



FUNDRAISING GUIDE

Ideas, tips and tricks to get you started on your fundraising journey for Hope for Children!



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Welcome

Dear Supporters,

Thank you for choosing to support Hope for Children as your children's charity. We are delighted to be working with you!

Fundraising is critical to our work; without your support we could not provide resources for each project to operate. You are enabling thousands of children to have access to education, good hygiene and many more opportunities that would not be available without you. You make it happen... ❤️

This creative fundraising guide has been produced by our dedicated team here at Hope. They have worked tirelessly researching all the ways in which you can raise funds to reach your targets thereby supporting Hope projects.

I do hope that you find this useful; I certainly did! There are so many ideas from Easter Egg Hunts to Murder Mysteries – there is bound to be something for everyone! Just make sure that along the way you and your friends have fun!

Team Hope is fully committed to helping you every step of the way; please don't hesitate to get in touch if you need extra help or information. Our stewardship matters to us immensely and we are dedicated to enabling you to reach your goal.

Every good wish for a successful endeavour; I hope you reach your goal & experience that 'life changing episode' that steers you to fulfilment in all you do.

Fond regards,
Julie & team x



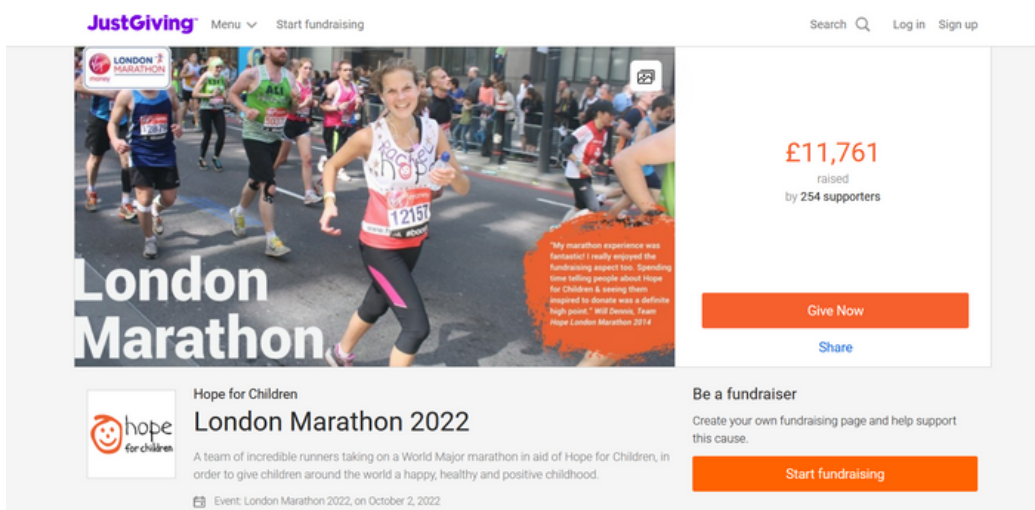
Starting your fundraising journey



We use JustGiving for all our fundraisers pages. Please do not set up a fundraising page on any platform other than JustGiving as this will not be attributed to your fundraising total.

Setting up your page

1. Check your welcome email for a link to your Team Page. It should take you to a site that looks similar to this:



2. Click 'Start fundraising' to set up your page

3. Create a JustGiving account (or log in if you have an existing account)

Please ensure that you use your home address while completing this step so that we can match your profile to our records

Remember to note down your login details so that you can update your profile throughout your fundraising journey!



