



Initiatives of Change
United Kingdom

#BETHE CHANGE

FUNDRAISING GUIDE

[UK.IOFC.ORG/FUNDRAISE](https://uk.iofc.org/fundraise)

#BETHECHANGE

FUNDRAISING GUIDE

Thank you for taking up the challenge to be the change locally, nationally and globally. We're here to help you to fundraise in whatever ways you need.

In this fundraising guide, you will find lots of support and advice about where to start and how to start organising your fundraising events or activities. We know it can be daunting, but before you begin it's good to set yourself a target. Don't be scared to challenge yourself, because we intend to give you a helping hand all the way. Whether you raise £20 or £200, every little helps, so turn the page and continue reading...



CONTENTS

First things first	5
What's next...	6
Still not sure?	7
Get your thinking cap on	8
Spreading the word	10
10 steps to event success	14
Keep it legal and safe	18
Sending in your money	20
Where the money goes	22
Need more help?	23





'I took part in the annual singathon event to raise money for Initiatives of Change because I believe that if we have the resources to engage at the local level, transformation is possible in any community.'

— Ashley Muller

FIRST THINGS FIRST...

Our biggest piece of advice is to set up an online sponsorship page by visiting **JustGiving.com**. It will only take a few minutes and you will be able to start collecting donations straight away. To help you do this, follow the three C's:



CREATE

Using JustGiving, create your personal fundraising page.

CHOOSE

Find us under 'Charities to support' and choose us as your charity.

CHALLENGE

Select from a list of possible challenges and activities to take part in or make up your own.

Remember to add photos and personalise your page with your own story, sharing why you are supporting Initiatives of Change.

WHATS NEXT...

Once your page is up and running, let everyone know about what you are doing. Share your page on social media, email friends, family and colleagues with the link. If your employer allows it, add the link to your email signature at work.

When people donate via the link, your page total is automatically updated and the money is transferred to Initiatives of Change.

The only thing left for you to do is to share the page regularly, tell people about what you are doing and remind people to support you as you get closer to your event.

STILL NOT SURE?

If all this seems a bit daunting, don't worry, you can download a sponsorship form on our website: **uk.iofc.org/fundraise** or use the one in your fundraising pack. Get people to fill out their details on the form, including the Gift Aid box, if applicable. Try to collect the cash when they complete the form, so that you are not chasing money once you have completed the challenge/activity.

For details on how you can pay in the money to Initiatives of Change, check out Page 20 of this guide.



Women
selling
homemade crafts
in aid of women
peace-builders



TOP TIP

Ask for sponsorship from people just after payday when everyone is more likely to feel like they have cash to spare.

GET YOUR THINKING CAP ON

Once you have decided to fundraise for Initiatives of Change, you will need to choose an activity, challenge or event to get stuck into. We came up with a few to help get your thinking started.



Dinner Party



Dog Walking



Baby Sitting



Raffle



Car Boot Sale



Film Night



Pub Quiz



Clothes Swap



Afternoon Tea



Cake Sale



Book Sale



Sponsored Silence



Your support can help us inspire the next generation of Changemakers

Young leaders take part in the School for Changemakers programme

TOP TIP

Check out our Little Book of Fundraising and get even more ideas for events and activities that will help you fundraise. You can find it in your fundraising pack or download it at uk.iofc.org/fundraise

SPREADING THE WORD

Whatever you choose to do, make sure you let people know so that they can donate and support you.

Let everyone know about your JustGiving page by sharing it on your social media, emailing friends, family and work colleagues. Remember to keep reminding people as your challenge or activity gets closer. People can't sponsor you if you don't tell them about it.

For those of you running an event, big or small, we thought we would give you a helping hand with ideas on how to let people know about it.



We equip young leaders with skills and training to tackle national issues



Posters

Use our event poster template in your fundraising pack or downloaded from our website. Put it up in your local library, doctors surgery and shops.

Friends and family

Download our event invites from our website and send them out to your friends and family.

Social media

Use social media to help you promote your event. Set up the event on your Facebook page and invite your friends. Don't forget to tag @iofc_uk on twitter and @InitiativesOfChangeUK on Facebook.



TOP TIP

Contact your local newspaper or radio station and tell them about your event and what you are doing. Contact our communications team for more support: comms.uk@iofc.org

SPREADING THE WORD

Groups

Give personal invites to those you come into contact with, through any social gatherings you attend (for example, dance classes you attend, coffee mornings, play groups etc).

