

# Amazing Ideas

Whether you've signed up for one of OneKind's fundraising challenges, set your own personal challenge, or just want to have some fun, there's lots of ways you can fundraise a fantastic amount to help end animal cruelty!



Check out the amazing **A to Z of fundraising** for ideas to inspire you:

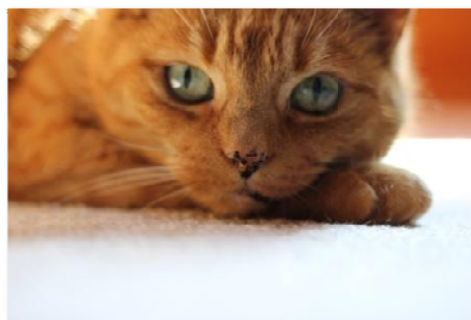
**A** abseil, auction, afternoon tea **B** bike ride, bingo, bake sale  
**C** coffee morning, car washing, clothes swap **D** dressing down day, disco, dog walking **E** expedition, eating, eBay **F** facepainting, fashion show (with no fur or feathers!), fancy dress **G** garage sale, give something up, golf tournament **H** headshave, hallow'een, hobbies **I** international night, indoor market, in-lieu gifts **J** jumble sale, jukebox, jazz night **K** karaoke, knit-a-thon, keep-fit **L** loose change, leg waxing, line dancing **M** murder mystery, music concert, market stall **N** nature trail, nearly new sale, night in **O** open garden, obstacle course, opera night **P** parachute jump, pamper party, plant sale **Q** quiz night ... (we're stuck here!) **R** raffle, regatta, race against time **S** swim-a-thon, sleep over, get sponsored **T** talent competition, treasure hunt, triathlon **U&V** unwanted gift sale, Valentine's ball, variety gala performance **W** wine tasting, world record, weight of a cake  
**X, Y, Z** Xmas sale, yoga class, Zodiac party

Don't forget to keep it fun and simple - the quicker people grasp why you are fundraising and how they can help, the more donations you'll receive!

# Planning

No matter what fundraising event you choose, preparation is the secret to success! Before you arrange an event, think about the following:

- Time:** Make sure the day doesn't clash with holidays or other big events
- Venue:** Find the right place to hold the event, try to get it for free, make sure you have licenses if needed
- Budget:** Try to keep costs to around 30% of what you hope to raise
- Support:** Recruit volunteers to help you on the day and ask local businesses to donate whatever you need



# Promotion

Produce **posters** and **leaflets** to let people know what you're doing, when it's happening, where the venue is and why you are doing it.

Send a **press release** to local newspapers, radio and television to get some free publicity - a sample press release you can adapt is included in the pack. Where else can you promote your event? **Facebook**? Work intranet? Local newsletter?

Don't forget to take **photographs** on the day!

# Keep us posted!

Don't forget - OneKind's here to help every step of the way

OneKind is always looking out for interesting fundraising stories, to encourage other supporters to get involved. Tell us what you're up to and we'll help you promote it.

We can help with publicity materials, collection boxes, t-shirts and fundraising advice - just email [emma.vickerstaff@onekind.org](mailto:emma.vickerstaff@onekind.org) or telephone 0131 225 6039 for a chat.

If you make your own posters and leaflets, **don't forget** to put OneKind's name and registered charity number SCO41299 on every bit of material - this is a legal requirement.

## Connect online

The quickest and easiest way to raise sponsorship from friends and family

OneKind has teamed up with **Virgin Money Giving** to help you set up your own online sponsorship page in minutes. Simply visit [www.virginmoneygiving.com](http://www.virginmoneygiving.com), search for OneKind, and set up and share your page straightaway.

**Share** your link by email or social media to your contacts with a personal message asking them to **support you** and help end cruelty to animals

It's simple and secure for people to donate to you, and the sponsorship goes straight to OneKind after the payment is processed, meaning you don't have to chase up pledges after the event or ask people to write cheques.

## Company Giving



Many companies will **match** an employee's fundraising - ask if your company is one and watch your fundraising double!

But don't worry if you're not in a workplace like that - ask colleagues to sponsor you and promote your fundraising on the staff intranet, newsletter and noticeboard. Offices are also great places to organise a party, bake sale, dress down day...

## Gift Aid

Gift Aid is a brilliant way to increase the size of your donation or sponsorship, with no extra cost to you.

