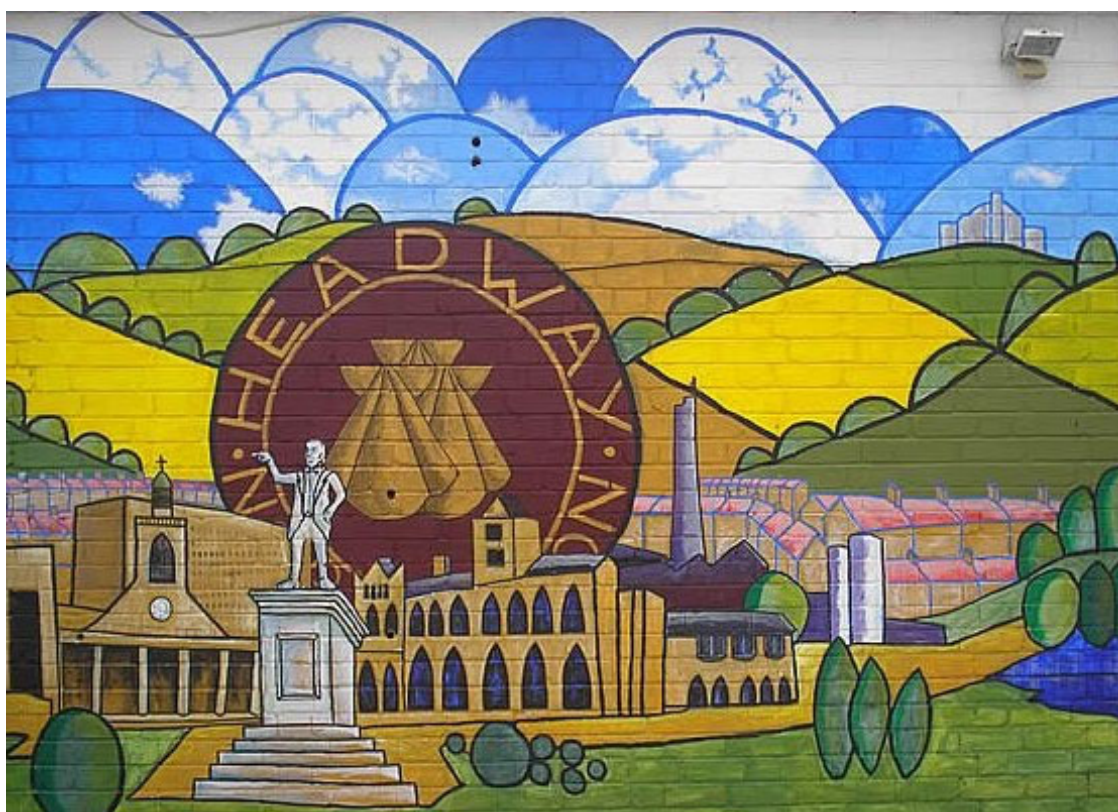


# Headway Northampton

Charitable Incorporated Organisation

Registered Charity No. 1158332

01604 591045



## Fundraising Pack



## Thank You!

First of all, we would like to thank you for deciding to give your time to fundraise for Headway Northampton C.I.O.

Headway Northampton could not operate without the generous support of our fundraisers, donors and volunteers, to whom we are really grateful. Every penny raised is so important and invaluable to us and the people that we support.

You can support Headway Northampton in lots of different ways and this fundraising pack has been put together to give you a few ideas and to make fundraising for us easier.





**Dear Fundraiser,**

Thank you so much for choosing to raise money for Headway Northampton CIO. We are always humbled by people who take on our cause and are grateful for your efforts.

As you may know, Headway Northampton is a community based centre. We offer specialist, social and therapeutic activities on a daily basis, for those that have sustained a brain injury. We have been offering this service for over 34 years and continue to go from strength to strength with the support of people like you.

Headway Northampton is part of the voluntary sector and is reliant on fundraising to finance our work. We use the money raised by fundraising to provide equipment and materials for our service users workshops, activities and creating new spaces which our service users can use.

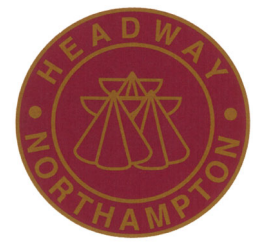
Headway Northampton is affiliated with Headway National but does not receive any funding from the National body. Therefore, please ensure any money you wish to raise for **Headway Northampton** is addressed directly to us and you use our charity number (1158332).

Hopefully this pack will help you get started by giving you a brief step-by-step guide. And remember, if you need anything, do contact us.

**Thank you once again, and the best of luck with your fundraising.**

*Margot Basketfield*

**Margot Basketfield  
Manager, Headway Northampton**



## Fundraising Idea's

You can organise your very own fundraising events with your family, friends, work colleague, neighbours or local groups. The more people involved will help you raise money and awareness of Headway Northampton.