Email

Add a little message to the bottom of your email signature and include your JustGiving link.

Encourage

Encourage those that can't attend to make a donation anyway.



TOP TIP

You can find our sponsor forms, event posters and invite templates at uk.iofc.org/fundraise



Your support helps us to work with local communities, offering safe spaces and creating dialogue to enable peace building and reconciliation.

10 STEPS TO EVENT SUCCESS



Whether it's big or small, planning an event can be loads of fun. To make sure you have success, we have put together a few steps to help you on your way:

1. Keep it simple

If this is your first event, keep it simple. It doesn't have to be big for your fundraising to be successful

2. Set a target

Setting a fundraising target will help you to stay focused and give you an incentive to really go for it.



The donations you collect can help us train refugees to be rebuilders of their home countries

3. When and where

Choose a date and time for your event. If you are using a venue outside of your home, consider whether it is in a good location for your audience, what it will cost and whether it is free on the days you want to run your event.

4. Share, share, share

Tell everyone you know and meet about your event. We have loads of resources to help you with this. Check out Page 8 for more information on spreading the word. Don't forget to tell us about your event too. Email us at: comms.uk@iofc.org

5. Get your friends and family involved

Many hands make light work. Who do you know that can help with the planning and running of the event? Call in as many favours as possible, and get community groups involved. Not only will it make things easier for you, but they will know a whole group of people to extend your invites to.

TOP TIP

The key to success in event planning is to stay organised. Use 'To Do lists' and come up with a schedule of when things need to be done by. Use our event planning template in your fundraising pack or download it from our website: uk.iofc.org/fundraise

10 STEPS TO EVENT SUCCESS

6. Know the health & safety basics

Health and safety is often common sense, but it's important to know you have the basics in place:

- Carry a first aid kit
- Know where the fire exits and assembly points are when you are hiring a venue.
- Remember to risk assess according to your event size.
- Go to [hse.gov.uk](https://www.hse.gov.uk) for further advice on health and safety



7. Remember why you're doing it

Remember why you have chosen to support Initiatives of Change. Not only does this passion help to inspire donors and helpers, but it will also help you to keep going.

8. Make sure you have fun!

Be creative with whatever you decide to do and make sure it's something that interests you. If you're planning something that is aligned with your interests, you are more likely to succeed. Fundraising should never feel like a chore!

9. We're here to help

We want you to have fun with your event, to not feel flustered or stressed. If you feel a little unsure at any point, get in touch and we would love to help. See Page 19 for details.

10. Say Thank You

Remember to say a big thank you on our behalf to those who have attended and supported you in your event.



TOP TIP

To get support from Initiatives of Change contact fundraise@iofc.org



With
your help we
can nurturing
the spirituality of
individuals working
towards global
change

KEEPING IT LEGAL AND SAFE



We want you to have as much fun as possible with your fundraising, but to do that we need you to make sure that you are safe and fundraising within the laws. Here are some guidelines to get you started, but you can download our full guidelines online at uk.iofc.org/fundraise.

- Initiatives of Change cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in an (third party) Initiatives of Change fundraising event.
- Please seek and follow advice and health and safety guidelines from professionals and your doctor if taking part in high risk events or activities.
- When handling food, please follow the basic rules for safe preparation, storage, display and cooking.

- When recording data about people involved in a fundraising event, make sure you comply with the Data Protection Act. Don't keep information about people any longer than you have to, and don't share information or data about someone without their written permission. For further information on the UK Data Protection Act visit gov.uk/data-protection/the-data-protection-act.
- Raffle tickets should be sold on the same day as the winners are drawn. Alcohol can only be given as a prize if the premises of the event holds a license to serve alcohol.
- Make sure you get permission from the owner if you're holding a collection on private property such as a pub or a shop.
- You can not collect funds for your challenge/activity through house-to-house or pub-to-pub collections.



You can help support our work to build bridges between the generations in troubled communities



TOP TIP

Put the kettle on, and take some time to read through our full legal and safety guidelines. You can find them in your fundraising pack or by visiting uk.iofc.org/fundraise

SENDING IN YOUR MONEY

Once you've completed your event, challenge or activity you need to get the money to us so that we can put it to good use. Send it in as soon as your fundraising activity is over so that you don't lose or forget about it.

Online

If you set up a JustGiving page, there is nothing else for you to do. All donations and gift aid made via your JustGiving fundraising page will come directly to us.

