

Kith & Kids

supporting disability - focusing on abilities

YOUR guide to FUNDRAISING FOR Kith & Kids



a note from Kith & Kids...



On your marks...

On behalf of everyone at Kith & Kids, a massive THANK YOU for taking the time to sign up to your event and fundraise for Kith & Kids!

Get set...

We know you can't wait to get started with your fundraising, but before you

do we'd like you to read this short guide. It's for anyone undertaking fundraising in aid of Kith & Kids, whether it's a sporty event or not.

Go!

Good luck for your fundraising. We hope you find this guide useful. There's lots of information inside, but we still couldn't fit everything in. So if you've got a question, a comment, or you just fancy a chat to let us know how your fundraising or training is going, then please give us a call on 0208 801 7432 or e-mail maddy@kithandkids.org.uk – we'd love to hear from you!

good luck!



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Ten top tips

1. **Know your charity:** Be prepared to answer questions and explain our work, people will be really impressed and sponsor you more generously if they see how enthusiastic you are. See page 7 to find out what exactly the money will pay for.
2. **Start early:** There's no time like the present to get your fundraising underway. Always try to start with a few 'easy wins', and go to your most generous friends first! If they set the tone on your sponsorship form, or online page, others are bound to follow.
3. **Break down your target:** To make the £1500 target manageable, really think about how much you think you will get from sponsors. Then plan how many events you need to organise – estimating a figure on each.
4. **Shout about it:** You're doing a great thing by raising money for Kith & Kids, so tell everyone about it. Publicity is key, the more people that know you're fundraising, the more there are to donate. Remember to use social networking too – facebook, twitter, flickr etc. We are on facebook and twitter too so follow us and you can keep up-to-date – we will also share and retweet your posts!
5. **Make a list:** Sit down and think about everyone you can ask to sponsor you – friends, family, colleagues, but also others who know you.
6. **Be prepared:** Carry a sponsorship form with you at all times and mention it at every available opportunity!
7. **Pay up:** Ask people if they can pay you their sponsorship up front, perhaps by post-dated cheque. This saves you having to go round everyone twice, and you can bank the money sooner.
8. **Photo evidence:** Everyone will love to see pictures of your activities so remember your camera and snap away! Add the photos to your Virgin Money Giving page, or your blog, or pin them up on the noticeboard at work next to your sponsorship form. And send us a copy – we'll post the best ones on our website and facebook page.
9. **Challenge your mates:** Delegate to accumulate! Challenge your friends and family to raise £50 on your behalf. It's a quick way of widening your networks, and takes a little bit of the pressure off you. Make sure you brief your friends well, and provide them with everything they need (e.g. sponsorship forms, information about your event, some facts about Kith & Kids).
10. **Matched giving:** Many companies are willing to match amounts raised by staff members who raise funds for charity. So approach your employer and ask them if they offer matched giving, you could double the amount you raise in one go!



Who are Kith and Kids?

Kith & Kids are a registered charity (number 1080972), supporting young people with learning disabilities and their families.

Established in 1969, the two families who originally set up Kith & Kids are still involved today. We have grown up with the needs of their children and those of the many families that have joined us over the years. We rely on individual donations to provide these growing numbers of families with emotional and practical support. This is why your fundraising is so important to us.

HOW YOUR SUPPORT HELPS FAMILIES

Kith & Kids support children and young people with learning disabilities in achieving their potential and leading full lives.

The young people we work with all have learning disabilities but many have profound physical or sensory disabilities as well - the projects we provide are tailored to their individual needs.

Kith & Kids' Social Development Projects, Weekend Clubs, and Friendship Scheme enable children and adults with disabilities to widen their horizons, develop their social and independence skills and socialise with a much wider peer group than they normally have access to.

The Summer Camp offers an active 8-day holiday away from home.

The Employability and Life Skills Project is designed for young adults at the more able end of the learning disability or autism spectrum. With the support of volunteer mentors participants learn skills for work and everyday life with the aim to increase their independence.

For all our projects, our team of volunteers provide the level of support each person needs in terms of personal care, participation in a wide range of leisure activities and socialising with lots of "new" people.

Our projects also offer parents the opportunity to relax in the knowledge that their child is safe, well supported and having fun. For example, for many parents/carers the Summer Camp is the only time in the year that they can have a holiday themselves.



Families who have a son or daughter with a disability can become isolated and feel that other people do not understand their concerns.

Our *Family Support Service* supports parents and sibling carers with both practical and emotional issues. Apart from the hands-on work, we provide a telephone support-line which is taken up by people from all over the UK.

Our *Advocacy Scheme* ensures support for parents/carers and young people with disabilities helping them to make informed choices and asserting these when dealing with care and medical professionals and local authorities.

