



**CORPORATE
FUNDRAISING
PACK**

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FUNDRAISING IDEAS

Why fundraise for us?

Because we want to help create a society that's fairer and more inclusive for everyone. By doing so, you'll be helping ensure that our high impact programmes are as far-reaching as possible. Staff fundraising can also be a great way to bring people together, helping to boost morale and create a shared purpose behind a cause. Here are a few ideas:

- **Organise a dress down (or up) day** with staff invited to wear something orange - Stephen's favourite colour - and donate in return
- **Host a skills exchange session.** Invite staff to share their expertise in return for a donation, whether it's getting to grips with power-point or nailing that elevator pitch
- **Organise an event.** Hosting an event like a supper club or gala dinner can be a great way to get your customers and suppliers involved by inviting them to buy tables and contribute to a raffle or auction.
- **Sponsored pledges.** The ultimate willpower test – encourage staff to give something up for a day, week or month, in exchange for collecting sponsorship
- **Donate a day's pay.** Encourage staff to sign up to donate an hour or day of pay. It's easy for your company to set up and run this through [Payroll Giving](#) with donations taken pre-tax
- **Company Sports Day.** Get everybody together and re-live those childhood glory days of summer sports days, with a sack race, obstacle course and egg and spoon race!
- **Run a mile (or more) for the Trust.** Stephen was a keen runner so why not set up a running challenge with staff teaming up to walk or run a mile each to complete the equivalent of a marathon.
- **Mark the seasons.** Organising themed activity around key calendar months such as Easter or Christmas can be an easy way to encourage people to support your efforts
- **Office sweepstake.** From the Grand National to the World Cup, major sporting events can be used to funds by getting the office involved with a fun sweepstake
- **Summer picnic.** When the sun comes out, a company picnic or BBQ is a great way to bring people together. Find an outdoor space close to the office and ask everyone to bring a dish and donate some money
- **Doughnut Day.** Take advantage of people's sweet tooth's and bag a box of Krispy Kreme doughnuts at a discounted price as part of [their fundraising offer.](#) Sell them on at the RRP and donate the difference
- **Take on a challenge.** Getting a team together and tackling an event like the Thames Path Walk or the Three Peaks Challenge can be a sure-fire to raise funds through sponsorship
- **Organise a bingo session.** All you need to do is [download some free bingo cards](#), create some numbers and persuade the office joker to be a caller and you're in business. Or ramp things up a notch, turn it into *Blingo!*
- **The Great Office Bake-off.** Uncover the team Mary Berry and Paul Hollywood and get baking. Charge people to sample a slice of cake and give a mark out of 10
- **Hold a raffle.** Ask suppliers, clients or other local businesses to donate items and then sell tickets around the office. Check out our tips on keeping it legal later in the pack

EVENT PLANNING TIPS

Planning an holding an event? Use these handy tips to get the best return on all your hard work!

1. **Set a target for how much you are trying to raise**, this will help you plan, and will motivate people to help. 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 contacts to donate good 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 colleagues across the organisation get involved.
6. **Tell everyone what you're doing** and why. You might want to create some flyers or posters to put around communal areas of the office or on people's desks. Don't forget any internal communication channels that your company might have, from an intranet and e-signatures to staff newsletters. Social media is also a great way to advertise what you're doing to a wider audience.
7. **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.
8. **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 and social media channels.



ABOUT THE TRUST

Thank you for choosing to raise funds for the Stephen Lawrence Charitable Trust. Because of your hard work, we will be able to support even more young people from disadvantaged and under-represented backgrounds on their journey into the world of work and build stronger and safer communities in which everyone, regardless of their background, has the opportunity to flourish.

- The Trust was founded in 1998 by Stephen's mother, Baroness Lawrence, on the premise that inequality must be tackled in all its forms.
- Our vision is that everyone, regardless of their background, has the opportunity and support to flourish in a society that treats them with fairness and respect.
- Our high impact programmes inspire and enable young people from disadvantaged and under-represented backgrounds to succeed.
- Our work with diverse grassroots community groups helps them to develop new skills, build resilience and develop leadership capabilities.
- We influence government and businesses to create a more inclusive culture in order to achieve lasting social impact.

"We reduce the barriers that exist for young people due to things like institutional racism and create opportunities to make sure that they can achieve the career aspiration that they deserve"

Sonia Watson OBE, CE

2018 in Numbers



68 community groups supported by our Lewisham BME Network



250 young people from BME backgrounds supported on their journey to qualify as architects through our Building Futures programme



£150,000 of bursaries and scholarships awarded to support students who would otherwise struggle to stay in higher education



5 full scholarships given out to students to undertake university courses



2,500 young people received 1-2-1 advice, industry talks and work experience through our Career Pathways programme



£1.6m in pro bono support received to transform the Stephen Lawrence Centre

Visit our website www.stephenlawrence.org.uk for more information about our work.

MEET OUR YOUNG PEOPLE

After an unsettled childhood Tyerone Trotman is undertaking an economics and finance degree at De Montfort University and is on the Freshfields Stephen Lawrence Scholarship scheme.

