



St Andrew's
Community Network

FUNDRAISING PACK

**TRANSFORMING OUR
COMMUNITY BY CHANGING
LIVES AND BUILDING
RELATIONSHIPS**



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WELCOME

THANK YOU FOR FUNDRAISING ON BEHALF OF
ST. ANDREW'S COMMUNITY NETWORK!

**PEOPLE LIKE YOU MAKE CHANGING LIVES POSSIBLE,
AND WHATEVER YOU RAISE WE WANT TO SAY THANK
YOU ON BEHALF OF ALL THE PEOPLE WHOSE LIVES WILL
BE TRANSFORMED BECAUSE OF YOU.**

Fundraising is a great way to give back to the community. If it is your first time fundraising, don't worry, we have lots of useful information to help you get started and to make your event a success. This pack is full of tips and tricks to help you on your way.

If there's anything you need to know or if you'd like to discuss any fundraising ideas just give our fundraising team a call on 0151 226 3406 and ask for Carolyn or Jade who will be happy to help. Alternatively you can email jade@standrewslive.org.uk for more information.

Big or small, every gift you give helps. We couldn't do what we do without your support – so thank you for deciding to fundraise on behalf of St. Andrew's Community Network.

WHO WE ARE AND WHAT WE DO

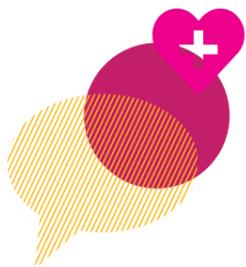
HERE AT ST. ANDREW'S COMMUNITY NETWORK EVERY PERSON WE SUPPORT IS VALUED. WE TAKE PRIDE IN WHAT WE DO BY OFFERING GOOD QUALITY ADVICE, SUPPORT AND GUIDANCE IN FOUR KEY AREAS:



NORTH LIVERPOOL FOODBANK

Working in partnership with the Trussell Trust, we coordinate North Liverpool Food Bank. We have 13 active foodbank centres across the North of Liverpool who work hard to ensure that no-one goes hungry by providing three day emergency food to individuals and families in immediate food crisis.

If you or anybody you know is in food crisis, please contact our Foodbank Coordinator Vicky for more information about obtaining a foodbank voucher and contacting your nearest foodbank centre. Contact details on the following page.



WELLBEING SERVICE

Ensuring that our community is a happy and healthy place to live, we offer one-to-one and peer led support aimed at improving both physical and mental wellbeing. We help people to re-connect with our community through support groups, personal listening, peer-coaching, volunteering and also training opportunities.

For more information please contact our volunteer coordinator Tracy using the information on the following page.



MONEY ADVICE

We have a team of fully trained debt advisers operating to the Advice Quality Standard here at our offices in Clubmoor. We also support 8 other satellite debt centres across Merseyside to reach as many people as possible.

We provide debt and benefits advice, are Debt Relief Intermediaries and have arrangements in place to deliver Individual Voluntary Arrangements and bankruptcy support, with basic money education and budgeting courses also available to those in financial hardship. We want to build financial resilience in the community to help people avoid and prevent financial crises through innovative approaches.

If you would like further information regarding debt advice or would like to book an appointment with one of our advisors please call our office using the contact details below.



VOLUNTEER INVESTMENT PROGRAMME

Our growing pool of volunteers are the reason that the delivery of our key services can operate to the standard that they do. We always aim to provide additional support and progression opportunities to our volunteers; developing skills and confidence, and supporting them into employment.

Without our volunteers we wouldn't be able to do what we do. If you would like to know more about our volunteering opportunities please contact Tracy using the details below where she will happily help you through your journey with us!

CONTACT

All of our services can be contacted by calling 0151 226 3406, alternatively please see email addresses below:

Foodbank – vicky@standrewslive.org.uk

Debt Advice – please call the office where one of our trained advisors will be happy to help

Wellbeing & Volunteering – tracy@standrewslive.org.uk

WHAT YOUR HELP WILL SUPPORT

WE RECEIVE A VAST AMOUNT OF OUR FUNDING FROM GENEROUS SUPPORTERS LIKE YOU, AND NO MATTER WHAT YOU RAISE, YOU ARE INVESTING IN YOUR COMMUNITY TO HELP CHANGE THE LIVES OF OTHERS.



