



Growing Well Fundraising Pack





Thank you for your interest in supporting Growing Well. Our charity is dependent on the enthusiasm and generosity of our fundraisers, and your supporters.

Your support enables us to provide placements for over 80 local people each year. Poor mental health can affect anyone at any time, and the impact on individuals and their families can be devastating. We provide long term, regular support for as long as someone needs it, and we focus on helping people recover from their illness, and build positive futures.

Growing Well earns some money from the sale of organic produce, but the vast majority of our funds come from charitable donation.

This guide gives information and advice on how you can raise funds for us. If there is anything that isn't covered in here, just contact us on 015395 61777 or info@growingwell.co.uk

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1. What is Fundraising?

Simply put, fundraising is 'the act of collecting or producing money for a particular purpose, especially for a charity'. How you go about doing that however, is as unique as you are.

We don't suggest a fundraising 'amount', as every little bit makes a difference, and the act of fundraising (telling people about us) is in many ways as important as the money raised.

Events and Sponsored activities are a great way to raise funds. Cake sales, sponsored silences, raffles, promises auctions and sponsored bike rides are just a small selection of ideas.

Think creatively:

Do you have interests or hobbies that you could involve? For example if you play squash would your opponents be up for a sponsored squash-a-thon? If you knit, could you create something special to raffle, or even ask other knitters to get involved too?

Could you raise funds through work? Would your work colleagues pay for a tie-free day, or would a swearbox be effective? Could we be your nominated charity for the year?

Are you up for a challenge? Is there something that you've always wanted to do, but never quite got round to it? Ask friends, family and colleagues to sponsor you and you'll get both the incentive and support from everyone! Though 'Extreme' events can be fun (?), this doesn't have to be climbing Everest - if it's a challenge for you, your friends and family will know how important it is for you.

When you fundraise, tell everyone about Growing Well, and the work we do. Spreading word about us, not only prompts others to support us, but also ensures that the people who need our support know about us.

Unfortunately, people still find it hard to talk about mental illness. 1 in every 4 people experiences it though, so it is highly likely that you know people who would benefit from our support, even if you don't know it.



2. Planning your Fundraising

What are you going to do? Remember, make sure it's something that you'll enjoy doing (or at least get a great sense of achievement from!).

When is the best time to do it? Does it clash with anything, will people be around to support you? Think about daylight and the likely weather if it's going to be outdoors!

Where are you going to do it? If you want people to attend, make sure there are practical things like parking, toilets, somewhere to have a cup of tea, as well as the specific needs of your fundraising activity.

Who is going to be there? Think about any support you need, and whether the people you want to be there can get there. Is it the best day or time for those people, and accessible?

If you are asking for sponsorship, you might find it useful to use our template Sponsorship Form, attached at the back of this guide.

If you want to do a collection in town or some other public place, you will need a letter from us, and also permission from the Local Authority. If you are planning to use a building (e.g. a supermarket) you'll need the permission of the owner/manager.

If you are planning an event, you should have suitable insurance. For example, you might want to think about cancellation insurance if you're spending money upfront, and public liability insurance. An insurance broker will be able to advise.

If you want to hold a raffle or tombola, check the guidance at www.gamblingcommission.gov.uk (fundraising and lotteries) to make sure you're operating legally .



3. Finding Sponsors/Donors

The people who **know you best** are most likely to be your supporters, but many people also approach companies, or the wider public. In general, make your fundraising 'ask' as personal as possible - face to face or over the phone.

Once you get a few key supporters, let others know (for example show them your sponsorship form with other people's names on it). People like to support fundraising that they know **other people have already committed to**, particularly if they don't know you personally.

You could approach key people or companies for '**support in kind**', for example could the village hall provide a room and tea free of charge? It means that more of what you raise comes directly to Growing Well.

You could promote your fundraising on the radio or in the newspaper, particularly if you are organising an event. Most papers have a free charity events section, and the radio may well cover it - remember to let them know in good time though!

Don't forget to let us know about it! We can let all our supporters know about it, and if we do get asked we know all the details.



4. Collecting and Sending in your Fundraised Monies

Much of time, you will fundraise on the day of the event, or up front. If you have a sponsorship form, you can collect people's commitment after the event. Here are a few points that might be helpful:

If you are selling items, **having a 'float' in a small lock-able tin** is useful. This consists of small change, and lower value notes - there is usually someone who turns up with a £20 note and no change!

Keep all money **safe, and clearly identified** as fundraised money. If it's appropriate, you might want to keep a note of who donated what, for your own records and so you can send a thank you.

Please say Thank You to your supporters. When we receive your donation, we'll send you a Thank You Letter, which you can forward to your supporters, and if you would like any other information from us, please just let us know.

You can send a cheque for any fundraised monies to:

Growing Well, Low Sizergh Farm, Kendal, LA8 8AE

Please make cheques payable to 'Growing Well'

Alternatively, you could make a payment direct to our Co-operative bank account, please contact us directly for our bank details

Or you could bring us your fundraising in person, we would love to see you!



6. Gift Aid

Growing Well is able to claim 25p in tax back for every £1 donated, which soon adds up! For us to be able to claim this back from the taxman, each person who sponsors you, or donates to your fundraising needs to sign a Gift Aid Form.

We've attached a copy at the back of this guide for you to use.

IMPORTANT: the law says you can't claim Gift Aid back from your immediate family (i.e. your spouse, children, brothers or sisters or parents) if you are doing a sponsored event.





Gift Aid Declaration

Growing Well CIO

Please treat the enclosed gift of £ ----- as a Gift Aid donation.

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for the current tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for the current tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Donor's details

Title:	
First name or initial(s):	
Surname:	
Full Home address:	
Postcode:	
Signature:	Date:

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax

