FUNDRAISING GUIDE

Dear Happy Days Supporter,

Thank you so much for choosing to support Happy Days Children’s Charity – we genuinely couldn’t do what we do without your help, so a huge thank you from us all.

Christmas can be a wonderful time of year, but for many children and families coping with difficulties in their lives, it can increase feelings of loneliness and despair which can become overwhelming.

Last year, Happy Days arranged a special pantomime day for over 5,000 children living with physical, mental and emotional challenges, giving them a chance to get out, get together and have a day that they really deserve, helping them in so many ways. But there were hundreds more places that we were unable to fund.

As part of our Christmas Appeal, we’re encouraging individuals, groups and companies to organise a Christmas themed fundraiser to help us raise £30,000 between now and December, which will enable us to support an additional 1,500 children with this magical day. Below are some fundraising ideas to get you started.

As a thank you, we’ll place a picture of your choice in a bauble on our tree. This could be a photo if you’d like to make your donation in memory of a loved one or as a Christmas present, a company logo or even your own bauble design.

If you’d prefer to make your donation by post or over the phone, or need help or ideas, call Nicky on 01582 651234 or email campaigns@happydayscharity.org

Once you've organised your fundraiser and made your donation, don't forget to email your photo or image to campaigns@happydayscharity.org

All donations to our Tree of Hope will support our wider Christmas Appeal. To check our progress and to see more ideas on how you can support our efforts to help brave kids this Christmas visit:

https://www.happydayscharity.org/christmasappeal

Sincerest thanks

Rob Cox
Happy Days Fundraising and Marketing Manager
SOME THINGS TO THINK ABOUT…

• Don’t forget to make up some collection buckets to take along to your fundraisers, people love to donate.
• Raising money online is often one of the best ways to increase your donations. It’s really simple to set up an online fundraising page, choose your website from the list below, or call us if you need help.

Justgiving
https://www.justgiving.com/happydayscharity

Virgin Money Giving
http://uk.virginmoneygiving.com/charities/happydayscharity

Have you thought about Matched Giving? Double the money you raise fundraising by asking local businesses to support your cause, or see if your work place has a match giving fund, many companies do.

If you’re raising money to honour the life of a loved one, you can set up an In Memory page through our friends at Justgiving. Visit http://www.justgiving.com/happydayscharity/remember

Social Media – Spread the word about what you’re doing online, we love to see what our supporters are up to. If you have any videos, get in touch and we’ll post them on our YouTube page.

You can find link to all of our social media sites in the top right hand corner of our website at www.happydayscharity.org

UP FOR A CHALLENGE?

Taking part in a challenge event is a great way to have fun, get fit and raise urgently needed funds.

Last year, our participants helped fund Christmas Panto places by taking part in bike rides, hikes, walks, jogs, overseas challenges and skydives to name a few.

You can organise your own event, give a festive twist to your challenge or take
part in one of the many Santa Jogs that take place across the country, such as the Do It for Charity London Santa run > http://www.londonsantarun.co.uk

Search online to find your nearest Santa Jog or call Rob on 01582 410094 or email rob@happydayscharity.org if you need help finding one near you.

We’re thrilled to be working with some fantastic event partners, so whether you’re looking for a challenge at home or abroad, on foot or in the saddle, we’ll find something for you. Call us on 01582 651234 or email rob@happydayscharity.org.

A – Z OF FESTIVE FUNDRAISING IDEAS

There are lots of ways to raise money for the Happy Days Christmas Appeal and support vulnerable children across the UK, feel free to come up with your own but here are a few ideas that you can add a festive twist to.

And don’t forget to send your photos to rob@happysdayscharity.org or tag us in to your social media posts.

Arts and Crafts Fair
Put your creative talents into action and sell your works of art at a craft fair. Christmas cards or homemade decorations would be fab!

Art or Photography Exhibition
Sell your art or photos at a local shop or hold your own exhibition and charge entry. Snowy scenes would give it that yuletide feeling.

Bad Christmas Tie / Jumper Day
Lots of companies held Christmas themed dress down days for us last year where staff paid to wear garish Xmas Ties or Jumper. It’s a classic!

Battle of the Bands / Disco
Christmas gigs and discos take a little more to organise, but it’s a great excuse to hold a festive party.

