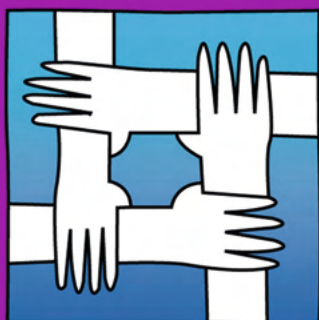


Fundraising Handbook



The Sara Lee Trust

Supporting local people affected by cancer and other life threatening illnesses

Registered charity 1055048

Thank You!

We are so pleased that you have chosen to support The Sara Lee Trust.

By fundraising for us, you will be helping to improve the quality of life of people in Hastings and Rother who are affected by cancer and other life threatening illnesses. The number of people who need our help is growing each year and the support of people like you helps to fund our vital care.

This guide is packed with lots of bright ideas and useful information to help with your fundraising.

Whether you plan to challenge yourself, bake or organise an event - the money you raise will make a big difference.

Good luck and thank you for supporting the Trust.

The Sara Lee Trust Team

A person living with cancer should never feel alone



How Will Your Money Make A Difference?

Each year, supporters of The Sara Lee Trust raise on average £35,000, which helps us to fund our services.



£25

will provide one hour of counselling or therapy



£100

will fund a group support session for up to eight people



£675

will help us support one patient and their family throughout their illness



£1,000

will support ten people with a full course of counselling or therapy

The money that you raise will help us to be there for people like Jo...

Jo's Story

"There is no doubt in my mind of the impact the support of The Sara Lee Trust has had in my life since having cancer. I will always be grateful to them.

Knowing that I have a good support network through family, friends, colleagues and groups like The Sara Lee Trust, helps me continue to face whatever journey life ahead may bring.

Thank you for being there The Sara Lee Trust. You truly were, and still are, a hand to hold during such a difficult time of my life!"



A - Z of Fundraising Ideas

A Aerobic Events
Afternoon Tea
Art & Crafts Stall
Auction of Promises

B Baby Picture Quiz
Barn Dance
BBQ
Bingo
Birthday - Donations not gifts
Book Sale

C Cake Sale
Car Boot Sale
Coffee Morning
Concert
Cycle

D Darts Evening
Dinner Party
Dog Show

E Easter Egg Raffle
Eating Challenge

F Fashion Show
Football Tournament

G Garden Party
Golf Tournament
Gym Challenge

H Hair - shave, dye, wax
Halloween Party
Hastings Half Marathon
Horse Show

I It's a Knockout



J Jazz Night
Jewellery Making
Jumble Sale

K Karaoke Night
Knit-a-thon

L Line Dancing
London Marathon
Loose change boxes

M Masterclass - cooking,
painting
Mufti Day
Murder Mystery Party
Music Festival

N New Years Party
No Make-up Day

O Odd Jobs

P Pamper Evening
Parachute Jump
Pet Show

Q Quiz Night

R Racing Night
Raffle
Rounders Match

S Sky Dive
Sponsored Silence
Swear Jar
Swim-a-thon

T Tennis Tournament
Tombola
Treasure Hunt

U Unwanted Gifts Sale
Uniform-free Day

V Vegan Dinner Party
Virtual Sports Challenge

W Walk to Work Week
Wedding Anniversary -
Donations not gifts
Wine Tasting

X X Factor Competition

Y Yogathon

Z Zumbathon



Fundraising Ideas at Work



Bouncing Babies

Get your colleagues to bring in a baby photo and have a competition to guess who's who. Charge a small entry fee and offer a prize.

Ditch the Suit

Pay a small donation to dress down in casual clothes or dress up with a fun theme.

Sponsored Silence

Hold a sponsored challenge – can you go a day without speaking? Or sending no emails?!

Auction of Promises

Ask colleagues to come up with a promise – such as getting coffee for the whole team for a week or getting your boss to wear fancy dress or job swap with a colleague. If you're a manager, get sponsored to go back to the 'shop floor'. Auction the promises over the company intranet or on the staff noticeboard.

Five-a-side

Organise a football tournament with teams of your colleagues, local companies, friends and family. Charge an entry fee per team. You can even sell tickets to your cheer squad!

Host a works Foodie Fundraiser

Set up a brilliant breakfast buffet that colleagues won't be able to resist! Organise a 'Bring and Share Lunch' or swap the shop and pack your own lunch (instead of buying) every day for a month and donate the savings made to The Sara Lee Trust.

Sweepstake

Set up a sweepstake for a big event which could be anything from the first goal scorer in the FA Cup final to the winner of Eurovision or the latest reality TV competition.

