

**action** medical research  
for children

**I can do  
that**



**Your guide**

**to successful  
fundraising**



# Thank you

It's fantastic that you are giving your time to fundraise for Action Medical Research. We want to make your fundraising experience both easy and fun so we've compiled some handy hints and tips to read through to help you on your way. Whatever your level of experience and whatever the task you've set yourself, be confident that you can do it and together we can save and change children's lives.

## Good luck!

Thank you for choosing to support Action Medical Research

If you need to get in contact with one of our event fundraisers then please call 01403 210406 or you can email [events@action.org.uk](mailto:events@action.org.uk)



# Online fundraising

Online fundraising is one of the best ways to gather your sponsorship and easy to set up! With just a few words and a snap or two of your good self you'll soon be away with your fundraising and beating that target of yours! It's simple to include your online sponsorship page link in an email to then whizz through to everyone you know.

**Fact! People are more generous online than offline.**

## Top Tips:

- Add photos to your sponsor page of you in training so your donors can see you are earning your sponsorship!
- Edit your page with updates and news to encourage people to donate more than once.
- Try different approaches when writing to your contacts; friends may enjoy a friendly chatty approach, business contacts may be impressed by mention of the charity and the work you are supporting.
- Promote your online page in your email signature, in blogs, on Twitter and Facebook.

Visit your online page today at **[action.org.uk/login](http://action.org.uk/login)**  
or to set up an online sponsorship account visit  
**[action.org.uk/support-us/create-sponsorship-page](http://action.org.uk/support-us/create-sponsorship-page)**



# Our top 10 fundraising ideas:

- 1 *Come Dine with Me* evenings
- 2 Pub quiz
- 3 Spin-a-thons
- 4 Office cake sales
- 5 Supermarket and hospital collections – don't forget to get permission
- 6 Auction and raffles (you can set up an online raffle using our system)
- 7 eBay/car boot your unwanted items
- 8 Odd job day – put your skills to the test
- 9 Job swap for the day

IDEAS



# Keeping it safe and legal

We want your fundraising to be great fun but please ensure that whatever you and your helpers do is both safe and legal. Here are a few basic guidelines but don't hesitate to call us if you need any further advice.



## Raffles

For small raffles that are part of a bigger event, you do not need a licence as long as you sell tickets at the event and have prizes drawn at the event too, (but no cash prizes). The same applies to private raffles where you are only selling tickets to members of a club. You can also set up an online raffle using our system:

**[action.org.uk/giving/raffle/create](https://action.org.uk/giving/raffle/create)**

Tickets must not be sold by anyone under the age of 16. For more guidance, contact the Gambling Commission.

**[gamblingcommission.gov.uk](https://gamblingcommission.gov.uk)**

## Collections

If you plan to hold a collection on private property, such as a pub or shopping centre, you need to gain permission from the owner or manager. If you collect on the street you must gain a permit from the local authority for the area you wish to collect in. The minimum legal age for collecting money is 18 years old in London and 16 years old everywhere else. For all collections, you will need to get official collecting tins and ID badges from us. Please don't collect money door-to-door; this is illegal without a licence.

## Health and safety

Safety advice varies depending on the event you are planning and where it will be held. Here are some points you need to consider to ensure your event, and everyone attending it, is safe. You must think about potential risks involved and how to prevent problems arising. If you hold your event in a venue such as a community hall or a pub, it will be governed by its own health and safety guidelines. You must adhere to these.

## First aid

Ensure you have adequate provision for your event. Do you need to have a qualified first-aider present or is it enough to just have a first aid box? St John's Ambulance may be able to help give you advice or support on the day. In any case, always make sure you have a phone to hand in case of emergencies.



## Venue

Do not exceed the capacity limit and ensure there is good access. Does the venue have adequate car parking, toilet facilities and disabled access? Do you need on-site catering facilities? Where are the fire extinguishers kept?

## Food and drink

If you are selling alcohol at an event you need a liquor licence, which you can apply for from your local magistrate's court. At a one-off event, you don't need a license to sell food, but you should follow Food Hygiene Regulations – these can be found at **food.gov.uk**

For longer events that run over a number of days, where you will be selling food each day, you need to register with your local authority. Ensure food is stored and handled correctly and safely follow hygiene rules. Foods that contain nuts or other ingredients that people may be allergic to must be clearly labelled.

## Helpers

Provide them with the necessary information about health and safety and make sure they know what's expected in an emergency.

## Money

Make sure you have a lockable box to keep money in. Take extra notice of your personal safety when you are carrying money around and if possible, take another person with you for added security. Set a fundraising target for the amount of money you want to raise. Think about any costs you may have when organising the event and stick to your budget.

## Children

Ensure that children are safe and adequately supervised. Children under 16 should not be allowed to collect money without being accompanied by an adult.

## Insurance

If you are using a third party venue then be sure to check their Public Liability Insurance documents. You should always consider whether you need appropriate insurance cover for your fundraising activity. Action Medical Research cannot accept liability for events and activities that you run. If you have any concerns, please contact us.