Complete your profile

Country
United Kingdom

Address Line 1
48 High St

Address Line 2 (optional)

Town or City
Hemel Hempstead

County (optional)

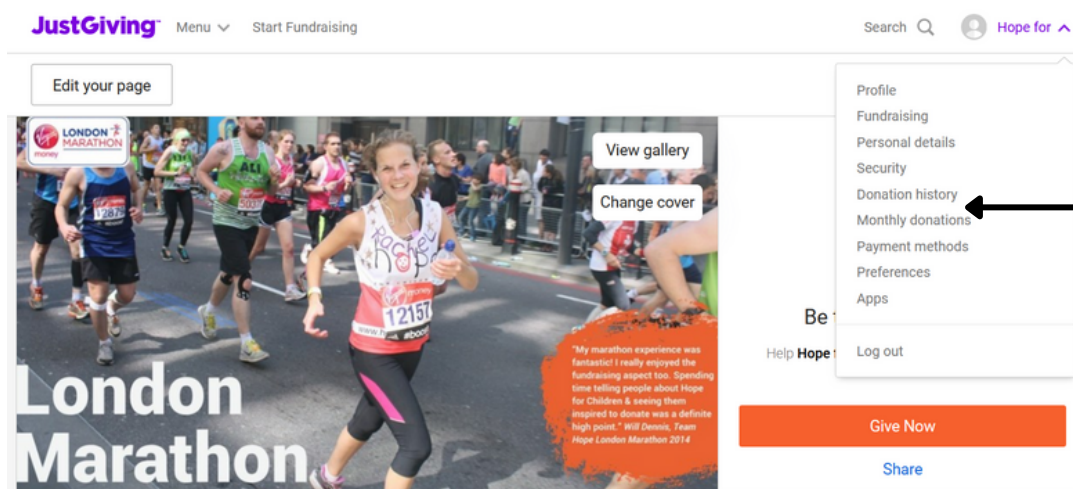
Postcode
HP1 3AF

Continue

Offline Donations

You can add donations not raised through JustGiving as a 'Raised Offline' amount so they're included in your fundraising total. Here's how:

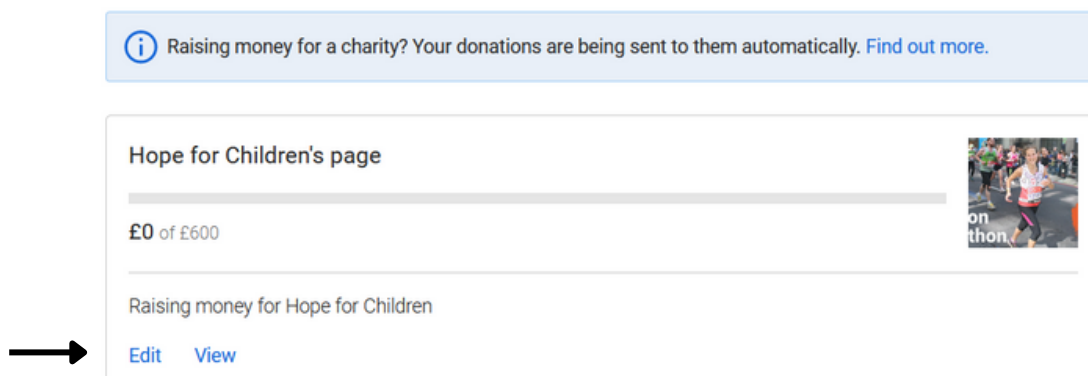
1. Log in to your account and click on your name/icon in the top right corner. Select 'Fundraising'



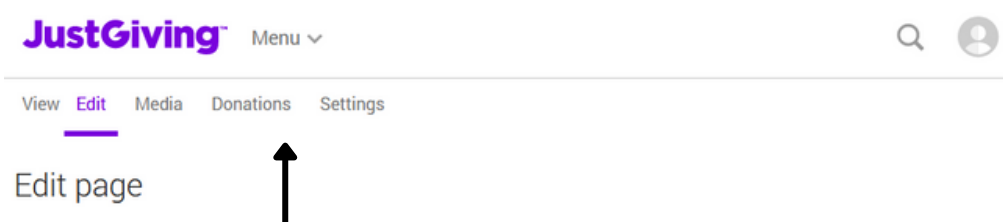
2. Click 'Edit' on the page you'd like to add the balance to