Finally, our *Outreach Services* enable parents/carers and professionals to stay informed regarding developments in the learning disability field, and learn from each other during the seminars we provide. We also provide other organisations with information and training.

Over the last 35 years or so Kith & Kids has been instrumental in setting up and/or supporting other organisations of national significance (Disability Law Service, Contact-a-Family and Action 19+) as well as those operating at a local level (e.g. Barnet Arts Project, Spectrum's Friendship Scheme, the Ketchup Klub).

With the tremendous input from hundreds of volunteers, experienced staff, young people with learning disabilities and their families - Kith & Kids continues to maintain its pioneering spirit in the field of learning disabilities and make positive differences to the lives of a growing number of children and young adults.

“ My son opts out of so many things because he does not feel included in what is going on.

At Kith & Kids he is more confident and more communicative on the projects than almost any other place and for me that is a joy to see. ”

- Suzy, parent



For more information, current news, and some stories from our families, please visit our website.



YOUR MONEY IN PRACTICE . . .

The money that you raise is hugely important to all our families. Overall, the London Marathon is our biggest fundraising event and is a crucial part of our annual income. So here's how your money will help in real terms:

£5 could provide arts and crafts materials for a weekend club session.

£9 could pay for a sibling to participate in a facilitated sibling activity session with other siblings.

£29 could pay for a disabled child to go on a day out of their choice with 2 volunteer friends

£55 could pay for two parents to attend an interactive seminar on autism.

£115 could provide a day of music workshops to 25 disabled young people on one of our holiday time projects.

£300 pays for one person to attend a week long social development project in the main school holidays supported by two volunteers.

£700 pays for one person with a learning disability or autism to attend a week long camp in the summer holidays. Supported by three volunteers, they get the rare opportunity to have a holiday with their friends away from home.

£850 pays for a month of telephone support to families across the UK.

£1000 pays for 40 young people on the Social Development Project to take a day trip out with their two volunteers.

IF NUMBERS DON'T MEAN MUCH TO YOU, HERE'S ONE EXAMPLE OF HOW WE HELP FAMILIES . . .

Luke is 11 years old and has Williams Syndrome, a condition that causes developmental delays. When he first came to Kith & Kids a few years ago, he had no speech and no way of interacting with people. His focus was solely on things and objects, especially electronic gadgets.



But using his obsession as a starting point, we developed a range of activities that encouraged him to use words and become more aware of the people around him. His parents gained hope and confidence to such a degree that they felt able to let Matthew come to our summer camp – his first whole week away from home. He absolutely loved it. His range of words and interaction grew every day and he was able to focus on activities that did not involve electronic gadgets. Luke still attends our projects and is going from strength to strength.



great fundraising ideas

Auction...

Ask local businesses to donate prizes, or auction yourself off to be someone's personal assistant for the day! Make an evening out of it and host a dinner with the auction afterwards.

Bake Sale

It doesn't matter how many bake sales are held people never get bored of cakes and sweets. This can be a really simple way to raise a surprising amount of cash!

To make it simple, just leave a box with suggested donation amount for each cake so you don't have to stand there all day. If you don't want to bake yourself there are cake shops (i.e. Hummingbird Bakery) who will donate their leftover yummy cupcakes to charity. All you have to do is ask. If you do a monthly Friday cake sale at work then you'll be well on your way.

Collections

Train stations, supermarkets or just busy streets – they are a great and fun way to get up to your target. Convince some friends to join you and you can make a day of it. You can really raise a few hundred pounds so it's definitely worth doing at least once. Remember to apply for permission from the necessary authorities.

Donations

Why not forgo birthday presents this year and ask your friends and family to donate instead?

Give to View

Turn your talents into good deeds by making a video, uploading it onto GivetoView.com, sharing the video and getting your friends and family to make donations to Kith & Kids in order to watch it!

All you need to do is make a video of yourself doing something – and it really could be just about anything! eg. A special talent you have, a performance, a personal appeal or even a sponsored event. Upload it to givetoview.com and get your friends and family to make a donation to watch it. The more people you share your video with, the more money you'll raise! Videos are only shared with the people you want to share them with.

Jumble sale

This is a simple yet effective fundraiser, easy to organise and very environmentally friendly. Take a leaf out of topshops book and label everything 'vintage' to increase the price tags even more.



Karaoke Evening

We understand it can get hard asking your friends to donate more and more. So why not offer them something in return – organise a karaoke night at a pub or Lucky Voice (who do a special rate for charity events) and watch your friends make fools of themselves all for a good cause!

Kick about

Instead of a football tournament run a full size table football tournament! Teams are lined up and attached to poles!

