

Fundraising Survival Guide



The Noah's Ark Appeal
Official Charity of the
Children's Hospital For Wales



Organising Your Event

Hints & Tips to help make the most of your event.

Plan Your Event

- Decide what type of event you want to hold
- Set a date and time and choose a venue
- Check legalities and insurance
- Set up a committee and share out responsibility
- Sign and return the Fundraising Agreement

Work out a Budget

- Calculate the running costs of the event
- Set a fundraising target
- Decide how you will raise funds (overestimate expenditure and underestimate income by 10%)

Promote your Event & Get the Most out of Donations

- Use email, blogs and social networking sites as well as friends and family to spread the word.
- Set up a JustGiving page. Target your most generous supporters first as people tend to match the amounts already donated. Ask everyone to Gift Aid their donation so we can claim an extra £20 for every £100 raised.
- Create posters and leaflets to distribute locally
- Contact local press including TV and radio

Get Local Support

- Enlist the support of local businesses - ask them to put up posters or sponsor a particular element of your event e.g. brochures

The Event

- Take lots of pictures, raise lots of money and have lots of fun!

Post Event

- Thank everyone involved and let them know how it went
- Let us know how it went and send us lots of photos
- Send in sponsor forms and money to the Appeal Office and return any stock borrowed
- Update local press on how the event went



Fundraising Ideas

Fundraising Ideas for Your...

Home

- Swishing Party
- Collect Pennies
- Open Garden Day
- Buy and Sell on Ebay
- Buy from our Online Shop
- Tupperware or Cosmetics Party
- Give Up Smoking or Alcohol
- Car Boot or Garage Sale
- Sponsored Chores
- Sponsored Slim
- Dinner Party

School, College or University

- Guess the Weight or Value
- Rubber Duck Race
- Bake a Cake Sale
- Easter Egg Hunt
- Pantomime
- Craft Sale
- Fun Run
- Disco
- Beetle Drive
- Bric-a-brac Stall
- Non-Uniform Day
- Pupils vs Teachers
- Talent or Variety Night
- Sponsored swim, read or silence



Workplace

- Bring a Pound to Work Day
- Football or Rugby Match
- Golf Tournament
- Karaoke Evening
- Ball or Dance
- Quiz Night
- Raffle
- Swear Box
- Sweepstake
- Job Swap Auction
- Pub Games Night
- Dress Down or Fancy Dress

Community Group, Club or Society

- Fair
- Bingo
- Auction
- Treasure Hunt
- It's a Knock Out
- Bring and Buy Sale
- Sponsored Shave or Wax
- Stand-up Comedy Evening
- Christmas Carol Singing
- Music Gig or Concert
- Coffee Morning
- Speed Dating
- Whist Drive
- Fete



Do's and Don'ts

Hints & Tips to help make the most of your event

Raffles and Lotteries

Legally, lotteries & raffles are defined in the same way & the same rules apply to both. Tickets may not be bought or sold by under 16's. There are three types of lottery:

Private Lotteries

You do not need a licence if you hold a raffle at your workplace or club as long as the raffle is only offered to the members & held on the premises.

Small Lotteries

Lotteries at a social event can be held without a licence. Ticket sales & announcement of prizes must take place on the night. Cash prizes are not allowed.

Public Lotteries

To hold a raffle that's open to members of the public you must register with the local council. If the value of the tickets exceeds £20,000 you must register with the Gaming Board. Please visit www.gamblingcommission.gov.uk for more information.

Collecting Money

Public collections need specific permission & licences depending on the venue. Street collections require a licence from the local authority or council. To collect money on private property e.g. supermarket, pub, shopping centre, you must first get permission from the owner or landlord. Door-to-door collections are illegal without a license. Money cannot be collected by anyone under the age of 18 in London & 16 years elsewhere.

Counting Money

For your own protection we suggest that you count collected monies in the presence of at least two people. All money raised should be banked immediately after the event.

Alcohol

If you want to sell alcohol at your event a temporary license is required. You can avoid this issue by either holding your event on licensed premises or by asking a local pub to organise a bar at your venue. Event organisers need to issue a Temporary Event Notice to the Local District Borough Unitary Council. More information can be found on the DCMS website www.culture.gov.uk.

Food

If you want to offer or sell food to the public, you should check with the Environmental Health Department of your local council to see which food safety laws apply.

Entertainment

If you are planning to have some form of entertainment you will need a Public Entertainment License provided by the local authority. Check if the venue you are using has one.

Noah's Ark Appeal Branding

By law, the Noah's Ark Appeal charity registration number - 1069485 - must appear on all promotional materials that invite people to participate or help. All promotional materials must clearly state the event is 'in support of the Noah's Ark Appeal'. Permission is required to use the Noah's Ark Appeal logo.

Insurance

If you organise an event that involves the public in any way, you will need to ensure you have public liability insurance. Check with your venue if they have public liability insurance which will cover you. Public Liability Insurance can be obtained from any insurer. Please remember that the Noah's Ark Appeal cannot accept liability for any accidents or losses which occur as a result of your fundraising activity.



t: 029 2033 5016
e: enquiries@noahs-ark-appeal.org
w: www.noahs-ark-appeal.org
a: Noah's Ark Appeal, Cardiff Royal Infirmary,
Newport Road, Cardiff, CF24 0SZ
Registered Charity No. 1069485