

Fundraising Pack



Registered with
FR FUNDRAISING
REGULATOR

Thank you for your interest in fundraising for ChildHope.



You will not only be raising awareness of the millions of children around the world being denied their basic rights; you will also be raising vital funds for ChildHope. Your support will ensure that children living on the streets or in slums who are subjected to abuse and exploitation can escape a life of poverty and injustice and enjoy a happy and safe childhood.

Your support can make a huge difference and at ChildHope we want to provide you with all the support

we can. That's why we've put together this fundraising pack brimming with useful ideas to get you started. It includes top fundraising tips and event ideas and all important information about the work and the children you will be helping to support.

By fundraising for ChildHope you *really* will help transform children's lives.

Good luck!



Why choose to support us?

ChildHope believes that children should enjoy a safe and secure childhood, but for those growing up in the toughest circumstances, these rights are denied. Born into extreme poverty and violence, they have no protection. These children may live and work on the street, be at risk of trafficking or child marriage, victims of abuse or sexual exploitation, working on rubbish dumps or in contact with the law. Children with disabilities are more likely to be stigmatised, abused, exploited or neglected.

We believe every child has potential. There are strengths within children, their families, friendships and communities. Policies and systems can be

changed, to protect children and give them a better future. We work alongside local partners who have the connections to the children and young people, their friends and families, teachers and wider communities. They bring in-depth knowledge of the environment and culture and in many cases truly unique insight that we could never develop, even after many years.

ChildHope offers a global perspective, connections and knowledge of how to develop strong organisations through training, support and mentoring. Together, [our approach](#) means we deliver high impact [programmes](#) that protect children and transform their lives.

“Today I feel that I am not alone in life. I have started my education. I have a number of friends. It gives meaning to my life. I am a confident girl now who has an aim to achieve in life.”



We believe every child has potential. There are strengths within children, their families, friendships and communities.

ChildHope



It is estimated that there are around 15 million people in the world working as waste pickers on huge rubbish dumps of up to 40 acres in size. Many of them are children.

Linnet's story

“We are living a terrible life. We have no past and we have no future. But if we don't keep coming here, what would we eat?”

In February 2017, in Nairobi's biggest dump site, we met Linnet and her 56-year-old Grandmother Irene. At 12 years old, Linnet had never been to school. She lived in a one roomed shanty with her Grandmother and seven other younger children. Buying food and paying rent had always been a challenge.

They lacked basic household items including beds and bedding and slept on rags and old clothes which they collected from the dump site. Their dire poverty meant waste picking was their only means of survival. After spending 10 hours doing back-breaking work among the toxic fumes, they earned just 30 shillings for each bag filled with recyclable waste – the equivalent of 25p.

Through our partner Pendekezo Letu, we enrolled Linnet into a rehabilitation centre away from the dump

site where she received 10 months of counselling, life skills training and basic education in numeracy and literacy. In January 2018, we enrolled her into formal primary school alongside three of her cousins. Linnet's Grandmother also underwent counselling and later trained on business management alongside 15 mothers who were working on the dumpsite.

Linnet is now in class 6 and aspires to be a doctor. She is doing well at school alongside her cousins. Following start-up funding, Linnet's Grandmother Irene now runs a grocery business specializing in tomatoes and chapattis. She earns between £4 and £5 per day and can feed her grandchildren and provide other basic needs without much struggle. The family has moved into a two-bedroom house, which is more spacious, and they are living a dignified life.

With your support we can continue to help Linnet and many more like her.

Thank you!



Photo credit: Comic Relief



How your support could help

We would not be able to continue our work without your support and generosity. Have a look at how your donations can support vulnerable and neglected children worldwide.

£20 could buy a full school uniform for one child in primary school (pair of shoes, sweater, tunic and blouse) in Kenya.

£30 can provide girls in Ethiopia with sports and games kits.

£84 can provide lunch for a school week for a class of 30 children in Bangladesh who are now in school instead of working on the dumpsite, and for whom often this is their only meal of the day.

£134 can provide a teenage girl, at high risk of becoming pregnant, with hairdressing training, supplies and a loan to set up her own business in Kenya.

£250 can provide 17 vulnerable girls in Sierra Leone with a year's worth of counselling.

