

Strode Park Foundation

FUNDRAISING

PACK



01227 373292

www.strodepark.org.uk

WHERE TO BEGIN...



Strode Park
Foundation

Caring since 1946

We all have to start somewhere, here's 10 steps you can take to have a successful fundraiser.



The Event

The most important part of organising an event is picking what kind of event are you going to do. Are you going to do a physical challenge, baking, a party, a film night... the list is endless, we have given you some ideas later on in this pack! Figure out what event will suit you best and you think will fundraise the most. Really think about who would attend/ donate and what they would be interested in.



The Location

No matter what your event is you need to consider where you will be holding it. Whether this is renting out a hall or in your own home you need to consider how many people will be there, the accessibility and if all the equipment you may need is either there or can be brought in.



The Date

What date will this event be on? Will the time of year work for the event? If you are holding an outdoor event you need to consider whether this would be doable if it rained or was too hot and workout your date accordingly to that (obviously extreme weather cannot always be predicted but the time of year you plan can help out). Also consider other events that might be going on and whether they could distract from people coming to your event.



The Legal Stuff

Now you know what event you want to do and your date and location you need to consider the legal bits. We have a full outline of legal and health and safety issues to consider in this pack. You may not need to worry about any of them depending on the type of fundraiser, but it is always good to double check.



Money

Now that you have planned your event you need to consider what is going to bring in the most money, will this be ticket sales, a raffle, donations. Consider the expenditure of the event as well and whether you need to add extra gimmicks to your event to boost profit.

Get online

This step is not a necessity, but it can be extremely helpful in getting the word out about your event. Set up a Justgiving page at www.justgiving.com or use another fundraising site of your choice. Also share your event on all your social media pages, it is a great way to reach a broad range of friends and family you might not have thought to contact.

Publicity

Depending on what your event is, a good way to attract people coming to it is to reach out to your local newspaper, radio and T.V station to tell them about your event and why you are doing it. You can also post in some local Facebook pages. You can also give out posters to local shops and restaurants to put up in their windows.

Merchandise

Charity merchandise is a great way to let people know who you are supporting. If you would like Strobe Park Merchandise, such as a collection pot, please do get in contact with our fundraiser team at fundraising@strodepark.org.uk

Donate

If you have not done an online fundraiser then you can donate your money online at <https://www.strodepark.org.uk/get-involved/make-a-donation/>

Photos

We always love to see photos of your events and may even ask to use them on our social media pages and website. Please feel free to send us photos and some information about the event either before or after the event itself over an email at fundraising@strodepark.org.uk, Facebook messenger at www.facebook.com/strodeparkfoundation or use the hashtag **#strodeparkfundraiser**



a few IDEAS

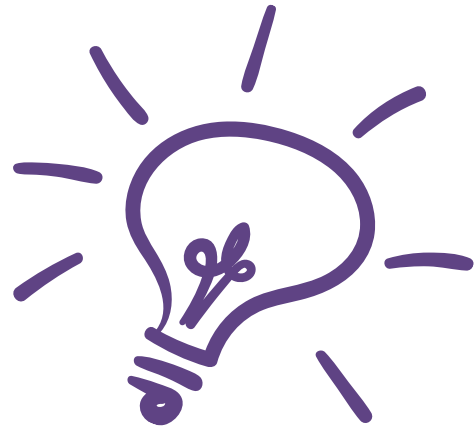


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Sometimes its hard to think of what to do for your fundraiser, so here are some ideas that can point you in the right direction to making your own...

- Karaoke night
- Fancy dress for a week
- 5k, 10k, 20k run
- Fun Run
- Zumbathon
- Cake sale
- Dress down day
- Pyjama day
- Street Party
- Silent day
- 24-hour challenge
- Fancy Dress Party
- Halloween Party
- Skydive
- Sponsored walk
- Clothes Swap
- Office Olympics
- Baby picture competition
- Shave your hair off
- Skipathon
- Tombola
- Auction
- Cinema event
- Eating competition
- Face painting
- Games night
- Quiz



- Give something up
- Marathon
- Name the... (bear)
- New Years Eve Party
- Office Collection
- Sweepstake
- Raffle
- A year of achievements
- Zip wire
- Car wash
- Talent show
- Bingo
- Sip and Paint night
- Blue Vs Red - Which team can raise the most
- Treasure hunt
- Waxing
- Cold water plunge

THE LEGAL STUFF



Reg Charity No. 227794

Planning your own fundraising event can be daunting, so we have created a list of things to think about to make sure you have an event that is fun but also safe and legal.

