

The fundraising page on our website has information, ideas and other materials to help you while you raise money for us.

[www.southamptonmencap.org](http://www.southamptonmencap.org)

Southampton Mencap

187a Portswood Road

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SO17 2NF

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[admin@southamptonmencap.co.uk](mailto:admin@southamptonmencap.co.uk)



## Events Fundraising Booklet

# Raising money for Southampton Mencap

All the hints, tips and ideas you'll need to be a successful fundraiser for Southampton Mencap



Every person with a learning disability – no matter how severe – can make choices about how they want to live.

They just need the right support.

**That's why Southampton Mencap is here.**

We are the voice of learning disability.

**Raising money for Southampton**

**Mencap to help local children, young people and adults with a learning disability and their family carers.**

Small, local and strong, together—we are the voice of learning disability.



Jagjit, Activities Worker, getting involved in our Halloween activities with children at our Junior Scheme

# “Just enjoy it!”

Southampton Mencap’s team are here to help you every step of the way.

Thank you so much for your interest in becoming a fundraiser for us. Every penny you raise makes our jobs worthwhile and will make such a difference to Southampton Mencap and the children, young people, adults and their family carers that we support. We’ve worked hard putting this pack together, so hopefully you’re now raring to get started and hit your fundraising target!

Remember: we are here. You only have to pick up the phone or drop us an email and we’ll do everything we can to support you as you raise money.

Even if you don't need our help too often you'll still see our faces at the events. Sometimes you may even see us cycling, trekking, running or even free-falling beside you!

Thank you once again for raising money for us. Without your help we couldn't keep supporting so many people with a learning disability, their families and their carers.

All that’s left to say is get out there, spread the word about Southampton Mencap and enjoy yourselves!

Thanks again!

Southampton Mencap Team

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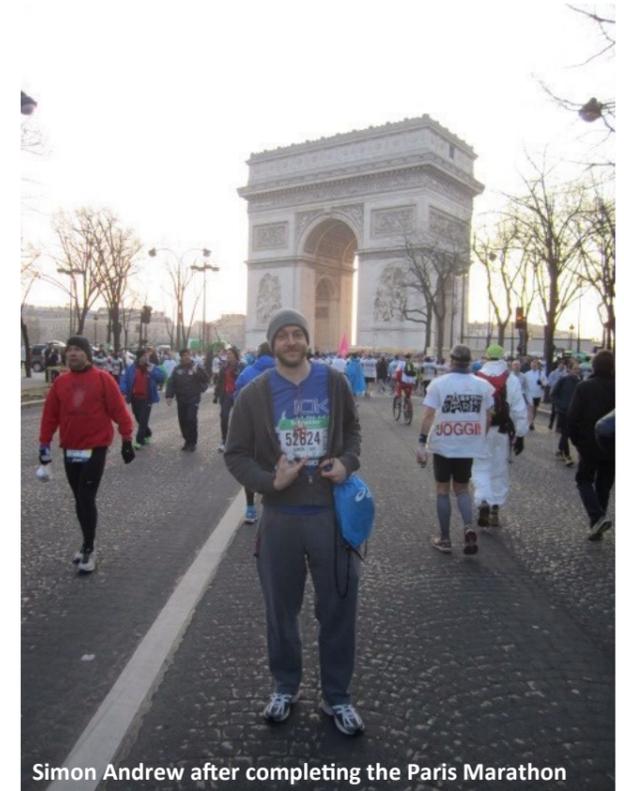
Carers enjoying the garden party



Art4All performing their Into Space film



Volunteers helping to paint the garden mural



Simon Andrew after completing the Paris Marathon

## First Aid

- \* St. John Ambulance and the Red Cross can provide first aiders for a cost. Find out more at [www.sja.org.uk](http://www.sja.org.uk) or [www.redcross.org.uk](http://www.redcross.org.uk)

## Food and Alcohol

- \* Find out more about food and drink regulations at [www.food.gov.uk](http://www.food.gov.uk)
- \* If your venue isn't licenced to serve alcohol, you'll have to get a licence of your own.

## Licences

- \* Check with your local authority whether you need any specific licences, for example, a public convenience, a public entertainment licence or an alcohol licence.