Fundraising

Active pages



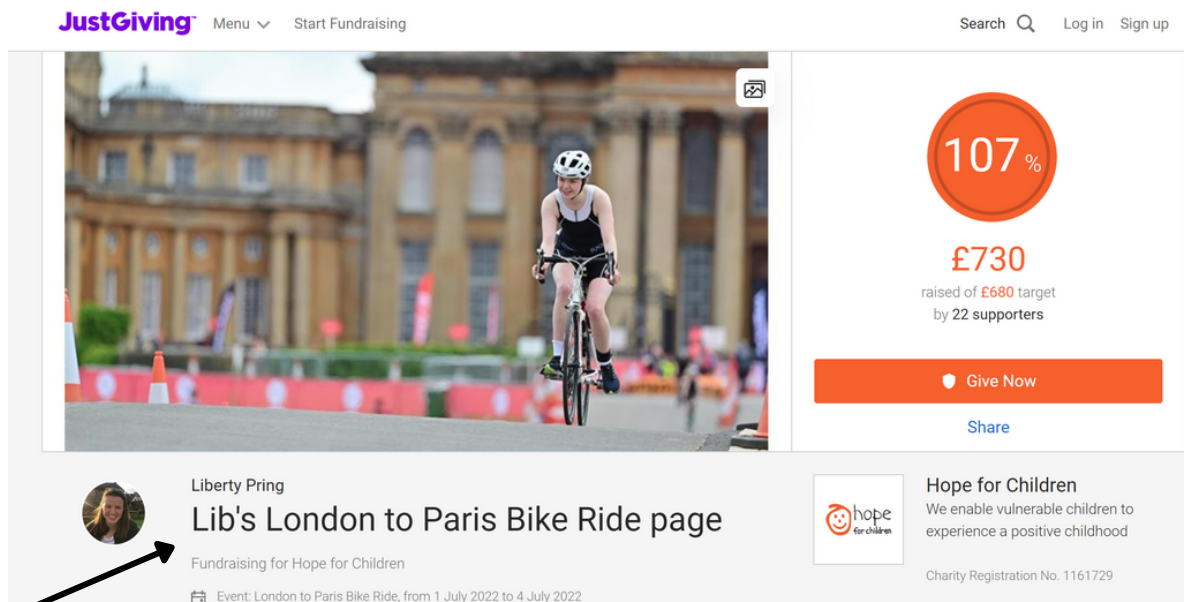
3. Click 'Donations' along the top of the page



Personalising your page



1. Login to your page and click 'Edit your page' in the top left



2. Edit your title, target, summary and story

Involve your donor's in your fundraising journey. Under the "Edit" tab, enter the desired text in each of the relevant sections. Click 'Save' to preview how each looks.

Make your story personal and as emotive as possible (it might be heart felt as well as humorous), either way people want to connect with you and your story!

3. Add photos

Those who add a photo to their page tend to raise 14% more.

To do this, click on 'Media' at the top of the screen and then under Add a photo, click, 'Select photo'. Choose the photo from your device and add a caption (up to 40 characters). Press 'Upload photo' to finish.

If you have problems, you'll probably need to resize your image. The file size should be no larger than 4MB and the pixel size shouldn't be bigger than 1000 x 563.

You can resize your image using; Paint, Microsoft Office Picture Manager, or iphoto.

Story

I am very excited (and nervous) to be joining a team cycling around 400km from London to Paris in just 3 days at the beginning of July!

This will undoubtedly be the hardest physical challenge I've ever faced and I've signed up pretty last minute so will have my work cut out with getting ready to go! I'm doing this to raise money for Hope for Children, a wonderful international (and national) charity which works to give children living in extreme poverty the chance at a happy, healthy childhood. I have the pleasure of working at Hope for Children and have learnt so much about the amazing projects the money raised can go towards, such as enabling children to access education, healthcare and creating sustainable incomes for their families.

Any donations, big or small, are hugely appreciated and will go a long way to continue the work Hope for Children are doing!

Thanks in advance for your support - I massively appreciate it!

- Lib

STRAVA

All Run Walk Ride Swim

334.35 mi completed overall

If you're training be sure to link your Strava and keep people updated with your progress!

