



Your Fundraising Inspiration Guide

Fundraising is...

Fun



Inspiring



Rewarding



Helping

Community



We'll help you with your journey ...

Your Fundraising Inspiration Guide

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Thank you for supporting Headway Essex. This fundraising pack is designed to help inspire fundraising ideas, advise on how to get started and provide tips & tricks on how to make your event or sponsored activity a fantastic success. If you have any questions please remember that our Fundraising Team is always on hand to help you!



We need your support because every 58 minutes, someone in Essex is admitted to hospital with an acquired brain injury (ABI). The role of Headway is vital as we understand the effects this can have on physical abilities, memory, emotional wellbeing, as well as changes in personality, speech and behaviour. These effects are life changing. At Headway Essex we work with the brain injured person to give them the support they need to live the life they want to.

As the effects of ABI can mean a long recovery process, it is not only life changing for the person with the brain injury but also for the persons' partner, family and friends. We provide support to these people also to help them manage and cope with their caring role and to understand the effects that brain injury has had on their loved one.

With NHS and social funding cuts, it would not be possible to deliver our services without the support of fundraisers like you.

I wish you the very best of luck with your event or challenge and thank you for choosing to support Headway Essex and help give people with brain injury and their families the vital help they need.

Yours sincerely,

Joanna Wright
Chief Executive Officer

About Headway Essex



Every **58 minutes**, someone in Essex is admitted to hospital with an Acquired Brain Injury (ABI)



Every **2 Hours**, someone in Essex is admitted to hospital with a Head Injury



Every **2.5 hours**, someone in Essex is admitted to hospital with a Stroke

How we help

As a charity, Headway Essex is here to ensure that everyone in Essex living with an acquired brain injury can live a fulfilling life and that families and carers are better able to cope within their caring roles.

Established in 1985, Headway Essex has a long history of supporting people living with acquired brain injury. We understand just how complex and wide ranging the effects can be. This is why we tailor our support, taking into account each person's future aspirations.

Working across Essex, we offer community support and day centre services to hundreds of clients, family, friends and carers each year.

We also proactively promote awareness of brain injury by offering training to professionals, acting as an educational resource for universities and by running awareness events within schools and colleges.

How will you make a difference?

It costs **£259,539** a year to provide our Headway Centre services, in addition to the **£205,218** to provide our vital Community Support Services.

Over 50% of the income that ensures Headway Essex can continue to support clients in 2015/16 was raised by our fundraising team and local community fundraisers (like yourself!) taking on exciting sponsored challenges, organising events and arranging tin collections. Without your help it would not be possible, so thank you very much!







£20 allows us to recruit and induct a volunteer at the Headway Centre

£10 provides initial information to support families after a brain injury

£50 provides an assessment by a Community Support Team member

£2500 helps run Headway Essex for one day

Fundraising ideas

-  Cake sale
-  Enter a challenge event (e.g. a half marathon)
-  Dress down day
-  Easter egg hunt
-  Quiz night
-  Halloween party

A-Z

These are just a few ideas, but there are plenty more; an entire alphabet's worth!

Visit [\[insert link\]](#) to discover more!

-  Charity dog walking
-  Talent show
-  Auction
-  Ball/disco
-  Carol singing
-  Christmas jumper competition

- Come Dine With Me 
- Community fete 
- Fashion show 
- Raffle or bingo night 
- Shave your head/beard 
- Charity car wash 

How to make your event a success

Events are a really fun ways to raise money and bring people together. Remember events cost money, so it's wise to set a budget ahead of booking and purchasing items as the event must make more money than you spend!

Don't let this put you off planning an event, as local business' are usually eager to help. You can always tap into your personal contacts; family and friends who have skills or goods you require.

Ideas to help you cover the cost of your fundraising event

- Ticket sales
- Donations
- Company sponsorship
- Raffles
- Auctions
- Sale of food & drink
- Fete games, bouncy castle etc

Getting organised

1 Set a date and location

Things to consider when setting a date and location; will attendance be affected by school holidays, weather, what other local events are happening on that date, have you allowed enough time to promote the event?

When liaising with a venue ask if they offer a charity discount (they may even give it you for free if you acknowledge them in the promotional activity!).

Set out a plan and schedule

Set a time frame for when things need to be booked/purchased and by whom (this is important if you are collaborating with someone/are a mini group so you don't duplicate tasks).



Set a fundraising target

This is important as it keeps you motivated and focussed and is a useful tool when promoting the event as you can post regular updates on social media as to how much more you need to raise, to reach your target.

Keep track of your budget

As mentioned above, the event must make more than it costs so it is essential to keep track of your expenditure as all the little things add up. Keep good records and receipts of all monies received so that you can account for all your expenses. If you are questioned on the amount raised you can show a clear record of all income and expenditure.

How are you going to advertise your event?

- Posters and flyers
- Local newspapers
- Online local event calendars
- Ask your networks to help promote; schools, clubs, colleagues
- Facebook/Twitter/LinkedIn

Social media top tips

Try and use visuals to accompany your social media posts. Create a unique hashtag # for your event so people can follow the activity.

