



home
for good

FUNDRAISING PACK



Together we can find a home for every child who needs one.

Every fifteen minutes in the UK, a child will come into care. Many will have suffered neglect or abuse, all will experience trauma and loss. Each one deserves a home where they will be loved, nurtured and enabled to thrive, whether that's through kinship care, short-term or long-term foster care, or with a new adoptive family.

But more families are urgently needed to ensure all children and young people can grow up in the family and setting that is right for them.

THIS YEAR IN
THE UK, AT LEAST
40,000
CHILDREN AND YOUNG PEOPLE
WILL ENTER THE CARE SYSTEM.

THAT'S
**109 EVERY
DAY.**

THE UK URGENTLY
NEEDS TO RECRUIT
8,600
MORE FOSTER
FAMILIES TO
MEET THE NEED.

THERE ARE
MORE THAN
2,500
CHILDREN WAITING
FOR ADOPTION.

AROUND A
THIRD HAVE BEEN
WAITING
**18 MONTHS
OR MORE.**

We believe that everyone has a part to play in caring for vulnerable children. Thank you for playing yours! By fundraising for Home for Good, you are taking us a step closer to seeing our vision of a home for every child who needs one become a reality.

We hope this pack will provide you with everything you need to organise a great fundraiser. Whether you are baking, running or crafting, your support will have a huge and lasting impact.

THE DIFFERENCE YOUR FUNDRAISING CAN MAKE

The money you raise will enable Home for Good to continue to inspire and equip people to play their part in caring for vulnerable children.

Every penny you raise counts! Here are just a few examples of how donations will impact vulnerable children and the families who care for them.

£25

could help us answer the telephone call to someone considering fostering and give them the information they need

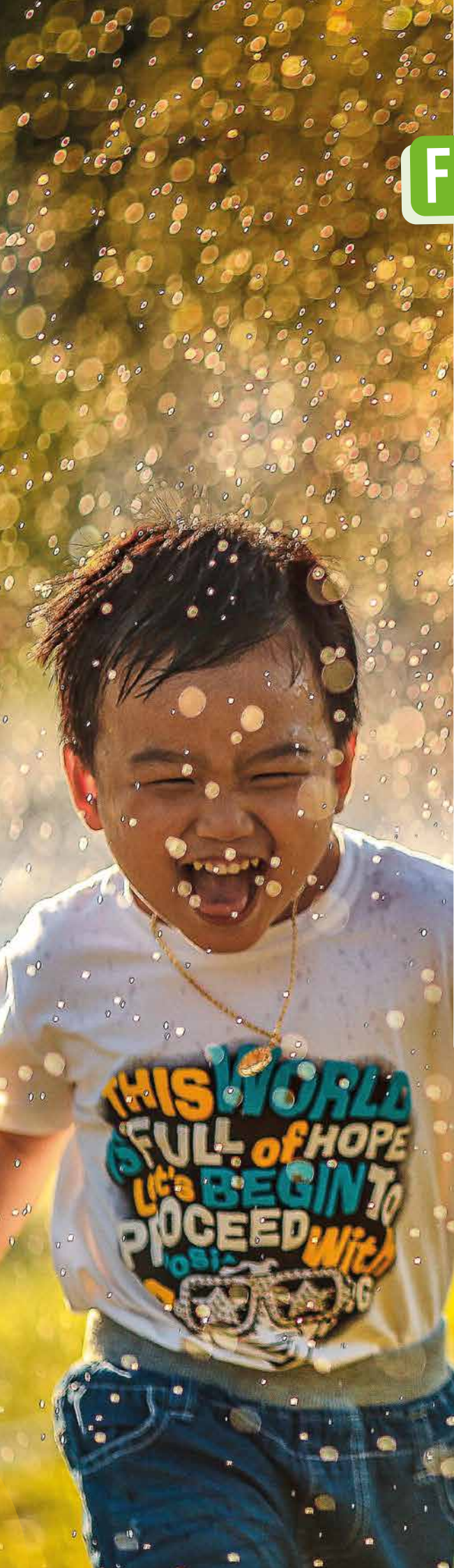


£50

could help us shape government policy by ensuring children's voices are heard

£100

could help run a foundations course for those exploring fostering or adoption, to equip them and to better understand the needs of vulnerable children and enable them to make well-informed decisions.



