

Inspiration

Ideas for raising funds and publicity for Hope UK

What do you want to do?

We are very excited that you are consider raising funds and publicity for Hope UK and hope you will find this pack both informative and inspirational.

Why not go slightly mad and outside of your comfort zone during 2016? Do something you've never done before and ask family and friends to sponsor you. Take your pick from this list, or be creative and think of new and exciting things. Just stay safe... And please contact Hope UK as part of the planning for any sponsored event.

- ♦ Walk
- ♦ Run
- ♦ Cycle
- ♦ Swim
- ♦ Triathlon
- ♦ Parachute
- ♦ Slim
- ♦ Go Chocolate-free
- ♦ Shave
- ♦ Climb
- ♦ Go alcohol-free today
- ♦ Dress up/dress down
- ♦ Car wash or bag packing



Order your pack

- ♦ Alcohol-free bar
- ♦ Clothes swap
- ♦ Coffee morning
- ♦ Garage sale
- ♦ Hope UK party (for Hope UK educators only)
- ♦ Sponsored event

If you would like to organise any of these events, please order the relevant pack from [Hope UK fundraising@hopeuk.org](mailto:hopeukfundraising@hopeuk.org) or 020 7928 0848.

Packs designed especially for schools and churches are also available to order. Packs will be sent by post and e-mail.

Hope UK

During 2016, Hope UK is running advertising campaigns, fundraising events and a Hope UK weekend, in order to highlight the importance of drug prevention and get more people involved in our work.



Children

Do you want to help? Decide what kind of event you would like to do, ask an adult to contact Hope UK to let us know, and you're ready to go!



Young people

If you are under 25 and would like to do some cool things to fundraise and tell people about Hope UK and Generation Hope, please contact Hannah h.luke@hopeuk.org

Steps to consider before an event



Inspiration from John

Though I failed 'O' level woodwork at school, I have now raised over £5,000 for Hope UK through woodwork and DIY jobs! When I conduct church services and other talks, I always donate the money to Hope UK.

I also have jars at home where I put money for Hope UK. When my football team plays I put in £1 for every point they gain. When my cricket team wins I put in £1 for every match won. **I also celebrate every daytime sleep by putting 10p in the jar!!**

I use any natural opportunities to talk about Hope UK. As a result, my local DIY shop gave a donation! When I complained to a train company about a bad journey I requested a donation for Hope UK and received £100!



Save the date!! Hope UK weekend 7-9 October 2016

For the first time ever, Hope UK will gather all its forces and work as one body to raise our profile by delivering drug education and/or fundraising all around the country on the same date.

If you decide to plan a sponsored event, it would be an ideal opportunity to complete it on this date. And there's nothing to stop you arranging a fundraising event leading up to this weekend.

More info to follow, but **please save the date!**

1. What do you want to do?

Decide on an event and tell Hope UK

2. When and where?

Work out a budget and target

3. Get everything ready

Posters, invites, helpers, plans

4. Tell everyone

Contact media, invite friends

5. Do it!

Enjoy making a difference

6. Thank you!

Thank helpers, send money to Hope UK using the 'Donate to Hope UK' form

Target

It's good to have a target for your fundraising efforts, to give others an idea of what you are aiming for and to know when you have achieved what you wanted.

Discuss with the Hope UK team if you are not sure how to set a realistic target. Tell people your deadline so they don't just think they will give another time.



Data protection

If people submit their name and contact details to you, and want to receive further information from Hope UK, please pass them on to Hope UK HQ and as soon as you know we have received them, please destroy them if you still have copies.

This is personal information and should be kept only in locked storage. If you want to read through Hope UK's Data protection policy, please contact the Hope UK office.

Food hygiene

Whenever you deal with food, cakes or drinks, please take great care. Ensure your hands are clean, and don't take any risks when it comes to hygiene in areas of food preparation. This helps keep everyone safe and well.

Look for guidelines for the specific building you use, and follow them!

If in doubt, contact Hope UK!

Insurance

Hope UK has insurance that covers events organised by us.

This means that you will need to liaise with the Hope UK head office during the preparation of your event, and submit your risk assessment in time.

If you are doing a sponsored event, you may need to take out your own specific insurance for the event. Please speak to Hope UK.

Tell everyone

Use Social Media if you can, to let others know what you are doing and how they can support you. Think about any local newspapers, radio stations or magazines where you may be able to get a mention.

Make sure someone takes pictures at your event and add them to your profile on BT My Donate and Social Media.

Give out personal invitations, send e-mails, make announcements at work, at church or any other groups which you are part of.