Quiz night

Everybody loves a good ol' quiz. Ask a local pub, school or hall (at charity discount!) and you can run one. Charge a tenner for entry to make it a great fundraiser. There are plenty of quiz websites that you can get questions from – ask us for more information if you need. Make it fun by doing a music and picture round. You can also have a raffle at the same time and give a small prize for the quiz itself.

Smarties

Buy a load of Smarties tubes (or get them donated) and hand them out to all your family, friends and colleagues. All they have to do is eat the smarties and refill them with 20p coins. A full tube is £15. Easy peasy... it all adds up!

Themed parties

Look at the calendar and decide how you can use all those days to raise money for Kith & Kids...whether it be 'Talk Like a Pirate Day,' Valentine's Day, St Patrick's Day there are lots of inventive ideas out there.

Unwanted gifts

Make good use of the post-Christmas slump by organising a gift swap, jumble sale or e-bay the items people don't want!

Remember all your hard work goes directly towards our young people, giving them the chance to learn, play and live fulfilled lives.

Summer Camp



USE YOUR SCHOOL OR WORKPLACE TO RAISE MONEY...

Schools:

Whether you're staff or have kids, schools are a great place to fundraise. You can raise your money by getting the whole school involved too.

- If you have children then approach their school. Often the other parents and teachers will be happy to help organise something for a good cause.
- Hold a non-uniform day.
- Cake sale – take in some homemade goodies and you'll be surprised at how happy everyone is to tuck into something other than school dinners!
- Run a football tournament between all the classes and charge every team to enter or...
- Organise a teachers vs. students sports event. The perfect excuse to get competitive!



At the office:

- Asking for sponsorship at the office is a sure way of getting the money in. Make sure you always have your forms to hand or email round your online giving link.
- Organise a sweepstake for any upcoming sports event. Horse-racing, football leagues, eurovision – basically anything competitive.
- Having a work-do? Or do you go to the pub on a Friday? Try and organise something on the back of an event that lots of people are already coming to. Hold a raffle, ask us for some collection tins to put about, or introduce a party game...
- Company quizzes are a sure way to show off your trivia knowledge to your colleagues. All you have to do is ask a local pub or even your office to host it and then charge your colleagues – sell it as an inter-department contest!
- Why not try a book/CD swap where everyone brings in what's lying around unused at home and swap it for something new...

Just remember that it's not just your family and friends you have to ask for donations. If you are creative then even people you don't really know will get involved!



Setting up your own Virgin Money Giving page

Setting up a Virgin Money Giving page is an easy and efficient way of raising money for Kith & Kids. It makes it easy to tell all your friends and family about what you are getting up to. You can even link them to your email signature or facebook page. We know that many of you are more familiar with JustGiving but we've found that Virgin Money Giving is better value for your money. They simply charge us less. That means more money comes directly to us. If you still want to use JustGiving that's fine too – any donation is fantastic!

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



1. Go to <http://uk.virginmoneygiving.com/giving/>
2. In the Find a Charity search box enter '**Kith and Kids**' or just '**Kith**' and click **Kith & Kids** which will then take you to our homepage.
3. Click the **Start Fundraising** button which is below our description.
4. It will then take you to a page where you must click on what type of event it is; **Click Organised Event (or one of the other options if not!)**
5. Enter in the details of the event and click **Next**.
6. Fill in the details and decide on how long after the event is completed that you want to continue collecting donations. We give you up to 3 months after to raise your money. Once completed click **Next**.
7. Now to register just click on **I'm not registered**. Registering only takes a minute, and is needed to process your supporters' donations and reclaim Gift Aid tax, where relevant. Once completed click **Next**.
8. You will be asked to create a web address for your Virgin Money Giving Page. To customise your page click **Create my Page** and you can write a message to your potential supporters, set your fundraising target and attach a photo.
9. Once you are happy with your page simply finish by clicking **Save**. You will be taken to the confirmation page and given an option of using Virgin Money to email all your friends to tell them about your new page. Lastly you will be sent a confirmation email from Virgin Money with the unique web address of your page and the instructions on how to edit the details on your page.
10. Watch your sponsorship total steadily rise!



HOW TO KEEP YOUR FUNDRAISING ACTIVITIES LEGAL...

We've never had any problems with our fundraising, and we believe that is because we're open with our fundraisers. So this guide, far from intending to scare you, is there for reassurance...please take the time to read through it!

The law states that any funds you raise must be spent on the cause you say you are raising funds for.