If you have collected your money by other means, you can donate the money online via uk.iofc.org/donate. Make sure you leave us a message telling us where the money has come from and how you raised it. If you would like us to be in touch with a personal thank you, make sure you tick the box that reads "I'd like JustGiving to share my details with this charity."

TOP TIP

When collecting your money, remember to ask people whether they would like to GiftAid their donation. It will add 25p to every £1 you raise. Supporters will need to tick GiftAid and give their name and address on the sponsorship form.



Your support can help us inspire, equip and connect community leaders to be agents of change

By Post

Send your cheques in to us with a paying in form and any sponsorship forms. You can find these in your fundraising pack or download them at uk.iofc.org/fundraise

Make cheques payable to 'Initiatives of Change' and send everything to us at **Initiatives of Change, 24 Greencoat Place, London, SW1P 1RD**

By Phone

Paying by phone is quick and easy. Just call 020 7798 6000, and give us your total amount raised via debit or credit card. Remember to let us know that it is money that you fundraised for us.



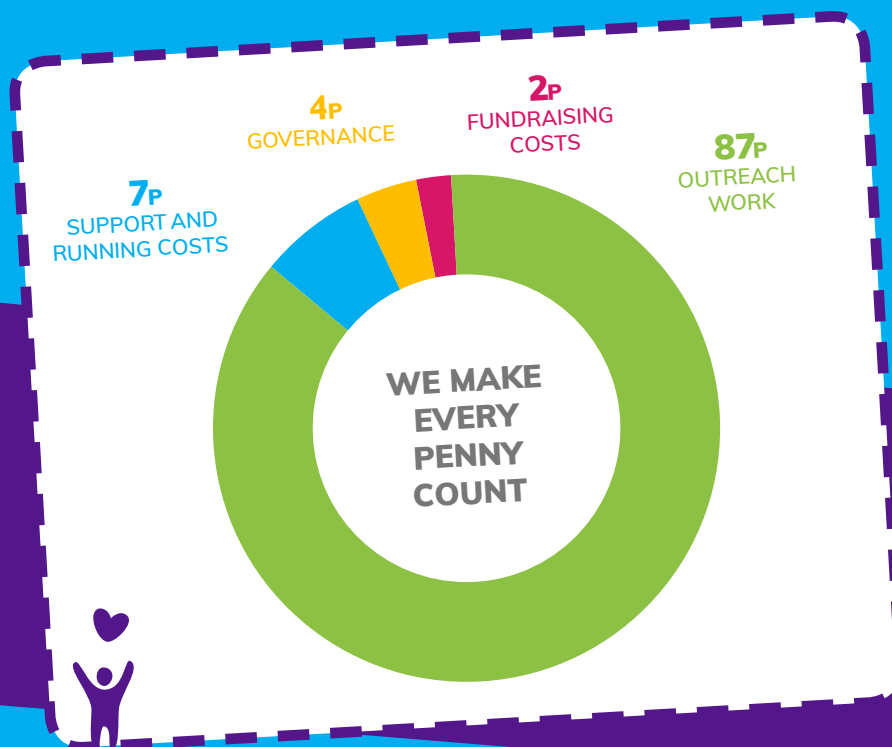
TOP TIP

You will need to send the sponsorship forms to us in the post with your cheques and paying in form. JustGiving will ask your donors about GiftAid automatically, so there is nothing for you to do for your online donations.

WHERE THE MONEY GOES...

Once you have paid your money to us, it will be used to help us work towards peace and reconciliation locally, nationally and globally. We work hard to make sure your donations help equip people who are prepared to start the process of moral and social change within their own lives and use their experiences to support their communities.

For every £1 donated to Initiatives of Change



NEED MORE HELP?

We want to support you as much as you need, so please do get in contact with us if you have any questions, or need some help with your planning.

For support from Initiatives of Change, contact: fundraise@iofc.org



The money you raise can help the people of the Horn of Africa achieve food security, through the Yeheb project



Initiatives of Change
United Kingdom

#BETHE CHANGE

FUNDRAISING GUIDE

020 7798 6000

fundraise@iofc.org

24 Greencoat Place,
London SW1P 1RD

Incorporated as The Oxford Group. Charity No.226334 registered in England and Wales.
Limited Company No.355987 registered in England VAT No. 239 1741 56

UK.IOFC.ORG/FUNDRAISE