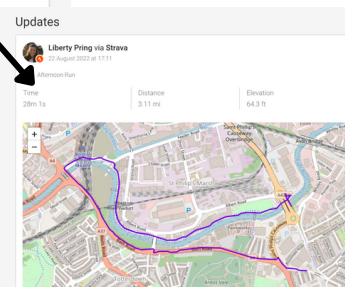
Supporters



Cath & Loafy

Well done Lib, what an achievement of Love ❤️

£30.00 + £7.50 Gift Aid



4. Enter in the amount box the total amount raised offline and select 'Save offline donations'.

Offline donations
Have you received any offline donations? Add the total amount here.

£

Save offline donations

Participants should not update their offline donation until it has been confirmed by Hope for Children.

Bank Transfers

If you are planning on transferring money straight to Hope for Children via bank transfer, please use these details:

CAF BANK

Name: Hope for Children

Sort Code: 40-52-40

Account Number:

Reference: Name & Trip

00003988

Although you can use JustGiving at no cost to you personally, Hope for Children is charged a small fee meaning that JustGiving takes a small percentage of your fundraising profits.

Therefore whenever possible to send money via bank transfer please do so (this may arise when you have done cash collections or received a cheque from someone etc.)

Our finance team will process your donation and add it to your total. This process takes about 2 weeks. We will email you when the money has been processed. This email will include a breakdown of your fundraising so far. If you do not receive this email please get in touch.

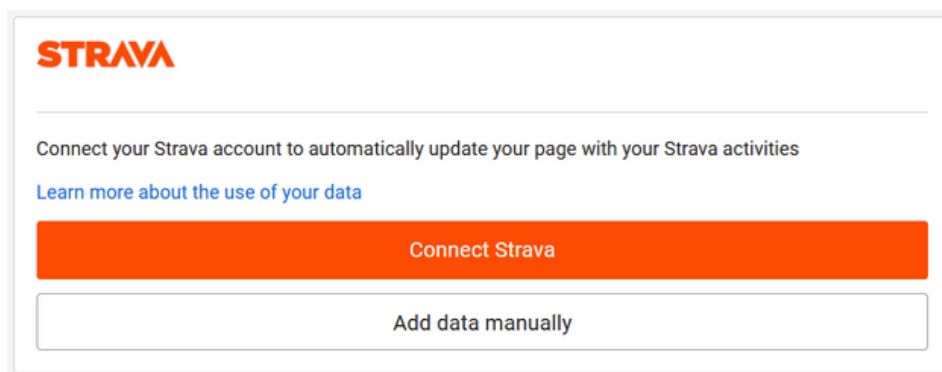
GiftAid

Hope for Children is eligible to claim Gift Aid from donations made by UK tax payers. That means that for every eligible £1, we can claim an extra 25p Gift Aid. For a person to be eligible for Gift Aid they have to be a UK taxpayer.

Gift Aid will not count towards your overall fundraising total (though please do encourage people to add it when possible).

Top Tips!

- Make your page as personal as possible - Include a picture of yourself, explain what challenge you're doing and what's motivating you to do it. This will encourage more donations. Keep updating this throughout the year with updates on your fundraising and training.
- When someone donates make sure to thank them individually!
- Post your fundraising page on social media - It's worth doing this a few times to try and reach as many friends as possible and to keep people updated with how your fundraising is going.
- If you use fitness apps like Strava or FitBit you can link these to your JustGiving page to show people that you are training in preparation. This link is usually near the bottom of your JustGiving homepage and looks like this:



A to Z Fundraising Ideas



A

Afternoon tea – Invite friends and family over for an elegant afternoon tea and charge a small fee for entry.

Arts and Crafts Stall – Set up a stall at a Christmas/summer fayre and sell handmade items. You could also sell your creations online on websites like [Etsy](#) which allow independent artists to sell their unique pieces. You could sell cards, jewellery or even pottery so get creative!

B

Bake Sale – Who doesn't love a bake sale? Get your local community baking and sell some delicious treats! See our online resources for information on how to set up your sale as well as printable bunting, posters and cake labels! [\[LINK\]](#)

Bingo Night – Host a bingo night for your friends and family. You could even make your own themed bingo sheet for events like Halloween or Christmas!

