

YOUR FUNDRAISING TOOLKIT

Everything you need to run events and raise money
for the Care Plus Group Charitable Trust



careplusgroup.org/charity

Thank you for your support of the Care Plus Group Charitable Trust

Providing choices

Improving health

Inspiring communities

First of all we would like to say 'thank you' for your interest in the Care Plus Group Charitable Trust. You are doing something very special by raising money for our Trust which will be going directly to support individuals and groups in our community.

It is through the support of fundraisers such as yourself that we will be able to realise our goals of improving the health and wellbeing of people living in our local community.

We support many different projects from providing specialist equipment to individuals to improve their quality of life, through to helping set up community groups that address issues such as social isolation.

The charity is fully supported by all 800+ staff working for Care Plus Group who are already working in the heart of our community providing health and social care services.

Here for the benefit of people living in
North East Lincolnshire

All money raised will go towards
improving the health and wellbeing of
people and communities living in North
East Lincolnshire.



*This pack gives you tips, hints
and useful information to help
with your fundraising activity*

So many ways to fundraise for us

There are so many different ways you can raise valuable funds for us. It could be something you do on your own, as part of a national event, or something that includes your friends, family or work colleagues.

Take part in a National or Local Event

There are lots of events run nationally and locally that you can be sponsored for and raise funds for Care Plus Group Charitable Trust. As well as the traditional running events there are also events such as Tough Mudder, Colour Runs and Zombie Runs that are great fun and geared up to raise money for a good cause.

10K races

Lincoln - April
Woodhall Spa - June
Hull - June
Grimsby - July
East Coast Classic (Mablethorpe) - September
Deepdale Dash (Barton) - November
Cleethorpes - New Years Day

Half Marathons

Scunthorpe - May
Humber Bridge - June
Great North Run - September
Mablethorpe - October

Marathons

London Marathon - April
Hull - September



Do your own thing

It doesn't have to be an organised event to raise money. It could be a personal challenge such as cycling the Coast to Coast or walking the Three Peaks. Or why not put your baking skills to use with a Bake Off Event or organise a coffee morning?

Here are some fundraising ideas

The ways you can fundraise are only limited by your imagination. Think about how you can involve others as this can not only make the event great fun, it also increases the opportunities to raise money.

At Work

Your workplace can be a great place to raise funds and it doesn't have to be complicated.

Coffee morning

Everyone loves a coffee-time treat so why not put on your own coffee morning or afternoon-eat. You can add a bit of competition with prizes for the best cake or treat.

Lunch Club

Make a change from boring sandwiches by running a lunch club where people can bring in a bit of food and then mix and match what they would like for lunch for a donation

Dress Down or Fancy Dress Days

Always a good excuse for some silliness asking for a donation to come dress down or dressed to a theme can be an easy way to raise money

Ask your employer if they will donate

It never hurts to ask, and your employer may be willing to donate or even match the monies you raise

At Home

Put on an event in your home and invite your friends and family.

Wine Tasting

A change from a coffee morning, why not try a wine tasting event

Quiz or Games Nights

Everyone loves a bit of friendly competition so what about putting on a quiz night Bridge event

Unwanted Gift Sale

We all have unwanted gifts at the back of our cupboards – why not organise a sale to find new homes of these items and raise money at the same time

Open Garden

If you have a garden you are proud of, why not open to the public and charge a small fee. You can also sell some of the produce and spare plants.



Tips on running your own event

Running your own events can be very rewarding here are some things to think about if you are planning an event.

Set a date

Sounds obvious but you will need to set a date as soon as possible and make sure it doesn't clash with anything else happening in your community or a national event such as Wimbledon. You want as many people to be available as possible.

If outdoors, have a Plan B

The one thing we can rely on in the UK is that we can't rely on the weather! So if your event is outdoors what contingency do you have if the weather is bad? Can you move indoors or put up a gazebo?

Book Ahead

Venues and people get very busy, especially in the summer months, so make sure you book everything in good time.

Who do you know?

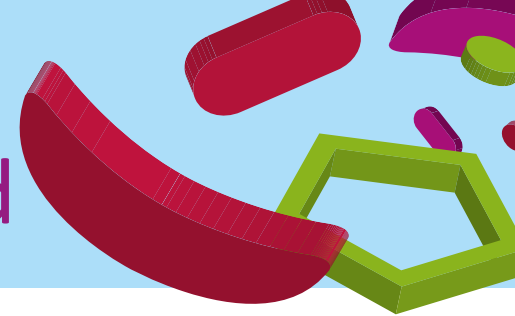
Do any of your contacts have hidden talents you could use? Is Auntie Mary a great singer or your next door neighbour a face painter? Make sure you ask around you may be surprised at what people can do!

Make sure you are legal

Depending on the nature of your event, you may need licenses from the local council for activities such as providing live entertainment, selling alcohol, holding a collection on public property and holding a raffle where tickets are sold in advance. You may also need insurance and health and safety procedures.



How to send us the money you have raised



You have put in an amazing effort in raising funds for us, so we want to make it as easy as possible to send us the money you have raised.

There are three ways you can send us the money:

1) Set up your own online fundraising page

If you are taking part in an event and would like people to sponsor you, you can set up your own personal fundraising page on MyDonate.

Go to www.mydonate.bt.com/charities/careplusgroupcharitabletrust, set up your page and select us as your nominated charity.

Once set up, your supporters can donate via this web page and the money will come directly to us.

This is free to use and unlike other online charity sites, there is no commission, so we receive 100% of the money raised.

2) Pay the money online

If you have collected money in the form of sponsorship from people you can pay this through our own page on the MyDonate website, or directly to our bank:

Bank - Natwest

Name: Care Plus Charitable Trust

Sortcode: 53-50-10

Account: 57441480

3) Send us a cheque

Send a cheque for the money raised with copies of completed sponsorship forms to us

Cheques should be made payable to Care Plus Group Charitable Trust and sent to

Care Plus Group Charitable Trust, Care Plus Group, The Val Waterhouse Centre, 41 – 43 Kent Street, Grimsby, DN32 7DH

Gift Aid and turn your fundraising money into more

Gift Aid is a great way to make any donations to us worth 25% more. Sounds too good to be true? All you need to do is get your sponsors to tick the box on their sponsorship form, or complete a Gift Aid declaration form and we can claim tax back from the Government*.

* Must be a UK tax payer

giftaid it

*Increase your
donation by 25%*

Promoting your event

One of the biggest mistakes people make is to put all their efforts into the event and not spend enough time on promoting it.

Start as early as possible so people can get in their diaries and make sure you spread the word through as many channels as possible

Social Media

Social media is a great way to spread the word about your event and it is free. Don't forget to ask people to share so you can tap into their network of contacts as well as your own.

If you are using things like twitter then mention the event to local media and journalists who will all have their own twitter accounts. You do this by typing @ then their twitter name within the tweet.

Local Press

The Grimsby Telegraph has a What's On section where you can add your event. You might also be able to get some press coverage of your event by contacting the paper directly.

Posters and fliers

Simple posters and leaflets can be very effective and many businesses and community places are happy to put them up. Why not ask some of your friends and colleagues to put them on their notice boards at work?

If you are holding an event, and would like some support in getting the word out, we can help through our social media sites, help with press releases and photo opportunities.

Contact us on cpg.comms@nhs.net