£500 can equip a day centre in Bangladesh with toys and early learning materials essential for a child's development.

£840 can cover the cost of a year's running water in a centre set up for street children in India.

£1,000 can provide a year's education including school fees and materials for 30 street and working children in India.

£2,000 can buy new school bags for 400 street children in Nepal.

£3,000 can provide a year's educational support to 100 children who have survived early marriage in Ethiopia.

£6,000 can provide school uniforms, text books and scholastic materials to enable 100 girls in Kenya to attend school for 1 year.



A



Fundraising Ideas



Z

Organising a fundraising event is a wonderful way to help us transform the lives of children worldwide. The choice is endless as to the type of event you might like to run; from sponsored cycles and runs to football tournaments, quiz nights and concerts. We've put together this handy **A-Z of ideas** to choose from, or you can think up your own!

- A**uction of promises Try to get people to donate a promise of their time, use of their belongings, or to donate a gift. You can even ask people to donate themselves and auction them as 'slaves for the day'.
- B**ungee Jump Sponsor a friend or colleague to take a [jump](#) of a lifetime, or better still, do it yourself!
- B**ring a pound to work day Simply ask all your colleagues to bring just a pound to work in aid of the charity, then collect together the money and send it to us.
- C**ricket match Have a knockout contest and charge people to join a team. Charge admission to all your spectators and sell refreshments.
- D**inner dance Have a good band and good food and charge a good price. Organise a raffle and/or an auction.
- E**xpert seminar Use an expert or well-known personality, who is prepared to donate their time to give a talk or performance. Charge admission, have a break to sell refreshments and an auction of a signed book or autograph.
- F**ashion show Ask a local store to put on a show in conjunction with your company.
- G**ladiators Have a company fun day and charge teams to take part in a competition Gladiators-style knockout league.
- H**alloween ball Sell tickets to a fancy dress Halloween Ball.
- I**nternet Next time you search online use Everyclick – a search engine raising money for charity. Sign up here www.everyclick.com/childhope
- J**ust a minute Have a sponsored game show with – no repeating, hesitating or deviating. This could double up as a presentation training exercise!
- K**araoke evening Ask a local pub to host one for you and charge people to get in or take part.
- L**unch money Ask all your colleagues to bring in sandwiches for their lunch and donate the money saved.
- M**asked ball Everybody wear a mask of their choice. Have a competition to guess who's who.
- N**ight in for the charity Stay in for an evening and donate the money saved.
- O**utward bound weekends This is the perfect way to promote team work within your company while raising money.
- P**arty Party the night away, inviting everyone you know – charging double for those not in fancy dress!
- Q**uiz night Organise a quiz night at your local pub or community venue charging a small entrance fee.
- R**un [Get fit](#) and raise money at the same time – from 5K to a marathon and collect as much sponsorship as you can.
- S**ponsored event [Swim](#), slim, head shave – ask your colleagues and friends to raise sponsorship money for you in a fun way.
- T**reasure hunt A challenging and fun way to raise money.
- U**niversity challenge Collect together teams who attended the same or nearby universities and hold a challenge to see which university comes top.
- V**ariety show Round up your talented friends and tread the boards, charging for admission of course.
- W**ine tasting Invite an 'expert' or local wine dealer to bring along a few cases of wine and donate some of the proceeds of his sales.
- X**-Factor party Or any other themed evening with fundraising top of the menu of course.
- Y**ummy cake sale It's an oldie but a goodie, bake some tasty treats to sell to work colleagues, friends and family.
- Z**... Your own fundraising idea beginning with Z!

How to get started!

Organising an event

When deciding on your fundraising let your creative juices run wild and have fun. If you do decide to organise your own event, planning is key and here are the big questions to consider:

Where? Can you do it in a free venue like your home, school or community centre or will you need to hire somewhere? If you do have to hire somewhere don't forget to mention, it's for charity and maybe they'll provide it free of charge or at a discount. Also think about the size - you don't want it too big so it's half-full but you want enough space for all the people you want to invite. If you're organising your own sponsored run, walk or bike ride have you checked the route?

When? Think about the type of event you are organising and when it might be best to hold it - a party will be better at the weekend for example. Make sure it doesn't clash with any big events (e.g. the World Cup) or use this to your advantage. Why not think about holding your event or asking for sponsorship after pay day when people are more likely to have spare cash?