Bring and Buy Sale / Cake Sale
Sell donated goods on a stall. Cakes and home-made jam allow you to be creative and festive at the same time.

Bingo
Organise a Christmas bingo event – devise your own calls for the numbers and festive themed sheets. Charge a fee per game and see if local shops will donate festive prizes for the winners.
Bauble and Spoon Race
Replace the egg with a festive bauble – the rest is pretty straightforward!

Coffee / Tea / Hot Chocolate Morning
Nothing says winter warmer like a good cinnamon chocolate or spiced tea. Complement with festive biscuits or cakes to add fun to your fundraising.

Cricketing Santa Match
It’s happened before and it may just happen again! Taking part in sports wearing Santa Suits just isn’t cricket, is it?

Car Wash
Dress up in festive gear and you’re bound to grab motorists’ attention. Ask a local business (e.g. hotel, retail park) if you can hold a charity car wash in the grounds.

Dress Down Day
Ditch the uniform or the suit and take on a Christmassy theme for the day. See also Bad Christmas Tie / Jumper Day.

Krispy Kreme Doughnut Sale
Delight all your friends with a delicious doughnut sale. Krispy Kreme let you buy their doughnuts at special low prices so that you can sell them on for a fundraising profit: http://www.krispykreme.co.uk/fundraising/raise-dough/

Dance or Wiggle / Dance to Make a Difference
Happy Days Dance Wiggle / Dance to Make Difference usually takes place in May every year, but why not organise a Christmas dance or Zumba class instead?

Enterprise Days
Put on your Apprentice heads and come up with the marketing idea of the century with a festive theme! Create and sell the product you have designed or set up a pop up shop.

Five-a-Side Festive Football Competition
Wear Santa Suits, play football. Nuff said.

Film Night
Choose your favourite Xmas flick and and hold a film night for family and friends.

Fashion Show
Put your creative talents to the test and organise a fashion show. The bad Xmas Jumper returns?

Face Painting
Put your artistic talents to good use and paint people’s faces with festive colours or designs.
Give it up!
Happy Days’ Give It Up! Campaign goes festive. Nothing says Christmas quite like chocolate, unless you give it up for a week or month and get sponsored to do it!

Guess the Number of …
Challenge people to guess the quantity of nuts in a jar or baubles in a box.

Jumble Sales
Reduce, reuse and recycle – the perfect opportunity to hold a jumble sale and get rid of old stuff to make space for new stuff when Santa delivers those presents.

Karaoke Christmas
Impress your friends with your singing ability, or lack of, with your favourite Xmas tunes.

Knitting
Christmas jumper anyone?

Panto Fundraiser
Organising your own panto at school or with amateur dramatics group? Donate some of the proceeds to us and we can fund panto places for brave kids.

Plant Sale
For those with green fingers, sell your produce in a plant sale. Christmas tree or cactus maybe?

Quizzes
The classic quiz with Christmassy questions. Create your own or why not ask your local pub to donate a percentage of their own pub quiz.

Raffle / Tombola
Get friends and family or local businesses to donate festive prizes and raffle them off to raise funds.

Read-athon
What the Dickens?! Get sponsored to read lots of your favourite festive books.

Sponsored…stuff!
Remember when organising a fundraising event to think about adding a sponsorship element – it’s a great way of collecting your money.

Talent contest
Hold a contest to showcase the talents of your friends and family! Organise a collection or charge at the door for entry, or for when people want to leave.

Treasure Hunt
Create a treasure hunt and challenge your friends to find what you have hidden. Pay to play.
**Winter Walk or Hike**
Organise a sponsored walk or join an organised one and get sponsored.

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**FUNDRAISING DO’S AND DON’TS**

Some types of fundraising need a bit of extra thought to ensure that you and your guests stay safe and well. We have put together some guidelines below to help you.

However you decide to fundraise, you need to make sure that you are open and honest about your activity. Be clear to your sponsors or donors about how much money will reach Happy Days. For example if some of the money raised is going to cover your costs, such as flights and accommodation on a World Experience, make sure they know that.

