

PACK FUNDRISING



Building
stronger
families



@family_action

facebook.com/familyaction

instagram.com/family_action/

www.family-action.org.uk

Thank you!

Just by opening up this pack you've taken the first step to doing something amazing for families across the country.

From bake sales to marathons, every penny raised helps build better and brighter futures and we're here to support your fundraising any way we can.

Inside are tips and tricks to make the most of your efforts, as well as some ideas you might not have thought of!





About Us

No matter the challenges they face, Family Action is here to support families and help them build a brighter future.

We do this by providing emotional, practical and financial support to families through over 130 community-based services.

All families have their share of problems, from debt and poverty, to mental ill health, domestic abuse, or being a young carer.

Without the right support these problems can escalate, and result in crisis and families being torn apart.

We give families a place to turn, and a helping hand to tackle the problems they face today, and build a brighter future for tomorrow.

Your support can turn lives around, helping families work through the problems of today and avoid the problems they might face tomorrow.

“Life is a lot better now than back then. I’m feeling really positive about the future and although it’s been a long journey, Family Action has got me and my children back on track as a family.”

£15

Could fund an outing to the park or to a museum for a vulnerable young person with their volunteer mentor

Could fund a group support session for new mums suffering from post-natal depression

£100

£320

Could give a grant for basic home essentials helping a family forced to flee domestic violence to get a fresh start

Could pay for eight weeks of post bereavement support for a young person after the death of a parent or relative

£570

Getting Started

No matter what your fundraising goal, having a plan and starting early are two key steps you can make to make your fundraising as successful as possible.

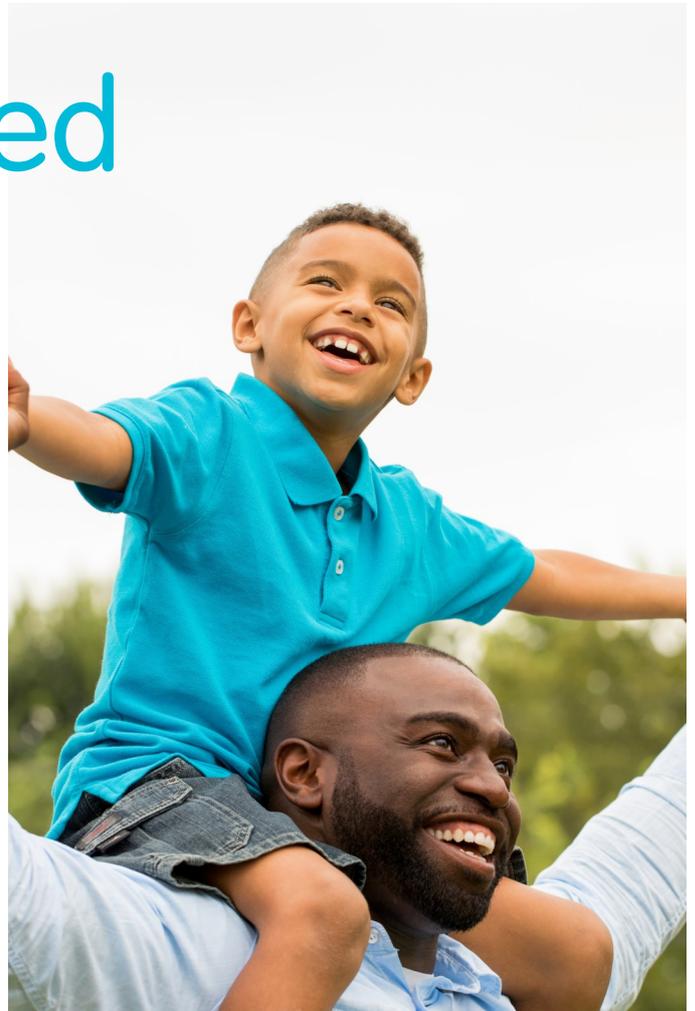
Go Digital

Setting up an online fundraising page is a super simple way to spread the message of your fundraising and easily spread the word to your networks.

We recommend setting up a page with [JustGiving](#) or [VirginMoneyGiving](#).