PLANNING YOUR FUNDRAISER



HERE ARE OUR
TOP 10 TIPS
TO HELP YOU PUT
YOUR FUNDRAISING
IDEAS TO ACTION!

1

TELL PEOPLE!

This might sound obvious but the most important thing to do is to tell people **WHY** you are doing this. Why is it important to you? Why are you wanting to raise money for Home for Good? Family, friends and colleagues will get behind you when they see your passion and heart for why you are fundraising.



2

CHOOSE YOUR FUNDRAISING ACTIVITY



Think about what you enjoy and what you are good at. Enlist the help of family and friends to help you think of possible events and activities. You may have an idea already – if not, take a look at our ideas on pages 06 and 07 to kick start your creative thinking!

3

SET YOUR FUNDRAISING TARGET

Let everyone know how much you hope to raise and how this will help to make a difference to vulnerable children. Be ambitious, but realistic, and work hard to smash that target!



4

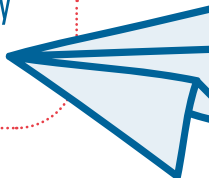
PICK A DATE

Give yourself plenty of time to plan or train. Think about the times of the year and days of the week when your family and friends are likely to be available, don't forget to check to see if there are any other major events happening on the same day, either locally or nationally.



“

I am going to do 3000 burpees in December for Home for Good because my heart breaks for every child without a safe home. **Mary – raised £1,200**



5

DECIDE WHERE YOU'LL HOLD YOUR EVENT

If your fundraiser requires a venue, consider where would be a good place to hold your event. There are some important things to think about – do you need parking or toilets? Is the space accessible to everyone? If you are planning an outdoor event, come up with a Plan B in case it rains! If you're hosting an event online, consider the platform that will suit you best.



6

SET UP A FUNDRAISING PAGE FOR ONLINE DONATIONS



These are a great tool for keeping everyone updated on your plans, for spreading the word about your fundraising and for collecting donations. Visit **JustGiving** or **Virgin Money Giving** and follow the step by step instructions to set up your page. We also have sponsorship forms that you can download and print.



7

TELL US ABOUT YOUR FUNDRAISING

We can offer support and advice, and help you to publicise your activity, and we can arrange promotional items for you to use on the day. Just get in touch to let us know what you have planned. You can get in contact with us by emailing **fundraising@homeforgood.org.uk** or calling **0300 001 0995**.



8

TELL EVERYONE ELSE ABOUT IT



Think about who is likely to attend your event and how best to tell them about your plans. Included in this pack are some tips and templates for posters, and a handy guide to share your fundraising on social media.



9

PREPARE FOR THE BIG DAY

Decide what you need to do and by when and ask others for help. Start sharing your fundraiser with plenty of time and invite guests at least six weeks before the day to make sure people have time to save the date.



10



THINK ABOUT WHAT YOU NEED

Consider what you will need to buy, book, rent or print. Remember, the less you spend, the more you will raise for Home for Good!

ACTIVITY IDEAS



You may already know what it is you want to do to raise money for Home for Good, but if not, don't worry!

We have a few ideas that we hope will inspire you.

Get cooking. Organise a relaxed coffee morning, a luxurious afternoon tea, or delicious dinner party. Spend quality time enjoying food with your favourite people while raising money for a great cause!



Homemade for Good. Are you an artist, handy with knitting needles, or a wizard in the kitchen? Create some beautiful gifts and sell to friends and family or at a local fair, and donate the money made!

On your marks, get set, bake! Organise your own Great British Bake Off with friends or set up a stall at school or work. Find an expert to judge the cakes by appearance and tastiness!



For sale. Make space in that garage and raise funds for Home for Good at the same time – you could have a garage sale or car-boot sale, or use an online platform like eBay, Facebook Marketplace or DePop.

Name the Teddy. A classic game of Name the Teddy will draw in supporters of all ages! 50p a guess - it all adds up!



