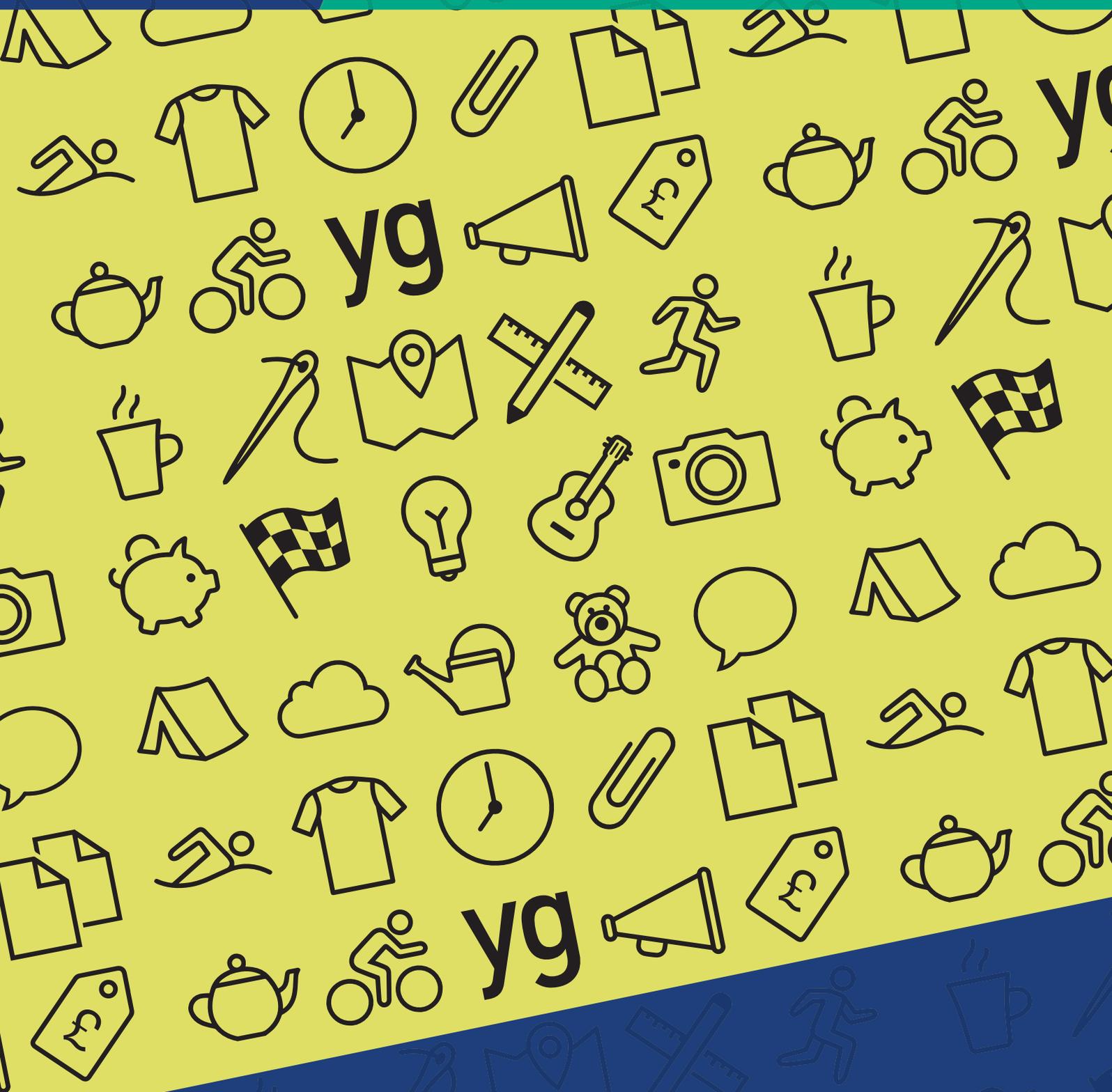


yg



fundraising toolkit



yg

young gloucestershire

# Thank you for making the decision to fundraise for Young Gloucestershire. We can't tell you how grateful we are and how wonderful we think you are.

Young Gloucestershire (YG) has come to rely heavily on the support of fundraisers – for the valuable income that you provide and because you guys do a great job of spreading the word about YG.

This toolkit will give you everything you need to plan and run a successful fundraising event. There are also a number of helpful resources available to download on our website.

## The difference you can make

**£5**

Can provide a daily bus rider pass for a young person to attend a YG training programme.

**£100**

Would fund a youth worker to be trained in safeguarding.

**£500**

Would fund two youth workers to deliver a programme in schools one day a week.