All fundraising and publicity materials that you produce must therefore state clearly:

- I am fundraising **in aid of** Kith & Kids
- all proceeds/profits will go to Kith & Kids
- Kith & Kids is a registered charity, no. 1080972

Raffles and lotteries: If you sell raffle tickets on the day of the draw to people attending an event all you need to do is tell Kith & Kids in advance that you are holding the raffle. The value of donated prizes is limitless but no more than £250 should be spent on purchased prizes and, whilst none of the prizes can be cash prizes, vouchers are allowed. There are different types of lottery and the rules vary depending on which you are holding - if you would like to sell tickets in advance of an event you will need to get a license.

Official Collections: you will need a license from your local authority to collect funds on the street, in any public place, or house-to-house. It is illegal to collect funds in this way without a license. Most local authorities publish information about getting a license on their websites.

If you are collecting on private property, such as in a pub or a supermarket, permission needs to be given by the owner or manager.

All collectors must be aged 16 or over.

All donations must be placed in a sealed container. The seal on the collecting box may be a lock, self-adhesive paper, or some other device as long as it provides a means of easily detecting any attempt to tamper with or break the seal. We can provide you with collecting tins, so please ask!

Finally, Kith & Kids cannot and does not accept liability for events run in its name.



1. Kith & Kids cannot accept responsibility for accidents, so make sure that your event is safe for all concerned.
2. Always ensure that children are safe and that you do not allow them to ask for or collect money on their own or without an adult.
3. We would recommend carrying out an assessment of the risks involved, and then making sure that those risks are eliminated or at least minimised to an acceptable level.
4. You must comply with the Health and Safety at Work Act 1974 and all other relevant subordinate legislation. Further information can be found at <http://www.hse.gov.uk/pubns/law.pdf>
5. If you are going to be carrying money around take care with personal security. Always use a safe route and always be accompanied and/or carry a personal alarm.
6. Remember that the Health and Safety Act applies to volunteers as well as employees.



gift aid – making your money go further

Gift Aid is tax relief on money donated to UK charities. This is worth 25p in every pound – so in other words, if your sponsors tick the Gift Aid box then the value of their donation to Kith & Kids increases by 25%.

The rules: to Gift Aid their donation, donors must:

- give Kith & Kids a Gift Aid declaration, which should include
 - their name
 - their home address
 - details of the donation, confirming that it is a Gift Aid donation
 - confirmation that they have paid UK tax
- pay enough UK income tax and/or capital gains tax themselves to cover the amount of tax Kith & Kids will reclaim
- be donating a gift of money, in any of the following forms:
 - cash
 - cheque
 - direct debit
 - credit or debit card
 - postal order/standing order
- be donating their own money – an individual can't make a donation under Gift Aid using someone else's money.

On our sponsorship forms, this is easy – donors need only tick a box!

Payments that don't qualify as Gift Aid donations:

- gifts made on behalf of other people
- gifts that come with a condition about repayment
- payments received in return for goods or services - these are not gifts (eg payment for admission to a concert; payment for a raffle ticket; an entrance fee for an adventure challenge event etc)
- gifts with enforceable conditions about how the charity should use the money (eg on condition that the charity purchases goods or services from the donor)
- a 'minimum donation' where there is no choice about payment - this is simply a fee for goods or services, it is not a gift.



HOW TO SEND US THE MONEY YOU RAISE

Cash

If your sponsors are giving you cash please don't send it direct to us here (in case it gets lost in the post). Instead, please send us a cheque covering the equivalent amount, or transfer the money via a bank transfer (see below for details).

Sponsorship forms

Wherever possible, please return your sponsorship forms as it is only with this information that we are able to claim Gift Aid (see previous page for further information).

Cheques

Cheques should be made payable to **Kith & Kids**, and sent in to the Kith & Kids office (see address below), preferably with an accompanying sponsorship forms (for Gift Aid purposes). Please write your name on the back of the cheque.

Virgin Money Giving or Just Giving

You can also set up an online page; this allows people to donate online. This money comes directly to us so you don't have to do anything!

CAF/charitable foundation cheques

Charity Aid Foundation and other charitable foundation cheques (e.g. KKL) should be made payable to **Kith & Kids**. We will fill in the section to be completed by the charity. Please send the cheques to the office (see address below).

Bank transfer

If you use internet banking, you can transfer sponsorship directly into our account:

Sort code: 30-99-86

Account number: 02881748

Reference: Your name

Please let us know if you are doing a bank transfer so we know to look out for it.

phone:

0208 801 7432

e-mail:

maddy@kithandkids.org.uk

address:

Kith & Kids, c/o Haringey Irish Centre
Pretoria Road
Tottenham, London
N17 8DX



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Kith & Kids
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Pretoria Road
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E: maddy@kithandkids.org.uk

T: 020 801 7432



@kithandkids



www.facebook.com/kithandkids

Remember to keep in touch – we want to hear all about your plans

Good luck with your fundraising!

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supporting disability – focusing on abilities

Registered charity number: 1080972