There are a number of things you can do to make sure your page is as effective as possible:

- Include a fundraising target
- Personalise it, add photos and the story of why you're raising money for Family Action
- Add a link to your page in your email signature—an easy way to get seen by your whole network



Make a plan

If you're raising money for an event with a minimum fundraising goal—planning is key. Break your target down into chunks, either by date or activity and the whole thing will feel much easier.

For inspiration, [see our how to raise £500 guide](#).

Keep in touch!

We love to see what you're up to and share your efforts with all our supporters—Tweet us @Family_Action or find us on Facebook

Bright Ideas

There are hundreds of ways to successfully raise funds, from the more traditional bake sales and fun runs—to the wild and daring. Bath in baked beans anyone?

No matter what your interests, there's a fundraiser for you. Why not try some of our favourites.



Host Your Own

Holding some kind of event is a great way to bring people together and raise valuable funds for Family Action. Think of the activities you and your friends, family or colleagues enjoy and create your own version.

Whether this is a night of cocktails and dancing in a local bar, a quiz in your local pub, or just a night in movie marathon. Often you can get cheap or free room hire in return for your custom and the rest is up to you!



Raise While You Shop

It couldn't be easier to fundraise while doing your everyday online shopping. Sites like [easyfundraising](#) and [Amazon Smile](#) will pay a percentage of your purchase back as a donation, at no extra cost to you.

Make A Personal Ask



Your network are much more likely to support your fundraising efforts if they understand your reasons for supporting Family Action. Share why you're supporting families, and the personal story of your event or fundraiser and you're sure to gain lots of support.

Fundraising A-Z

A

Auction, afternoon tea, art class

J

Jewellery sale, jumble sale

S

Sweepstakes, sponsored silence, swear jar!

B

BBQ, Bake off, Bring and buy sale, bingo night

K

Karaoke night, knitting club

T

Treasure hunt, talent show, tug-o-war

C

Cocktail event, car wash, car boot sale

L

Lunch party, ladies night, loose change collection

U

Unwanted gifts, University Challenge

D

Dinner party, dog walking,

M

Movie marathon, murder mystery night, makeovers/ manicures

V

Volleyball match, Valentines party, vegetarian night

E

eBay selling, Easter Egg hunt, exercise class

N

Non-uniform day, name the bear

W

Wine & Cheese night, Walks, 'Who's that baby quiz?'

F

Film night, five-a-side tournament, fancy dress day

O

Office Olympics, odd jobs, open garden

X

Xmas cards and crafts, X-factor night

G

Games night, give something up, golf day, garden party

P

Poker night, paintball, pancake day party

Y

Yellow clothes day, yoga class, yes day

H

Hair shaving/waxing/dying, Halloween party

Q

Quiz night, quit smoking

Z

Zumbathon

I

Indoor rowing, international food night

R

Raffle, race day, roller disco

Keeping it Safe and Legal

We're really grateful for your efforts, but unfortunately we're not able to be responsible for organising, supervising or hosting your fundraising events so we've put together all the info you need to stay safe and legal while fundraising for us here. We recommend you complete a risk assessment before holding an event to identify any potential hazards so you can ensure you've put in place measures to keep people safe.

Collections

You need a permit to collect money in a public place such as the street, door-to-door, which can be granted your local authority or Metropolitan Police. In private locations like pubs, or shopping centres you'll need to seek permission from the business owner.

Lotteries and Raffles

If you've decided to hold a raffle, tombola, or lottery as part of your event or fundraising, please look at the guidance provided by [The Gambling Commission](#) as there are a number of rules you'll need to follow and you may need a licence.

Selling Alcohol and Live Music

If you plan to sell alcoholic drinks or have live music playing at your event you will also need a licence. These licences may be included in any room hire you have but always check if this is the case.

Food Hygiene

Whenever food is served at an event, you should ensure there are adequate facilities to prepare and serve it safely. Food handling procedures should also ensure safe storage, display, and avoid exposing food to risk of contamination. Food handlers must also receive adequate training and supervision.

Public Liability Insurance

Family Action can't accept any liability or responsibility for anything that might happen to people or property as a result of your fundraising. If you're planning an event that involves the general public then you will need public liability insurance in case of injury or accident. This may be included in any room hire but please confirm this with the venue and check what is and isn't covered.

