

United Response

Fundraising Pack



Join our fundraising family

Registered charity no. 265249



United Response
support that changes with you

Let's get going!

Thank you for choosing to fundraise for United Response!

However you'd like to fundraise, this pack should help get you going and give you everything you need to have fun and make it a success!

- Have you thought about what you're going to do yet? Check out our A-Z of fundraising ideas!
- Decide where and when you want to do it
- Choose who you want to tell about it
- Set a fundraising target
- Create your [online fundraising page](#)
- Fill in and put up your fundraising poster. Tell people what you're doing, where, when and how they can sponsor you.

Make the most of your fundraising

Why not jazz your fundraising up with some of our branded materials!

You can order these online: www.unitedresponse.org.uk/materials



A-Z of fundraising ideas

A

Arts and crafts afternoon
Auction

B

Bake sale
Bingo night

C

Carol singing
Coffee morning

D

Dinner party
Dog walking

E

Easter egg hunt
Eating competition

F

Face painting
Football match

G

Get together and have fun
"Guess the"

H

Halloween party
Haircut

I

It's a knockout competition
In-door bowling competition

J

Jumble sale
Jar of pennies

K

Karaoke
Knit-athon

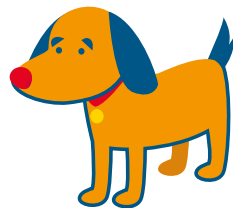
L

Lunch club
Lucky dip

Guess the
number of
sweets in
the jar



Three cakes
for the
price of two



Knit the
longest scarf
you can in
an hour



Murder mystery
Making crafts to sell



Nearly new sale
Name the teddy



Office Olympics
Online fundraising



Pamper night
Pantomime



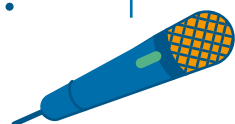
Quiz night
Quit something - smoking, sweets, alcohol



Raffle
Running - any distance!



Sponsored walk
Swim-athon



Ask the
questions at
quiz night



Tea party
Themed night



Uniform-free day
Unwanted gifts sale



Valetine's Day event
Video-a-thon night



Wine and cheese night
Work fitness class



X-Box tournament
Xmas fair



Yoga-thon
Yodelling party



Zumba-thon
Zombie walk



Give an
unwanted
gift a new
home



Unroll your
yoga matt for
a good cause

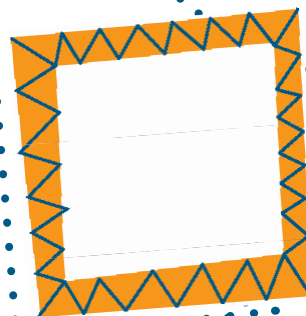
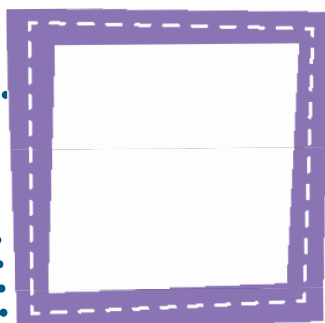
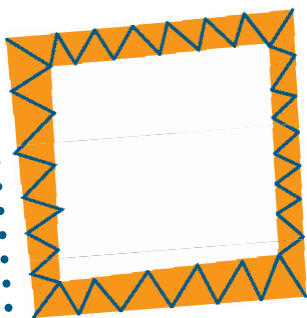


Why your fundraising is so important ...

United Response is a national charity working with people with a range of disabilities and mental health needs to live the lives they deserve, as independently as possible. We support some of the most vulnerable people in society, many of whom have spent part of their lives living in institutions. We also support an increasing number of people with profound and complex needs – people that other organisations may not be able to reach.

Whether providing 24 hour care or just a few hours of help with the weekly shop, our support makes the difference between an isolated existence and a meaningful, independent life lived fully in the community.

Your fundraising provides the people we support with the little extras in life that make all the difference. Things that many people can often take for granted. By fundraising for United Response you are helping people to make real choices for themselves.



