



Your Guide to Fundraising

Everything you need to get started

cfc | **The Counselling & Family Centre**

Registered Charity No: 1133079 | Company No: 07003266

Thankyou for fundraising for the Counselling & Family Centre

About us

We are the Counselling & Family Centre, a local charity that has been at the heart of the community for over 40 years. From the age of 5, up through the teens and into adulthood and on. Our doors are open to everyone - we won't turn anyone away because of where they live, how much they can afford to pay, ethnicity, sexuality, gender, or the nature of the issue.

Here for whatever life throws at you.

944

**People supported
through face-to-
face counselling
last year**

62%

**People seen within
2 weeks of first
contact**

Over
500

**People used our
community cafe or
community lounge per
week**



How your money will make a difference



£5

Could be used to support someone through our allotment scheme where apart from enjoying the fresh air and growing organic fruit and vegetables a fully qualified counsellor will be digging alongside and ready to lend an ear and share a brew.

£15

Could be used to provide for a place on a 'Raise your Self Esteem' or 'Assertiveness not Aggression' course

£40

Could provide a much needed session of counselling for a young person in distress

£50

Would allow us to assess a family in crisis and work with them to identify their options

Any donation, no matter what size, can make such a difference to our charity.

Fundraising Ideas



➡ Challenge Yourself

A personal challenge is a classic way to get into fundraising.

Cycle, run, jog, walk, swim or sleep and ask for sponsorship money from your friends and family.



Not all challenges have to be athletic! Check out our A-Z of fundraising on page six for some other ideas...



Group Fundraising ➡

Challenge friends, family, school, sports club, or community group to raise money as a team!



➡ Fundraising at Work

Challenge your colleagues and hold an event at work, or ask your work to choose CFC as their Charity of the Year.

Or ask your employer if your workplace can implement a Payroll Giving scheme.

Charity of the Year Partnerships



Don't forget - if your work, community group or club chooses The Counselling & Family Centre for their Charity of the Year, there are plenty of ways that you can get everyone involved and boost your fundraising.

Smash your fundraising target!

Once you have decided what your fundraiser is going to be, you need to set yourself a fundraising target – then smash it!

The trick is to make it as easy as possible for people to sponsor you. Here are some of the ways that you can do that:



ONLINE FUNDRAISING PAGE

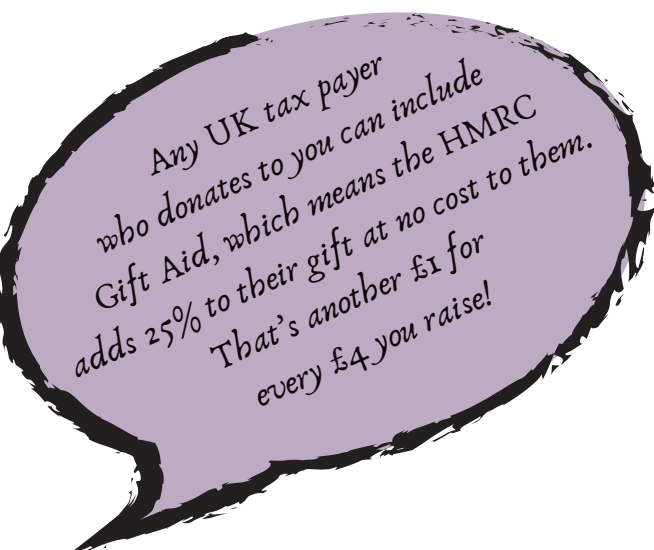
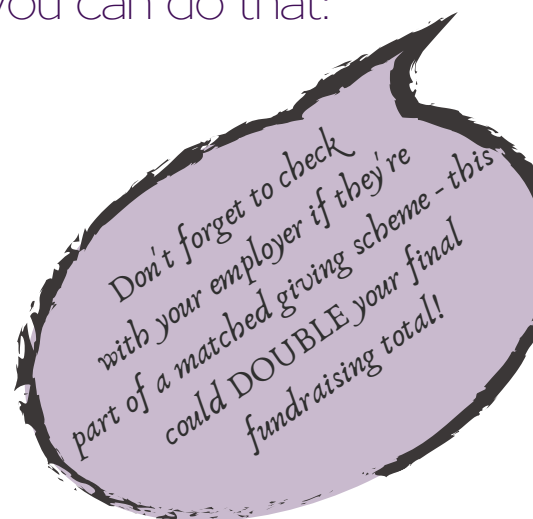
Setting up an online fundraising page will help you raise money quickly and easily.

It allows your sponsors to find out why you're fundraising, make a secure donation that comes directly to us and keep up to date with your progress.

It also takes care of Gift Aid for you too which means the tax office will boost any donation by 25%.

Just share your personal page with friends and family.

We recommend using: **JustGiving**



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PAPER FORMS



If you prefer, you can use one of our paper sponsorship forms and collect your sponsorship in person.

Please just remember to:

- Make sure sponsors tick the Gift Aid box to maximise their donations if they're eligible.
- Make sure that all the money pledged comes to you and that sponsors don't send their unmarked money directly to us.