### Here's a few ideas of the types of events you could organise:

- Organise a coffee morning with your family, friends and neighbours.
- Host a BBQ or Family Fun Day.
- Hold a Quiz Night at your local pub.
- Organise a dress down day, bake sale or participate in Hats for Headway at your work.
- Ask your local golf course to host a tournament.
- Organise a music night, dinner dance or barn dance.
- Hold a Bingo Night.
- Raffle, always have a raffle at any event you organise as it generates extra income and we all love a good raffle!

### Want more of a challenge? Why not take part in one of the activities listed below:

- Running a Marathon.
- Walk or Trek.
- Swimming or Rowing.
- Cycling.
- Sky dive.
- Extreme Sports.
- Abseil.

We can offer you support for your event and provide sponsorship forms, posters, flyers, collecting buckets, fundraising T-Shirts and anything else you may need to make your event a huge success.





## Five simple steps to success

### **Step 1 Pick an idea.**

Whether you have a fundraiser in mind or you choose to use one from the suggestions listed in the fundraising ideas, this is the first decision to make.

### **Step 2 Plan your activity.**

Even the simplest activities need some planning and preparation. The better prepared you are, the more smoothly your activity will run, helping you to raise even more for Headway Northampton. Think about how you're going to raise funds and what will work best for you. So if you're putting on a social event, will you charge an entrance fee, or price drinks and nibbles individually?

### **Step 3 Promote your fundraiser.**

Once the details are decided, it's time to drum up lots of interest from your friends, family, workmates and all your social contacts! The more people you tell, the more donations you'll attract. To get your news out there you can make posters and flyers, write to the press, put an advert in what's on guides and use social media.

### **Step 4 Pay in your money.**

Once the fundraising's over, it's time to collect donations and send them to us. If you've raised funds online through VirginMoneyGiving, then all donations will be sent directly to Headway Northampton. If you've collected donations yourself, then you can either pay those directly into our bank or you can hand it in in person and we can take it to the bank.

### **Step 5 Pat yourself on the back.**

All your hard work has paid off. The funds you've raised will help Headway Northampton maintain the service we provide. Thank you so much for everything you've done.

## Guidelines, hints and tips



## Keeping track of your fundraising

If you send any donations or sponsorship money directly to us, please make sure it is clearly marked with your name/company and that it is funds raised for your event. Cheques should be made payable to **Headway Northampton**.

Please ensure that you take adequate steps to record and account for any donations you receive.

## Fundraising materials

We have tried to include all the materials you need in this pack. However, if you would like leaflets and information about our work to support your fundraising, please let us know.

## Charity number

When fundraising for Headway Northampton C.I.O., please remember to state that the event is 'in aid of Headway Northampton C.I.O.' and provide our registered charity number – 1158332 – on any fundraising or publicity materials.

## Using the Headway Northampton C.I.O. logo

You are welcome to use our logo for fundraising purposes. Should you wish to use the logo, please contact Liz on 01604 591045 or [administrator@headwaynorthampton.org.uk](mailto:administrator@headwaynorthampton.org.uk). She will send you an electronic version of the logo together with our logo usage guide.



## Keep it safe and legal

### Food Hygiene

Food hygiene Food safety laws apply when food is available whether it is for sale or not. Ensure you follow food hygiene procedures. Contact your local council for food hygiene regulations at events or see [food.gov.uk](http://food.gov.uk).

### Licences

Ask your local authority whether or not you need to obtain any special licences (e.g. public entertainment, collection or alcohol licences). If you are holding the event in a public place, you must have permission from the council or landowner.

### Raffles

If you hold a small raffle on the day of your activity you do not need a licence, so long as all ticket sales and the draw itself take place during the main event. (It is okay if your event lasts more than one day.) To sell raffle tickets before or after your event, you must require a license. Tickets must be sold for the same price with no discounts applied. You must make it clear who is running the raffle. Check the latest information and advice at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk).

### Risk assessments

Identify any hazards and assess any risks at your activity that you'll need to consider. Ensure you have adequate first aid cover Keep it safe and legal available for the scale of your activity. If you're not sure, check with your local council.

### Insurance

Please remember you are responsible for the activity and Headway Northampton cannot accept liability for any fundraising activity or event you undertake. If you are planning an activity that involves the general public you'll need to budget for public liability insurance, which can be obtained from any insurer. If you are holding the event in a venue which has liability insurance (such as a village hall or pub) check they have the appropriate insurance and that it covers your activity.



## **Collections**

It is illegal to carry out house-to-house or public street collections without a licence.

## **The money**

For your own protection, if at all possible, make sure you count the money you've collected with another person present and have them verify the total amount raised. Ask people who want to make a donation by cheque to make it payable to Headway Northampton rather than you personally. Make sure any cash donated is kept in a secure place and is banked as soon as possible.

## **Get consent**

You will need to get parental permission if children are helping or if you're taking photographs of children. Children under the age of 17 must be accompanied by an adult. If your event is on private property, get permission from the owner or manager.

