INDIVIDUAL FUNDRAISING PACK
Thank you for downloading our fundraising pack. Your support will make a real difference to our work. We know it can sometimes be a bit daunting, so we’ve included some useful tips and essential information to help you along the way.

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Why Fundraise for Us?

Because we want to help create a society that’s fairer and more inclusive for everyone. Are you struggling to come up with ideas? There’s no need to over think it, just simply do something you love!

Here are some ideas to get you started:

**Organise a quiz!** All you need to run a quiz is a venue, questions and a good supply of pencils and paper. You can hold one in your own home with friends, at your local pub, at your school or at your workplace.

**Get active.** There are a whole host of activities to get involved in across the UK – from 10k runs and half-marathons in your local area to well-known events like the Three Peaks Challenge and the Great North Run. Or why not go the extra mile (high) and face your fears by taking on a parachute jump!

**Host a board games night.** Dig out any games you have, get your friends over and host a games night with a donation to play. From Cluedo to Monopoly, Jenga to Twister, any game can work. Split into teams so that everyone gets to have a go on the different games. And throw in some snacks for extra donation potential.

**Get Baking** Do your best Mary Berry impression and use your culinary skills to bake cakes, biscuits pies and tarts to sell – at work, school, or any local clubs you attend.

**Come Dine with Me!** If you’re a great cook, then put on a memorable meal for a group of friends and charge them restaurant prices! They won’t mind because it’s all for a good cause.

**Sponsored pledge** Why not test your willpower whilst raising funds and pledge to give something up for a week or a month, in exchange for sponsorship.

**Head to a boot fair.** Make like Marie Kondo by clearing out all your unwanted clutter and heading to your local boot fair to set up a stall. As the saying goes, one person’s trash is another person’s treasure!

**Film Night.** Organise a location, get a projector, and have a film night! Fundraise via entry donations as well as selling ever-popular popcorn, sweets and drinks.

**Charity Auction.** Ask local businesses to make donations; arrange a venue, sell tickets, get refreshments in place, and someone to run the auction. It may be a lot to do, but when you see the amount of donations that pour in, it’s all worth it.
Planning an event hints and tips

1. **Set a target for how much you are trying to raise**, this will help you plan, and will motivate people to help you get there! A good balance is to aim to raise three times more than you spend.
2. **Set a budget.** Work out what you will need to spend money on beforehand, so you can make sure you are raising more than it costs you. You can keep costs low by asking local businesses to donate goods and services or provide them at a discounted price.
3. **Check the calendar** before you choose the date. People are much less likely to be able to come if your event clashes with a major sporting event or a national day like Mother’s Day. You also need to give yourself enough time to make all the preparations you need to and to publicise what you’re doing.
4. **Plan what you will need to do beforehand and what you will need to do on the day.** This will help you work out what help you might need, identify any challenges early, and make sure it all runs smoothly.
5. **Get help.** It’s often more fun, as well as less work, when friends and family get involved. You never know, you may find that they have hidden talents!
6. **Ask your company to match the amount you raise**, pound for pound. It’s a simple way to double your donation.
7. **Tell everyone what you’re doing** and why. You might want to create some flyers or posters. Email friends and colleagues with information that they can send on to others. Social media is also a great way to advertise what you’re doing. And don’t forget to let us know – we’d love to support you to get your message out there.
8. **Don’t forget to thank everyone.** After the event, remember to send a big thank you to everyone who has helped, and let everyone know how much you raised.
9. **Tell us what you did.** We will send you a thank you when we receive your donation – but we would really like to hear your story and see any pictures! If you’re happy for us to share, we would like to include a thank you and some details of what you have done on our website.
The Virgin Money Giving Guide

If you’ve never done any online fundraising before, don’t panic! Here’s our five-step guide to setting up a fundraising page to be proud of on Virgin Money Giving, one of the leading fundraising platforms.

1. Go to virginmoneygiving.com

Visit the Virgin Money Giving sign-in page and enter a few simple details such as your name, address, a password and your contact preferences.