Be proud that you can do something to support the work enabling young people to make drug-free choices!



Inspiration from Chris

I am a Hope UK educator in South Wales. I decided to do a 10K race to raise money for Hope UK. It was great to run the 10 kilometres on a sunny September day along with 4,000 other runners.

All the training I had was the usual 5km near my house but **I managed the distance in under an hour, and raised £300 towards the work of Hope UK.** I chose to run for Hope UK because of the fantastic work they do.



Collections

In order to do a collection for charity in a public space, you will need permission from the Local authority. Please discuss with Hope UK before contacting the Local authority. If you are collecting on privately owned land, you need to ensure you have permission from the owner.

For collections at your event, in your own home or other places where you are allowed to collect money, please use glass jars or other similar sized containers of a less breakable nature.

Carefully make a hole in the lid and use glue to stick a collection jar label (will be sent to you with your chosen Fundraising pack).

Hope UK also has a number of official collection boxes. If you would like to use one of these, please order from Hope UK.

Documentation

Remember to take pictures of the event (ask someone else if this will be too stressful for you at the same time as organizing) and use them!

Please send some to the Hope UK office too. Keep any other bits and pieces as evidence of what you did.

If you include pictures on Social media, please be careful and respect peoples privacy!

How money is used

Hope UK's biggest cost is the training and support of voluntary Drug Educators. This includes staff time and production of training material.

Hope UK's annual conference is a highlight for many. However, some educators could not attend unless we offered free places. The money you raise could pay for one or more educators to attend.

See attached flier for more info on how your money will be used.

Risk assessment

Before you get started, you need to think about the venue you're using and/or the activities you are planning.

Think about what could possibly go wrong and what you could do to avoid that from happening. Use the form in your Fundraising pack and submit to Hope UK at least two weeks before the event.

Inspiration from Ann

1. Ok, I confess. I am a hoarder! When it came to downsizing there was a lot to dispose of! So I set a date and time, gave fliers to friends and neighbours, and asked them to spread the word. **Then I piled everything in the conservatory and opened the doors!** Result—masses of stuff went to happy people instead of the tip, and their generosity raised £80 for Hope UK!



2. Every month a small community venue near me has a craft sale where local creative people sell their hand-made goods. I wanted to raise money for Hope UK but I just can't make things! So I asked if I could have a space where I could sell—drum roll please—*The most expensive Hot Chocolate in the World!* All profits went to Hope UK. So for £3 people got a mug of hot milky chocolate with marshmallows and whipped cream served with a smile and a thank you from Hope UK. Many asked what Hope UK does, took leaflets and shared stories.

My donate

Hope UK is registered with the Fundraising website BT MyDonate. On this page you can sign up as a fundraiser.

Once you are signed up, you can tell your family and friends to donate to your page there. This means you can follow your progress. The link to Hope UK's My Donate profile is:
mydonate.bt.com/charities/hopeuk

Gift aid

As long as the person giving money is a UK tax payer, the Government contributes 25p for each pound we raise for Hope UK.

Please note that in order for this to happen, we need to get their signature specifically saying they want us to claim Gift aid on the amount they have donated.

Use forms provided to ensure you get the right information and signatures.

eBay

Are you planning to sell some things on eBay?

You can donate between 10 and 100% of your item's sale price to Hope UK.

PayPal Giving Fund will collect the donation from you, claim Gift Aid (if eligible) and pass 100% the money on to Hope UK!



Give as you live

Raise money for Hope UK while shopping online!

1. Visit www.giveasyoulive.com and sign up for free, selecting Hope UK as your charity.
2. Choose which retailer you want to use and click 'Shop now'.
3. You earn a percentage of your purchase total from your retailer, which they turn into a donation for Hope UK!

Very clever and well worth a try!

Legacies

Have you thought about leaving a gift to Hope UK in your will?

Hope UK has been working for children since it started in Leeds in 1847. Since then, an immense debt of gratitude is due to the many people who have helped our work by remembering us in this way.

Leaving a gift to Hope UK is a good way to help children and young people live their lives to the full. You can find out more about leaving a legacy at www.remembercharity.org.uk/ or by contacting Marolin Watson m.watson@hopeuk.org

Each legacy will enable us to take a step forward in achieving our target of reaching 500,000 young people every year.

It is important to consider writing a will to ensure that your wishes are honoured and that your beneficiaries understand clearly what these are. Hope UK advises anyone who wants to make or amend a will to receive help from a solicitor.

Hope UK

25(F) Copperfield Street
London
SE1 0EN



www.hopeuk.org
020 7928 0848
fundraising@hopeuk.org