If you include Headway Essex in any posts/tweets we will try and engage with you.



@HeadwayEssex



Headway.Essex

How we can help you

We can supply you with leaflets about Headway Essex and its work. It is useful to have some to hand if anyone asks about the charity.

Promotion

We have good working relationships with local newspapers and can arrange for a press release to promote your event.

We are able to help design posters, schedule posts on our social media, and include your event in our quarterly newsletter, blog and website.



If you are unsure of any of the legal and H&S requirements, please get in touch. We will try our best to advice or sign post you.

We can provide branded collection tins/buckets and t-shirts. We also have a range of merchandise that can be purchased/sold at your event.



Legalities and Health Safety

Making it official

- 1** Letter of authorisation - Once you have decided how you want to fundraise for us, please inform the Fundraising Team and ask for a letter of authorisation. You may be asked for this by potential donors and sponsors to prove you are legitimate.
- 2** All of your publicity materials should state, 'In aid of Headway Essex' and include 'Registered Charity Number 1008807'. We can provide you with our logo however this must not be edited in any way.
- 3** If your fundraising is to be split between several charities, please make that clear on any promotional materials
- 4** We are able to provide you with branded and sealed tins/buckets.

House-to-house collections

You will require a licence from your local authority to collect money/ items or sell in aid of a charity.

Private collections

You will require permission from the owner/manager of the private land (supermarket, café etc) to collect money.

Raffles and lotteries

Rules you must follow:

- ✓ Tickets can only be sold during the event
- ✓ Tickets should cost no more than £2
- ✓ Are not permitted money prizes however store vouchers are ok
- ✓ You must draw the raffle at the event
- ✓ You can only offer alcohol as a prize if your event is on a licensed premises
- ✓ You cannot spend more than £250 on prizes (donated prizes are fine).
- ✓ All proceeds after expenses (printing of tickets) must go to Headway Essex.

Food

You must have a Basic Food Hygiene Certificate to cater to the public. Contact your local council for food hygiene regulations at events.

First Aid

Ensure you have adequate first aid in place for the size of your event. Does anybody involved with the event hold a First Aid certificate?
If not, you can contact St. John Ambulance for First Aid cover, however a donation for this service is required.

Clothing

Do you have correct clothing for people running the event eg. High visibility vests for parking attendants?

Supporting staff

Ensure that you have enough people to run the event safely, and if you are running an event for children that everyone has the appropriate CRB checks so that the children are not at risk.

Licences

Dependent on your venue, you may require a licence for alcohol, public entertainment and collections. You can check this with your local council.

Insurance

Check your venue holds a certificate of public liability insurance, this should be made available upon request.
Please note that your event will not be covered by Headway Essex public liability insurance.

Risk assessments

It is important to be aware of any potential hazards and evaluate any risks at your event. Please see the risk assessment template in the resources pack for you to complete and input any measures to prevent such occurrences.

Photo consent

You are required to obtain consent from people for any photos used, if you are photographing children you need to seek their parent/guardians permission. You may wish to have all attendees sign a waiver with the below statement upon entry or include online when purchasing tickets.

This 'INSERT EVENT NAME' is a public event and a photographer will be taking photographs for use by the event organiser and Headway Essex for marketing and publicity. They may be used in their publications, website, social media and local newspapers. Please advise if you wish to be exempted from this activity.



Ways people can sponsor you



Virgin money charge a lesser fee than Just Giving which means we receive more of the funds you raise! To sign up and create your page visit www.virginmoneygiving.com, then simply share the link with your supporters so they can donate and keep track of how your fundraising journey is going.

JustGiving

Just Giving is a similar concept to Virgin Money – sign up and create your page by visiting www.justgiving.com

Text

You can make it easy for people to support you by creating a unique text code. To do so, you will need to first create a Just Giving page and then follow the instructions to set up a text code.

Gift aid

Don't forget to ask your sponsors who are UK tax payers to provide their name, home address and postcode. Their donation will receive an **extra 25p for every pound** they donate, at no extra cost to themselves. This is claimed through Gift Aid scheme which enables us to claim the rate of tax on any donations they have made. Our sponsorship form includes these fields, so please encourage friends and family to complete as it boosts your fundraising total.

Sponsorship form

The traditional way of pen and paper, we have an official Headway Essex sponsorship form you can use located in the resources pack.

Post event

How to pay your money in:



Via BACS - Please pay to: CAF Bank Ltd
Headway Essex
Account No. 00011576
Sort code: 40-52-40



By cheque - Please make cheques payable to 'Headway Essex' and send to:
Headway Town Office, 58b Head Street, Colchester, Essex, CO1 1PB
Remember to include a note saying who you are, your event and date.



In person - We love having visitors to the office so drop in and see us at the Headway Town Office.

Press release

Let us know how you got on and send any photos from the event. Where appropriate we can try and arrange for a press release in a local newspaper.

Remember to thank everyone

Thank everyone that sponsored and supported you! Dependent on the donation and support given will determine the channel you use; this may be via social media, emails, telephone call and personalised letters.

**Thank you
&
Good luck!**