2. Select the best fundraising option for you

You’ll then need to select the option that’s relevant to you:

- Start your own fundraising challenge - choose this option to promote your own challenge.
- Change the world in honour of someone special - choose this option to help share a challenge in memory of a loved one
- Change the world as a team - choose this option to promote a team challenge

3. Tell us why you’re fundraising

Virgin Money Giving will then direct you to your very own, brand new fundraising challenge page! Here, you’ll be able to enter a short description of what you’re doing to raise money.

4. Select charity

On the next page you’ll have a chance to enter the charity for which you’re planning to fundraise. Type in Stephen Lawrence Charitable Trust and you’ll see it appear on the page. If you want, you are able to choose to raise funds for more than one charity at a time.

5. Finalise your fundraising page

At the bottom of the page click ‘Create my page’, and that’s it – your fundraising page is now live. Congratulations, you’re now an online fundraiser!
Keeping safe and legal

There are legal restrictions and requirements around some methods of fundraising, so we have set out some basic guidelines below that you need to consider when organising your fundraising activities. This is only general guidance, so please seek professional advice if you are unsure on specific points.

Permissions

If planning an event please do it safely and legally. Get permission from your local council if necessary and make sure your it is well organised.

Publicising what you’re doing

Publicising what you are doing will help you to get more people involved and raise more money, but there are some things to remember. If you create your own materials, or are writing to anyone about your event, you must say that the Stephen Lawrence Charitable Trust is a registered charity and include our charity number. Please use these exact words:

In aid of Stephen Lawrence Charitable Trust – Registered charity number in England and Wales (registration number 1102267) and in Scotland (registration number 1102267).

Alcohol

If you plan to sell alcoholic drinks like beer, wine or spirits at an event you may need a Personal Licence from your local authority. It is worth checking with them beforehand what the process and timescale for applications is. If you are giving alcohol as a prize, you must not give it to anyone under the age of 18.

Collections

If you want to hold a street collection, house-to-house, or any other collection in a public place, you must have a licence or permit from your local authority (or the Metropolitan Police for collections in London). If you wish to collect on private premises or grounds, such as at a supermarket or garden centre, you don’t need a licence, but you do need to get the permission of the owner or manager.

Raffles and lotteries

There are some specific legal requirements relating to raffles and lotteries. You can hold a small raffle, so long as it is not the focus of your event, without a license. You can use standard ‘cloakroom’ style tickets, and they must be sold for the same price and should not be sold to anyone under the age of 18. The raffle must be drawn on the same day as you sell the tickets. You can accept and give away any donated prizes, but you cannot spend over £250 on prizes.

If you plan to sell tickets over a longer period, for example starting before your event, then you will need a licence from your local authority and printed tickets. This is because there is some information that legally must be printed on each ticket: the address of the promoter, details of the charity and the draw date, and space for recording the names and addresses of who buys them.
Involving children

If children may attend your event, you need to make sure the environment is safe for about potential risks such as cars, equipment, doors, toilets, facilities for lost children take any photographs of children without the explicit permission of a parent or guardian. If you have asked other adults or organisations to provide a service for children at your event, e.g. a puppet show, a bouncy castle etc., please check their insurance safety certificates and ask for references and their Disclosure and Barring Service check. Remember not to let children enter any raffles, or any competitions or games where the prize is alcohol.

Photographs

Photography is a great way to capture the fun of your activity. If you want to use photographs from your event to send to the local paper or to us, it is a good idea to check with adults that they are happy to have their photo taken, and you will need written permission from a parent or guardian for any photographs of children.

Stay safe

We really appreciate your fundraising, and we want everyone at your event to stay safe. Whatever the size of your event, it is sensible to identify any potential accidents or hazards before you decide to hold it – this is called a risk assessment.

If your event will involve the general public in any way you will need to get public liability insurance. It is worth checking whether the place you are holding the event (such as a school or workplace) already has its own public liability and checking the cover with them in case you need to secure extra cover.

If you plan to engage a professional or specialist company to help run your event you should check that they have insurance and any necessary licences or accreditations.

It is your responsibility to make sure any event you hold is run safely and legally. Stephen Lawrence Charitable Trust is unable to accept any liability or responsibility for anything that might happen to people or property as a result of your fundraising activity.

