



[www.theislandnl.org.uk](http://www.theislandnl.org.uk)

## **Fund-raising Toolkit**

### **Welcome**

Thank you for fund-raising for The Island – mentoring vulnerable children and young people in York.

This is a really exciting time to be fund-raising for us and we are delighted to have your involvement. Every year, The Island needs to raise approximately £70,000 to sustain its mentoring service at the current level – providing mentor support to 45 young people at any given time – and this is only possible with your support.

This toolkit contains everything you need to get you started, and we are always here if you have any questions.

Many thanks again for your support.

With kindest regards,

**Jenni Lucas**

Project Support Officer

## Meet Alfie....

*Alfie\* was referred to The Island in December 2011. He had moved primary school three times in the previous 18 months due to poor behaviour and attendance, and was displaying signs of low self-esteem and unhappiness. Alfie was also struggling at home and in the community, and had no strong relationships with adults and few with his peers.*

*In April 2012, Alfie began meeting with a mentor (Brian\*) at age 9 years. Their sessions together were very regular, giving Alfie consistent time with a positive adult role model. Within the first few weeks, Brian noted how chatty and confident Alfie was becoming. He readily suggested activities he would like to do, and these became increasingly varied. Alfie has a short attention span and can be quite lively, but Brian was impressed by how well he responded to his instructions. Brian accompanied Alfie to a boxing club and introduced him to ice-skating to help give his energy a constructive outlet. They also enjoyed watching films and going tenpin bowling, as well as simply chatting over a roast dinner at their favourite local carvery.*

*Brian has stopped meeting with Alfie, noting what a huge change he has seen in Alfie since they first started mentoring. He now seems much happier, bubblier and more confident, and behaves well. A review questionnaire Alfie completed with Brian shows an improvement in his relationships with others, his opinion of himself and his access to activities.*

*\*Names have been changed for reasons of confidentiality.*

## Donations make a difference

Here is how your fund-raising could help:

**£15** would enable an isolated child to access a positive recreational activity such as ceramic-making or go-karting with support from a fully-trained mentor.

**£30** would allow two young people living in poverty to visit a local museum with their mentors, helping fuel their imagination and explore their potential.

**£110** would cover the cost of putting ten adult volunteer through a two-session training programme to learn the important skills and personal attributes needed to be a mentor.

**£120** would finance enhanced DBS checks on ten prospective mentors to ensure the safety and well-being of a child or young person in their care.

**£720** would fund weekly mentoring activities for a child with low self-esteem for a year.

**£2,200** would cover the cost of providing weekly mentor support to a vulnerable young person for a year, including activity and travel expenses; mentor recruitment; training and supervision; and essential staff time.

# Top fund-raising tips

Planning your event is as easy as one, two, three...

## 1. What can I do?

- Be creative: give people something fun and original to do. Think about the best time to hold your event and give yourself plenty of time to plan.
- If you've set yourself a big target, why not break it down into bite-sized chunks with a number of different fund-raising activities.
- Check the calendar for any clashes; for example, an important football match.
- Location, location, location: pick a suitable venue for your event and book early.
- Keep your costs down: ask for freebies or a charity rate!
- Visit [www.theislandn1.org.uk](http://www.theislandn1.org.uk) for fund-raising ideas.

## 2. Money, money, money

- Aim to raise at least three times as much as you spend.
- Keep expenses to a minimum and try to get items or services donated.

## 3. Get the word out

- Social networking websites will get your event in front of thousands of people.
- Go online. Set up a personalised fund-raising page in minutes.
- Promote your event through posters and leaflets in your local area.
- Contact your local press, radio or television with a press release.

# On-line fund-raising

## ***Give As You Live with Everyclick***

Make The Island's Everyclick page your default search engine by following these simple steps:

1. Go to [www.everyclick.com/theisland](http://www.everyclick.com/theisland)
2. Click on the *Give Now* button, and then on *Search the Web*. A 'cookie' will then be stored on your computer so that, every time you use Everyclick to search the web, money will be donated to The Island.
3. Start making searches using Everyclick just as you would Google or Yahoo! You can also support The Island via Everyclick when you shop online at stores such as Asda, Boots, M&S and Expedia.