A – Z of Fundraising



A

Afternoon Tea
Auction
Arts & Crafts Fair

B



Bake Sale
Bungee Jump
Bingo
Boot Sale

C



Car Wash
Comedy night
Coffee morning

D



Dress Down Day
Dog Show
Dinner Party

E



Easter Egg Hunt
Expert talk
Endurance challenge

F



Fancy dress
Fashion Show
Five-a-side football
Fun run

G



Gaming challenge
Good deeds
Golf Day
Give something up

H



Head shave
Half marathon
Hike

I

Indoor market
It's a knockout

J

Jazz night
Jumble sale
Jewellery sale

K

Karaoke
Keep fit challenge
Knit and knatter

L

Ladies night
Lent challenge
Litter pick
Lottery

M

Murder mystery
Masked ball
Movie night

N

Non-uniform day
New year resolutions
Night walk
Name the....

O

Odd jobs
Onesie day

P

Plant sale
Pyjama day
Poetry Reading

Q

Quiz night

R

Race night
Rounders tournament
Raffle
Rubber duck race



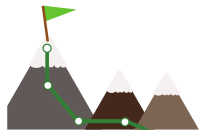
S

Skydive
Sponsored silence
Sweepstakes
Scavenger hunt



T

Tombola
Treasure hunt
Tribute fund
Three peak challenge



U

Upcycle sale
Unwanted presents sale

V

Vehicle rally
Variety show



W

Wine tasting
Waxing
World record attempt



X

Xmas party
Xmas cards
World record attempt



Y

Yogathon



Z

Zumbathon
Zip Wire

Planning your event

Now that you have made the decision to hold a fundraising event on behalf of the Counselling & Family Centre, you need to begin the planning process.

Once you've sorted out a venue, confirmed a date and sent out the invites, here are seven tips to make your event a success

1. Communicate your cause

Don't forget to let your audience know why you are fundraising. Telling your story adds a personal touch to the event and encourages people to donate more to the cause.

2. Set your fundraising target

Having a target is really helpful, it enhances clarity and motivates donors to give.

Don't forget to think about how you are going to collect the money, either via an online giving page, in collection tins or buckets or cash in hand?



Did you know.... JustGiving pages with targets raise 46% more than those that don't.

3. Shout about it!

Social media platforms like Facebook and Twitter are a great way to reach audiences far and wide, quickly and easily.

Using Facebook you can set up an event page and invite all your friends to it. You can post regular updates and share your online fundraising pages to encourage more donations.



Getting in the local press can give your event a huge boost, local newspapers are always looking for good news stories to promote so it's always worth contacting your local newspapers, radio and television stories about a press release



4. Lean on your community

Don't forget to approach local community groups and businesses for raffle prizes or sponsorship. You'd be surprised how generous people are, especially when they know it is for a good cause.

5. Get snapping!

Did you know.... Fundraisers with photos on their JustGiving pages get an average of 14% more than those who don't.



6. Celebrate your wins

Post updates on your social media and JustGiving pages. People are more likely to donate if they can see how you're progressing. Don't forget to let people know when you've reached your target!



7. Let us know!

Get in touch and let us know about the event that you've got planned. We can send you some fundraising materials, along with a Letter of Authority.

We can also share your story across our social media pages to shout about all the great work you're doing!



Alison.Savage@thecfc.org.uk



0161 941 7754



@CFCALTY



@CFC_ALTY

Paying in your fundraising

**Thank you so much for fundraising for the
Counselling & Family Centre!**

**Your donations mean that we can continue
to support people when they need our
help those most.**

The next step is to pay in your fundraising!

ONLINE



Make a payment online through the 'donate' button on our website. Donations can also be made via JustGiving.

POST



You can send us your donations by post with a cheque made payable to 'The Counselling & Family Centre' and post it to our office. Don't forget to leave a note saying who you are so that we can say thank you!

IN PERSON



Call us on 0161 941 7754 to organise a time for you to pop into our office and drop your donation off in person.

40 Mayors Road, Hale, Altrincham, WA15 9RP

www.thecfc.org.uk

Legal and Safety

Raffles, lotteries and tombolas

There are rules and regulations in place in regards to these types of fundraising, so make sure you know if you need a license.

The best place to find this information is with your local Council's licensing team or the Fundraising Regulator website:

<https://www.fundraisingregulator.org.uk/>

Collecting money

To collect on public land such as a street in the city centre, you must always ask permission from the local authority and obtain the correct license.

If you are collecting money on private land, such as a supermarket, you must have permission from the manager or land owner.

Don't forget, we can supply you with a collection tin and buckets!

Food & Drink

If you are providing food and drink at an event, you may be required to have a Food Hygiene Certificate, especially if you are selling food to the general public.

For any advice with this matter, please contact your local authority through the environmental health department.

Health & Safety

If you are running your own event, make sure you have a qualified First Aider present and that you have completed a risk assessment. You may also need adequate insurance cover.

Thank you!

Your fundraising and support means that we can continue to be there for people, at the time when they need us the most.