Test your Knowledge!

Test your colleagues' knowledge by organising your very own quiz night. Make it all about sport or music or general knowledge. Alternatively persuade your local pub to help by donating the takings from its regular quiz night.

Survey Savvy!

If you regularly ask for customer feedback, get customers involved in fundraising by suggesting your company makes a donation for every customer survey returned.

Tried and Tested!

Boost your fundraiser with a tombola, lucky dip or raffle - see page 8 for more details.

Don't Forget...

Ask your employer if they can Match Fund your fundraising.



Fundraising



Your Step By Step Guide

Whether you're just starting out or have many years of experience with events, we are here to help you make your event a great success!

Where will your event take place?

You may want to hold your event at home, at your workplace or in your community. Think about the space you will need – indoor or outdoor, big or small and what facilities you will need.

If you decide to book a venue, it's best to do this early and mention you're fundraising for The Sara Lee Trust as you may get a reduced rate.



Set yourself a target and budget



Set yourself a target that you wish to achieve, but make it realistic. We suggest to aim to raise at least three times more than you spend and keep expenses to a minimum. You can cut costs by asking local businesses to donate prizes or food, borrowing equipment and asking for discounts.

Keep receipts and record what you have spent and money received. This way you will have an idea of how the event is going as well as who you need to thank.

Spread the word

Invite friends, family, colleagues and neighbours to get involved.

Facebook, Twitter and other social networks are great ways to invite people to your event.

Put up **posters** and **leaflets** – ask your friends to do the same.

Contact your **local press** or radio. We have a sample press release you can use and other resources at saraleetrust.org/fundraising-resources

Don't forget to tell us about your event so that we can help promote it too.



Connect with us



SaraLeeTrust

Online fundraising



You can raise money for The Sara Lee Trust online at:

www.justgiving.com/sltf

All you have to do is set up your own fundraising page, which is free to do and then send the link to your friends for them to donate online.

You can also fundraise for us through **facebook** by clicking on 'Fundraisers' and selecting The Sara Lee Trust as your supported charity. This allows you to set a target and share with your Facebook friends.

giftaid

You can increase the money you raise by simply asking people to sign a Gift Aid declaration or tick the relevant box on your sponsor form. This enables us to claim tax back from the government and increases the overall benefit to the charity. However, Gift Aid can only be claimed on donations and individual sponsorship, not entrance fees.

If your sponsors donate via your JustGiving page, we will automatically receive the Gift Aid.



Ways to top up your total



Here are a few ideas to help you boost your fundraising total.

Raffles

A raffle is a great way to raise some extra money at any type of event. Raffles are strictly regulated, so to stay within the law please ensure that all tickets are sold at the event location during the event itself.

No more than £500 can be spent on buying prizes and no more than £100 can be deducted from the proceeds in respect of the expenses incurred in organising the raffle.

Full guidelines on raffles are available from your local authority or the Gaming Board and these must be followed in full. For more information, please visit www.gamblingcommission.gov.uk

Collections

Collections are a great way to raise money, especially in a busy area. However, if you're planning a collection that takes place in a publicly owned place then this is governed by strict legal requirements and must be licensed by your Local Authority.

Licences are not needed on privately owned land but you'll need the permission of the owner or business. Anyone under the age of 16 (or 18 in London) is not permitted to collect money in public collections.

Please note, we do not support door-to-door collections due to strict regulations.

Sponsorship

If your event will be open to the public, consider approaching local businesses to sponsor you. In return for a donation, you can offer them advertising opportunities on printed materials, within your event promotion and at the event itself. Some local estate agents may also be willing to sponsor advertising boards in your community – with the double benefit of a donation and extra advertising for your event.

Match Funding

Match funding is a fantastic scheme whereby many companies offer employees the chance to boost their fundraising efforts by 'matching' the money they raise.

It is a very simple and easy means of extra funding and as an employee it doesn't cost you anything.