C

Cinema screening – If you're a student at a school or university you could ask to use a spare room to show a movie. Charge for tickets and sell some drinks and popcorn.

Car wash – Great during the summer! You can go around asking locals whether they need their car washed. You just need the basic items to get started.

D

Dine at Home – Thinking of going out to eat today with your family/friends? Instead why not pull out all the stops and make them a three course meal! Ask them to donate the money you would have normally spent at a restaurant to you.

E

Easter Egg Hunt - Set up an Easter Egg Hunt at school or for your friends and family. Hide wrapped Easter Eggs in a set area and charge an entry fee. Just remember where you hid them!

Easyfundraising - This is a website that allows you to turn everyday online shopping into free donations. You can invite friends and family to support you and collect free donations whenever you shop online. Check out our online guide on how to set up an account!

F

Football – Host a football match to raise some money! Alternatively, you can have a football skill competition, for example a penalty shoot out!

Facebook fundraising – Raise money via Facebook! See our online resource for how to set up your own Facebook fundraising.

G

Games Night – Set up a games night one evening. Everyone pays a fee to attend and they are able to play board games and card games such as chess, Uno and Connect Four! Ask for the attendees to bring any games in to save yourself money.

Guess how many ___ : Fill a jar with sweets or small objects and ask people to guess how many there are, closest guess wins the jar! If you can't be bothered to count them all you could weigh the objects and have people guess the weight instead!

H

Halloween Party – Host a Halloween party for your friends! Create a spooky playlist, organise some games and charge a fee to attend. You could hold a competition for the best costume, the best pumpkin carving or host a Halloween themed quiz!

I

International Food Party – Ask every individual to bring in a cultural dish of their own and ask them to donate money. You can enjoy a variety of different cultural foods and raise some money!

Improv night - Let your community flex their skills at an improv night, charge an entry fee and provide food and drink for the evening.

J

Just Giving – This is one of the simplest ways to receive sponsorship money.

K

Kahoot Competition – Ask individuals to pay to play. Have a range of tricky questions and a prize for the winner!

L

Livestream - Fancy trying your hand at becoming an internet sensation? Platforms like Twitch allow individuals to stream from home and gain donations from viewers.

Lucky dip - This classic game is a quick way to gain some money! Collect a bunch of small goodies/sweets and charge a small fee per go.

M

Murder Mystery Party – Host a party and ask everyone to find out who the murderer is by the end of the night! You can ask everyone to take on the role of police, lawyer, murderer or even the victim!

N

Name the ___ contest – You can show a picture of your pet/ animal and ask everyone to pay to guess the name of your pet! The winner takes home a prize.

O

Obstacle course – Set up an obstacle course challenge and the fastest person to complete the obstacle course wins a prize.

Open mic night - Let anyone take to the stage in an open mic event. Comedy, music or dance, everything is an option!

P

Plank/ Press Up Challenge – The person who can hold the plank the longest wins a prize! The person who can do the most push ups in a minute will win a prize!

Q

Quiz night – Contact your local pub and ask whether you can host a quiz night. Decide how you want to structure your quiz, it could be themed or simply general knowledge! The guests will pay to play in the quiz night.

R

Raffle – Charge a small fee for raffle tickets and offer a variety of prizes. Many local shops, restaurants, cinemas and gyms etc. will be happy to donate vouchers or prizes which can be used for the raffle.

S

Spring clean sale – Ask people around you to donate their old books, clothes and toys and host a sale selling your own ones as well! You can also sell them on ebay, depop or Facebook Marketplace but make sure to work out the delivery fee correctly and have the customer pay it. Mention you are selling them to fundraise!

Sweepstake - Ask friends and family to place a small bet on who the winner of a contest will be. Those who guess correctly win a prize. You could do this for events like Wimbledon, The World Cup and Eurovision! Check out our printable sweepstake template.