Children

If children under 16 are involved in fundraising in any way, please make sure that they have permission from a parent or guardian and that they are properly supervised by a responsible adult. Children should never approach strangers about fundraising.

Publicity Materials and Logos



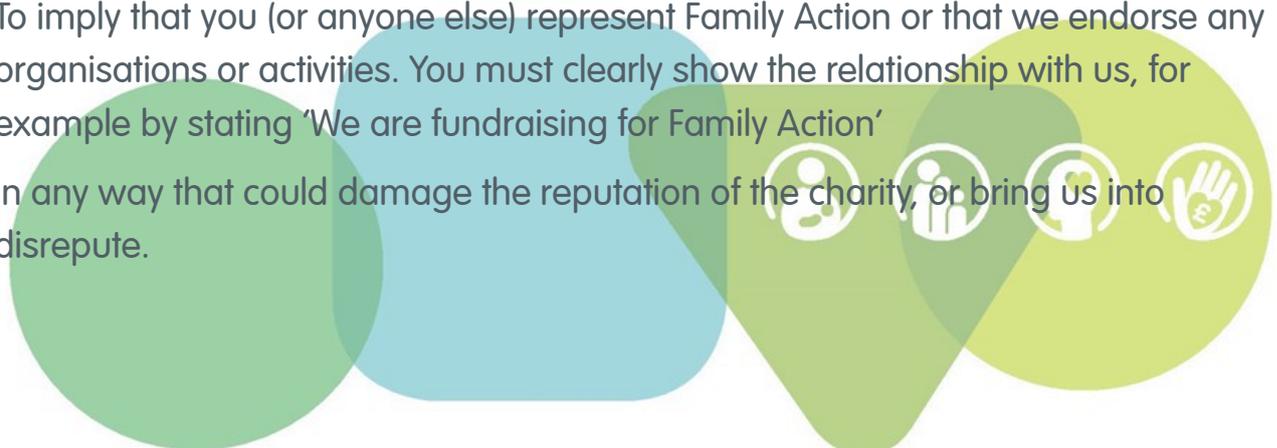
When you're writing about your fundraising, or promoting it on any materials, you should always include our charity number and use the wording below:

'In support of Family Action, Registered Charity Number: 264713'

Our logo can only be used to fundraise for Family Action. For a high resolution copy of our logo and advice on where it can and can't be used, please get in touch.

When not to use our brand or logo:

- For personal gain, any commercial purposes, to advertise or sell any products or services, or to promote a business.
- On any merchandise that will be sold or exchanged as reward or incentive.
- To imply that you (or anyone else) represent Family Action or that we endorse any organisations or activities. You must clearly show the relationship with us, for example by stating 'We are fundraising for Family Action'
- In any way that could damage the reputation of the charity, or bring us into disrepute.



When all is said and done...

Paying in your fundraising

There are several ways you can pay in any fundraising received offline, and sending it directly to us is the best way to avoid us paying extra fees! If you have an online fundraising page you can add it as an offline total after paying it in to us so you can still see your full fundraising total.

Online Payments:

You can pay in money using credit/debit card by visiting our website at www.family-action.org.uk/donate. Just let us know you're paying in by selecting 'Other' when asked for your donation reason and write in.

Bank Transfer:

You can pay by bank transfer to our Coutts & Co bank account, please pay to **Family Action**, Account number: 02180324, Sort Code: 18 00 02.

Cheques and Giving Vouchers:

Please do not deposit vouchers like CAF Account Vouchers at the bank as they are not able to process them, send them to us, along with any cheques to Fundraising, Family Action, 24 Angel Gate, City Road, London, EC1V 2PT— don't forget to let us know who you are when you send in vouchers or cheques so we can allocate them to your fundraising.



Thank you!

By fundraising for Family Action you're changing the lives and futures of children and families up and down the country, giving them a helping hand to tackle the problems they face and become a stronger family—and we think that's a pretty awesome thing to do!

If you have any questions, queries, or just want to chat about your fundraising—we're all ears!

Give us a call on 020 7241 7639 or email fundraising@family-action.org.uk