£15

will provide an hour debt advice session with one of our fully trained and accredited advisers.



£40

will provide an hour life coaching session with one of our trained life coaches.



£25

will provide a family food parcel for 3-4 days for a household in North Liverpool.



£600

covers the cost of a three day accredited money education course for 12 delegates.



£300

covers a seven session life-coaching programme for one vulnerable person.



£1,800

will train six peer coaches – local people who can listen and coach others through a mental health or other life situation.



LOVING OUR COMMUNITY

From time to time we put on a wide range of community events, new courses and services to address specific needs for the benefit local people. This is to expand the scope of our pre-existing services to allow us to tackle even more issues that are presented within our area!



£3,500

will pay for five Eat Well Spend Less Courses, providing nutrition, cookery and budgeting advice to 60 people.



£14,296

will pay for the salary of one paid debt advisor, working three days per week, supporting 300 cases per year.



10 TOP TIPS FOR FUNDRAISING

FUNDRAISING IS A GREAT WAY TO SHOW YOUR SUPPORT AND HELP NOT ONLY US BUT THE PEOPLE IN OUR COMMUNITY.

Our services depend greatly on the generous donations of others, therefore, we need your help! We are here to support you every step of the way and have outlined some of our top tips to help you on your fundraising mission!

1 MAKE A DECISION

Deciding what type of fundraising event to do is the most important step in fundraising. We have noted some of our favourite ideas further along in this pack, so please take a look for some inspiration! Take note of your ideas and jot down the aims of your fundraising event. For example, set a target for how much you would like to raise so you know exactly what it is you want to achieve.

2 USE YOUR CREATIVITY

Your fundraising event is an exciting opportunity and people deserve to know how great it is going to be! Think of ways to grab the attention of your sponsors by telling the story behind your fundraising experience and why this event is so important to you.

3 SIMPLICITY IS KEY

A good strategy for gathering sponsors is telling your audience where their money is going and what it will contribute to.

Make sure that people know when your event will take place, where and what time – and most importantly, when their donations must be made by.

4 KNOW YOUR CHARITY

People may approach you with questions about St. Andrew's Community Network, therefore, it is always best to have information to hand! Take a good look at our website www.standrewslive.com/community-network and contact us if you would like any leaflets to distribute at your event.

5 BE PERSISTENT

Asking for sponsorship can sometimes feel scary and you may even feel impolite to ask, but this is perfectly normal! If you don't ask you will never get, and donations are not everything. Asking your supporters to find out more about St. Andrew's Community Network or volunteer their time with us will also help us massively. At the end of the day any amount you raise will go a long way in supporting people in our community!

6 COLLECTING PROMISED MONEY

It may feel a little awkward asking sponsors for money they have pledged especially if they don't give it to you right away, but don't worry, people can sometimes just forget! Be sure to set a date by which sponsorship money should be paid (either online donations or in person) and prompt a few reminders coming up to it!

7 GIFT AID IT

Gift Aid is a great way to turn money into more at no extra cost to your supporters. Let your sponsors know that there is a Gift Aid option on both the written sponsorship form and online. If your sponsor confirms that they are a UK tax payer and they want to add Gift Aid to their donation, we can then reclaim 25% of their donation from the government at no extra charge to them...

so a £10 donation automatically turns into £12.50 by ticking one little box! Result!