T

Treasure map - This classic fundraising idea is quick and easy! Charge a £2 fee to guess where the 'treasure' is hidden. You can design your own or use our ready made treasure map template.

Tombola - Collect an array of prizes and match each one to a tombola ticket! Many local shops, restaurants, cinemas and gyms etc. will be happy to donate vouchers or prizes which can be used for the tombola. Charge a small entry fee.

U

Uniforms Out Day – No school uniform for a day. Charge a small fee per person to raise money for charity! If you are based in an office consider implementing a 'dress-down Friday' for a small donation.

University challenge – Hold a University Challenge style event with a fantastic prize for the winners!

V

Valentine's Day Party – Host your own Valentine's Day Party with lots of music, dancing and food! Charge for the tickets and ask them to bring some food as well. You could even run a Valentines day speed dating event!

W

Window cleaning – Go around your neighbourhood asking local shops and your neighbours if they would like their windows cleaned. You just need the basic items to get started.

World record attempt– Challenge yourself to break a world record! These can be quite obscure and funny, so grab a couple friends and see what you can do!

X

X-box competition - Host an online event for friends and family. Ask for a donation from everyone that gets involved and provide prizes for the best players.

Y

Yoga - Host a yoga session and ask family, friends, work colleagues and locals to join you. You can make it virtual so more people can join! Charge each person for the session.

Z

Zumba – Host your own Zumba session and ask family, friends or work colleagues to join you. You can make it virtual so more people can join. Charge each person for the session.



Fundraising Online/Virtual Fundraising

Sell Online

Instead of going to a car boot sale, why not sell online. Stick any old clothes on auction sites such as Depop or Ebay. You could have a clear out of old electronics/books/DVD's and sell it to a buying website like Ziffit or Music Magpie.



Chance to win event



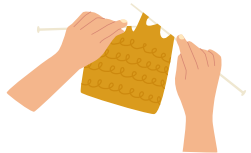
Run a chance to win event. Whether it's a raffle, sweepstake or guess the number of sweets in the jar. They are simple to organise and people can donate to your JustGiving page to enter.

Online quiz

A quiz online allows you to reach more people who might not live close enough for a traditional, in-person quiz. Either ask the questions yourself or use an online quiz platform such as [Kahoot!](#)



Get creative



Get crafty and make things you can sell to friend and family. It could be as simple as a card or a knitted item. If you're artistic, you could even sell your works of art and creations online as well.

Daring Challenges

Why not raise money by doing something a bit different... a sponsored head shave? Or leg wax? You could poll to choose the colour of your hair or for your next fancy dress costume on a night out, requesting a donation per suggestion/vote.



Gaming tournament



Run a gaming tournament and see which of your friends can claim the bragging rights of being champion. You could use your Xbox, PlayStation or find a board game website (like [Board Game Arena](#)) to host the competition. Simply decide the entry fee, when it will happen and spread the word!

Fundraising at Work

Office Bake Sale

Who doesn't love a bake sale?! Have a bake sale during lunchtime every day for a week! Everyone loves baked goods, so you can have a range from cupcakes, cakes, muffins etc to hot baked food as well. Find a trolley and take it around the office, who could resist it?



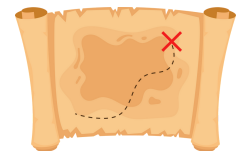
Raffle



Host a raffle and ask your colleagues to pay £2 (or what you think is appropriate) for a ticket. Get your boss involved if you want work related prizes!

Treasure Map

Use our printable Treasure Map to bring this classic fundraiser to your workplace. Super easy and quick to run - all you need is a prize for the person who picks the square with the treasure!



Bingo



Meet up at the pub for some drinks and play bingo! Bingo is a quick and easy fundraiser, hand out some bingo cards, use a random number generator and get your bingo lingo ready.

Dress Down Day

Arrange a day of the week for your office to have a 'dress-down' day and ask for donations to the charity for everyone taking part. You could also ask friends and family to do the same at their workplaces and get everyone fundraising!



