



HemiHelp

For Children and Young People with Hemiplegia

Fundraising and Information Pack

HemiHelp, 6 Market Road, London, N7 9PW

Website: www.hemihelp.org.uk

A company limited by guarantee and registered in England and Wales Registered No: 4156922

HemiHelp is registered as a Charity No: 1085349

Welcome to the HemiHelp Team!

Thank you for joining forces with us here at HemiHelp. By fundraising on our behalf, you are helping to raise money for young people with hemiplegia and increase awareness about the condition and the charity.

HemiHelp gained charitable status in 1991; offering information and support to children with hemiplegia, their families and professional carers. Since these early days the charity has grown into what it is today. HemiHelp receives no government funding: we rely on the goodwill of our members and grant giving organisations.

The money you raise will enable families affected by hemiplegia can continue to access reliable information and guidance on HemiHelp's website, so they can make informed decisions and feel confident in getting the support they need. As well as on the safe and supportive HemiHelp Facebook group. This monitored forum remains a lifeline for people with hemiplegia and their families, where they share information and advice, and can talk through worries and concerns.

With your support and all those family and friends around you, we will be able to continue, improve and extend our services. This is your fundraising pack, containing lots of tips to get you started. If you come up with a unique fundraising idea then please let HemiHelp know about it.

If you require anything further please contact support@hemihelp.org.uk. We look forward to supporting you.

Good Luck and Warmest Wishes.

HemiHelp x

BASIC VOLUNTEER GUIDELINES: TO HELP YOU FUNDRAISE SAFELY AND LAWFULLY

COLLECTING FUNDS

- You need a license from your local authority to collect funds on the street or in a public place or by going from house to house. It is illegal to collect funds in this way without a license
- There are special rules about collection buckets

RAFFLES AND LOTTERIES

There are strict and complex laws relating to raffles and lotteries and you should consult HemiHelp prior to organising a raffle or lottery.

EVENTS

- Ensure that your event is organised efficiently and safely. We cannot accept any responsibility for your event, nor for anyone who participates in it
- Prior to the event, you should conduct a risk assessment to ensure that you have proper plans for the safety of participants. The Health and Safety Executive has further information (www.hse.gov.uk) or contact HemiHelp for a template
- Ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected
- Ensure that your event is properly and adequately supervised. Where children are involved, this includes:
 - ❖ Providing full adult supervision
 - ❖ Checking that the child's parents/guardians have given permission for their child to take part
 - ❖ Carrying out appropriate background checks if adults are to have unsupervised access to children
- Consider what insurance cover you need for your event
- You will also need to think about any licenses you may need. If you are organising an event where you will be playing live or recorded music, will be supplying alcohol or if you are having a raffle and are selling tickets in advance of the event then you will need a license.

GIFT AID

Please ask donors/sponsors to sign a Gift Aid declaration. This enables us (and higher rate tax payers) to claim tax back from the Government and increases the overall benefit to the charity.

FUNDRAISING MATERIALS AND PUBLICITY

All of your fundraising should make it clear that you are fundraising in aid of HemiHelp but that you do not represent the charity as such.

TRANSFER OF FUNDS

All funds collected should be sent to the charity within eight weeks of collection where possible. You can do this online <http://www.hemihelp.org.uk/donate/>, or to pay cash straight into our bank account, please request our account details. For further help and advice about fundraising in aid of HemiHelp please do not hesitate to contact support@hemihelp.org.uk

PRESS AND PUBLICITY

Publicity helps to generate some potential donors and it is very good for HemiHelp, as it enables more and more people to get to know the work that we do and to raise the profile of the charity. People love to read about the exploits of others in their local area and who knows, you may even encourage one of them to come and join the HemiHelp team!

All newspapers love a good story! We suggest that you contact your local and regional newspapers and radio stations.