As long as the donor is a UK taxpayer, their donation should be eligible for Gift Aid. For every donation made **an extra 25%** if added to it by the government - meaning a donation of £10 is actually worth £12.50 to OneKind.

Donors simply need to tick the taxpaying box on sponsorship forms or when donating through Virgin Money Giving, and provide their full name and home address - OneKind does the rest to claim the extra 25% on each donation.

## Here to help

OneKind couldn't do its work to end animal cruelty without you - please ask us for whatever help you need

Please don't hesitate to get in touch at any time:

**Emma Vickerstaff, Fundraising Officer**

Email – [emma.vickerstaff@onekind.org](mailto:emma.vickerstaff@onekind.org)

Telephone - 0131 225 6039

10 Queensferry Street, Edinburgh, EH2 4PG



Keep up to date with OneKind's work at

[www.onekind.org](http://www.onekind.org), and connect and chat with us on Facebook at [facebook.com/OneKind](https://facebook.com/OneKind)

and on Twitter at [twitter.com/onekindtweet](https://twitter.com/onekindtweet)

## How to send your donations

Don't forget, all online donations via Virgin Money Giving are sent straight to OneKind.

**By post:** Collect all your donations and send us the total amount as a cheque or postal order, together with your sponsorship forms so we can claim Gift Aid. Please include your name and address, and make your cheque payable to 'OneKind'.

You can send it Freepost to OneKind, FREEPOST RSAA-BHCT-SUHG, 10 Queensferry Street, Edinburgh, EH2 4PG. Please do not send cash through the post.

**By telephone:** You can call us on 0131 225 6039 and make a payment by Visa, MasterCard and Maestro, but paying over the phone means we cannot claim Gift Aid.

## Other ways to help

**Regular donation:** Regular income to support our work all year round is crucial - it reduces our admin costs and means we can put your money to work straight away in campaigning for vulnerable animals. To sign up as a regular supporter please call 0131 225 6039 or visit [www.onekind.org/take\\_action/donate](http://www.onekind.org/take_action/donate)

**Volunteer:** Throughout the year there are many ways you can help by offering your time to volunteer and campaign for OneKind. To help please get in touch with the team at [communities@onekind.org](mailto:communities@onekind.org)

# The Legal Bit

We want your fundraising to be fun and safe - follow these tips to help you have a great fundraising experience for OneKind

If you have any questions at any time about your fundraising plans, please get in touch with Emma at [emma.vickerstaff@onekind.org](mailto:emma.vickerstaff@onekind.org) or 0131 225 6039 - we're here to help.

## Raffles, lotteries and prize draws:

Please follow some simple rules to make sure you are following the laws laid out by the Gambling Commission. Let us know you are planning a raffle too. To avoid having to register with the Gambling Commission, follow these points:

- Raffle tickets must not cost more than £2 each and must be sold for the price printed on the ticket.
- Tickets can only be sold in advance if the raffle is held at your workplace or club; tickets can only be sold at the event, if the raffle is part of a larger event, like a dinner or disco.
- You cannot give out cash prizes and prizes must not exceed £250 in value. The sale and prize announcement of the raffle must take part during the event.
- No person aged under 16 may sell or purchase lottery tickets.

## Street collections:

Email [communities@onekind.org](mailto:communities@onekind.org) to borrow our collecting tins.

- If you are collecting in the street (other than London) you must apply to the local council for a permit. You must be over 16 years old, carry identification with you and proof of permission for the collection. You must return a form after the collection to the council reporting how much you raised.
- If you are collecting in the street in London, you must apply to the Metropolitan Police for a permit and be over 14 years old.
- If you are collecting on private property, like a railway station or supermarket, you will need to gain permission from the owner.

**Licensing:** If you are planning an event that includes the sale of alcohol, musical entertainment, screening a film, staging a play or indoor sporting event you may need a license from your local authority - please get in touch with them to discuss.

**Insurance:** If you are planning a large scale public event you may need to get insurance to cover public liability. Speak to the venue and make sure they are covered - you may need to pay extra to have insurance from the venue.

**Health and safety:** Think about any risks the fundraising activity poses, and think of ways to minimise the risks and have things in place in case anything goes wrong. Make sure the venue you are using has adequate emergency and fire safety procedures. If you are holding a sporting event or physical challenge you may need to have first aid support available.

OneKind cannot accept liability for any loss, damage or injury suffered by you or anyone taking part in your fundraising activity or event.