



Building stronger families



Family Action

Fundraising Pack



About Family Action

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 more than 60,000 families every year through over 160 community-based and national services.

Many families face pressures, 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, tearing families apart.

Your support can turn lives around, helping families work through the problems of today and building brighter futures for tomorrow.

"It's been the worst time of my life, but



Family
Line

thanks to Family Action I can **STAY STRONG FOR MY LITTLE GIRL**".

FamilyLine is our free national helpline that provides support to adult family members on all aspects of family life via telephone, text message and email. People contact FamilyLine for many reasons, whether it's the need for emotional support or practical advice on any aspect of parenting or broader family issues.

Since the start of the COVID-19 crisis, FamilyLine has seen a significant surge in families requiring ongoing support and we are delighted to announce that LV= are supporting FamilyLine over the next three years by raising £900,000!

LV's support means we can reach thousands of vulnerable families by increasing the capacity of FamilyLine and enhancing the FamilyLine service with 3 new ways of supporting parents/carers:

Counselling Service that provides up to 8 sessions of telephone counselling

Befriending Service that will provide a supportive social relationship to those feeling isolated

Mentoring Service providing long-term support to help family members combat the challenges they're facing

Thank You!

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

We're constantly amazed by the inventive and inspiring ways people come up with to fundraise for Family Action. From Zumbathons to fancy dress discos, bake sales to car washes and pamper evenings, whatever you decide to do, we will be there to support you.

Every penny raised will make a significant difference to families in crisis. Over the next few pages, you will find tips and tricks to make the most of your efforts, as well as some ideas you might not have thought of!

Remember, LV will match what you raise*



*Up to £500 as an individual or £1,000 as a team

"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".

£38

Could fund an emotional and practical support session for a vulnerable adult

Could fund eight befriending sessions for a new mother that is feeling isolated

£304

£912

Provides emotional and practical support to 28 vulnerable families through FamilyLine

Getting Started

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

Go Digital

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

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

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!

Share your efforts with all our supporters - tag 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. On these two pages you'll find some of the tried and tested, as well as the more 'out there' ideas:

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, your friends, family or colleagues enjoy and create your own version.



Whether this is a night of cocktails and dancing, 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



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.



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, makeovers

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 or dying, Halloween party

Q Quiz night, quit smoking

Z Zumbathon, Zoom party

I Indoor rowing, international food night

R Raffle, race day, roller disco

Take on a Challenge

Family Action have places available in a variety of national events, including:

London Marathon

The most iconic mass sporting event in the world, run the 26.2 miles past landmarks in London

Date: Sunday 3rd October 2021, London

Reg fee: £100

Fundraising target: £2,000

We have 5 places available, contact Fundraising@family-action.org.uk for more information on how you can take part.



Ride London

Inspired by the 2012 London Olympics, cycle the 100 mile route from London to Surrey and back again.

Date: August 2021, London

Reg fee: £50

Fundraising target: £500

We have 15 places available, contact Fundraising@family-action.org.uk for more information on how you can take part.

Skydive

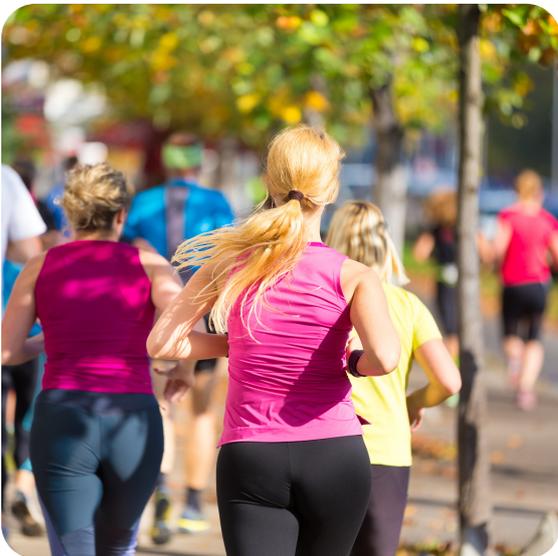
For the thrill seekers among you - take on a tandem skydive from 10,000ft

Date: Date and location to be agreed with participants

Reg fee: £180

Fundraising target: £500

[Click here to find your local skydive centre.](#)



Ultra Challenge Series

Walk, jog or run either a 25 km, 50 km, or 100 km route in iconic British countryside. 14 challenges across the country ranging from the Isle of Wight to the Lake District

Date: Various dates and locations available throughout the year

Reg fee: from £5

Fundraising target: from £245

[Click here for more information.](#)

Race To The Tower

Take on a double marathon over 1 or 2 days in the heart of the Cotswolds!