## **Remember**

Keep records of everything you do for future reference.

Visit [www.institute-offundraising.org.uk](http://www.institute-offundraising.org.uk) for extra advice and to ensure everything you are doing is legal.







## Collecting Donations

There are a number of ways you can collect donations. We have outlined a few below, and are happy to discuss other options with you.

### Virgin Money Giving

Virgin Money Giving is a service used to raise funds online.

Every penny of the money that donors contribute (excluding credit and debit card charges) is paid into our bank account.

**Please be aware that other fundraising websites take up to 5 percent of the fundraising.**

You can set up your own sponsorship web page by following these instructions:

#### How to set up your own sponsorship web page on VirginMoneyGiving

You can simply follow the instructions on the website, but for extra assistance, here are all the steps from the beginning.

1. Go to the Virgin Money Giving website – the address is <https://uk.virginmoneygiving.com/giving/>
2. Create a personal fundraising account and press “Start Fundraising”
3. Sign in or set up an account using your email address. Or you can continue with Facebook.
4. Enter details of your fundraising activity and choose your event. If you’re organising your own event, choose “I’m doing my own thing.”
5. Search for the **Headway Northampton**
6. Select “Create my page”



## Money in cash or by cheque

If you have decided to collect your sponsorship money in cash or by cheque, we are happy for you to give this to us directly. Please let us know a time when you are coming and bring your fundraising along with your sponsorship forms. We will then pay this money into our bank account.

## Gift Aid

Gift Aid allows Headway Northampton to get more for every pound you raise. For every pound that is Gift Aided, we will get an extra 25p because we can claim back the tax payable to HM Revenue and Customs.

For a sponsor to Gift Aid while donating, they need to be a UK taxpayer and also give consent. If you're using sponsorship forms and want to ensure Gift Aid is claimed, then:

- You need to get the person's first name and last name;
- Ensure the person provides their full **HOME** address including postcode;

If you're collecting an amount from a single person then:

- The Gift Aid declaration form has to be completed and signed by the person donating;
- The donation must be dated.

If you decide to use VirginMoneyGiving, the sponsor will be given the option to give Gift Aid on screen. This is a lot easier!



## What's Next....

If you need any more information regarding fundraising activities, please contact Liz on 01604 591045 or email: [administrator@headwaynorthampton.org.uk](mailto:administrator@headwaynorthampton.org.uk).

If you have all the information you require and are ready to start fundraising, then all you need to do now is:

- Register your fundraising event with Headway Northampton by completing the 'About You' form.
- Sign and return the 'Your Pledge' declaration/statement.
- Let us know if you require any posters, collection buckets etc.



## About You

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Mobile Phone Number: \_\_\_\_\_

Email address: \_\_\_\_\_

Fundraising Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Please return completed forms by email to [administrator@headwaynorthampton.org.uk](mailto:administrator@headwaynorthampton.org.uk) or

by post to Headway Northampton CIO

Heathfield Way

Kings Heath

Northampton

NN5 7QP



## Your Pledge

By reading and acknowledging the statement below, you agree to the points outlined in the contents of this fundraising pack and to fundraise within the law to protect yours and Headway Northampton's reputation.

Please sign, date and return to Headway Northampton C.I.O. at the address below before you start fundraising.

Headway Northampton CIO  
Heathfield Way  
Kings Heath  
Northampton  
NN5 7QP

### Statement

I acknowledge that I am undertaking this fundraising event at my own risk and Headway Northampton C.I.O. shall not be liable in any way for damage, harm or loss that may occur.

I also agree to the guidelines set in Headway Northampton C.I.O.'s fundraising pack in relation to branding, lotteries, raffles, insurance and fundraising law.

I will endeavour to obtain and pay to Headway Northampton C.I.O. all monies raised within 30 days of my fundraising event.

I agree any information provided may be recorded and used by Headway Northampton C.I.O. in accordance with the Data Protection Act 1998.

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

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



## Your Donation

Please fill out this form and post to or deliver to:

**Headway Northampton CIO  
Heathfield Way  
Kings Heath  
Northampton  
NN5 7QP**

Name:

Event and Date:

Amount enclosed: £

Amount collected through sponsorship forms: £

Amount already paid in through online sponsorship: £

Amount raised through other sources: £

Please make cheques payable to **Headway Northampton**.





## Contact details

For more information about Headway Northampton C.I.O., please contact Liz.

You can email her at: **[administrator@headwaynorthampton.org.uk](mailto:administrator@headwaynorthampton.org.uk)**

or call: 01604 591045

Our address is:

Headway Northampton CIO  
Heathfield Way  
Kings Heath  
Northampton  
NN5 7QP

Website: [www.headwaynorthampton.org.uk](http://www.headwaynorthampton.org.uk)

Registered Charity number is 1158332

Headway Northampton is a not for profit Charitable Incorporated Organisation.