What to Do:

- Firstly, look up all of your local and regional newspapers and radio stations - you can find these in your local telephone directory, yellow pages or your local library should have a list. Be sure to get the telephone and fax number as well as the address - if possible try to get the contact details of the Editor.
- Send a Press Release and then telephone to tell them what you are doing. Tell them that you are organising an event in aid of HemiHelp - they will want to know a little more about you and us.
- Ask them to make a plea for donations as part of the article. If you do not wish to give out your own contact details, please feel free to give out the HemiHelp office details. (Make sure that if people telephone the office, they know to give your name as a reference for any money donated).
- The newspaper or radio station would also like to hear how the event went, so that they can do a follow-up story upon completion. This also gives people notice that the money they pledged to you is now going to be collected.
- Don't be disheartened if you do not receive a massive response straight away; when you are out and about fundraising, people who have seen the article will recognise you and are then more likely to donate money to help you reach your fundraising target.

Press Releases:

- When you telephone your local press or radio station, make sure that you have already sent the press release and check that they have received it.
- Always ask for and direct your press release towards the Editorial Section or News Desk.
- Try and get them to come and do a photo shoot to accompany the article.

These are general guidelines detailing the basic steps on how to approach the press and get coverage of your story. However, please contact support@hemihelp.org.uk if you have any questions or would like further assistance.

Maximising Online Donations

Here are some tried and tested ways to ensure that you maximise online donations:

1. Tell your friends

E-mail all of your friends, family and colleagues a link to your page. Don't forget other groups of potential supporters like former colleagues, old school and college friends, fellow members of church/clubs/PTA. Encourage them all to pass on the message to anyone else who might support your chosen charity. The internet really widens the group of people you might not immediately think of - for example friends, family and colleagues living in different parts of the UK who you rarely see. And don't forget your friends abroad! We may not be able to reclaim tax on their donations but they can still support you. The Internet is global – so make the most of it! Don't forget Facebook and Twitter...

2. Send out a press release

Publicity in the local media can prove to be an invaluable fundraising tool. A few lines in the local paper or an appeal for sponsorship on your local radio station can yield amazing results. With virginmoneygiving.com attracting sponsorship couldn't be easier - readers and listeners can simply log on to your page and sponsor you direct.

3. E-mail updates on your progress

Let supporters know how much you have raised so far and what a donation will buy for the charity. An update is interesting for those who have already supported you and a nudge for those who haven't. You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request!

4. Use your own e-mail as well as the facility on the page

Because you are already familiar with your own system, you can set up groups and you'll be able to send more emails at once than you can via your sponsorship page. Also, some of your potential supporters may feel more comfortable opening an email that comes from you personally.

5. Change your e-mail auto signature

After your name and job title, add a line about your fundraising and include a link to your webpage. This will raise awareness and ensure that every email you send out prompts a possible donation.

6. Put a notice up in your gym, church, college, children's school etc.

Include the link to your fundraising page so that people know where to go to donate.

7. Ask your company to feature your fundraising efforts on their website

See if your company would be prepared to add your fundraising page link to its public website or private company intranet. Many companies like to promote the charitable and public-spirited efforts of their staff and you could get a lot of extra donations from this. Some companies may even offer a "matched giving" scheme whereby they offer to match any amounts you have raised. This action could help you reach your target even faster.

8. Follow up after the event

On average 20% of donations are received after the event date so remember to send your page to everyone again once you have completed your challenge. Add some extra content to your page, like photos from the day or grueling details about how tough you found your challenge.

AND FINALLY...

All that's left now is to collect that money - and you will have made a huge difference to the lives of children and families with hemiplegia. You should be proud of yourself.

It is fine to send HemiHelp any sponsor money you collect before the day. We recommend you collect money no later than 8 weeks after the event (experience tells us the longer that you leave it, the harder it will be to get your sponsors to pay up!)

HemiHelp is happy to send you a receipt for all monies we receive and if you would like, we will write a personal thank you letter to all your supporters.

Please make sure that all payments are referenced with your name, and that your sponsors have ticked Gift Aid and included their post code on the sponsor forms. These can be emailed to support@hemihelp.org.uk

If you have any questions, just want to chat about what you are doing or need some help with fundraising, please give us a call; that is what we are here for, to try and help you every step of the way!

Thank you very much for your support,

HemiHelp x