**£1,000**

Would provide a mentor to support an unemployed young person for a year.

**£3,000**

Would fund a twelve week programme for one unemployed young person.

**£5,000**

Would keep a youth club open one night a week for a year.

**£25,000**

Would fund an advice and information worker to support young people for a year.



### How YG spends its money\*\*



*\*\*based on average figures*

“

*YG's vision is for young people to have the confidence, motivation and skills to improve their lives”*



## Top tips for making your dosh



- 1 Enjoy yourself: Plan an event or activity that you will love spending time on. Ask friends and family if they want to get involved.
- 2 Set a fundraising target: And smash it!
- 3 Save the pennies: Pick an activity that won't cost you too much to run. Be cheeky and get as many freebies as you can.
- 4 Make it super easy for people to give you their cash: Set up an online fundraising page.
- 5 Shout it from the roof tops. What you are doing is pretty special so let everyone know about it through social media and the press.

## Ideas to rake in the cash



Let your imagination run wild. Here are a few ideas to get you thinking:



### THINK BIG

Charity dinner and ball  
Celebrity or human auction  
Pamper night  
Community fun day with bouncy castle  
BBQ or picnic with a scavenger hunt  
Sponsored run or sporting event

### GET INSPIRED BY THE TIME OF YEAR

Easter egg hunt  
Valentines party  
Bonfire event  
Christmas carols  
Halloween ghost house

### KEEP IT EASY

Cake sale  
Raffle  
Dress down day or non-uniform day  
Sweepstake  
Guess the sweets in the jar  
Sponsored silence

## Online Fundraising



YG uses JustGiving, which is an online fundraising service. The site allows you to set up a fundraising page, making it easier for people to sponsor you, and it automatically passes their money on to YG.

You can set your own personal fundraising target, or monitor your progress as part of a team. You can easily share the page through Facebook, Twitter and email so that friends and family can donate to YG in a few clicks.

Set up your online fundraising page.

- Visit: [www.justgiving.com/Young-Gloucestershire](http://www.justgiving.com/Young-Gloucestershire)
- Fill in details about your event: be really descriptive and add lots of fun pictures and videos
- Share your page on FaceBook, Twitter and through email
- Update your page regularly with your progress
- JustGiving provide you with lots of hints and tips, e.g set a target and get some donations on your page before sharing it.



## Start spreading the news



In the press:

Use the template available on the YG website to write a press release.

- Find the contact details of your local newspaper and radio station and give them a call to see who is best to send your press release to.
- It's worth giving them a follow up call to see if they will be covering the story.
- Ask if they would like to send a photographer out. Or if you are contacting them after the event make sure you include some high quality pictures.
- Always give plenty of notice before an event, or make sure you send details through as soon as the event is finished so the story is up to date.

## Posters and Flyers

You can use the templates available on the YG website to create your own posters. Display posters in shop windows, at school or work in the lead up to your event.

You can download a flyer about YG and the work we do so that when people ask you about the charity, you can give them some information to take home.



## Staying safe and legal

We are really excited that you have decided to plan an activity or event for YG – but there are a few things you need to do to keep everyone safe and make sure you stay on the right side of the law. The Health and Safety Executive will have lots more information about running a safe event but here are our top tips:

- 1 Assess the risks:** What could potentially go wrong? Make sure you take steps to minimise all potential issues.
- 2 Safety first:** Think about first aid and fire safety, make sure children are safe and there is enough suitable adult supervision.
- 3 Food hygiene:** If providing food make sure you have someone with a food hygiene qualification and contact the Environmental Health Department for advice.
- 4 Insurance:** Have you got members of the public involved? Then you may need to get some public liability insurance.
- 5 Permits and licences:** If you're holding a street collection make sure you get the right permit from your local council. If you are holding a big prize draw, a raffle or bingo night you may need to visit the Gambling Commission website for a Gaming Licence.
- 6 Handling cash:** Always make sure there are two people looking after the money.



YG cannot accept any responsibility for your event, activity or anyone who participates.



You can give us your dosh by:

- Using JustGiving
- Using the paying in form on our website
- Calling us to arrange a bank transfer/ telephone payment



## My fundraising story

"I decided to fundraise for YG after a friend told me about their mentoring scheme. I think the charity do a great job at supporting young people to make the most of their lives. I can only imagine how hard it is for some of the young people YG support and the types of challenges they experience.

"I heard the charity was planning to complete The Three Peaks Challenge – climbing the three tallest mountains in the UK over a weekend. I was pretty daunted at first and wasn't sure if I would be fit enough to complete, but it was great to have a goal and something to work towards.