Give up a vice. Do you drink too much coffee or watch too much TV? Be sponsored as you challenge yourself to a month without.



Climbing the three mountains were hard, but we just kept reminding ourselves why we were doing it. **Kev, Steve, Matt and Sam – The Three Peaks Challenge**

Birthdays. Having a birthday party but really don't need any gifts? Why not get your friends and family to donate to Home for Good instead? Facebook has a great birthday fundraising option or you may prefer to use other platforms like Justgiving.



Sports tournament. Member of a Club? How about organising a fun golf tournament? Or if you're into football, get some friends together for a kick about, with proceeds going to Home for Good.

Quiz night. A quiz is a fun way to get your friends involved, and you could even turn it into a pub quiz and ask to host it at your local. You could easily do this online if you would rather!



Raffle. Hold a raffle at work or at an event by asking local businesses to donate prizes. A raffle can be an excellent way to raise funds, but it does come with some rules. For details about holding a fundraising raffle visit the Gambling Commission website at www.gamblingcommission.gov.uk

Karaoke evening. Do your friends fancy themselves as the next Adele? Or maybe dad is a bit of an Elvis? Organise a karaoke evening and put their vocal talents to the test!



Secret Gardens. Open your garden to family, friends, and neighbours. Invite others to take part too and make a Secret Garden Trail, selling tickets and refreshments to raise funds. A range of stalls will also add extra interest and help raise additional funds too.

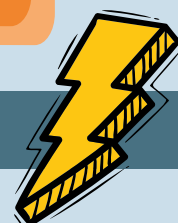
Sponsored walk. Get together friends, family, and dog walkers. Choose a scenic route for a 5k or 10k walk and make a day of it!



Treasure hunt. Organise a treasure hunt for your friend and their children. Search for clues around an area of interest to find a prize.



STILL NOT SURE? CHECK OUT THE RANGE OF FUNDRAISING CHALLENGES ON OUR STAND WITH US PAGE!



IMPORTANT!



It's so important that you stay safe while fundraising and keep to the law. Here are some details you should be aware of. If you have any questions, you can always speak to the team for help or advice, fundraising@homeforgood.org.uk or calling 0300 001 0995.

LICENSES

Street Collection License: If you are planning to collect funds on the street you will need a license from the local authority (or PSNI in Northern Ireland).

Entertainment License: Check with your venue to see if they already have a license and contact the local authority to check if one is required.

Sale of Alcohol License: Check with your venue to see if they already have a license and contact the local authority if one is required.

Licenses can take a while to obtain so make sure that you apply in good time!



RAFFLES AND GAMES

If you hold a raffle on the day of your activity then you do not need a license. Players must be over 16 years of age. Raffles are considered gambling so please check with the Gambling commission for the latest guidelines if you are unsure.



Olivia who donated her award money



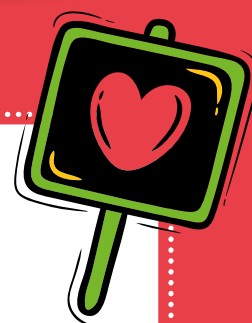
Matt training for the London Marathon



Naomi who walked the Welsh Coast (870 miles!)



HEALTH AND SAFETY



- Writing a risk assessment will help you to think about anything that may go wrong and how best to deal with it.
- Consider whether you need insurance for your activity.
- Think about whether you need any first aiders to attend. It is worth speaking to St Johns Ambulance or Red Cross for advice.
- Make sure that children are supervised and have permission to participate in your event.
- If you are taking photographs at your event, put up signs to let people know. If you want to use photos of under 16s after the event, you will need permission from their parent/guardian. Be particularly considerate to foster or adoptive families who may not be able to give this permission and may feel anxious about photography.
- If you are serving or preparing food then think about food hygiene and check with the Food Standards Agency for advice.

MONEY HANDLING



- Keep accurate records of any costs associated with your event.
- Where possible make sure that two people handle and count any money.
- It's a good idea to remove excess money and store it somewhere secure during the event.