Further information


Gift Aid

All UK taxpayers who donate can include Gift Aid. This means that 25% is added onto their donation. Please make sure that UK taxpayers tick the Gift Aid box on your sponsorship form and include their full name, address and postcode – this information is needed to claim Gift Aid.
Share your story

We are so grateful that you have chosen to fundraise for us. We would love to hear from you after you have finished your event and to share your story and pictures on our website, Facebook and Twitter. Please email friends@stephenlawrence.org.uk with your story.

Thank you.

We are here to help!

If you need any help or advice about fundraising, please contact us by emailing info@stephenlawrence.org.uk.

Find us on Facebook:
Stephen Lawrence Charitable Trust

Follow us on Twitter:
S_lawrencetrust

Follow us on Instagram:
S_lawrencetrust

www.stephenlawrence.org.uk
Donation Return Form

On behalf of the Stephen Lawrence Charitable Trust, we thank you for the generous donation. We rely on the support we receive from people like you to enable us to deliver our life-changing programmes for young people.

Please complete this form and send it back to us along with any money you have raised.

Amount raised £_______________________

Event/fundraising or donation details:

Your Name: ____________________________
Your Address: __________________________
Your Email: ____________________________
Your Contact Number: __________________

Please ensure that all cheques are made payable to Stephen Lawrence Charitable Trust. Please see details below:

Bank Name: Lloyds Bank
Account Name: The Stephen Lawrence Charitable Trust
Account Number: 02826992
Sort Code: 30-94-08

Post to:
Head of Finance
Carolyn Yamoah
The Stephen Lawrence Charitable Trust
39 Brookmill Road,
Deptford
SE8 4HU

Or email finance at: cyamoah@stephenlawrence.org.uk

If you are returning sponsorship money, then please include your completed sponsorship form so that we can claim gift aid on your donations if the gift aid declaration has been completed.
GET SPONSORED

Your Name:  
Email:  

Company:  
Phone:  

Address:  
Post Code:  

GETTING YOUR MONEY TO US

Once you’ve fundraised, collected all your donations and hit your fundraising target, you’ll need to return your money. Simply collect your donations and return this form along with the cash or cheque made payable to:

Please see details below:

Bank Name: Lloyds Bank  
Account Name: The Stephen Lawrence Charitable Trust  
Account Number: 02826992  
Sort Code: 30-94-08

Post to:  
Head of Finance  
Carolyne Yamoah  
The Stephen Lawrence Charitable Trust  
39 Brookmill Road,  
Deptford  
SE8 4HU

Or email finance at: cyamoah@stephenlawrence.org.uk

Your details are safe with us. We’ll never share them with anyone else. If you don’t want to hear about the progress we’re making or how you can support our work, you can contact us on 02081002800 or at info@stephenlawrence.org.uk to let us know.
### Information for Donors
- Please ensure you fill out each section in full.
- Please ensure the details of each donation are recorded accurately in your own handwriting – forms in the same handwriting or printed are not valid for Gift Aid purposes.
- Please ensure you tick the Gift Aid box next to your address below if eligible.
- For us to claim Gift Aid, we need your title, initial, surname, full home address, postcode, donation amount, Gift Aid declaration and date paid.

### Gift Aid – Important Information
The Stephen Lawrence Charitable Trust can claim an extra 25% back from the government on every donation, without costing you an extra penny. Please tick the box on the form below if you would like us to Gift Aid your donation. Please make sure we can read your full name, home address and postcode. This supports our tax claim and will not be used to contact you. Please be aware that you must have paid an amount of income tax and/or capital gains tax at least equal to the amount of tax reclaimed by all charities and Community Amateur Sports Clubs on all your donations in the tax year (6 April one year to 5 April next). We can currently receive an extra 25p for every £1 you donate. Other taxes such as council tax and VAT do not qualify.

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The Stephen Lawrence Charitable Trust
Registered charity 1102267 (England and Wales)
Registered Address, 39 Brookmill Road, Deptford SE8 4HU
www.stephenlawrence.org.uk
friends@stephenlawrence.org.uk