Top tips to make the most of your fundraising

1

Get started! The earlier the better. Begin by breaking your target into chunks to make it more manageable. Write down the main groups of people you interact with and decide how you will engage them.

2

Personalise your [online fundraising page](#) with a photo and a short blurb about the cause and your motivations for fundraising.

3

Offline donations? Use our sponsorship form and collect money on the spot, if you can, to save collecting it later.

4

Ask your biggest givers to sponsor you first so others might be tempted to match or raise their amount.

5

Spread the word! Use social media to keep people up-to-date on your training and fundraising. Add a short sentence and a link to your fundraising page in your email signature.

6

Use your hobbies – you can turn anything into a fundraiser!

7

Matched giving – check if your employer offers this and you could double your fundraising!

8

Fundraise at work. Put a collection tin and a poster at reception, organise a bake sale, a sweepstake or even a fancy dress day in the office. Check out the A-Z of fundraising ideas for more inspiration.

9

Sponsor yourself! Start your own United Response collection box and add it to your total at the end.

10

Relate back to the cause to remind people why they should sponsor you. We often share stories from people we support on our [blog](#).



Keeping it legal

As a fundraiser, you **MUST** be aware of the legalities involved when organising a fundraising event in aid of United Response. Here are some pointers to help you on your way to running a safe, legal event.

Contact us

Please get in touch to let us know about your plans

fundraising@unitedresponse.org.uk

Collections

Street collections

To be able to collect money in the street or at people's doors you must first obtain a license from your local authority or if in Greater London, the Metropolitan Police. This is a very popular means for collecting funds so make sure you apply for your license well in advance (at least one to three months if within London). When you are issued with your license they will also give you a set of rules and guidelines to follow.



Collecting on private property

If you plan to do a collection in, for example, your local shopping centre, train station or supermarket you must first gain permission from the landowner or manager. Anyone under the age of 16 must be accompanied by an adult when collecting money from the public.

Order your official United Response collection tins or boxes using the [materials ordering form](#). Remember to let us know about your plans - fundraising@unitedresponse.org.uk



Promotional materials

The law states that any materials used as a fundraising tool must carry United Response's charity number (265249). Please contact the fundraising team for advice and approval on fundraising@unitedresponse.org.uk before thinking about creating any promotional materials.

Lotteries and raffles

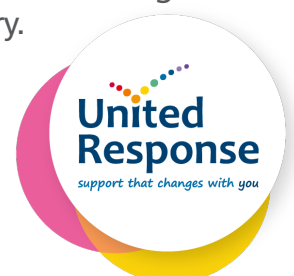
Rules and regulations change depending on the size and regularity of these events. Further information can be found at www.gamblingcommission.gov.uk.

There are three main types of lotteries:

Small lotteries - more commonly known as a raffle or a tombola. These are run at small one off events such as school fetes and sporting events etc. Tickets must **ONLY** be sold at the event. No more than £250 can be used from the proceeds of the lottery to buy prizes, although the value of donated prizes is unlimited. Small lotteries do not require the charity to register the lottery with the local authority so are a very popular way of fundraising.

Private lotteries - charities can run private lotteries where participation is limited to their members. **We do not operate a private lottery.**





Lotteries - charity lotteries where tickets are sold before the event require a license registered with the Local Authority or the Gaming Board. Please get in touch with the fundraising team regarding this type of lottery.





Fundraising events

Temporary events notice

If you plan on carrying out any of the following at an event open to the public, you will need to apply for a temporary events notice from your local authority:

-  Selling alcohol
-  Serving alcohol to members of a private club
-  Providing entertainment (music, dancing, indoor sporting event)
-  Serving hot food or drink between 11pm and 5am

Your event must:

-  Have less than 500 people at any one time (including staff)
-  Last no more than 168 hours or 7 days

For further information visit
www.gov.uk/temporary-events-notice

Alcohol

If you are selling alcohol at your event or an indirect charge is going to be made for it (e.g. your ticket price has been increased to cover the cost) you **MUST** also obtain an alcohol license. This can be done by applying for a temporary license at your local magistrate's court (please give at least 6 weeks' notice). The alternative is to hold your event on licensed premises or getting your local pub, club or bar to organise the event for you.