Who? Think about all the different groups of people you know and who you want to invite and remember to give them plenty of notice - the more people the better! Also consider if you need to ask anyone to help you with organising the event.

Create your own online fundraising page

If you've decided to take part in a [sponsored event](#) like a run or bike ride or organise your own event then setting up your own page is a quick and easy way to fundraise. By using services such as [Justgiving](#) and [Virgin Giving](#) you are able to create your own personalised page onto which supporters can donate safely and tax-effectively. To make things even easier they transfer the money you raise directly to ChildHope, so other than setting up the page and telling friends and family about it that's all you need to do.



Spreading the word

Enlist the support of friends and family

Email your friends, family and colleagues about your challenge, what you're doing, why you're doing it and ask them to support your efforts by coming along or donating through your online fundraising page or to you directly.

Spread the word on social media

Try putting social media platforms such as Facebook, Twitter, YouTube, blogs and more to good use by using them to [raise awareness](#) of your event and to encourage people to support you by sending out information and links to your fundraising page. It's also a great way to stay connected with your sponsors and an opportunity to highlight how important your fundraising is.

Face-to-face is best

It's not easy for someone to say no if you're standing in front of them, that's why face-to-face is still one of the most effective ways to fundraise. So why not get out there and talk to people and tell them about your event, or if you're looking for sponsorship ask for their support using your ChildHope sponsorship form. Always carry one with you; you never know when you might meet a potential supporter.

Make work, work for you

Why not approach your employer and ask if they can support you either matching all or part of your fundraising total or by sending a personal email to all staff asking them to support you.

Gift Aid

Don't forget to ask about Gift Aid. Any donations made by a UK tax payer are eligible for Gift Aid increasing the value of their donation by 25%. Online giving sites like [Justgiving](#) claim this automatically where possible but anyone making a cash or cheque donation will need to fill in a Gift Aid declaration form - which we can supply.

We're here to help

These are just a few different ways to get your fundraising started. We have a wide range of ChildHope materials to use at an event and to help you spread the word online. Visit our website www.childhope.org.uk to download these. If you have any questions at all about ChildHope, fundraising or would like more advice on anything mentioned in this pack please do not hesitate to contact the fundraising team, on 0203 559 6507.





The Legal Stuff

We want you to really enjoy your fundraising experience so it's important to remember that fundraising is subject to some laws and legislation. So here is some information to make sure your fundraising is safe and legal.

Collections

To collect money in a public place (e.g. on the street) you need a license from your local authority. For your own safety we do not recommend door to door collections. If you plan to collect money on a private property such as a supermarket you must obtain permission from the owner. Anyone under 16 must be accompanied by an adult.

Raffles and Lotteries

There are many regulations surrounding lotteries so please check with your local authority for clarification, ask the Institute of Fundraising (www.institute-of-fundraising.org.uk) or check with the Gambling Commission (www.gamblingcommission.gov.uk) before going ahead.

If you are planning a small or private raffle/lottery at a fete or party you do not require a license as long as the tickets are sold on location and the draw takes place at the event. But if you are unsure please check.

Health and Safety

When organising an event please do take advice about health and safety as ChildHope cannot accept liability for any loss, damage or injury suffered by you or any one at your event. If you are unsure of your requirements contact The Health and Safety Executive (www.hse.gov.uk) before your event. Also, for information about First Aid you can contact your local branch of St John's Ambulance. www.sja.org.uk

If you plan to have food at your event please make sure you adhere to all food hygiene regulations when preparing, storing and cooking food. For further information please contact the Food Standards Agency www.food.gov.uk

Alcohol and Entertainment

If you are having alcohol and/or entertainment at your event, make sure you check the venue is correctly licensed (pubs, bars and restaurants should be fine); if it isn't you will need to contact your local council to apply for a temporary license.

Safeguarding Children

When planning your event please remember to consider the needs of children who may be attending. Any fundraiser under the age of 18 should have the permission of their parent or guardian to take part. All adults have a responsibility to protect children.



From everyone at ChildHope
thank you again for deciding
to support our work and good
luck with all your preparations
and fundraising.