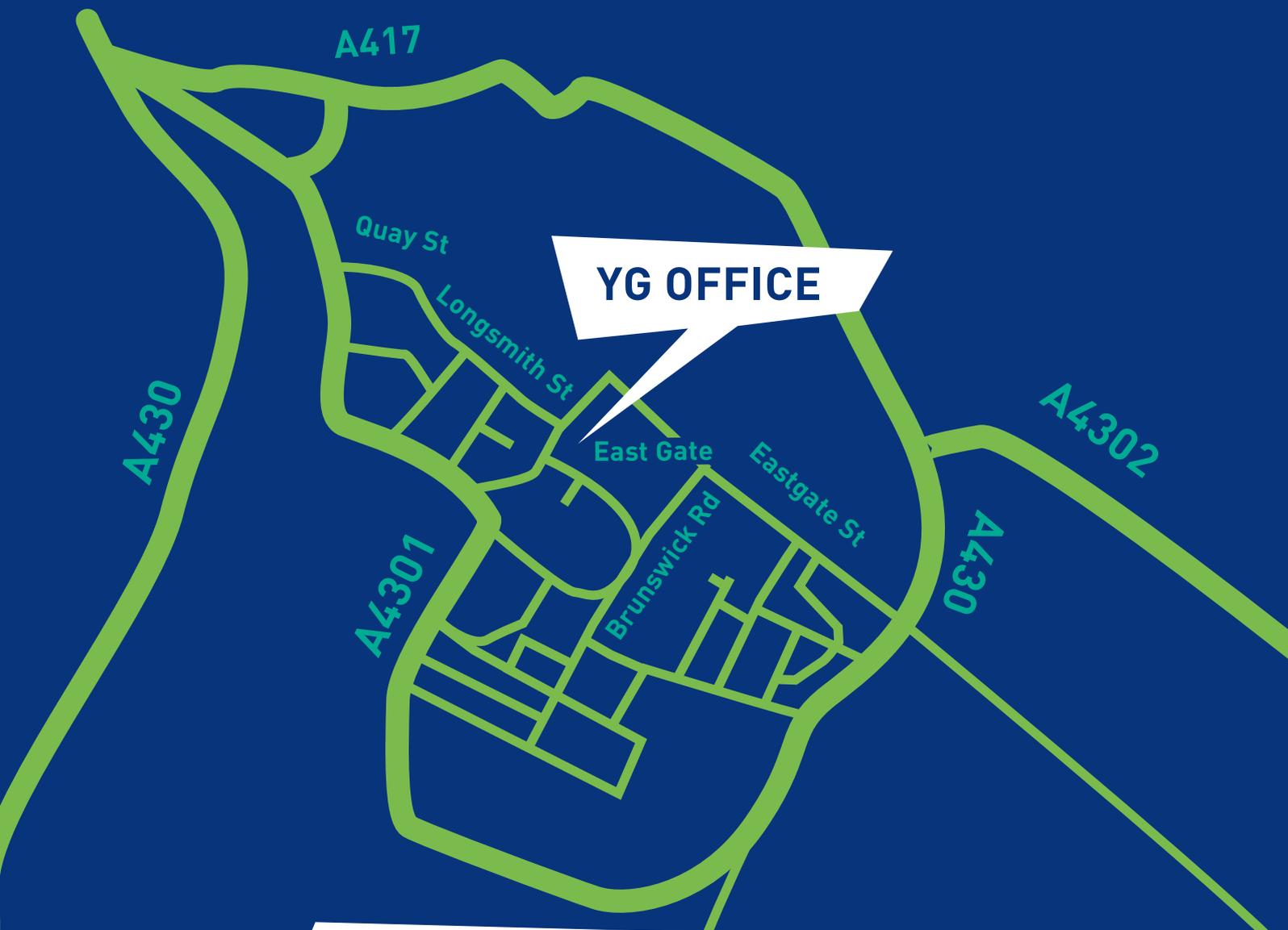
"By joining in with a pre-arranged event it made it easy for me. I collected sponsorship and raised over £300. I got to meet lots of the YG staff who also participated and local businesses who had stepped up to support the charity.



"In total we raised over £10,000 which has kept a local youth club open. It was an amazing experience to be part of and something I will never forget. Since completing the event I have done smaller activities; I held a bake sale at work and my kids did a guess the sweets in the jar competition. It's great to know that our efforts are appreciated and go towards helping real people in the local area." Jason, Volunteer Mentor



Now it's your turn. Go and see what you can do and make a difference for young people in Gloucestershire.



Show your support:

Text **YGYG01** £5/£10/£20 to **70070**

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