Office Talent Show



This is a great team-bonding event! Host an office talent show, ask everyone at the office to take part. They can show their talents to everyone. Ask them to pay an entry fee to take part. You can charge money for tickets, family and friends can also be invited to watch the talent show!

Fundraising at Home



Games Night

Host a games tournament! Invite family and friends to play board, card and/or video games to raise money.

Run a Class



Do you have a skill that you would like to teach others? It can be anything from showing them how to make your special dish, teaching yoga etc. Charge for people to attend. It could be in person or virtual!

Donations for Gifts

People are able to buy a ticket from you, which they can exchange for a gift. You will then gift them a poem, food items, drawings etc.



Host a Barbeque



Invite over family, friends and neighbours for a summer barbeque! Charge an entry fee and provide food fresh off the grill! You could also plan a variety of outdoor games!

Swear Box

Every time someone swears they have to donate 50p/£1 to the swear box. For this you have to put a box in a designated area for everyone to put the money in!



Come Dine With Me



Instead of going out to eat? Why not eat in? Make a three course meal for a family/group and ask everyone to make a donation!

Quiz Night

Invite family and friends over and have a quiz night. You can either make up the questions yourself or use an online quiz platform to get questions. Buy some prizes for the winning team and ask for donations to enter.



Film Night



Invite your friends over and host a movie marathon evening - you could even try and book a space on campus so more people can attend. Pick a favourite series of films or a theme, you could even ask for donations to make film suggestions/vote on which films to show. Don't forget to get some snacks!

Open Mic Night

Hold an open mic night at your Student Union bar! Gather people to perform (you could try approaching different societies to find performers) and charge a small entry fee, as well as collection donations. Give a platform to poets, comedians and musicians whilst raising money!



Sweepstake



Ask friends to place a small bet on who the winner of a contest will be. Those who guess correctly win a prize. You could do this for events like Wimbledon, The World Cup or Eurovision and host a watching party as well!

Sports matches/ tournaments

Sports tournaments can be a very effective way of raising money, especially if you have links to university sports clubs or societies. Set up some inter-society sports matches or challenge different societies to swap sports for a day, rugby and dance are always an interesting pair! Have a small entry and spectator fee.



Fancy dress



Set up some fundraising targets that if you reach a certain target you agree to wear a particular outfit/ one of your friends choosing to an event (e.g. a club night/ a lecture). You could commit even more by agreeing to dye your hair for a higher target.

Bake Sale

Host a bake sale for your flatmates/societies. Everyone loves baked goods, so you can have a range from cupcakes, cakes, muffins etc to hot baked food as well. See our online resources for information on how to set up your sale as well as printable bunting, posters and cake labels!



How to fit in your fundraising



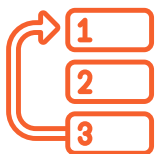
5 minute rule

Get quick tasks done first thing in the morning or whilst waiting for the kettle to boil. Whether it's finding an email template or scheduling a post, it all adds up!



Network Map

Make a network map which organises friends, family, colleagues and acquaintances into groups. Then you can run fundraisers which appeal to each of them and maximise your profits!



Prioritise

Always prioritise the events which you're confident will be successful and raise you the most money - then get started on them straight away!



Set the date

One of the first steps you should take for any fundraising idea is to set the date and start talking about it. We all work better with a deadline!



Outsource

No one said you have to do your fundraising on your own... so don't! Encourage friends and family to get involved and expand the potential pool of donors.



Have fun!

It sounds cliché, but fundraising can be fun! The more fun you have, the more time you will set aside to smash your target!

Top Tips for Fundraising



Ask your local pub/ venue if you can use their space for free for your fundraising events (quiz night, bingo night etc.)

Inform your family, friends, work colleagues etc about your fundraising and ask them to share your fundraising page!

Be consistent with your fundraising. Keep it up throughout the year!

Be specific and direct about the impact a donation can make - share Stories of Hope!

Make sure your JustGiving page link is easily accessible so everyone can donate

Add a selfie, personal photo onto your fundraising page! Include why you have chosen Hope for Children as your charity to fundraise for

Personally thank each person that makes a donation!