Using our materials can also help us raise as much money as possible – our sponsor forms and donation forms include a column to collect Gift Aid which means that every £1 donated by UK taxpayers, could be worth £1.25, at no extra cost to your supporters.

**Auctions**

Auctions can be a great way to raise money and people are often willing to spend over the odds for items if they know the money is going to a good cause. Although you’ll want to encourage people to pay as much money as possible for your lots, it’s important not to miss-sell items. Be clear about the quality and value of the lots so that people know what they’re bidding for.

It’s helpful to come up with some terms and conditions before the auction. For example, what will you do if one of the lots is no longer available after someone has paid for it? What will happen if someone doesn’t pay up after their bid has been accepted?

You’ll also want to think about the reserve price that you want to set. In general, there is normally a 10% discretion on any reserve price.

In some cases, you might be able to Gift Aid the money you make from the auction but this will need a bit of planning in advance.

**Raffles, sweepstakes and competitions**

The ever-popular raffle has always been a fundraising favourite but it’s important to make sure your raffle doesn’t break any gambling laws. There are different types of raffles, each of which is governed by different rules.

To help you, we’ve outlined the different raffles below:

The simplest raffle to organise is **at events you are staging** to raise money for your event (for example a party or quiz). These types of raffle don’t need a licence, as long as you only sell tickets to people at the event and you draw the winner at the event too. If you’re using proceeds from the raffle to cover costs and pay for prizes, make sure you don’t use more than £100 on costs (such as tickets) and no more than £500 on prizes.
If you are planning to sell raffle tickets **outside of an event that you are organising**, please contact your local authority for more information as you may need a licence.

Another simple alternative is to run a **free prize draw** but ask for donations. Again, you wouldn’t need a licence for this but you would need to make sure that people could still enter, even if they didn’t give a donation. You could try this when organising a sweepstake at work too. If you ask for donations instead of charging a set price per person, you don’t have to follow as many rules when organising the competition.

**Competitions and quizzes** are another fun way to raise money. Don’t make the questions too easy, as there needs to be an element of skill involved but you can charge for entry to help you on your way towards your fundraising target.

**Public collections**

Public collections are a great way to increase your fundraising and also help raise awareness of Happy Days. We can provide you with templates to print out stickers for your collection buckets.

If you want to organise a collection in a public place, you will need to make sure that you have a licence. Collections on a private property don’t need a licence but you will need permission from the owner, for example, asking the store manager of your local supermarket, if you would like to collect in their store or car park.

You’ll obviously want to encourage as many people as possible to donate but remember not to obstruct people’s paths and please don’t do anything to obviously annoy the public.

It’s also sensible to think about how you will make sure your money is secure, both during and after the collection.

**Poker nights**

Raising money for charity by organising a poker night doesn’t need a licence, but you have to follow certain conditions. No matter how many games you run, each participant can’t make more than one payment and this payment can’t be more than £8. The total value of prizes at the event also can’t be more than £600. All of the proceeds have to be donated to charity.

Before you get started on organising your Poker Night, make sure you are familiar with the Gambling Commission’s Guidelines (full details are available at the [Gambling Commission’s website](https://www.gamblingcommission.gov.uk)) so that you stick to their requirements.

**Events**

If you’re organising an event of your own on private property, you will normally just need to ask the permission of the owner. If you want to organise an event in a public place, you may need a licence (temporary event notice) from your local authority, to think about health and safety food allergies and insurance. This can include giving you the opportunity to sell alcohol at your event.

Lots of venues already have licences which you can use, so check with the venue about whether you will need a special licence. You might also need a separate licence for playing music. It’s best to check with your local authority about what permissions and licences you need in advance.

As with any fundraising activity, it’s important to think about health and safety. It can help to carry out a risk assessment to help you identify any potential problems and how they can be avoided, and you might want to consider public liability insurance if your event is open to the public, though this is not mandatory it can be prudent. You should also think about whether your event will be accessible to
everyone. It’s generally up to the venue to take reasonable steps so that it is accessible but you want to make sure you choose a venue that all your guests can get to.

If you’re supplying food, think about what ingredients are used. Some people may have allergies to certain foodstuffs so you’ll need to be able to let them know if they need to avoid certain foods.

For up to date information on helping to keep your fundraising event safe, visit: http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/event-fundraising/