8 KEEP PUSHING

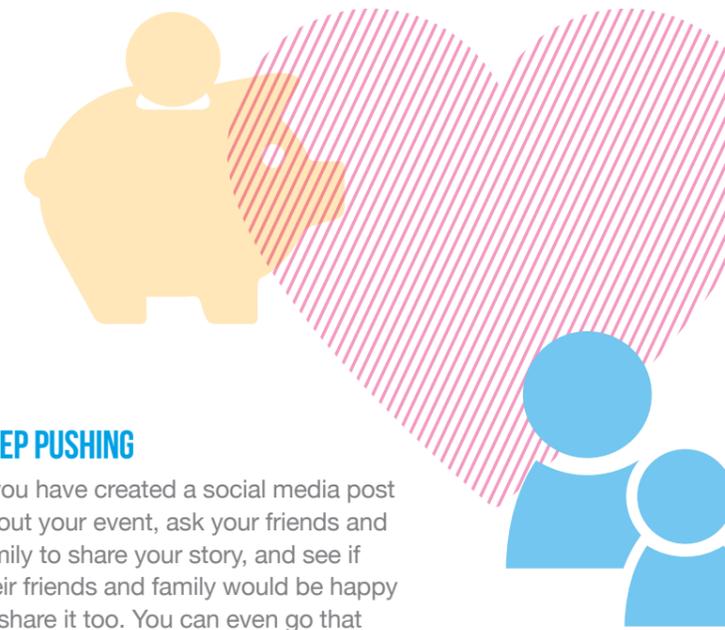
If you have created a social media post about your event, ask your friends and family to share your story, and see if their friends and family would be happy to share it too. You can even go that bit further and put your online donation link in your email signature, pin it to the top of your twitter feed – or flyer your event around the community. We are also always happy to help promote the good work that our fundraisers do, so please email us with your story and we will be happy to help/share any information.

9 UPDATES

Always keep your sponsors updated on how your progress is going. Even once your event is over let people know how the event helped you and others within the community. Good communication is essential and people will really appreciate it. Take photos of your event and share them too! People may still donate after the event has taken place once they see how well you have done, so be sure to keep your online page running for a little while after your event and keep your sponsor form handy for those who can't donate online!

10 BE PROUD

On the day of your event make sure you take the time to reflect on the amazing work you have done. Fundraising takes courage and it is important that you know how great you have done, and how your efforts will help so many people within our community. From us all at St. Andrew's Community Network – Thank you!



FUNDRAISING IDEAS

HERE ARE SOME OF OUR FAVOURITE IDEAS TO GIVE YOU A BIT OF INSPIRATION FOR YOUR OWN FUNDRAISING EVENT!

We have split them into categories depending on your interests and goals!



CHALLENGES:

SPONSORED BIKE RIDE:

Choose a challenging route and get sponsored to complete it.

👍 TIP: Take 'selfies' of you at various locations and post them online to show your progress to your supporters. Set up an online BT My Donate page (more info later!) to let people sponsor you online and boost donations.

DIY DYE:

Dye your hair different shades of blue in honour of St. Andrew's Community Network. Be brave. Be bold. Be BLUE.

👍 TIP: Tell your local hairdressers about your event and maybe they will post about your bravery on their social media pages and in their shop. They may also donate the required hair products you need to complete your fundraising dye.



FUN DAYS:

MUSICAL BINGO:

Play a traditional game of bingo with a twist! Have music filled intervals and crazy prizes throughout your event. A bonkers game of bingo will attract people of all ages to come along to a fun filled night!

👍 TIP: Place supervised donation buckets around the venue to boost donations. Ask people for a small entrance fee and encourage them to donate any change on the door!

QUIZ NIGHT:

Ask your friends and family to get into teams for a fun filled quiz night. Test their general knowledge with a wide range of questions and riddles for all. Ask all members for a small donation on the door to enter in support of St. Andrew's Community Network.

👍 TIP: Organisations and companies may donate items to your event to be auctioned off for charity. Get in touch with some local people to see what prizes you can gather!

BBQ:

Organise a community BBQ in a local space and invite friend, family and people from your area. Creating flyers and an event page on social media are great ways to advertise your event!

👍 TIP: Place flyers in local shops and social spaces to attract attendees. Set a challenge for how many burgers/hotdogs can be served in a set time frame and ask people to sponsor you for support. Outdoor games and music will attract more people. Charge a small donation for food and drinks on the day.