Update your JustGiving page and your social media about your progress with your fundraising

Plan your fundraising events effectively - think about time of year, time of day, target audience etc.

Get creative with your fundraising. Keep it interesting and try a range of fundraising activities

Code of Conduct



This code of conduct applies to everyone working, volunteering or representing Hope for Children

Hope for Children's Code of Conduct outlines the standards of behaviour expected towards children and vulnerable young people. The purpose of the Code of Conduct is to:

- Provide guidance on what is appropriate and inappropriate actions and behaviour.
- Reduce the risk of harm and abuse of children by adults working with or representing Hope for Children.
- Help children and families feel safe when in contact with Hope for Children staff or representatives and reduce the risk of misplaced allegations about individual conduct.

Do...

- ALWAYS report any child safeguarding concern swiftly to your point of contact at Hope for Children or to Hope for Children's child safeguarding officer (csoUK@hope4c.org).
- ALWAYS report any concerns or breaches of the Code of Conduct, regardless of who it is.
- Treat all children with kindness and equal respect, without discrimination, regardless of their gender, culture, ethnicity, age, religion, sexual orientation, or ability.
- Obtain informed consent and ensure proper handling, use and storage of children's images and data that you handle in the course of your role.
- If taking photos of children, make sure they are aware of the photos being taken and are given the option not to be in the photo. Seek consent from both the child and their guardian for the photos to be taken and ensure they are aware of how and where the photos will be used. If publishing the photos, we advise you to obtain written consent.
- If working with an institution, e.g. school/community group, ask for their safeguarding requirements and adhere to them.
- Seek advice from Hope for Children if in any doubt about appropriate behaviour and interactions with children.

Do Not...

- Don't engage a child in work (paid or unpaid) that poses a risk to their physical, mental or social well-being or interferes with their education.
- Don't hug, kiss or touch a child in an inappropriate or culturally insensitive way.
- Don't make physical contact with children, unless initiated by the child e.g. hugging, holding hands
- Don't cause physical pain or discomfort to a child e.g. physical punishment.
- Don't drink alcohol, smoke or use drugs in front of children and don't give alcohol, drugs, or cigarettes to children.
- Don't be alone, or out of sight of others, with a child where your actions cannot be accounted for, this includes being alone in a car no matter how short the journey.
- Don't do things of a personal nature that a child could do themselves e.g. dressing, bathing.
- Don't shout, use language or behave in ways that may threaten, frighten or humiliate a child. Don't use derogatory language on grounds of race, culture, age, gender, disability, religion, sexuality, or political persuasion.

A full extended version of the Hope for Children Child Safeguarding Policy can be found on our [website](#) if you would like to read up on it further.

Hope for Children maintains and adheres to a number of policies and Codes of Conduct. Before you start your fundraising on behalf of Hope for Children, please make sure you read these documents:

- Child Safeguarding Policy
- Data Protection Policy
- Complaints Policy
- Cookie Policy

Getting in touch

The Hope for Children fundraising team is dedicated to supporting you through your fundraising journey. We are on hand to offer support and guidance to help you achieve your fundraising target. An email or a call is the best way to get hold of us!



teamhope@hope4c.org

Please put your name (and University if applicable) in the subject line. Example:

To: teamhope@hope4c.org
Subj: Bob Hope, UCL – Buckets



01442 234561

Save the number to your phonebook so you know who's calling!

GOOD LUCK

We can't wait to see the amazing fundraising you'll be doing and thanks again for your support! Make sure you tag us in your social media posts by finding and following us on our Facebook, Instagram and Twitter.

Make sure to use #hopeforchildren in your social media posts!



@Hope for Children



@hope_for_children



@Hopeforchildren

Contact the team via

Email: teamhope@hope4c.org

Phone: +44 (0) 1442 234 561



Because **every**
child deserves a
childhood



48 High St, Hemel Hempstead HP1 3AF



<https://www.hope-for-children.org>



Charity Reg. No. 1161729