"It means the world that I've been given this opportunity to show the world what I am capable of. Receiving a bursary has taken away the financial strain so that I can really concentrate on my studies. But the biggest benefit has been the network and relationships I have built – I have felt part of a family where people really care."



Selam Amare is a current Part 1 graduate on the Trust's Building Futures programme, working towards becoming a qualified architect.

"I feel like by being part of the Stephen Lawrence Trust, I'm definitely changing the face of architecture. It's made a huge difference to my career.

Because of Stephen I'm inspired to pursue my dream."

VIRGIN MONEY GIVING

Here's our 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:

- [Set up a company page](#) and create a central fundraising hub branded with your company logo and colours
- Start your own fundraising challenge - choose this option to promote your own challenge.
- 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.

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!

Handy tips:

- ✓ You can fundraise for up to five different charities and customise donation amounts to make it relevant to your campaign
- ✓ If you've got the technical know-how, you can create your own fundraising leader boards to help generate buzz around what staff are doing
- ✓ Offline donations can also be added to reflect any activity that isn't done through the page
- ✓ Virgin Money Giving have a dedicated email address for business support. Contact businessteam@virginmoneygiving.com for help

KEEPING IT SAFE & 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. This is only general guidance, so please contact us or seek professional advice if you are unsure on specific points.

Permissions

If planning an external 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. You must include that the Stephen Lawrence Charitable Trust is a registered charity and include our charity number using 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). If you would like to request use of our logo please contact info@stephenlawrence.org.uk.

Alcohol

If you plan to sell alcoholic drinks 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 18.

Collections

If you want to hold a street collection, house-to-house, or any collection in a public place other than your office, 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. Order a collection bucket from us by emailing info@stephenlawrence.org.uk

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 them. Think about potential risks such as cars, equipment, doors, toilets, facilities for lost children, etc. Don't 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.

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, please check with adults that they are happy to have their photo taken and secure written permission from a parent / guardian for any images of children.

Stay safe

Whatever the size of your event, it is sensible to identify any potential accidents or hazards before you decide to hold it through writing a risk assessment.

If your event will involve the general public you will need public liability insurance. It is worth checking whether your office, or the place you are holding the event 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

There is more detailed information about different aspects of the law in relation to fundraising on the [Charity Commission](#) and [Institute of Fundraising](#) websites.

GIFT AID

All UK taxpayers who donate to charity 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 or online fundraising page and include their full name, address and postcode – this information is needed to claim Gift Aid.

KEEP IN TOUCH

If you need any help or advice about fundraising, please contact us by emailing info@stephenlawrence.org.uk. We would love to hear about your fundraising activity and to share any stories and pictures on our website and social media.



Follow us on Facebook:
[Stephen Lawrence Charitable Trust](#)



Follow us on Twitter:
[S_lawrencetrust](#)



Instagram

Follow us on Instagram:
[S_lawrencetrust](#)





Donation Return Form

On behalf of the Stephen Lawrence Charitable Trust, 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.

It would be helpful if you could complete this form and send it back to us along with any money you have raised so that we can make sure we record your donation correctly. If the donation is eligible for Giftaid please also return the Giftaid declaration included in this pack.

Amount raised £ _____

Event / fundraising or donation details:

Your Name:

Company Name:

Address:

Email:

Contact Number:

If you are sending a cheque, please ensure that it is made payable to **The Stephen Lawrence Charitable Trust** and send it along with this form to:

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

For BACS transfer please use the details below and send a confirmation email to Carolyn at cyamoah@stephenlawrence.org.uk:

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

Alternatively, donations can also be made directly through our website by visiting <https://www.stephenlawrence.org.uk/support-us/donate/>. To help us look out for the donation please send a confirmation email to Carolyn 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.

Gift Aid Declaration

giftaid it

Boost your donation by 25p of Gift Aid for every £1 you donate.

If you're a UK taxpayer, using Gift Aid means that for every £1 you give, The Stephen Lawrence Charitable Trust can claim another 25p from HM Revenue and Customs. Gift Aid is reclaimed from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

Just fill in this form and return to: Carolyne Yamoah, Head of Finance, The Stephen Lawrence Charitable Trust, 39 Brookmill Road, Deptford, SE8 4HU. Email: cyamoah@stephenlawrence.org.uk.

Gift Aid declaration - please tick all that apply:

- I am donating £_____ to The Stephen Lawrence Charitable Trust and would like to Gift Aid this donation.
- I want to Gift Aid **all future donations** I make to The Stephen Lawrence Charitable Trust until further notice.
- I want to Gift Aid all donations I have made to The Stephen Lawrence Charitable Trust **in the past four years**.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

First name _____ Surname _____

Home address _____

Home postcode _____

Signature _____ Date ____/____/____

Please let us know straight away if you:

- want to cancel this declaration
- change your name or home address
- no longer pay enough tax on your income and/or capital gains to cover the tax we reclaim

Higher rate tax payers

If you pay Income Tax at the higher rate or additional rate you can claim additional tax relief by including all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Sponsorship Form

Please ensure you fill out each section in full, ensuring:

- 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
- 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. **Tick here for Gift Aid**

Title	Initial	Surname	Home Address	Postcode	Amount	Gift Aid	Date
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**THANK
YOU!**