Food

The Food Safety Act of 1990 and Regulations of 1995 place requirements on anyone who sells or processes food to make sure they do so safely and hygienically. If you plan to sell food at your event then food safety laws apply.

Further information can be obtained by contacting your local environmental health department or go to:
www.food.gov.uk



Safety

We really appreciate the time and dedication that goes into organising an event in aid of United Response but we want to ensure that you do it safely. We therefore advise you to complete a risk assessment to identify any potential accidents or hazards.

Unfortunately United Response cannot insure any of your events or fundraising activities. If you are holding a public event, you may need to have public liability insurance. It's worth checking with the venue first as they may already have insurance that covers your event. United Response is unable to accept any liability or responsibility for any loss or damage, or for any death or personal injury arising as a result of your fundraising activity for United Response.

Our fundraising commitment

At United Response, we ensure our fundraising activity is honest, open and is developed with you in mind. Find out how on our [fundraising commitment page](#).

Please contact us if you have any questions or concerns regarding your fundraising:

Email fundraising@unitedresponse.org.uk

Phone: **0208 246 5200**



Make every penny count

giftaid it

Gift Aid is a way for charities to increase the donations or sponsorship they receive from supporters without any extra costs to you!

For every £1 donated by a UK tax payer, United Response can claim back an extra 25p from HMRC meaning your donations go even further.

Am I eligible?

Provided you have paid tax in the current tax year of at least the same amount as your donation. You just need to make a declaration once and we will be able to claim on all your donations in the last four years and in the future.

Higher rate taxpayers can claim further relief on their gifts to charity via their self-assessment tax return. Please contact HMRC for more information.

How to Gift Aid your donations

Online fundraising page:

Your Virgin Money Giving page will claim any Gift Aid from HMRC on United Response's behalf.

Sponsorship form:

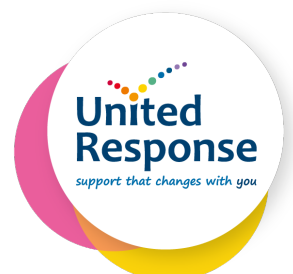
If you are using a sponsorship form, make sure your donors fill in their name, address, date and tick the Gift Aid box. Send the finished forms to United Response and we can claim the money back from HMRC.

Gift Aid donation form:

If you are collecting donations at an event, ask your guests to fill in their information and tick the Gift Aid box. United Response can then claim the money back from HMRC.

For more information on Gift Aid and to download a form, please visit

www.unitedresponse.org.uk/giftaid



Show us your money

Thank you for choosing to fundraise in aid of United Response. Please forward all of the donations you receive within 1 month of your fundraising.

Online: www.unitedresponse.org.uk/donate

Or by post using the form below:

Please send this paying in form along with your cheque to:

Fundraising Team, United Response, Highland House, 165 The Broadway, Wimbledon, SW19 1NE.

Over the phone or by bank transfer:

Please call 020 8246 5200 and ask to speak to a member of the fundraising team.

Once we have received your donation, we will send you your very own United Response certificate to say thank you for your efforts.

My name: _____

How I fundraised: _____

Address: _____

Postcode: _____

Email: _____ Telephone: _____

If you would like your donation to go towards a specific service, please state the name of that service here:

Please note, if you have taken part in a sponsored event for United Response with a minimum pledge this may not be possible. Please speak to a member of the fundraising team first.

I enclose a cheque for the amount of: _____

We would love to keep you informed about our work.

Please tick if you are happy for us to contact you by email

☐

Please tick here if you would prefer NOT to receive information by post

☐

For further information contact: fundraising@unitedresponse.org.uk