IMPORTANT NOTE: HOME FOR GOOD CANNOT ACCEPT RESPONSIBILITY FOR YOUR ACTIVITY OR FOR ANYONE WHO PARTICIPATES IN IT.

SPREADING THE WORD!



Once you have decided what you're doing, it's time to let people know. Share about your fundraiser with excitement and enthusiasm, and people will be quick to support you.

Here are some ways you can spread the word far and wide:

Posters and flyers. Advertise everywhere that you can; local shops, notice boards, libraries, supermarkets, anywhere that you can think of! Do you have a notice board at your workplace? Are you able to put details on your intranet or email signature?

Social media. Using social media is a great way to tell people about your plans! You can also link up with Home for Good and let us know what you are up to. Tag us in your social media posts **@Home4Gd** on Facebook and Twitter and **@homeforgood.org.uk** on Instagram.

Press release. Sending a press release to local newspapers, magazines, newsletters, and radio stations can help to publicise your plans. We can send a template for you to use.

Online donation page. It is really easy to be able to share details of your plans and collect donations using an online donation site, such as JustGiving. Make sure your online fundraising page is compelling and explains your motivations. Ask close friends and family to donate first, as other people may then match their generosity. Get friends and family to spread the word too - they'll be keen to champion your cause, and even if they're unable to donate they can still help you in your fundraising!

Take lots of photographs. It's always nice to have memories of your fundraising, but photos are also a really powerful fundraising tool – share photos and videos as you train or prepare, and take loads throughout the day to share afterwards. You could send a photo to the local press or include a few pictures on your social media, and don't forget to mention us! We also love seeing your pictures – so tag us or send them our way.



As an adoptive mum of two, I am passionate about children being given the chance to thrive and want to see many more families growing as children are welcomed in through adoption and fostering.

Naomi - who ran the Welsh Coast



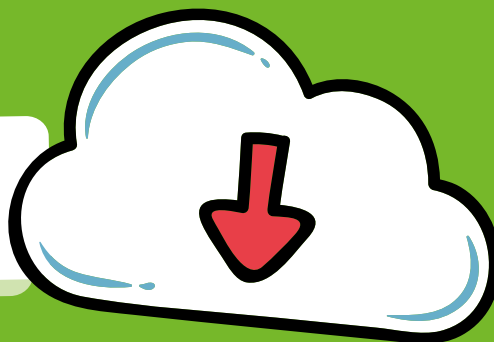
SOCIAL MEDIA TIPS



- **Use photos and videos!** People who are supporting you want to see your face and hear your voice. Visual content is much more engaging than text. Create a series of related images or videos and share them with your followers. This keeps engagement levels high as people want to know what happens next.
- Share your content in the evenings and at the weekend when people are more likely to be scrolling.
- Create a **hashtag** and use it on all of your posts.
- Reply to any comments so supporters know how much you appreciate their support.
- Don't forget to **tag Home for Good** in your content!
- **Facebook.** Great for longer posts. You can also create Facebook events or groups to communicate with a specific group of people.
- **Twitter.** Fantastic for short and to the point updates. Use links to direct people to your fundraising page or to more information about your fundraising. Have others retweet your posts to share with a wider audience.
- **Instagram.** Perfect for visual content. Use posts for longer updates, and stories to check in. Share a link to your donation page in your Instagram bio



ONLINE RESOURCES



We're making it easier than ever for you to
fundraise for Home for Good!

RESOURCE LIBRARY

The free resource library includes a variety of useful (and fun!) downloadable resources to help and support you in your fundraising quest. It includes a handy planner, sponsorship forms, a poster template and more!

homeforgood.org.uk/fundraise



OTHER ITEMS

We have other items available which may help you with your fundraising. Please visit homeforgood.org.uk/fundraise to view and order what we currently have on offer.

Remember that the more notice we have the more likely it is that we will be able to provide everything you need.



I want to help children who don't have a warm and loving family like mine. I set myself this challenge because I want them to know there are a lot of lovely people who care about them. If we all contribute a little bit, we can make a huge difference."