AT WORK:

OFFICE OLYMPICS:

Make a paper torch and devise a few contests (most spins in an office chair, elastic band firing etc.) then host your own Office Olympics. You can even hold a lunchbreak fun run or a 5-a-side tournament to get your office Olympics really going!

👍 TIP: Ask colleagues to pay to participate. Document your event by posting pictures and videos online with your online donation link so that friends and family can also donate!

CAKE SALE:

This is a super fun and easy way to raise money. Organise a day to run a cake sale at your workplace and ask members of staff/volunteers to get involved and bake some cakes. Ask people for a donation when purchasing a cake!

👍 Tip: Run a cake tasting challenge and ask people to vote on the best cake. Have a prize for the winning baker!

AT SCHOOL:

THE MILLENNIAL QUIZ:

Oh how the roles have reversed? With students as the teachers, and teachers as the students, players can be quizzed on popular words amongst the modern day young person, such as "selfie" and "OTP" to see who really knows the generation of today! (If you are reading this and don't understand what OTP is, you are the perfect candidate for this event!)

👍 TIP: Ask students to sponsor the teacher they think will win – all proceeds to be donated.

AT HOME:

SMARTIES SAVING:

A great way to get children involved with fundraising at home is to use empty Smarties tubes for saving.

Ask your little ones to fill them with 20ps throughout the year as a great way to introduce good will and giving alongside the benefits of saving!

👍 TIP: Have a small prize for when the Smarties tube has been filled.

LOVING OUR COMMUNITY PART 2:

IF YOU CAN'T / DON'T WANT TO RUN YOUR OWN EVENT ARE STILL EAGER TO SHOW YOUR SUPPORT PLEASE COME ALONG AND HELP US AT OUR FOODBANK COLLECTIONS AT VARIOUS STORES THROUGHOUT THE YEAR. FOR MORE INFORMATION CONTACT VICKY AT: [VICKY@STANDREWSLIVE.ORG.UK](mailto:vicky@standrewslive.org.uk)

P.S. PLEASE VISIT OUR WEBSITE TO SEE A FULL LIST OF OUR FAVOURITE FUNDRAISING IDEAS!!



CASE STUDY



MEET OUR STAR FUNDRAISER LYNNE!

Lynne has been fundraising for St. Andrew's Community Network alongside her role as a Customer Services Advisor and Community Ambassador for National Express Liverpool Coaches.

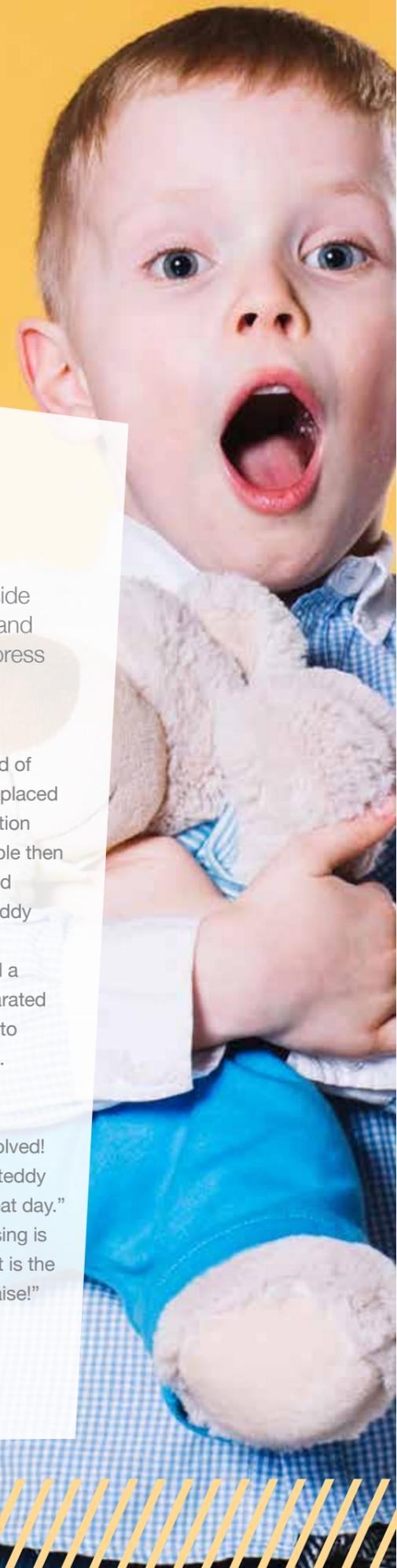
Lynne first heard about us when she was shopping in her local Sainsbury's one day, and was handed one of our "shopping list" style leaflets which listed various items that North Liverpool Foodbank were in need of. She said it really struck a chord with her when she stopped and read the leaflet, to which she then went and purchased a few bits to donate.