EVENTS

For big events and/or ones held in a public area, we recommend you follow these guidelines:

- Make a Health and Safety check sheet and list any potential hazards that can be averted. For extra precautions you could also get into contact with your emergency services for advice. If you are holding an event at work then you will need to make sure that you follow the Health and Safety at Work act 1974.
- Make sure you have all necessary licences, we have given you a list further down of some of the most regularly needed. Licences can take a long time to be accepted, so make sure that you apply for them a few months in advance to avoid any disappointment.
- You will need to contact your local police in advance of your event if it could obstruct any public roads.
- If there are any children under the age of 18 at your event you need to make sure that they are looked after appropriately and have permission to take part by their parents or guardians.

FIRST AID

If you are running an event then you will need to consider first aid. You can get advice from companies such as St John Ambulance if you require further information. Here are some factors you may need to consider:

- How many people will be attending
- Specific risks to the type of event you are running
- Who will be attending your event (you may need to consider their age and any issues this could present)
- Location and type of venue, and how long it will last.
- What is the predicted weather going to be like. (have a backup plan for if it rains etc.)

LICENCES

We've already mentioned it is important to get licences for certain parts of your event, you can apply for most of these licences through your local council website. These are some of the most common licences you will need:

- Entertainment, including recorded music.
- Supplying alcohol
- Public money collections
- Putting up posters in public areas.
- Holding a raffle, lottery or auction.

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Tel: 01227 373292 Email info@strodepark.org.uk



FOOD HYGIENE

You must be following the Food Hygiene Regulations if you are going to have food at your event.

- If you are preparing food you need to make sure you are following regulations. The Food Standard Agency provides guidelines for preparing, handling and cooking food.
- If you are using a caterer you need to make sure they have and show you a Food Hygiene Certificate and Public Liability Insurance.

RAFFLES AND LOTTERIES

Even if you are not running a lottery you may still need to get a local lottery licence.

- If you would like to hold a prize draw over a long period of time or sell tickets at more than one venue, you will have to purchase a local lottery licence from your council and use a printed ticket that is especially for the draw. Make sure to apply for this in advance as it can take a while for the licence to be accepted and you do not want to be disappointed on the day.
- If you are selling a standard priced raffle ticket and draw the winner before the end of the event you will not need to get a licence.

INSURANCE

It's always better to be safe than sorry so don't forget to cover all bases and get insurance where appropriate.

- If your event involves the public then you will need to get Public Liability Insurance.
- Many venues already have insurance that will cover your event, so check with them first.

COLLECTING MONEY

If you are going to collect money in public areas there are a few things you need to consider first in order to keep safe and be legal:

- If you are going to collect money in a public space then you will need to get a licence from your local council. This will include collecting money in a public space or going door-to-door. Make sure you plan ahead as it can take a few months for your request to be accepted.
- If you are collecting on private property then you will need written permission from the owner.
- You must be over the age of 16 in order to collect money in public.
- Be aware of your personal safety and stick to safe, busy routes if clearly carrying a lot of money.
- If someone confronts you and demands the money do not put up a fight, give them the money, we care more about your safety. However, do report the matter to the police.

YOUR RESPONSIBILITY

It is your responsibility to make sure that all funds raised through your event are delivered to Strode Park Foundation.

- By law you are trustee of funds and therefore in charge of donating the money to Strode Park Foundation.
- It is your duty to inform potential donors if any of the funds you raise will not be paid to the charity.
- We will have to ask you to stop fundraising if you do anything to harm the name and reputation of Strode Park Foundation.



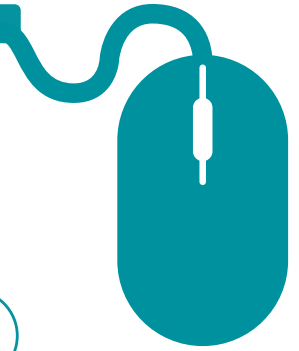
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the world of **ONLINE** fundraising



1

Go to an online fundraising page we recommend [Justgiving.com](https://www.justgiving.com) and search for our charity Strode Park Foundation.

2

Follow their step by step instructions to set up your page.

3

Pick your fundraising target, be over ambitious the further away from your total you are the more likely people will be to donate.

4

Once your page is set up share the link to the page to all your friends and family, this includes sharing it on all your social media pages, email list and through text.

5

Don't forget to follow up with more posts about your fundraiser, this could be a some information about us at Strode Park or re-sharing your fundraising page. Social media feeds can clog up quickly so it is easy for your friends to miss your fundraiser if you only post once, so make sure you share at least once a week till the date of your fundraiser. Even posting pictures afterwards and telling people they can still donate could get a few more donations in.



Strode Park's **SWEEPSTAKE**



Please donate a minimum of £2 for Strode Park Foundation. Write your name in one of these circles below. The winner will receive :

Name



.....

.....

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30

How does the sweepstake work?