# Play by the rules

Charity fundraising is regulated by law. You and Southampton Mencap could be fined if legal regulations are not followed. To make sure your fundraising is legal, think about the following...

“The marathons are hard enough, so the support you get from the team at Southampton Mencap is vital – their help and support makes fundraising so much easier!”

## Raffles and lotteries

- \* Lottery tickets may not be sold by anyone who is under the age of 16 years old.
- \* You must apply to your local registration authority to run a public lottery.
- \* Raffles held at an social event do not need to be registered.

## Collecting Money

- \* No one under 16 years of age (18 in London) can collect money.
- \* To collect at a private property (for example shopping centres or pubs) you need the owner’s permission.

## Insurance

- \* If your event requires insurance cover, you must take it out yourself.

Sainsburys, Bedford Place getting involved with fundraising activities



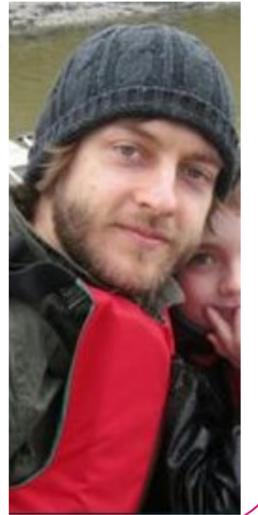
## “ I did it— so can you!”

Contrary to what you might think, Southampton Mencap is not financially supported by National Mencap. They are a small Southampton charity dedicated to improving the lives of people affected by learning disabilities.

My girlfriend Tammy has two young boys with autism and the services and clubs provided by Southampton Mencap have given her some much needed respite. In fact, she believes in them so much she got a job there!

For this great cause, I tried to beat Oprah Winfrey's time at the Paris marathon in April. This was a new challenge for me and took a lot of training. I set up a just giving page so all my friends and family could show their support and appreciation of my pain through a cheeky little donation (or a massive generous one) and managed to raise over £930.

**Simon Andrew, Paris Marathon**



Having a nephew who attends Southampton Mencap we felt that we wanted to do something to help this great cause. After going in and meeting the team and seeing how passionate they were and the great work they do we were even more determined to put on a great event.

The night involved a 3 course Indian meal, free bar, raffle, DJ and professional photographer. We are really proud to have sponsored the Bollywood Masquerade Ball at the Novotel Hotel on Saturday 18th May 2013 and the total amount raised for Southampton Mencap through the Bollywood Masquerade Ball was £7516.05. We would encourage anyone to get involved in raising money for Southampton Mencap.

**Parita and Tarun Patel, Bollywood Masquerade Ball**



In May 2013 I took on the Three Peaks Challenge with a group from Pure Gym. With 7 other people we climbed the three highest mountain peaks in England, Wales and Scotland within 24 hours. I was able to convince 4 others from the group to take on the challenge and raise money for Southampton Mencap. We all trained hard at the gym some months before the event, and went on several practice walks, searching out the steepest places we could find! Between us we raised over £2,000 and despite the sheer effort involved in conquering Ben Nevis, Skafell Pike and Snowden, we all thoroughly enjoyed every second of this incredible experience. I took on this challenge to raise money to support people of all ages with a learning disability and their families who face challenges as huge as this every day of their lives and feel proud at this achievement.

**Alex Iles, 3 Peaks Challenge**



If you have not got the time to do a big event then why try something on a smaller scale like some of our fundraisers below:

**Eva Sanchez**— Sponsored silence **City College Catering group** - cake sale raising over £50

**Southampton University**—nominated us as their chosen charity and raised £3,600

**Samantha Day**—dress down day at work raised around £1000

# Say it loud

Many people do not know what a learning disability is or what Southampton Mencap offers. These two pages will give you lots of ideas to raise awareness.

## Did you know?

- A **learning disability** is caused by the way the brain develops before, during or shortly after birth. It is always lifelong.
- A **learning disability** is not mental illness or dyslexia.
- People with a **learning disability** find it harder than others to learn, understand and communicate.
- There are 1.5 million people with a **learning disability** in the UK.
- Most people with a **learning disability** are treated as 'different'. They do not have the same control over their own lives as the rest of our society. That's why Southampton Mencap is here.
- Southampton Mencap works with people with a **learning disability** of all ages and their family carers, generally within Southampton.
- Southampton Mencap provides services in things like leisure, education and personal support.
- Southampton Mencap's services allow people to live as independently as possible in activities of their choice.
- Southampton Mencap is a campaigning charity— we fight for the changes that people with a **learning disability and their family carers** want.