## **Set up a fund-raising page**

- Set up a fund-raising page for your event or challenge using Everyclick and link it to The Island's Everyclick fund-raising page. It takes less than ten minutes to set up a page and then you are ready to start fund-raising.
- Personalise your page and keep adding new photos and videos of what you are doing.
- Tell your friends, family, colleagues and contacts all over the world to make a donation and help you raise more!

## **Free money**

### **Gift Aid it**

Gift Aid is a great way to make every sponsor's donation worth 25% more - and it won't cost you a penny! You can increase the money you raise by simply getting people to fill in a Gift Aid declaration form or ticking the relevant box on your sponsorship form (the sponsor's post code is required). This enables us to claim tax back from the government and thereby increases the overall benefit to the charity.

### **Matched giving**

Ask your employer if they can match your donations! Please note that, for us to claim Gift Aid on donations, each individual will need to be a tax payer and have paid more tax than the amount of tax we reclaim from the government.

## **Keeping it safe and legal**

We are so grateful to you for fund-raising for The Island and your safety and well-being is our priority. With this in mind, please follow our fund-raising guidelines and ensure you adhere to all laws and health and safety guidelines when organising and holding your event.

Please consider the following guidelines as you plan for your event:

- Ensure that your event is organised efficiently and safely.
- The Health and Safety Executive has further information on event safety ([www.hse.gov.uk](http://www.hse.gov.uk)). If selling food, please contact the Environmental Health department at your local council for advice.
- Ensure that your event is properly and adequately supervised. Where children are involved, this should include:
  - providing proper adult supervision.
  - carrying out appropriate background checks if adults are to have unsupervised access to children.
- Consider what insurance cover you need for your event.
- Check with your local council whether you need any special licences, e.g. a public entertainment licence or a licence to sell alcohol.
- Always have two people present to count any money raised.

### **Raffles/lotteries**

There are strict laws relating to raffles and lotteries. Guidelines are available from your local authority or the Gaming Board and these must be followed in full. Please visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for more information.

### **Public collections**

All street collections or collections on public property will need to be registered with the local authority who will issue a collection licence. You must show us a copy of this license before we can issue you with charity collection buckets or boxes. Under-16s are not allowed to collect money through public collections.

### **Liability**

The Island cannot accept any responsibility for your event, nor for anyone who participates in it.

### **Sending in your donation**

All funds collected should be sent to The Island within six weeks of collection.

Please pay them in online at [www.everyclick.com/theisland/info](http://www.everyclick.com/theisland/info) or use our donation form.

## Paying in your money

Once you have finished your fund-raising activity, please complete and return a donation form or simply pay online via our Everyclick page.

### Standing Order

Please complete this form, and return it to your bank/building society:

To: the manager of   
 Address   
 Name of account holder(s)   
 Account number   
 Branch sort code

Here is my gift of:    £5     £10   
                                  £20     £25   
                                  £50     £100   
                                  Other     £..... (please specify)

enclosed is a cheque/postal order (please delete as necessary)

Credit/debit card payments can also be made online at:  
[www.theislandn1.org.uk](http://www.theislandn1.org.uk)

Please pay **The Island N1** the sums detailed below, debiting the above account with the amounts of the payments.

Bank name:	The Co-operative Bank
Branch address:	P.O. Box 250, Delf House, Southway, Skelmersdale WN8 6WT
Sort code:	08-92-99
Account number:	65208261

Amount of payment	£ <input type="text"/>
Amount of payment (in words)	<input type="text"/>
Date of first payment	<input type="text"/>
Frequency of payment	<input type="text"/>
Date of last payment	<input type="text"/>
OR please continue payments until further notice (tick box)	<input type="checkbox"/>

Donor signature(s): .....

Name(s): .....

Address: .....

Post code: .....

I, ....., agree that **The Island** can treat each and every donation from me as a Gift Aid donation.

I confirm that I am a UK taxpayer and pay income tax or capital gains tax at least equal to the tax reclaimed by **The Island**.  
 Please tick box if relevant.

I agree to **The Island** treating all donations I have made since 6 April 2008, and all donations made from the date of this declaration, as Gift Aid donations until I notify them otherwise.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Please send your gift with this form to:-

**The Island N1**  
 St Columba's Foundation  
 Priory Street  
 York YO1 6EX  
[theislandn1@gmail.com](mailto:theislandn1@gmail.com)

If paying by cheque, please make it payable to The Island and send it to our offices in York:

The Island  
 St Columba's Foundation  
 Priory Street  
 York YO1 6EX