



# Family Action

## Fundraising pack

family  
action



# About Family Action

**Whatever challenges they face, Family Action is here to support families to realise their potential, and help them to build a brighter future.**

We support families to thrive by providing practical, emotional and financial support to those who are experiencing poverty, disadvantage and social isolation across the country.

Family Action support more than 60,000 families every year through over 170 community-based and national services. Many families face pressures, from debt and poverty, to mental ill health, experiencing 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 build brighter futures for tomorrow.

# 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 creative and inspiring ways that people choose 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!



"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.**

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 it 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.



Family Action



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## Keep in Touch

Share your efforts with all of our supporters - tag us on socials!



@family\_action



@family\_action

# 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

**B** BBQ, bake off, bring and buy sale, bingo night

**C** Cocktail event, car boot sale, coffee morning

**D** Dinner party, dog walking, darts competition

**E** eBay selling, exercise marathon, exercise class

**F** Film night, five-a-side tournament, football match, fancy dress day

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

**H** Hair shaving, waxing or dying, Home brewing

**I** Indoor rowing, international food night

**J** Jewellery sale, jumble sale

**K** Karaoke night, knitting club

**L** Lunch party, ladies night, loose change collection, livestream

**M** Movie marathon, murder mystery, makeover, music concert

**N** Non-uniform day, name the bear, netball match

**O** Office Olympics, odd jobs, open garden, open mic

**P** Poker night, paintball, pancake day party

**Q** Quiz night, quit a habit

**R** Raffle, race day, roller disco

**S** Sweepstakes, sponsored silence, swear jar, street party

**T** Treasure hunt, talent show, tug-o-war, tombola

**U** Unwanted gifts, university Challenge, upcycle and sell

**V** Volleyball match, vintage sale, vegetarian night

**W** Wine & Cheese night, Walks, 'Who's that baby quiz?', world record attempt

**X** Xbox competition, X-factor night

**Y** Yellow clothes day, yoga class, yes day

**Z** Zumbathon, Zoom party

# 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](mailto: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](mailto: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](http://www.family-action.org.uk). Just let us know you're paying in by referencing that you work for Hydrogen as 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 Hydrogen when paying in and drop us an email at [fundraising@family-action.org.uk](mailto: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 running the London Marathon when you send them in, 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!  
You can get in touch with our team at:  
[fundraising@family-action.org.uk](mailto:fundraising@family-action.org.uk)



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Charity number: 264713