**“ My son would not be able to participate in any out of school activities if he did not have a support worker from Southampton Mencap ”**

# Send the money to us

Raising money for Southampton Mencap usually means collecting a lot of cheques and cash (unless everyone has sponsored you online). It's better if we can cash cheques soon after you receive them, and within six months at the latest.

## How to send your money to us

- \* If you are taking part in an event please make cheques payable to Southampton Mencap
- \* Write your name and Southampton Mencap registration number on the back of each cheque. (If a cheque is to be split please write all the registration numbers of all the participants to be credited.)
- \* Enclose a copy of the sponsorship form or income recording sheet.
- \* Send cheques and completed forms together to Southampton Mencap, 187a Portswood Road, Southampton SO17 2NF



Southampton Mencap Chairman, Jenny Strevens, accepting cheque for the money raised from the Bollywood Ball

**Please note that if you do not put your registration number on the back of your cheques, we will not be able to credit them to your account.**

### What next?

You can request sponsorship forms from Southampton Mencap by calling 023 8058 4088 or by downloading them at [www.southamptonmencap.co.uk](http://www.southamptonmencap.co.uk)

# Gift Aid it

Gift Aid allow charities to claim an **extra 25p for every £1 raised** from HM Revenue and Customs. All money reclaimed via Gift Aid is *added* to your sponsorship total but Gift Aid doesn't count towards the minimum amount you have to raise.

“ It was by far the biggest challenge of my life. I’m delighted to have done it for Southampton Mencap. I’ve done charity-related events before but had never had the level of support I received from Mencap.”

Southampton Mencap can claim Gift Aid on donations made by cheque, cash, credit or debit card, bank credit and foreign currency. When using your sponsorship form, all your donor needs to do (providing they pay tax in the UK) is tick the Gift Aid box and **declare their address and postcode.**



## What next?

For more information on Gift Aid and giving to charity, please visit [www.southamptonmencap.co.uk/whatcanyoudo](http://www.southamptonmencap.co.uk/whatcanyoudo) or call us on 02380 584088

“The support of the Mencap team is invaluable—experience, bucket loads of inspiration and encouragement makes it all feel achievable, not to mention so massively worthwhile “

## Housing

### Did you know?

Over 6 in 10 people with a learning disability in residential care or supported living have no choice about where they live and with whom.

## Education

### Did you know?

8 out of 10 children with a learning disability are bullied.

## Leisure

### Did you know?

Finding suitable and accessible leisure activities can be a big challenge

## Friendships

### Did you know?

Almost 1 in 3 people with learning disabilities say they do not have any contact with friends

## Employment

### Did you know?

Only 1 in 5 people with a learning disability work, compared with 1 in 2 disabled people generally.

## Health

### Did you know?

75% of GPs have received no training to help them treat people with a learning disability.

# Get Organised

The clichés are true: the key to a successful fundraising event is in the organisation. Master your what, when, where, who and how and you'll succeed.

**“ I believe that the families of people with a learning disability are an inspiration to the communities in which they live, saving this country millions, and deserve the best support they can get. “**

## What?

Think of some exciting ideas but don't be over-ambitious at first. Set realistic targets and stick to your plans. This booklet is full of useful tips and ideas. Remember that simple events are often the ones that make the most money.

## When?

Think about the weather and the date you want to hold your event. Especially think about public holidays, Christmas, or even when people get paid. Always consider when people are most likely to be able to come to your event.

## Where?

Consider the size of your venue. Is it easy to get to? Does it have wheelchair access? Will you have to bring tables, chairs etc? What facilities does the venue offer? How much will it cost to hire?

## Who?

Who are you going to invite to your event? Just your friends and colleagues or members of the public?