Since then, Lynne has volunteered at local foodbanks and has organised a range of events to raise money for us. Lynne told us that her favourite fundraiser event had been her "teddy bear adoption day" where she asked people to donate their unwanted teddy bears to National Express.

Over 200 teddies were donated of which Lynne then cleaned up, placed ribbons on and made an adoption certificate to accompany. People then came into National Express and made a donation to adopt a teddy bear, which raised over £300! Somebody had kindly donated a 6ft teddy bear which was separated from the others and was used to "guess the teddy bears name".

Lynne says "It was just a great fun day and everyone was involved! We painted our faces and put teddy bear ears on and we had a great day." One of her top tips for fundraising is to "make it fun! The more fun it is the more money you're going to raise!"

national express



BEING ORGANISED

PLANNING YOUR EVENT WILL TAKE TIME AND THOUGHT, SO WE HAVE SET OUT A FEW POINTS HERE TO HELP YOU PLAN YOUR EVENT TO MAKE IT THE BEST IT CAN BE.

Top Things to consider...

WHERE WILL YOUR EVENT TAKE PLACE?

There are many places that your event can take place: at home, work or at a community venue. Whether it be indoors or outdoors you will need to think about the space needed in relation to the size/nature of your event. When fundraising in a public place, always mention you are doing this for a registered charity.

TARGETS AND BUDGETING

Setting targets and establishing a budget really makes an event run smoothly. Targets help to stay motivated and on track. If for any reason your event has additional costs (prizes, equipment etc.) think about how much you hope to raise once you've covered these costs and then tell everyone your goal. You may also be able to reduce costs by asking local businesses to donate prizes or food, borrowing equipment and asking for discounts. After all, you're fundraising for a great cause and it will all go to charity!

SPREAD THE WORD

Once a decision has been made it is time to spread the word. Social media platforms are great ways to promote, invite and update people about your event and its progress, and there is always the good old faithful word of mouth. We would also love to help you share your story and we are eager to hear all about it so please connect with us Facebook: @StAndrewsCommunityNetwork and Twitter: @StAndrewsLive

ONLINE FUNDRAISING PAGE

Setting up an online fundraising page with BT MyDonate makes raising money easy. BT Mydonate has step-by-step instructions on how to set up your own fundraising page. Please remember to select "St. Andrew's Community Network" (case and grammar sensitive when searching for our name) as the charity of your choice to make donations payable to us. Once set up, send out a link to your page where your friends and family can donate online and see your progress.

GIFT AID

Gift Aid is a great way of donating more with no extra cost to the donor. Any UK tax payer can include Gift Aid when they make a donation, this means that 25% of their gift can be claimed by us through tax - that's an extra £1 for every £4 donated! This extra money can make a huge difference so please make sure all UK taxpayers tick the Gift Aid box on your sponsorship form, and include their full name and home address with postcode, so that we can claim the Gift Aid.

TEXT DONATE

St. Andrew's Community Network are partnered with JustTextGiving where you can donate by texting SACN13 and your amount to 70070. For example, SACN13 £10. Telling your sponsors about this makes both collecting money and donating easy - the amount they donate will either be taken from their PAYG credit or added to their monthly bill. Once they have donated via text they will receive a confirmation text and more information about Gift Aid.