- Ask your family, friends or colleagues to make a donation for their entry (minimum £2)
- Get them to pick an available number.
- When you are ready to do the draw, either pick a name out of a hat or use a number/name generator .
- Whoever gets the correct result wins the prize you have decided, and the money will be donated to Strode Park Foundation

Donate money at: www.strodepark.org.uk

I'm fundraising for Strode Park Foundation



My Fundraising
target is

£



www.strodepark.org.uk/donate

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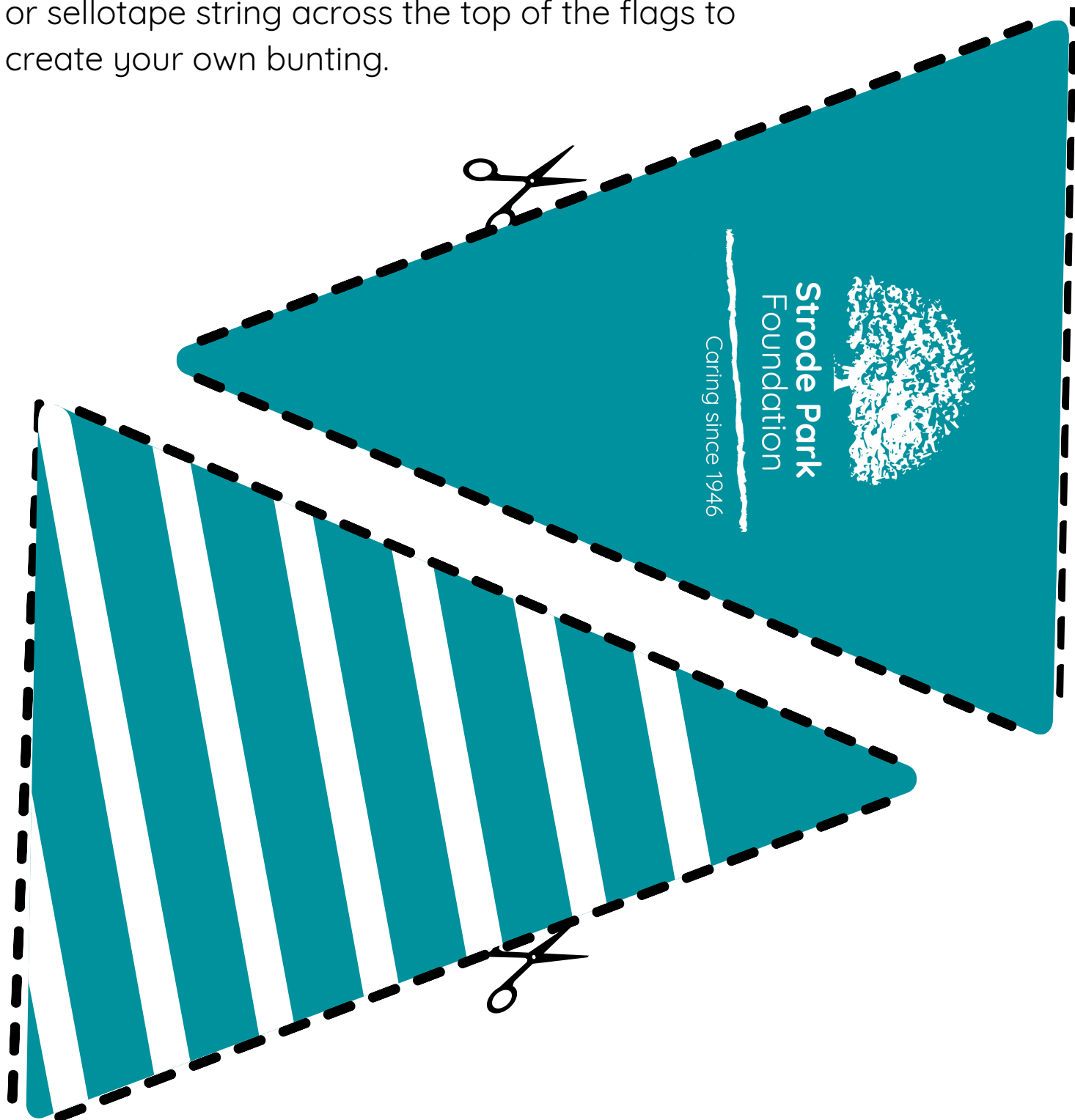


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Strode Park **Bunting**



Print these two sheets out several times till you have your desired amount of bunting. Then glue or sellotape string across the top of the flags to create your own bunting.



