

Fundraising guide



Fundraising for Platform 51

This fundraising guide will help you raise money for Platform 51 and give you ideas and practical advice to make any event you organise a success. Fundraising for Platform 51 can be lots of fun: you may meet new people, learn new skills and perhaps even get your picture in the papers. We hope you'll have fun at your event and be proud of what you've achieved, knowing you'll be making a huge difference to the lives of girls and women.



Women today face problems that are often subtle or misunderstood. Despite shifts in attitude and changes in the law, women are often unheard, isolated and face discrimination. Platform 51 supports girls and women to take control of their lives. Girls and women are at the heart of all we do. Our activities, services and campaigns are about things they need and want. We give them a platform to have their say and challenge discrimination.



How the money you raise will help

£20

means a girl or woman could get one-to-one counselling. She can talk through her problems and get advice and information

£50

means a girl or woman could attend a course on parenting, sexual health or coping with anxiety

£100

could pay for a Platform 51 tutor to run an eight week course for women with learning disabilities about health, life choices and the right to say 'no'

£1,000

could allow us to work with a woman just released from prison, encouraging her with advice, support and training to prevent her re-offending and help her find a job



For girls and women living in poverty, every penny counts. No matter how big or small your event, or how much money you raise, your support will make a difference.





The possibilities are limitless, but here are a few ideas to get you going

Be a good sport

Take part in a running event; do a sponsored walk or cycle; hold a swimathon; organise a sports tournament and charge an entry fee; have a ceilidh or salsa dance evening.

See our events page at www.platform51.org/supportus/fundraising for more information



Get cooking

Sell homemade cakes or lunches; cook a meal and get family and friends to donate instead of paying for a meal out (for help with this see

www.dinner4good.com/platform51).

Quizzes and games

Approach your local pub to see if they would put on a charity pub quiz night; hold a quiz at work between different departments or offices.

Dress up or down

Organise a black tie ball; host a fancy dress party with a prize for the best costume; have a non uniform or casual clothes day at school or work.

Be a trend setter

Hold a fashion show – you could go green and make your fashions out of recycled materials.

Get up on stage

Hold your own X Factor or karaoke competition, a stage show, or a variety performance; organise a battle of the bands contest; get a guest speaker to hold a talk.



Give it up

Get people to sponsor you to give up a favourite food or activity for a set time; or, if you're well known for being loud, challenge yourself with a sponsored silence!

Be silly

Get sponsorship to do something ridiculous – how many hats can you wear at once? You won't know until you try...

You've got to be in it to win it

Organise a treasure hunt, sweepstake, raffle or bingo night.

Shake it

Organise a street or supermarket collection (there are rules about this so please contact us for advice first).

Bring and buy

Collect unwanted items from family and friends to sell at a jumble sale, car boot sale or on eBay; or get arty and sell your homemade crafts at a craft fair.



Platform 51 supporters Helen Davies and Alison Bailey

Helen raised over £1,000 for Platform 51. Here's how she did it:

"I took every opportunity to tell people about the event and ask for sponsorship - I even got donations from people I wouldn't have expected!"

use your imagination and come up with something we haven't thought of!

If you need advice, support or ideas email supporters@platform51.org or call us on 01865 304205



Planning your event

Do you need to recruit some help? You could ask your friends or family to form a team to help you out, or get your community group on board and make it a joint effort.

You'll need to make a budget to make sure that your event will raise more than you spend. Try to make contingency plans in case something goes wrong - if you're holding an outdoor event, try to arrange an indoor venue you could use if it rains.



Start spreading the news

Tell people about the event. The more people who know about what you're doing the more potential supporters you'll have.

You could ask:

- friends and people you know from school, university or clubs that you're part of
- family, neighbours and people they know
- your employer, colleagues, customers, suppliers, or other branches or offices
- other people you have a connection with.

Putting up posters on local notice boards or leaving messages on your work intranet might help generate extra interest.

If you have a blog, or if you use social networking sites like Facebook, MySpace or Twitter, you can use them to let people know how you're getting on, or set up a group to invite them to your event.

Hit the headlines

If you want extra publicity to get people to attend your event or sponsor you, try contacting your local media. Local papers are always looking for stories about people in their area and if you're doing something for charity they might want to write an article about it.

Local papers usually have "what's on" pages as well, which give details of events that are happening in the area. If you want to attract members of the public to your event, it should be quite easy to contact your paper and ask them to include it in their list.



A little extra help

You could ask local businesses such as pubs, shops and restaurants or your work suppliers to sponsor you or donate a gift in kind. Would your local shop donate a bottle of wine or a box of chocolates for a prize?

Find out if the company you work for has a matched giving scheme. Some companies will match the funds you raise for charity - this will double your total!

Getting sponsorship

■ If you're doing a sponsored event, we can supply you with sponsorship forms, or you can download them from our website.

■ When sponsors decide the amount they're going to pledge, people will often follow the lead of the person in front of them on the form, so try to ask somebody generous first! You could even have two sponsorship forms, one for people you think will give larger amounts and one for people who will give smaller amounts.