MATCHED GIVING

Lots of organisations hold a matched giving scheme that can double the amount of money you have raised. Ask your employer if they do, and if they don't, why not suggest it? It's tax-efficient for them!



HEALTH, SAFETY AND LEGALITY

YOUR HEALTH AND SAFETY, AND THE HEALTH AND SAFETY OF THOSE ATTENDING YOUR EVENT IS OF UTMOST IMPORTANCE. SOME TYPES OF EVENTS HAVE SPECIFIC LEGAL REQUIREMENTS.

Please see our guidelines below.

BRANDING

Please display St. Andrew's Community Network's name and charity registration number on all posters, advertisements and other fundraising materials that are used.

Our registered charity number is **1105307**.

HEALTH AND SAFETY

organising your own fundraising event means that you are responsible for the health and safety of all involved. Useful information can be found at The Institute of Fundraising and Government websites with regards to health and safety.

INSURANCE

As your event or activity hasn't been organised by and isn't controlled by St. Andrew's Community Network, it isn't covered by our insurance programme. Therefore, if appropriate, you may need to arrange your own insurance unless covered by your own home insurance.

If your event is taking place in a public space, you may need to obtain permission of use and media permissions if applicable. It is important to note that St. Andrew's community network will not be liable for any loss or injury arising out of your fundraising event.

COLLECTIONS

Collections are a great way to raise money. If you're planning a collection that takes place in a publicly owned place then this is governed by strict legal requirements and must be licensed by your local authority. Make sure you check with your local authority before holding events where collecting money on the streets or running market stalls are concerned. Licences are not needed on privately owned land but you'll need the permission from the owner or business if publicly owned. Please contact us if you need further advice on this.

FOOD HYGIENE AND ALCOHOL

In the occasion that food is required to complete your event please take great care when handling, preparing, displaying and storing food.

A licence will be needed if you have alcohol at your event. This issue may be avoided by holding your event on licensed premises or by asking a local pub to organise a bar at your venue. If this cannot be done, you will need apply for a temporary licence.

RAFFLES, LOTTERIES AND PRIZE DRAWS

We would really appreciate it if you **DID NOT** hold a raffle or lottery during your event as it goes against the nature of our services in relation to gambling and effective money management. Raffles, lotteries and prize draws are a highly regulated area.

Please refer to the recommended guidelines for more information: <http://www.institute-of-fundraising.org.uk/guidance/fundraising-disciplines/auctions-raffles-lotteries-and-gamification/raffles-and-lotteries/>

AFTER YOUR EVENT

Please ensure that you complete our 'Paying in Form' for money raised offline (e.g. by sponsorship form). Any donations made via BTMyDonate will automatically reach us so you can rest easy and relax!

For collected donations, please send your sponsorship form and a cheque made payable to St. Andrews Community Network to: St. Andrew's Community Network, 16-18 Larkhill Lane, Clubmoor, Liverpool L13 9BR.

If you require any further information please call us on 0151 226 3406.

THANK YOU

On behalf of everyone at St. Andrew's Community Network, thank you for helping us to transform our community.

We would love to hear about how your event went, so please email us at jade@standrewslive.org.uk with any pictures and feedback! If you would like to be a featured case study on our website following your event please get in touch.

Chief Executive – Kevin Peacock kevin@standrewslive.org.uk

Operations Manager – Simon Huthwaite simonh@standrewslive.org.uk

ADDRESS

St. Andrew's Community Network
16-18 Larkhill Lane
Clubmoor, Liverpool
L13 9BR

For further details please visit our website

WWW.STANDREWSLIVE.ORG.UK/COMMUNITY-NETWORK

 [TWITTER.COM/STANDREWSLIVE](https://twitter.com/STANDREWSLIVE)

 [FACEBOOK.COM/STANDREWSLIVE](https://facebook.com/STANDREWSLIVE)

STANDREWSLIVE.ORG.UK