fundraising page by

visiting [www.justgiving.com](http://www.justgiving.com). Make sure you choose Carers Trust Solihull as your charity. Contact us if you require support with this.

Tip: Add a description of your fundraising goals and photos and be the first to make a £5 donation, this will encourage your friends and family to start donating and to dig deeper

### Tell the local press about your fundraising

A story in your local paper is a great way of letting people know that you are raising money for Carers Trust Solihull. It's also a good opportunity to help raise awareness of Carers Trust Solihull and the work that we do in supporting unpaid carers.

Tips to help you get as much publicity as you can in your local press for your fundraising activity:

- Journalists on local newspapers are always on the look-out for local stories.
- Contact [ginaward@solihullcarers.org](mailto:ginaward@solihullcarers.org) for a **template press release** for you to use.
- Try to make the press release as personal as possible. If you are a carer or know someone who is, please say so. If you can say something about why you are fundraising for Carers Trust Solihull that would really help to bring your story to life. But if you don't want to share that information then that's fine. Just tell your story your way.
- Send a photograph if you can. Newspapers love good photos.
- Once you have your press release ready you can contact your local newspaper. You should be able to find the telephone number on the internet. Ask to speak to the journalist that covers your local area. Tell them that you are a local resident raising money for Carers Trust Solihull.
- If you get some coverage on the online edition of the newspaper don't forget to share it with your family, friends and contacts via Twitter and Facebook. You can also send to us at Carers Trust Solihull so that we can share it too by emailing [ginaward@solihullcarers.org](mailto:ginaward@solihullcarers.org)

If you need any more information or advice about contacting the local press contact [ginaward@solihullcarers.org](mailto:ginaward@solihullcarers.org) or 01217881143 and ask for Gina

### Raising support with local companies

Look at your expenses list and pick out the items you think you can get for free or at a reduced rate. Local businesses are often willing to donate services or give you discounts on printing costs, food and equipment rental. Don't be afraid to ask! You'll be surprised how generous people can be when they know they're supporting a great cause.

If you are running a raffle or auction then consider asking local businesses to donate towards this. It's a great way of raising extra money for nearly no costs.

Offer to acknowledge their support at your event.



## Event Planning Checklist

We have put together a checklist of things you might want to think about for your event. This is a guide to assist you.

What are you planning to do and what will you need to buy, bring and prepare for the event. Choose a date that suits you and your supporters and remember you'll need to allow time to organise your activity. Weekends are usually easiest for everyone, or Fridays work well if you're fundraising at work. Remember to check that it doesn't clash with any other activities in the area, or major sporting events.

**\*\*IMPORTANT\*\*** You must display our registered charity number (1092613) to show you are fundraising for a registered charity. Contact us if your event or venue requires you provide them with a ***fundraising agreement*** with us.

### Where

Think about how many helpers you expect to take part in your event, then think about the space and facilities you'll need. If you need a venue, book it in plenty of time as venues go quickly. Remember to mention that your event is for charity – often you'll be able to get the venue for a reduced rate or perhaps even for free.

Think about where and when you are going to publicise and/or sell tickets and how will you let people know about your event – see **spreading the word** on page 4. Have you thought about the Health and Safety of supporters at your event and venue?

### What support do you need?

What are your helpers going to do? Set clear tasks/roles early on so everyone is clear what they need to prepare beforehand and what they will need to do before, or on, the day of the event. Also, see ***Raising Support with local companies*** on page 5 for other types of support. Think about setting up a Whatsapp group chat or a closed Facebook group to keep in touch with each other easily.

### Budgeting

Set a fundraising target. It's a great way to motivate people to give generously though remember to be realistic. Create a budget and stick to it. Remember to factor in items such as venue hire, entertainment, catering, venue decoration and promotion and always leave a contingency sum to cover any un-accounted expenses. Consider how much you need to raise or how many tickets you will need to sell to break even.

Think about when and how will you receive money from the event? Will you need to set deadlines or allow time to collect your funds? Think about how you will collect your money and about securely storing it during/after the event. See ***Paying in your money*** on page 7 – 8.



## 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 8 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 8 to claim gift aid on your donation.

### Online

To make a one off payment of your choice with your debit or credit 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 off 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 are 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**

**Solihull Fire Station Annexe**

**620 Streetsbrook Road, Solihull, B911QY**



## Other ways to support us

There are plenty of other ways that you can support us as part of your fundraising activities. You can also let other people know about them too. Use social media to keep spreading the word about carers and encourage your followers to fundraise for us too.

### 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.

### Easy Fundraising

By shopping through [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk) and selecting Carers Trust Solihull as your charity you can donate as you shop at 3,135 online shops and sites. They give us commission for your purchase of car or home insurance, Broadband TV, gas and electric or mobile phone purchases – and it doesn't cost you a penny!

### Ask your employer to support us

Most employers are willing to support local charities and are more likely to choose charities that are suggested by their employees. If your employer supports charities, tell them about us and advise they can request a corporate fundraising pack from [ginaward@solihullcarers.org](mailto:ginaward@solihullcarers.org). You can also request to donate a proportion of your salary – an amount of your choice through 'payroll giving'. Speak to your employers and see [www.gov.uk/payroll-giving](http://www.gov.uk/payroll-giving) for details payroll giving for more details.

# 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 tax 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, The Carers Centre  
Solihull Fire Station Annexe, 620 Streetsbrook Road, Solihull, B911QY

Charity No. 1092613