



## Fundraising for Rainbow Trust children's charity!

Charity fundraising can appear challenging at first, but with a little help from us and some careful planning it can be a fun way of raising much needed funds for an amazing cause.

### Tips for successful fundraising

- **Get organised and set yourself a target;** this will give you plenty of time to come up with new ideas and ensure you achieve your goal!
- **Set up a 'JustGiving' page;** this enables everyone to see your fundraising targets and allows them to donate online and track your progress
- **Email/write/phone/text** all your friends, work colleagues, family and long lost aunts! Make sure you contact anyone that can give you a donation big or small, every little helps!
- **Get your employer involved;** investigate the opportunity of matched giving or sponsorship from your employer, for more information on this please give us a call
- **Publicity;** contact us for posters, collection buckets, leaflets and t - shirts, all with the fabulous Rainbow Trust logo on. This will really highlight the charity and the great cause that you are raising for. You can put these in your office, work place, sports clubs, anywhere where people can be encouraged to support you. Don't forget to contact your local media Update and thank everyone that has kindly donated to you, people will be really happy to know you are reaching your targets and will want to hear from you!
- **Update and thank** everyone that has kindly donated to you, people will want to hear how much you have raised and will be delighted that they have helped you reach your target
- **Organise an event;** there are lots of ideas for events that can boost your fundraising, we have given you a few of our ideas in our Top Tips

With your help, we can support more families. Below is an idea of how your money will be used:

- £100 pays for five visits to a child in hospital
- £500 keeps our 24 hour telephone helpline running for a month
- £800 pays for 40 hours of care from a Family Support Worker
- £1,500 pays for a family to stay at a respite home for four days



[www.rainbowtrust.org.uk](http://www.rainbowtrust.org.uk)

## Rainbow Trust's 20 top fundraising tips!

### **Hire a venue for a party or a disco.**

Is your birthday coming up soon? Why not ask for donations instead of presents.

### **Ask your boss whether you can approach the whole company with an email asking for support.**

Ask your local pub to put on a quiz night.

### **Bag packing - get in touch with your local supermarket and offer to pack for shoppers, don't forget to ask us for a Rainbow Trust collection box!**

Bake a cake day. Hold these at a market stall, outside the library, offices, anywhere where there are hungry people!

### **Cocktail and canapés - have all your friends and family around for an evening of sophistication; dinner jackets and evening dresses are a must!**

Christmas wrapping - offer to wrap other peoples' goodies - a sure fire way to make cash during this festive time!

### **Ebay sale - get in that attic and dig out any unwanted clothes, jewellery, sports equipment and make money for Rainbow on the online market place!**

Have a 'sponsored give it up' - how about chocolate, sweets, talking, even facebook!

### **Office Olympics, speed typing, fastest letter franking and envelope stuffing! Be the fastest to become the office champion!**

Learn a new skill! It can be anything from drumming to juggling! Get sponsored to learn a skill you have always wanted to master!

### **Sweepstake - get the whole office or family involved in a sweepstake for a football match, a celebrity TV show or The Grand National!**

Guess how many... sweets in a jar, balloons in a car, people in a phone booth! This can be anything - be as creative as you like!

### **Close shave...why not shave your head for charity, no more bad hair days and all that money saved on styling products!...perhaps a woolly hat for winter would be a good investment.**

Art auction, get in touch with local artists and ask them to donate their work. Organise an exhibition with a charge for entry and a raffle.

### **Have a night off from going to the pub and instead, get everyone over to your place! The beer money can be donated to Rainbow Trust.**

Hold a plant or flower sale - they are so popular and what about wrapping them up in some pretty paper for some extra donations!

### **Job swap - sponsor your manager to work in reception. Or auction off the boss's job for a day!**

Speed dating - organise a matchmaking event and enjoy playing cupid! When love is in the air, this is a sure fire way of raising oodles of cash!

## Gift Aid explained

### What is Gift Aid?

It is a declaration in which you authorise a charity to claim back the income tax and/or capital gains tax you have paid to the government.

If you Gift Aid your donation, Rainbow Trust will continue to receive an additional 28p. Rainbow Trust can claim Gift Aid tax relief of 25p on every pound you give. HMRC will also be operating transitional provisions for Gift Aid donations made from 6 April 2008 until 5 April 2011, paying a Government supplement of 3p on every pound you give.

### Who is eligible?

You are eligible to authorise a charity to reclaim the tax on your donations if you are an individual UK taxpayer or the amount of tax that the charity will reclaim does not exceed the amount of tax you have paid in that tax year.

### Who receives the tax refund?

The charity to whom you give your donation. You must authorise them by signing the Gift Aid Declaration form, or verbally over the telephone or on the internet.

### How much is the tax refund?

The Inland Revenue will give the charity 28p for every £1 that you give as a donation. Thus, the charity will get £12.80 if you donate £10 to them. This is 28% of your donation.

### What if I am a higher rate taxpayer?

If you pay tax at the higher rate, the Inland Revenue will give back 40p for every £1 that you give as a donation; the charity can claim 28p and you can claim the remaining 12p for yourself through your tax return.

### How do I go about it?

Ask your donors to ensure they complete the essential information on the sponsor form or Gift Aid Declaration form. These are; full name, home address, postcode and amount sponsored. They must then tick the Gift Aid box.

## Materials to help with your fundraising

- T-Shirt (extras can be bought at £3 per T-Shirt)
- 10 Balloons (extras can be bought at £1 for 10)
- Rainbow Badges
- Collection boxes
- Posters (A3, A4 or A5)
- Rainbow Literature
- Raffle Tickets
- Mobile phone recycling envelopes
- Sponsor forms (contact us for more)

For any of these Rainbow Trust items please contact Anna on: 01372 22 20 22 or at [Anna.Thomas@rainbowtrust.org.uk](mailto:Anna.Thomas@rainbowtrust.org.uk)

**Please make cheques payable to Rainbow Trust Children's Charity. Please send to Anna Thomas at:** 6 Cleeve Court, Cleeve Road, Leatherhead, Surrey, KT22 7UD.

**So, what are you waiting for?!**

Let us know what you get up to. We love to hear about what you've done and how much you've raised. You never know, your fundraising story could even be used in future campaigns to inspire others to rise to the challenge too!