

# Community Fundraising



Create an event, spread the word,  
support your local community

## First of all Thank You

We are so thankful that you have decided to give your time and effort to support our important work.

By creating a fundraising event for Avalon Group you are helping adults with a support need in your community to experience meaningful moments, and offering them choices and fulfilment they may otherwise miss out on.

The money you raise will make a huge difference to people's lives, and ensures we can continue to provide personalised support to individuals and their families.



## In this leaflet

Use this leaflet to discover exciting ways you can raise money for Avalon Group.

It also includes hints and tips for running a successful event, information about setting up an online fundraising page, details about how to include Gift Aid when receiving donations, and all the important legal bits to make sure your event is safe for all attendees.

If you have any questions email **[fundraising@avalongroup.org.uk](mailto:fundraising@avalongroup.org.uk)**





# Fundraising Ideas





# Get Sporty

**Sponsored run** - enter an existing running event or create your own.

**Organise a team based match** - football, netball, cricket, basketball, hockey, whatever you love doing.

**Keepy up contest** - who can keep a ball in the air the longest?

**Office Olympics** - swivel chair gymnastics, ruler javelin, synchronised stapling; create your events and see who gets the gold.

**Month long challenge** - 10,000 steps a day for 30 days, or 10,000 miles a day if you're brave/unrealistic.

**Zumbathon** - an endurance dance event.



# Get Arty

**Host a film night** - either at home or in a space you hire. Maybe you could theme the event around a certain season or holiday, but don't forget the popcorn!

**Arrange an art or photography exhibition** - maybe you are a talented artist who could create an event by yourself, or you could involve all the artists and photographers you know to put on one big showcase.

**Make some arts and crafts to sell at a local fair** - handmade cards, jewellery, candles, frames, it's up to you.



**Hold a knitting day** - create some unique scarves for winter, or maybe some personalised baby blankets and invite the community to come and purchase the finished products.

**Egg Painting** - this one works particularly well at Easter, and means you can get the whole family involved creating unique artwork to sell. A cracking idea!

**Teach a workshop** - if you are a talented artist then why not help others to learn your craft, and ask for donations.





# Get Foodie

**Coffee morning/cake sale** - get everyone to bake some cakes, cookies or doughnuts and brew several pots of warming coffee to sell.

**Come Dine With Me event** - instead of points, rate each other with pounds.

**Garden party** - fire up the BBQ and invite family and friends to enjoy the feast.

**Chilli cook-off** - or any kind of cook off. Get all your foodie friends to test their mettle with a cooking contest based on a specific meal.

**Give something up** - you're that person who everyone knows loves coffee. You need it to survive the day. Well now you're giving it up for a whole month.

# Get Random

**Shave your head** - or any other part of your body you dare shave for charity.

**Dress up** - hold a fancy dress day and become that famous character you've always wanted to be.

**Skydive** - for that brave person who laughs in the face of danger. Just make sure to video it and share it with us.

**Treasure hunt** - bury some treats, create some fiendish clues and draw a map to entice people to pay to take part.

**Sponsored silence** - can you keep your lips zipped for a whole day? It's harder than you think but definitely worth a go.

**Karaoke contest** - set up a talent night with prizes for the best and most entertaining performers (sometimes the two categories attract very different winners).

**Create your own** - if you've got an original idea we'd love to hear it.





## Event planning tips

**Pick what you'd like to do** - whether it's a big or small idea make sure it's something you can have fun with.

**Spread the word** - to make your event a great success you want to tell as many people as possible about it. You can use social media as a tool to reach your wider community; speak to your family and friends; or put up posters locally (if you speak to our fundraising team we will supply you with some branded posters to make it even simpler).

**Collect the money** - either by setting up an online giving page or handing out sponsor forms. Our fundraising team will help you with either or both of these avenues.

**Make sure the event is safe** for attendees and yourself, and ensure to adhere to any legal requirements (more on that later in this leaflet).



**If you have an idea for a fundraising event, let us know by emailing [fundraising@avalongroup.org.uk](mailto:fundraising@avalongroup.org.uk)**





## Fundraising tips

**Make a plan** - what do you want from the event and how will you achieve it? What is your fundraising target?

**Let us help** - we can provide you with promotional materials, collection tins and extra advice if you need it.

**Make a list** - write down all the local organisations and people you know who might help by sponsoring you.

**Gift Aid** - make sure people eligible for Gift Aid have ticked the box on your sponsorship form or online giving page. This raises an extra 25p per £1 you get in sponsorship.

**Take it with you** - carry your sponsorship form with you everywhere! You'll find people will donate in the most random of places.

**Share with friends and family** - get your loved ones to spread the word on your behalf.

## Setting up an online JustGiving giving page\*

1. Log into your account at [www.justgiving.com](http://www.justgiving.com) and click 'Start Fundraising'.
2. When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'.
3. Search for The Avalon Group and select us from the list of results.
4. Let us know whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing.
5. If you can't see your event listed, select 'Add your own' at the bottom of the page and tell us a bit more about your activity.
6. Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.
7. Tick 'Yes' if you're running a bake sale, or selling tickets to an event or raffle - donations for this type of event are not eligible for Gift Aid.
8. Click 'Create your page'.

Job done! Your Fundraising Page is set up and ready to accept donations. You can now share your event with everyone you know.

\*Please note that before creating a JustGiving event you must first hold an active JustGiving account. To do this please visit [www.justgiving.com](http://www.justgiving.com) and click "sign up" in the top right hand corner of the page.

# JustGiving™



## Some legal bits to note

There are a number of guidelines and policy regulations you need to follow when fundraising for Avalon Group. To have any queries answered call 01423 530053.

If you are in any doubt when it comes to legal obligations or implications regarding your event, please get in touch with us and we can advise.

Your event may need a licence or relevant insurance. And you must consider the safety of yourself and others when planning your event.

Enjoy yourself whilst fundraising, but please don't take any unnecessary risks or cause distress to other people.



**Food and drink** - there are many regulations governing the use of food and drink at events, which you must comply with. Please contact the Environmental Health Services of your local council for full details.

**Entertainment** - if your event features entertainment (i.e. 2 or more people performing) you must check the venue carries a Public Entertainments Licence.

**Collecting money** - if you are to be collecting money using a collections tin, please speak to us beforehand to ensure you are aware of proper practice.

**Raffles** - raffles and lotteries are governed by the Lotteries and Amusements Act 1976. Guidance can be found on the Gambling Commission website.

## Contact Information

If you have any questions please don't hesitate to contact our fundraising team

[fundraising@avalongroup.org.uk](mailto:fundraising@avalongroup.org.uk)

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