■ Platform 51 has an account with justgiving, which is a very easy to use and cost-effective way to raise funds online:

■ It allows you to securely collect sponsorship from your friends, family, work colleagues and anyone else, inside or outside the UK, by making a secure payment with a credit or debit card.

■ You may find that people are often more generous when supporting you online!

■ justgiving automatically reclaims Gift Aid on all donations from UK taxpayers, making your sponsorship go even further.

■ The money you raise is transferred automatically into Platform 51's bank account, so you don't have to do anything.

■ Through justgiving you can send an email to everyone you know which includes a link directly to your fundraising page so they can start donating immediately.

■ Your fundraising page will show a current total of how much you've already raised and how much you've got left to go.

If you decide to fundraise for Platform 51, please contact us on 01865 304205 or email supporters@platform51.org. We may be able to give you extra advice, ideas and resources for your event.



Check out our justgiving page: www.justgiving.com/platform51 to see what it's all about and to create your own page



Keep it legal

There are several things you need to consider if you're planning an event. Here are some things you might need to think about:

- **getting permission:** if you're going to be fundraising in a public place or on private property, you'll need permission from the council or the owner of the property first
- **health and safety:** don't do anything dangerous. You'll need to comply with health and safety legislation to make sure that no-one gets hurt
- **first aid:** depending on the nature of your event, you might need to have dedicated first aiders and equipment
- **food and drink:** if your event involves preparing food you need to make sure it's prepared according to food hygiene regulations. If you're planning to sell alcohol you may need a licence
- **gambling regulations:** raffles and lotteries have codes of practice which you will need to follow
- **data protection:** if you are collecting people's personal information or taking photos, you will need to consider data protection rules
- you may need to take out **insurance** for some events
- children should not collect money from strangers, and nobody under the age of 16 is allowed to collect money from members of the public.

The Institute of Fundraising's How2fundraise website has lots of information to help your fundraising event stay legal and safe:
www.how2fundraise.org/fundraising-know-how/legal-insurance

**Please contact us
if you need help or
advice**



Get the tax man to give too!

Gift Aid raises extra funds for our work without costing you or your sponsor anything. It is a really important source of extra income for us because we receive **an extra 28 pence from the Government for every pound you raise**. All you have to do is ask your sponsors to tick the Gift Aid box on your sponsorship form or fill in a Gift Aid declaration form.

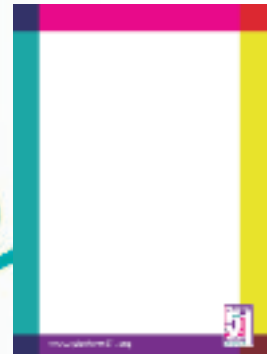
The donor must be a UK tax payer and note their name and address to be eligible for Gift Aid. Gift Aid can be claimed on donations but not payments (for example, a raffle ticket or entry fee would not count as a donation so we wouldn't be allowed to claim Gift Aid). For the rules on Gift Aid, see our fact sheet on Gift Aid for fundraisers. Please make your fundraising go further by helping us claim Gift Aid wherever you can.

giftaid it



Publicity materials

If you need posters or leaflets to help you publicise your event, we have some blank ones you might want to use. Please contact us if you'd like us to send some. You could ask to put some up in your local library, or on shop noticeboards or windows. We may also be able to send T-shirts and short films about our work on DVD.



It's important that we send out consistent messages about who we are and what we do. Any fundraising or publicity materials you produce should make it clear that you are fundraising in aid of Platform 51, but that you are not a representative of the charity. To reassure people that their money is going to a legitimate cause, please include the following statements:

All proceeds will go to Platform 51

Platform 51 is the operating name of YWCA England & Wales which is a registered charity, number 217868

Platform 51 supports girls and women as they take control of their lives

Please contact us if you would like to use our logo



On the day

Stay calm and have fun! Try to get someone to take photos so you have a record of the event. We'd love to see them, and with your permission we might put them in our supporter newsletter or on our website.



Send in your funds



You can give the funds you raised to Platform 51 by **cheque** or **postal order** (made payable to Platform 51), through your **justgiving** fundraising page, or by **credit card** on our website. Please don't send cash through the post. If you're sending a cheque or postal order, remember to include an event form or covering note so we know it's from you.

Please send in the money you've raised as promptly as possible after you've collected it so that it can start helping straight away! Don't forget to include your sponsorship or Gift Aid form so we can collect the Gift Aid on your donations as well.

More information and ideas

Get in touch with us if you need more information and advice about fundraising for Platform 51. You can contact us at:

Supporters' team
Platform 51
Clarendon House
52 Cornmarket Street
Oxford
OX1 3EJ

☎ 01865 304205

✉ supporters@platform51.org

🌐 www.platform51.org/supportus/fundraising



See the Institute of Fundraising's online guide for lots of great ideas and tips for successful fundraising:
www.how2fundraise.org

If you do decide to fundraise for Platform 51, thank you. We wish you the best of luck and look forward to hearing from you soon!



Platform 51 is the operating name of YWCA England & Wales
YWCA England & Wales is a registered charity, number 217868 and a company limited by guarantee number 137113
Platform 51, Clarendon House, 52 Cornmarket Street, Oxford, OX1 3EJ
E&OE YWCAFG 0210