ChildHope



Fundraising rules

Fundraising

1. You agree to organise fundraising activities as an independent supporter of ChildHope UK. You should therefore refer to raising money “in aid of” ChildHope, rather than on ChildHope’s behalf.
2. You agree that you shall comply with any instructions or guidance provided in this pack relating to your fundraising activity.
3. You will be responsible for any costs, taxes or expenses incurred or arising in connection with your fundraising activity.
4. You may only use the branded promotional materials made available on our website for your fundraising activities. Outside of these, you may only use the ChildHope name and logo for your fundraising activities with our written consent and in accordance with our Brand guidelines. To apply for permission, you will need to let us know how you propose to use the ChildHope name and/or logo on your own materials by emailing info@childhope.org.uk, and provide us with examples and/or samples of such use if we request it.

Sponsorship Money and Donations

1. You agree to pay all proceeds raised by your fundraising event to ChildHope as early as possible after the event (and subject to any agreed timescale), and in accordance with ChildHope’s instructions. You may not deduct any costs unless otherwise agreed with ChildHope.
2. You shall encourage donors and/or sponsors to make gift aid declarations where eligible, which may enable us to recover basic rate tax on such donations. Further information about the Gift Aid scheme can be found in this fundraising pack.

Use of Personal Data and Consent

1. If you provide ChildHope with your information to discuss your fundraising activity, we will only use it for this purpose and to follow up on your progress.

2. Your personal information may also be used for the purposes of sending communications to you where you have confirmed that you would like to receive further information about the charity’s work or when signing up to our newsletter.

3. All personal data held by us will be handled in accordance with applicable privacy laws and ChildHope’s privacy policy which can be found at <https://www.childhope.org.uk/privacy-policy/>

Content

1. If you provide photographs or videos taken during your fundraising activity to ChildHope, you agree that these may be used by ChildHope for commercial and/or fundraising purposes. By sending these to us, you are also confirming that anyone featuring prominently in the photograph or video is aged 16 or over, and that they have consented to their image being used in this way.

Liability

1. You accept that any risks arising out of your fundraising activity are your responsibility, including liability for any injury or loss which may occur to you, your helpers or guests. You will therefore take all reasonable precautions to protect the health and safety of all those participating in, involved with or attending your activity.
2. You will comply with any applicable laws and regulations relating to your fundraising activity, including obtaining any necessary licenses, consents or permissions e.g. if you are holding a raffle or lottery, or are proposing to sell alcohol.
3. You acknowledge and accept that ChildHope’s insurance policy will not cover your fundraising activities.
4. You will not do anything that threatens ChildHope’s reputation or name. If you do, ChildHope has the right to ask you to stop your fundraising activity immediately.



What to do after your event?

You've put in all the hard work and organised a fantastic fundraising event for ChildHope but what next?

Saying Thank You

Firstly, don't forget to say a big **THANK YOU** to everyone who took part in your event, sponsored you or helped organise it. Let them know how much you raised and how much their support has helped ChildHope.

Paying ChildHope the money

When you've collected and counted all the money you've raised there are several different ways in which you can pay all proceeds raised to ChildHope.

Write a cheque payable to ChildHope UK and send it (along with any sponsorship forms) to:

ChildHope
The Green House
244 - 254 Cambridge Heath Road
London
E2 9DA

Or you can transfer the money directly to our bank account or use our online donation facility on our website www.childhope.org.uk.

Our bank details are:

CAF Bank Ltd
Account Name: ChildHope UK
Account Number: 00017490
Sort Code: 40-52-40

Let us know about it

And finally, please tell us about it! We love to hear all about your fundraising efforts, so please **tweet**, post on **Facebook**, **Instagram** or **email us** with your story and photos. You never know, you may be featured on our **website** or in our next newsletter. *We can't wait to hear from you!*

I, _____, am raising funds to support the vital work of ChildHope: protecting thousands of vulnerable children around the world from harm and abuse and supporting them to build a better future.

giftaid it

If I have ticked the box headed Gift Aid, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Full Name	Home Address (Don't give your work address if you are Gift Aiding your donation)	Postcode	Email Address	Amount (£)	Date Paid	Gift Aid <input checked="" type="checkbox"/>

Full Name	Home Address (To claim Gift Aid we need your full address and postcode)	Postcode	Email Address	Amount (£)	Date Paid	Gift Aid <input checked="" type="checkbox"/>