

Martha Trust fundraising guide





We're transforming the lives of people with profound disabilities. And so could you.

At Martha Trust your support makes all the difference.

With your help, we can give people with profound physical and multiple learning disabilities the very best opportunities in life. Whatever amount you raise for Martha Trust, the results are priceless.

- ▶ **£60** pays for Animal Therapy Sessions – bringing hours of pleasure to our residents.
- ▶ **£100** pays for water aids to use in hydrotherapy sessions – the delights of floating, swimming and playing in warm water free from the constraints of wheelchair and almost weightlessness; are irresistible and the highlight of the day for our residents
- ▶ **£1,500** will buy a touch-screen computer that lets our residents get hands on with the very latest technology.
- ▶ **£10,000** will buy a car that transports wheelchairs, so our residents can get out and about and experience life to the full.

Ideas to inspire you

As long as your fundraising is safe and legal, then the sky's the limit!

Keep it simple

Like George Sutcliffe who held a well-publicised coffee morning at his home.

Do something you'll enjoy

Like Lynne and John Hadley who threw a Greek-themed evening and raffle at a local restaurant.

Make the most of what you've got

Like the P&O Ferries Choir which donated the proceeds of a Christmas Concert.

Challenge yourself

Like Ellen Rowe who ran her first ever London Marathon.

Try something different

Like the children at Northbourne Park School who put donations into envelopes before decorating them for the school Christmas tree.

There are literally hundreds of ways to fundraise, from non-uniform days and pub quizzes, to mountain bike challenges and cross-country car challenges. If you don't fancy organising something yourself, check out the Martha Trust website for a year-round calendar of events that you, your family and your friends can enjoy while supporting a great cause.



Since joining Martha Trust Peter's life has changed. Whether he's having an action-packed day out, petting the animals that regularly visit his home, or enjoying a pub lunch with his friends.

It's all in the planning

The more time you spend on planning ahead of your event, the better your chance of success.

Timing is everything

Find out what other events are being held in your area. Avoid clashes and take advantage of something already being organised, like holding a Firewalk at a public firework display or a raffle at a dinner and dance.

Where and when

The time and location are vital so make sure the date suits your target audience, your sponsored walk and cycle routes are suitable and well signposted, and your venue is accessible, easy to locate and booked well in advance.

Ask for help

If you know anyone with specific skills or experience then get them on board. Ask your company or employer whether they'd be prepared to sponsor or match fund your event and talk to other businesses in your area to see if they could help out with printing, photocopying, equipment or venue hire.

Keep it legal

While Martha Trust can't accept liability for your fundraising activity, we've outlined some of the legal issues you need to consider when planning an event.

Health and Safety

The Health and Safety of everyone at your event is your responsibility so follow all professional advice relating to your venue and equipment, and check the terms and conditions carefully.

Carry out a risk assessment to identify exactly what your health and safety requirements are and contact your local authority or Health and Safety Executive at www.hse.gov.uk for guidance.

Make sure your event is fully insured, that your contractors are properly qualified, and that anyone below the age of 18 is accompanied by an adult. And if you need advice on first aid then talk to your local branch of the St John's Ambulance.

Alcohol and entertainment

If you're serving or selling alcohol at an event, or laying on entertainment such as singing, music or dancing, then the venue must have a Public Entertainment Licence from your local authority.

Food

Take care when preparing, storing, displaying and cooking food. At a one-off event, you don't need a licence to sell food but you must follow Food & Hygiene Regulations – available at www.food.gov.uk If you plan to sell food over a number of days then you need to register with your local authority.

Collections

To collect money for charity you have to be at least 16, or 18 if you're in London. Collections held in a public place need a local authority licence obtained at least two months in advance, while collections on private property like a pub or supermarket need written permission from the owner.

To collect on behalf of Martha Trust you must use an official, sealed collecting tin and carry an id card. Contact us for more information on **01304 610448** or email fundraising@marthatrust.org.uk

Door-to-door collections without a licence are illegal.

Raffles & lotteries

There are a number of legal requirements to running a raffle or lottery.

For small raffles that are part of a bigger event, you don't need a licence as long as tickets are only sold at the event and the prizes are drawn at the event. The same applies to private raffles where tickets are only available to members of a club for example, but in both cases cash prizes are not allowed.

For larger raffles and lotteries where tickets are on sale to the general public, you need a Licence Permit from the Local Registration Authority at your local council. Licences must be applied for in advance and in your own name rather than that of Martha Trust.

Your local authority will be able to give you all the advice and guidance you need, and you can get full details on the fundraising Codes of Practice at www.institute-of-fundraising.org.uk

Tickets for raffles and lotteries should never be sold to anyone under 16.

Data Protection

Make sure any electronic or paper records about the people involved in your event comply fully with the Data Protection Act. As a rule of thumb, don't keep information on anyone for longer than is strictly necessary and don't share information or data about someone without their consent. All paper records must be destroyed securely.