Jason, 11, who swam 2000m





WHEN YOU'VE FINISHED

There are lots of ways to pay your donation to Home for Good:

- You can donate direct via our website <https://homeforgood.org.uk/donate>
- Cheques can be sent to **8 Angel Court, Copthall Avenue, London, EC2R 7HP**. Please make cheques payable to **Home for Good**.
- Payment can be made using a **debit/credit card**. Please call the team on **0300 001 0995**.
- Payment can be made via **BACS**. Get in touch to ask for our bank details.
- If you have a **JustGiving, Virgin Money Giving** or **Facebook** donate page then the money will be sent to us directly, so you won't need to do anything!

Remember - Include your details when sending money to Home for Good so that we can write and thank you properly.

AWESOME!

Gift Aid. Gift Aid allows us to reclaim tax on donations made by UK taxpayers. This means that for every £1 donated, Home for Good may be able to claim an additional 25p from the Government. Ask your supporters to tick the Gift Aid option on your sponsorship form or when donating online. If you will be collecting donations, then please ask us for Gift Aid envelopes.

Match funding. Check whether your employer offers a Match Funding Scheme. Many companies will match fundraising completed by employees. This is a very easy way to double your funds!

FUNDRAISING CHECKLIST

Looks like you're ready to go!
Use our fundraising checklist
to be sure you haven't
forgotten anything.



☐ CHOOSE YOUR FUNDRAISING ACTIVITY

ARRANGE THE DETAILS

- ☐ PICK A DATE AND TIME.
- ☐ FIND A VENUE.
- ☐ DECIDE HOW YOU WILL RAISE MONEY.
- ☐ CHECK WITH YOUR LOCAL AUTHORITY TO SEE IF YOU WILL NEED ANY LICENSES FOR YOUR PLANS.

ASK FOR HELP

- ☐ TELL THE HOME FOR GOOD TEAM ABOUT YOUR EVENT.
- ☐ ASK YOUR FRIENDS AND FAMILY FOR SUPPORT.
- ☐ APPROACH LOCAL GROUPS AND BUSINESSES (WE CAN PROVIDE YOU WITH A LETTER CONFIRMING YOUR PLANS AND THIS CAN BE SHOWN WHEN ASKING FOR RAFFLE PRIZES OR DONATIONS.)

PROMOTE YOUR EVENT

- ☐ SET UP A JUSTGIVING OR VIRGIN MONEY GIVING PAGE TO BOOST DONATIONS OR SPONSORSHIP.
- ☐ PUT POSTERS UP AROUND THE LOCAL AREA.
- ☐ PUT YOUR EVENT ON SOCIAL MEDIA AND ASK PEOPLE TO SHARE DETAILS.
- ☐ EMAIL A PRESS RELEASE TO ANY LOCAL NEWSPAPERS, MAGAZINES OR NEWSLETTERS. YOU SHOULD ALSO MESSAGE OR MENTION THEM ON SOCIAL MEDIA.

PLAN FOR THE DAY

- ☐ WRITE A RISK ASSESSMENT TO HELP YOU IDENTIFY ANY HAZARDS AND PLAN HOW TO DEAL WITH THEM.
- ☐ LIST EVERYTHING YOU MAY NEED ON THE DAY.
- ☐ MAKE A NOTE OF ANY COSTS INVOLVED WITH YOUR PLANS AND BUDGET ACCORDINGLY.
- ☐ THINK ABOUT THE TIMESCALE FOR THE RUN UP TO YOUR ACTIVITY. EXACTLY WHAT WILL YOU NEED AND BY WHEN.



ENJOY!

- ☐ ENJOY THE RESULT OF YOUR HARD WORK! REMEMBER TO THANK EVERYONE WHO HELPED YOU AND CELEBRATE!



THANK YOU

from the Home for Good team!

Your commitment to vulnerable children is inspiring, and your generosity and hard work will have an enormous and lasting impact. Thank you, again, for choosing to raise money for Home for Good. **Together we can find a home for every child who needs one!**





w: homeforgood.org.uk

t: 0300 001 0995

e: info@homeforgood.org.uk

a: 8 Angel Court, Copthall Avenue, London, EC2R 7HP

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