# Get Sponsored

**Many people still collect sponsorship money in person, but more and more people are using the internet to collect sponsorship because Just Giving make it so easy!**

## Collecting in person

Always get your friends and family to write their sponsorship amount on the form first—they tend to be the most generous and set the standard for everyone who sees the form after them. Ask people to give you the money straightaway—it's a lot easier than collecting it all up after the event. Also, always carry change— that way, people can claim not to have the right money on them!

## Collecting online

Southampton Mencap has a Just Giving page, the online fundraising service. People can sponsor you online quickly, securely and easily with a credit or debit card. You can also easily claim Gift Aid (See page 18) on their donations at [justgiving.com](http://justgiving.com)

Your page will keep a running total of the money you have raised through the site.

Visit our web pages at [www.southamptonmencap.co.org/whatyoucando](http://www.southamptonmencap.co.org/whatyoucando) which will help you set up your fundraising page.

### What next?

Visit [justgiving.com](http://justgiving.com) or view our web pages at [www.southamptonmencap.org](http://www.southamptonmencap.org). If you have any problems call 023 8058 4088 or email [admin@southamptonmencap.co.uk](mailto:admin@southamptonmencap.co.uk)

# Go Surfing

A great way to raise awareness of any event you're putting on, or to let people sponsor you easily, is via the internet. Southampton Mencap's website has information to help you too!

## There's a whole world online

Join our Facebook group and follow us on Twitter for all the latest news from the Southampton Mencap team, and you can easily set up your own account for people to follow you.

Blogs (or weblogs) are basically online diaries. You can set up a blog on your own website, but if you don't have your own site you can use sites like [www.technorati.com](http://www.technorati.com) or [www.blogger.com](http://www.blogger.com)

You can use your blog to keep your sponsors up to date on how your training and fundraising is going. It allows you to engage with your sponsors and you can explain why you are fundraising. Please let us know if you are keeping a blog.



## Get people to sponsor you online

It's easy. Just click the link at [www.mencap.org.uk/whatecanyoudo](http://www.mencap.org.uk/whatecanyoudo) to get to the Just Giving website... [www.justgiving.com](http://www.justgiving.com).

You can find out more about just giving on page 17.

## The Southampton Mencap Website

There's lots of information on [www.southamptonmencap.org](http://www.southamptonmencap.org)—not just events ideas and fundraising tips. To learn more about learning disability and Southampton Mencap there's no better starting point.

## How?



Think about how you will get people to sponsor you or come to your event.

When you approach an individual or a company for support, be passionate about your reasons for raising money— you'll find they are much more likely to part with their cash or their products! If you're raising a large sum of money, find out about our current fundraising campaigns.

If you are approaching companies remember that they are constantly asked to support charitable events , so you'll need to sell yourself and Southampton Mencap to get noticed. Use your contacts with local companies, and offer them benefits like free publicity in return for their support. Most importantly, stay in touch and give them a phone number they can contact you on.

Also consider how Southampton Mencap can help you with raising awareness of your event. Are there any quick and easy ways to make a little more money on the day (see page 14).

## Be Creative...

Sometimes it's hard to come up with good ideas, which can make fundraising seem daunting. But don't worry, this booklet is scattered with tips and fundraising ideas to help you hit that target and break through it. Here are just a few to get you started...

“What an excellent day. Thank you Southampton Mencap for all your support during and after the event.”

### ... At work

**Your work colleagues, suppliers and clients all make great sponsors. You could organise ...**

A raffle for a day's holiday...a lunchtime car wash... a swear box... a collection box at reception... get people to recycle their mobile phones... get staff to donate via payroll giving...

### ... in your local community

A cake sale... or an arts and craft fair... or a sponsored pub crawl... or a speed-dating event... or a comedy night... or a battle of the bands... or a book sale... or a pool or darts competition in your local pub... or a bingo night... or a cheese and wine evening... or a chess tournament... or a New Year's Eve party... or a Eurovision party... or a grand picnic in the park...



## Make some noise

**If you are running a fundraising event, Southampton Mencap can help you promote it in local newspapers or radio stations...**

“Keeping an online diary helped me to keep in touch with sponsors and let them know how hard I was working. It made such a difference!”

### PR

Getting exposure in the local press can give your fundraising efforts a huge boost. However, there are a few things you should remember when approaching the press.