And before you do anything...

Contact your local authority for advice and guidance on all aspects of running an event including permissions, licensing, trading standards, health and safety issues, raffles, lotteries and collections.

Spread the word

No matter how great your fundraising idea may be, it's destined to fail if no one knows about it.

All you need

We've created a number of handy templates that can be downloaded from our online toolkit at www.marthatrust.org.uk/fundraisingtoolkit You'll find everything you need to promote your event from personal invitations, posters that can be displayed in your workplace, corner shop, library or church and flyers that can be handed out just about anywhere.

If you're feeling creative then why not design your own materials? Just include the words '**in aid of Martha Trust registered charity number 1067885**' and our logo, which can also be downloaded from the toolkit. We'd love to see what you create so please send us a sample.

Media

Regional newspapers and radio stations are always on the lookout for good, local stories.

We have a great relationship with the local press so tell us what you're doing and we'll see if we can drum up some coverage for you.



Whatever you're planning to do to promote your event, we want to hear from you and we're always on hand to offer advice and support.

Network

Social networking can give you a massive boost and, of course, it's totally free. Get in touch with family, friends and colleagues by email and on Facebook, and if you haven't done so already, sign up to Twitter and 'follow' anyone you can think of who might be interested or useful.

Capture the moment

Take plenty of photos. It's amazing how useful they can be as a way of thanking supporters, keeping sponsors informed and for use as promotional materials for your next big idea.

Whatever you're planning to do to promote your event, we want to hear from you and we're always on hand to offer advice and support.

Email us on fundraising@marthatrust.org.uk or call 01304 610448.

Sell yourself

It's not a fundraiser unless you raise funds!

Charity begins at home

Ask your friends and family for their support and use our sponsorship form which you can download from the fundraising toolkit at www.marthatrust.org.uk/fundraisingtoolkit

Online opportunities

Fundraising websites like Virgin Money Giving www.virginmoneygiving.com are a great way to raise sponsorship and you'll get advice about online fundraising and a simple guide to setting up your own fundraising pages.

There are other sites including JustGiving www.justgiving.com but with Virgin Money Giving, even more of the donations you raise are passed to Martha.

Big business

If you work then ask your employer to match your fundraising total or sponsor your event in return for some publicity. And don't limit yourself to your own company – talk to other companies in your area, particularly those you know.

Gift Aid it!

Ask everyone who sponsors you or makes a donation to Gift Aid it. It's worth an extra 25% on everything you raise and won't cost you a penny. As long as your sponsor is a UK taxpayer then you simply need to tick the Gift Aid box on the sponsorship form, provide their name, address and postcode and we'll do the rest.

| You raise | Gift Aid could be worth an extra | Total raised with Gift Aid |
|-----------|-------------------------------------|-------------------------------|
| £500.00 | £125.00 | £625.00* |

* where donations are eligible for Gift Aid

Share your success

No event can succeed without the small army of sponsors, donors, suppliers and volunteers who willingly give their help and support.

Thank you

Saying “**thank you**” is crucially important, particularly if you're planning another event in the future. Remember to thank everyone involved from your sponsors and suppliers to the people who took part, and share your photos on Facebook, Twitter and other social networking sites so people can see how the event went.

Another great way to say thank you is in a press release or letter to the editor. You can include photos, your final fundraising total, and a thank you to everyone who supported you, especially your main sponsors and local suppliers. We'd be happy to help with this so call our fundraising team on **01304 610448**.

Passing on the pounds

We're grateful for every penny you raise for Martha Trust so we make it as easy as possible for you to pass on the proceeds.

Virgin Money Giving

Just follow the instructions on your Virgin Money Giving Site at <http://uk.virginmoneygiving.com/giving>

By post

Pay everything you've raised into one bank account and write out a cheque for the total amount payable to 'Martha Trust'. Send your cheque along with your completed sponsorship forms and an 'event donation form' which you can download from our toolkit to: **Fundraising, Martha Trust, Homemead Lane, Hacklinge, Deal, Kent, CT14 0PG**

By BACS

We're happy to accept payment via BACS transfer so please contact our finance department on **01304 610441** for details.

And don't forget...

If you need help, advice, a few words of encouragement or you simply want to tell us what you're planning then we'd love to hear from you

call 01304 610448

or email fundraising@marthatrust.org.uk

The money you raise will help transform the lives of the people we care for.

So behalf of everyone who lives and works at Martha Trust – **thank you**.



Martha Trust, Homestead Lane, Hacklinge, Deal, Kent CT14 0PG
T 01304 610448 **F** 01304 615462 **E** fundraising@marthatrust.org.uk
W www.marthatrust.org.uk

Registered Charity Number 1067885 Company Number 3467406