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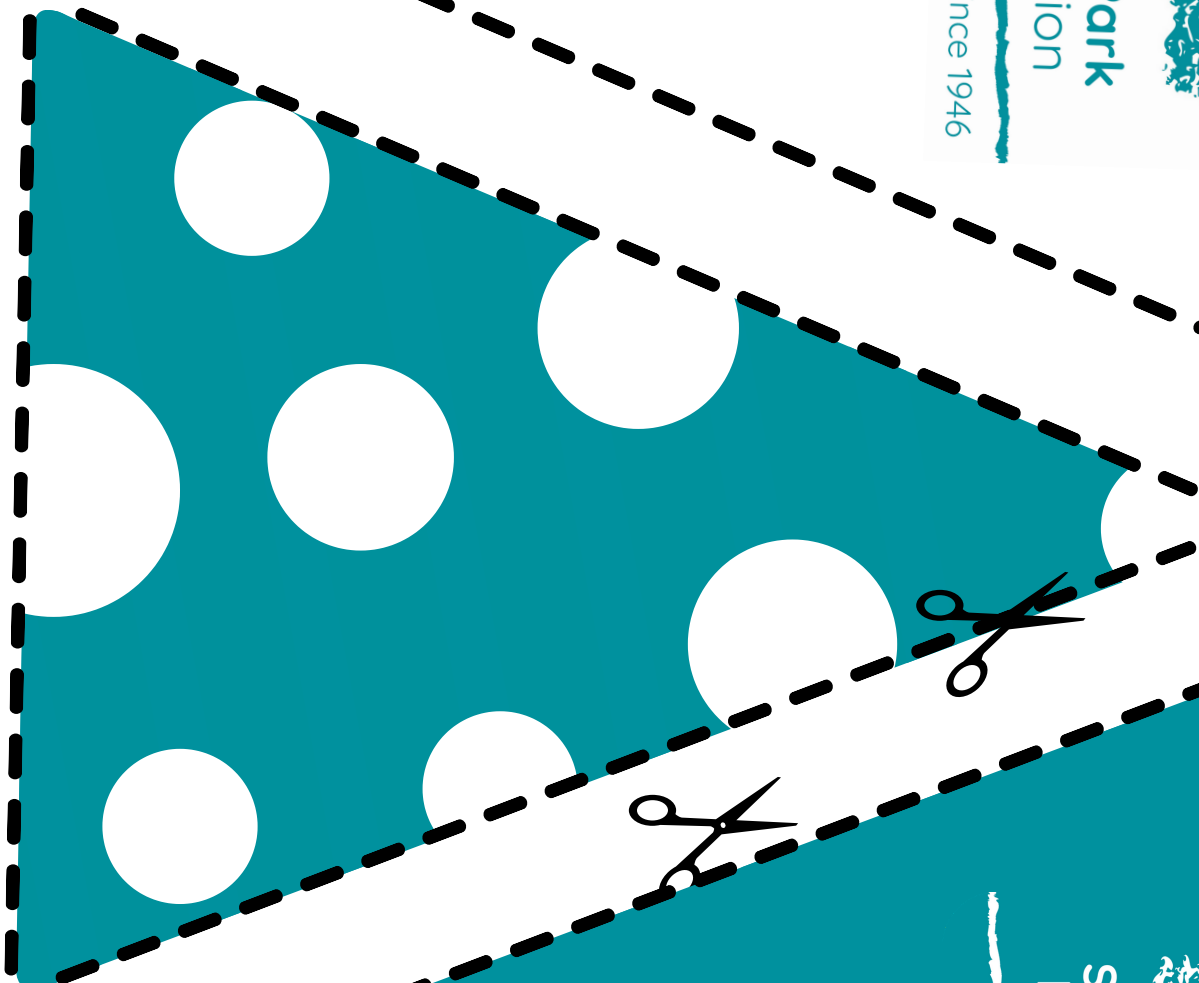
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How will your **money** make a difference?



£35...

could pay for a set of scrubs so we can safely care for residents.



£50...

Could pay for a year pass to the local zoo to help create unforgettable memories.



£150...

Could pay for afternoon tea or a trip to the theatre for our residents.



£200...

could allow us to buy tablets for our residents to talk to family and friends that can't be with them.



£500...

could help us maintain or revamp an area of our residents homes, such as our sensory gardens.

£1000...

could allow us to buy specialist equipment for our residents.

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BIRTHDAY

fundraisers



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A great way to show support for Strode Park Foundation is to pick us as your chosen charity for your birthday fundraiser on Facebook. It's easy to do, when you are coming up to your birthday Facebook will send you a reminder. All you have to do is click this reminder and then search for our charity when it asks who you would like to support. You can then add a personalised message if you would like and share on Facebook.

Birthday fundraisers are a great way to raise money with very little effort from yourself, you will be surprised the amount of people who will donate purely because it is your birthday,



thank you



Thank you for helping Strode Park Foundation by fundraising for us. Through your efforts we are able to continue to provide inspirational care and support for so many children and adults with disabilities across Kent.

We would love to hear your fundraising stories to help inspire other fundraisers, so please do share your pictures on Facebook, Instagram and Twitter pages to inspire others to get involved to raise vital fund. Use the #strodeparkfundraiser so we can see what you have been getting up to.

On behalf of everyone at Strode Park Foundation, thank you!

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