- Be prepared—when you contact a producer, editor or journalist they will expect you have all the information they need. For example, who you are, what you are doing, when it is happening, where it happening, why you are doing it.
- Be passionate—the media are more likely to listen to you if you are excited about what you are doing.
- Be different—make your event stand out. If it's the same as everyone else's you're less likely to keep the media interested.

#### Promotional materials

Try to think what you need and how you'll use them. Do you have places you can put up posters? Will friends help you to distribute promotional flyers? Where are you likely to reach the most people

#### What next?

You can download promotional marketing materials to help you at [www.southamptonmencap.co.uk](http://www.southamptonmencap.co.uk)

# Tip the balance

So you've got people to your event, but what next? There are lots of little things you can do to make that extra pound. Here are our favourite tips on how to raise a little bit more...

- \* Collect loose change in **Southampton Mencap** collection tins.
- \* Get guests to **empty their pockets** as they leave your event.
- \* Pass around a **pint glass** to be filled with pound coins.
- \* Produce a **souvenir programme**.
- \* **Auction off** all unclaimed prizes.
- \* Hire a **photographer** to take and sell photos of your guests!

“ It's great to get to know our participants and find out all about their training and fundraising plans and why Southampton Mencap is important to them.”



## ... at school

**If the kids want to get involved, you could help them organise...**

A sponsored silence... or a non-uniform day... or a school pantomime or play... or conker competition... or a sports day... or a summer fete... or a drawing competition...

## ... by getting active

**If you want to get fit while fundraising, you could organise...**

A 24-hour fitness challenge... or a sponsored go-kart event... or some underwater races... or a charity football match... or a swim across the English Channel... or a sponsored bike ride... or a hike up a mountain... or an aerobic marathon... or sponsored walks... or a five-a-side football competition... or a running race...

## ...by being silly

**Fundraising is a great way to have harmless fun. You could organise...**

A sponsored head shave... a sponsored leg or chest wax... Or a face painting competition... or a fancy dress competition...

## Tried and tested

Don't be scared of the more traditional fundraising ideas. They may have been done before— but so many fundraisers say that sometimes the classic ideas are the best and they still work at treat! Here's just a few...

### Try organising... a quiz night



It's easy and practically free to put on a quiz night, especially if you can get the venue for nothing! Just find a suitable venue (pubs, local halls or even school halls are usually good), decide on entry fee and start selling tickets. You can even try to get local companies to come along and compete against one another.

### Or a coffee morning/tea party...

Getting your local community involved is a great way to fundraise. Find a venue, invite your

friends and neighbours, and then wow them with refreshments and funs extras like raffles, tombola's or even a bring-and-buy sale. Keep cost down by asking local bakeries and cafes to donate produce.

**Or a stall at your local fete...** or a family fun day...**Or a dinner party...** or a barbecue... **or a supermarket collection...** or a slave auction... **or a fantasy football league...** or a karaoke party...

#### What next?

We can send you sponsorship forms for free! Just call 023 8058 4088 or email [admin@southamptonmencap.co.uk](mailto:admin@southamptonmencap.co.uk)

## Think big

Whether you're raising £500 or £5,000 a big event can make a huge dent in your fundraising target. Remember even if you're only raising a few hundred pounds, a fun, grand event could blow your target out of the water in one go!

"A lot of hard work and planning went in to it and it was incredibly stressful but the end result was just staggering."

### Host a ball or party...

Grand events like a ball are more effort to put on, but you will reap the benefits if you're successful. The key to putting on a big event is to do it as cheaply as possible. Remember though, that your guests will have an expectation on quality. Try to get your



Mencap Staff team enjoying the Bollywood Masquerade Ball

venue at a special rate, and maybe even ask local caterers to donate their services or a local supermarket to donate food and drink. On top of your entry price, you can lay on lots of other entertainment to bring in the pounds, for example, raffles, dancing, competitions or even casino tables...

**Or a golf day at your local golf club...** or a garden party... **or a fashion show...** or a concert... **or a pantomime...** or a murder mystery night... **or a disco...** or a treasure hunt... **or a talent show...** or a barn dance... **or a car boot sale...** or speed dating evening...

#### What next?

Download Southampton Mencap branded sample invitations and event posters from [www.southamptonmencap.org](http://www.southamptonmencap.org)