Date: 5th-6th June 2021, Cotswolds

Reg fee: £39/£59 (one/two day)

Fundraising target: £425

More than 5 places are available for both non-stop and weekender. [Click here for more information](#), or email fundraising@family-action.org.uk



Events Near You

We're delighted to partner with RunForCharity to access over 350 local events across the UK. From 5km runs to obstacle races – we'll have the event for you!

[Click here for more information on events in your local area.](#)

[London:](#) Crystal Palace Half, Spartan Sprint Twickenham, London Supernova

[East of England:](#) Hertfordshire Half, Bedford Autodrome Marathon, Gear 10k

[South East:](#) Oxford Half, Thorpe and Egham Half, Milton Keynes Marathon

[South England:](#) Bournemouth Half, Brighton 10k, Goodwood Motor Circuit 10k

[South West England:](#) Inflatable 5k Bath, Inflatable 5k Exeter

[Midlands:](#) Derby Half, Lincoln 10k, Mudnificent 7

[Yorkshire:](#) Sheffield Half, Leeds 10k, Yorkshire Marathon

[North West England:](#) Chester Marathon, Manchester Half, Run Tatton Park

[North East England:](#) Gateshead Half, Hull 10k, Hull Half

[Scotland:](#) Spartan Beast Scotland, Edinburgh 10k, Scottish Half

[Wales:](#) Wales Marathon, Spartan Races Wales, Wales 10k



Remember, if you have other local events that you want to take part, Family Action can provide sponsorship forms and running vest/t-shirts.

Other Ways To Get Involved

Throughout the year, Family Action have a range of activities that you can take part in. We will connect your office to a local Family Action service where you can support local families.

Can you imagine a childhood without happy memories? The Creating Happy Memories campaign provides experiences and activities for families facing complex issues, in your local area.



Family Virtual Picnic Events



July is national picnic month and whilst Covid may affect us seeing our loved ones, it won't stop us from creating some happy memories with them. At a virtual picnic you can host it in your garden, on your balcony or even the living room floor. Just find some space, make some tasty treats and connect with your friends, family and colleagues online. Where could you hold your picnic?

For the struggling family, your gift is magic! Take part in our Christmas Toy Appeal and give a family back their Christmas.



Volunteering

Volunteering for FamilyLine

FamilyLine uses a network of volunteers from across the country to support family members over the age of 18 through telephone calls. You could be on hand to support the helpline and provide one to one weekly telephone support to service users through the new Mentoring and Befriending sessions. Use the skills you have gained through your own life experiences, whether through personal circumstance or career to support family members.

LV= colleagues can use their 20 hours of volunteering to complete the necessary training and assist service users with one to one support. Volunteering takes place virtually with a volunteer shift pattern agreed around your needs. You will have the opportunity to continue to support FamilyLine after this period by volunteering in your own time.

Interested in becoming a volunteer?

If you are interested in this volunteering for FamilyLine, you can attend a virtual information session which will include details of the recruitment process, commitment, training process, next steps and any other questions you may have.

To register to attend the next session please visit the [LV=GI volunteering portal](#).



Keeping it Safe and Legal

We are here to support in whatever fundraising you are planning for Family Action. We want you to have fun engaging with your colleagues, friends and families. However, there are some things you do need to think about for certain types of activities.

If you plan on hosting a collection or lottery, selling alcohol or food at an event, and if you fundraising involves children, please have a look at the additional information pack we have put together [here](#). It contains everything you need to ensure you stay safe and legal.

If you still have any questions or concerns, please get in touch with us at fundraising@family-action.org.uk.

Publicity Materials and Logos



When you're writing about your fundraising, or promoting it on any materials, it's really important that you always remember to include our charity number and use the wording below:

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

If you are producing any materials for your event, use our logo wherever possible as well. Again, if you have any questions about using our logo, need a copy of our logo or publicity materials for your event, please contact fundraising@family-action.org.uk.

Paying in your Fundraising

There are several ways you can pay in any cash or cheques you receive, 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 referencing that you work for LV by adding a 'Comment' when you submit the payment.

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. Remember to reference LV when paying in and drop us an email at fundraising@family-action.org.uk so we can keep an eye out for your payment.

Cheques and Giving Vouchers:

Cheques and vouchers should be made out to 'Family Action' and sent to 'Fundraising, Family Action, 34 Wharf Road, London, N1 7GR' - let us know who you are and that you are from LV when you send them in, so we can allocate them to your fundraising.

Don't forget LV will match your donations up to £500 as an individual or £1000 as a team, so your fundraising will have a greater impact!



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!
You can get in touch with you local LV Charity Champion or Give us a call on 020 7375 6911 or email fundraising@family-action.org.uk

Family Action
34 Wharf Road
London
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@family_action



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