## Entertainment

Singing, music or dancing at your event requires a license. So if your venue does not already have a Public Entertainment Licence, you need to obtain one from your local authority.



## Matched giving

It's worth checking with your workplace as to whether they run a matched giving scheme. There may be a limit on the amount they will match or they could match your total! They will provide you with a form which we will need to complete to get the ball rolling.

## Fundraising supplies

We can supply you with our branded charity materials to help with your fundraising including T-shirts, collection tins, stickers, posters and information leaflets about the charity.

If you would like to use our charity logo on anything, please feel free – however please make sure that the registered charity numbers are included with the logo at all times and kindly forward a draft layout for approval before the items are printed. The logo and numbers are available from our Design Manager, Paige Bowring-Martin – [paige@action.org.uk](mailto:paige@action.org.uk)

To order your supplies kit please head to our website [action.org.uk/tools](http://action.org.uk/tools)

## Social media

Facebook and Twitter are a great social media tool to get what you are doing for Action out there! You can share your online sponsorship account on social media. Images and video are always good if you have them or feel free to use any of the digital assets on our website [action.org.uk/tools](http://action.org.uk/tools) to help spread the word.

raising funds for  
**action** medical research  
for children

**Price list**  
Tea or Coffee  
Squash  
English Cream  
(one scone with  
conserve and R  
cream, choice c  
Variety of c

Take a break and  
order a delicious  
cream tea delivered  
to your desk.

only  
**£5**

Best of British  
Action  
Cream  
Teas  
IN A BOX

Join in the fun ...take a break and treat  
yourself to a traditional cream tea delivered  
direct to your home or workplace on  
**Thursday 18 June**  
order online [action.org.uk/creamteas](http://action.org.uk/creamteas)

raising funds for  
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Best of British  
Action  
Cream  
Teas  
IN A BOX

Joining Wazzan  
Cooking School

Contact:

## Charities Aid Foundation (CAF) and Give As You Earn (GAYE) vouchers

Some companies or individuals may give their support in the form of a Charities Aid Foundation (CAF). Give As You Earn (GAYE) or Charities Trust vouchers. You won't be able to bank these. Simply send them directly to:

**Supporter Services,  
Action Medical Research,  
Vincent House, Horsham,  
West Sussex RH12 2DP**



## Gift Aid

The government's Gift Aid scheme means Action Medical Research can earn more money from the donations you have gathered with no additional cost to you or your donors. If your donor is a taxpayer then we can claim an extra 25 per cent from HM Revenue and Customs on top of the donation they made. So, a £10 donation earns us an extra £2.50 when the donor completes a Gift Aid declaration.

To help us claim as much as possible we just need to make sure your donors give their permission. If someone gives you cash, make sure you record this on your sponsorship form. Ask them to fill in their details (their full name, address and post code) and make sure they tick the Gift Aid box; we will do the rest. It is really that simple – this is free money!

If your supporters are sponsoring you via your online sponsorship account there is no need for you to do anything as they will be prompted by the Gift Aid message.

Make all of your supporters aware of Gift Aid and remember to send us the completed forms when you send in the money or your banking records.

Please note that the Gift Aid claimed will not contribute to your sponsorship target but is additional and raises much-needed funds for the charity.

If your supporters pay a higher rate tax, they can claim the difference between the higher rate of tax (40 per cent) and the basic rate of tax (20 per cent) on the total 'gross' value of their donation. For example, if they donate £100, the total value of their donation to charity is £125 so they can claim back £25 if they pay tax at 40 per cent ( $£125 \times 20$  per cent).



# After the event

If your activity requires you to gather funds, then get this done as soon as you can – the longer you leave it, the less likely it is that people will pay up. Send a polite reminder with a final appeal to help you beat your target and don't forget to always thank people who sponsor you or help you raise money.

Once all the money has been safely collected, make sure it is banked promptly. You may well be doing one of our larger participation events which gives you the ability to bank directly into our account. Otherwise please send your funds as directed on your specific event information.

Remember all cheques given to you or sent to us should be made payable to **Action Medical Research.**

If you have benefitted from exceptional support locally and would like us to thank your supporters directly then do let us know as we would be more than happy to formally acknowledge their contribution with a letter.

# FINISH



# Supporting Action Medical Research

**At Action Medical Research we are determined to stop the suffering of babies and children caused by disease and disability.**

Your support offers hope to the many thousands of families across the UK who are dealing with the trauma of a baby born too early, striving to support a child affected by disability, or facing the challenge of caring for a child with a rare and devastating disease for which there is no cure.

You'll find a full list of our research projects and achievements on the website [action.org.uk](http://action.org.uk)

## Contact us

**T** 01403 210406

**E** [events@action.org.uk](mailto:events@action.org.uk)

**W** [action.org.uk](http://action.org.uk)

**f** /actionevents

**t** @amr\_events

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