FUNDRAISING Planner

Plan and keep track of your fundraising activities all year round! This planner is designed to help you plan your year and keep sight of your goals. If you would like some more tips and ideas to help with your fundraising, please visit saraleetrust.org/fundraise

Fundraising

Target

£

£

£

£

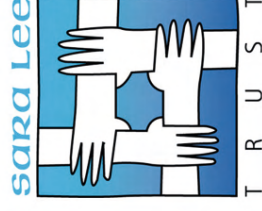
£

£

£

£

January	February	March	April	May	June
<p>To do: New year, new you! Take up a challenge you have always wanted to do! Why not get training for the Hastings Half Marathon this spring!</p>	<p>To do: Hold an event themed around love! Include the love of your friends and family as well!</p>	<p>To do: Go on an adventure and challenge yourself to a spring ramble. Get friends to sponsor you or run a sweep stake on your finish time!</p>	<p>To do: Time to spring clean! Auction or sell any of your items you no longer need!</p>	<p>To do: Hold a plant sale this May bank holiday. It's a great excuse for any keen gardeners to get together and raise money.</p>	<p>To do: Host an Afternoon Tea to raise funds for Sara Lee, whether it's in a garden, office or even a picnic in the park.</p>
July	August	September	October	November	December
<p>To do: Invite friends over and have a picnic and games with the kids in the garden! Charge a small entry fee and hold carnival style games.</p>	<p>To do: Another bank holiday! Enjoy the sunshine and organise a summer party!</p>	<p>To do: It's Bake Off time! Hold a cake sale and ask people to bring in yummy cakes (homemade or shop bought) and sell them!</p>	<p>To do: Have a scary day! Come dressed in scary costumes and hold a ghost story contest, or a murder mystery dinner.</p>	<p>To do: It's fireworks night! Pay a donation to wear your brightest colour clothes to work/school etc. Brighten up this cold dark month!</p>	<p>To do: It's party time! Hold a Christmas party, ask guests for donations, set a festive theme and raise extra donations by holding a raffle.</p>



For more information on how to fundraise for The Sara Lee Trust, visit saraleetrust.org/fundraise or email fundraising@saraleetrust.org

Make sure your activity is safe and legal



Fundraising is all about having fun and raising money but it's also subject to laws and legislation. If you're unsure about something, please just ask us.

Health & Safety

Make sure you conduct a risk assessment to identify any risks at your event. A risk assessment does not have to be a complicated task. Remember – a hazard is anything that causes harm and the risk is the chance, high or low, that someone could be harmed by the hazard(s), together with an indication of how serious the harm could be.

Food Hygiene & Alcohol

Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. A licence is needed if you have alcohol at your event. You can avoid this issue by holding your event on licensed premises. If you require a licence, your local council will be able to help you.

The Sara Lee Trust Branding & Promotion

By law, the Sara Lee Trust's charity registration number must appear on all posters, advertisements and other fundraising materials. Please display this as follows '**Registered charity number 1055048**'. We have a range of templates to advertise your event at saraleetrust.org/fundraising-resources

If you are creating your own publicity materials, please make it clear that you are fundraising '**in aid of The Sara Lee Trust**'. Ensure you have permission to use any images or text, including anything sourced online.

Data Protection

Make sure any electronic or paper records you keep about people involved in a fundraising event comply with the Data Protection Act. As a rule of thumb, don't keep information about people any longer than you need to, and don't share information or data about someone without their permission.

Insurance

When you organise a fundraising event, you're responsible for making sure it poses no risk to others. Consider what insurance cover you may need for your event. Unfortunately, The Sara Lee Trust cannot accept any responsibility for your event nor for anyone who participates in it.

Contact us



We are here to help you, so please get in touch if you require any assistance.

Fundraising Team

Call 01424 457969

Email fundraising@saraleetrust.org

Do you require fundraising materials?

- Collecting boxes and buckets
- Newsletters and information
- Gift Aid materials
- Pull-up banners
- Posters
- Sara Lee T-shirts



For free fundraising downloads, visit saraleetrust.org/fundraising-resources

Sending in your donations

Thank you for fundraising for the Trust; we hope you enjoyed it.

You can drop donations into us at:

The Fundraising Team
The Sara Lee Trust
25 Upper Maze Hill
St Leonards-on-Sea
TN38 0LB



Transfer the funds:

The Sara Lee Trust Fund,
CAF Bank Ltd
Sort code 40-52-40
Account number 00007770



Please include your name as a reference and email us to let us know to expect it.

Send a cheque:

Please make cheques payable to The Sara Lee Trust.

Don't forget to return your sponsorship forms to enable us to claim any Gift Aid.

Other ways you can get involved



Become a Volunteer

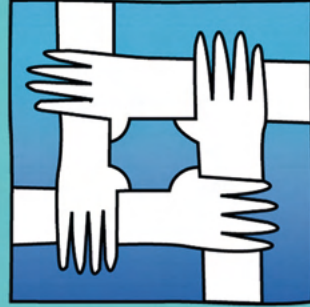


Donate Unwanted Goods



Business Support

sara Lee



T R U S T

Thank You!

Thanks to your help we can support more people in Hastings and Rother

www.saraleetrust.org

