

# Get Involved!



## We need you!!!!

There are a number of ways in which you can support the work of Reach the Children UK

- **Become a Friend of Reach the Children UK** by giving a regular monthly donation to our general fund which can be used to expand the projects we are undertaking – there is a Standing Order form at the end of this booklet for you to fill in and start right now! Just £5, £10 or £15 or what you can afford each month will make a great contribution to our work. And all donations will go to the projects in Kenya or Uganda.
- **Remember to Gift Aid your donations.** Gift Aid allows the charity to reclaim 25% tax from the UK Government, if you are a UK tax payer. That means for every pound you give, another 25p is automatically made available to RTC UK. We ask that where possible, you select the gift aid option to help maximise charity funds. In effect, you increase your donation, but at no extra cost to you! See page 6
- **Go online** at [www.reachthechildren.org.uk](http://www.reachthechildren.org.uk) and make a specific donation

- **Why not hold a fundraising event**



**A car boot sale** can help you have a clear out and make a difference in Africa!



**A sponsored event** is a great way to help you to get involved and with easy to set up Just giving pages via Reach the Children Just Giving page - collecting the funds could not be easier – think about an event you and/or your family could do – a walk, cycle ride, run or swim, even a parachute jump! - and go for it !!

## List of ideas for fundraising

The list that follows is not exhaustive but is designed to stimulate your imagination.

- Non Uniform Day - Give a donation to attend school / college in your own clothes.
- Job Swaps - We all feel at times we can do better than the boss. Auction the MD's / Head of Department's / Cleaner's job for an afternoon.
- Fancy Dress - Pay to come to work in fancy dress. (H&S permitting)
- Guess the Baby competition - photos of the staff / colleagues as babies.
- Fashion Show
- Concert / Play / Musical Evening
- Trivia Quiz - Pop / Sport / General Knowledge / etc.
- Fete
- Car Boot Sale
- It's a Knock Out
- Sponsored Silence
- Sponsored Haircut
- Five / seven a side football / rugby / hockey / etc.
- Sponsored Walk
- Cake sale
- Craft sale

The list is endless and we have not yet mentioned the "Thon" family, MaraTHON, WalkaTHON, SlimaTHON.

## The Way Ahead

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Once you have chosen your event there are many areas that you must cover to make it a success.

The keyword is PLANNING - allow plenty of time to look at the various aspects of the challenge that lies before you.

- Discuss with friends, colleagues, and management how easily the event can be organised.
- Do we have the people to make all parts of the project run smoothly?
- Will the event cost us anything to get off the ground?
- Arrange a date.
- What resources do we need?
- How do we publicise the event?
- What can go wrong?
- Can we get a celebrity? ( There are generally tame celebrities in your local area, or people who may give their time)

## Publicising the event

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Your event must be well publicised if it is to be a success.

At work:

- Work notice boards
- Company magazine
- Announced at briefings
- Word of mouth

At home:

- Leaflets to families
- Leaflets to local suppliers
- Announced on local radio
- Advertisement in local paper
- Notices placed in public places in the community, for example, surgeries, libraries, local shops

## The media

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If you are able to get the support of your local Radio and TV station your event's profile is taken to another level. You will find it invaluable when approaching people in the local business community. If they think that they might be able to get some good (and cheap) local PR, they are more likely to help.

The person to get in touch with at the local paper is the news editor. If you know a reporter use the personal contact as this always works better than the cold contact. Find out the paper's deadlines for copy and photographs. They must always know:

- What the event is
- Who is involved?
- Why the event is taking place
- When, where and what time?
- Contact name for further information

When you are planning your event, always try and think like a newspaper reporter. Think what is newsworthy. Try to create a publicity stunt / have a local dignitary / local celebrity / and always have a photo opportunity.

### Handy hints when seeking sponsors

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- Set your sponsorship target - aim high!
- Seek help from your friends - network, friends of friends - you will collect more than you thought possible, but you need to work at it.
- Think about organising small events, a coffee morning, disco, jumble sale or a car boot sale - whatever you feel comfortable with. The only limit is your imagination!
- Start your sponsorship early - well in advance of the event.
- When you approach people for sponsorship, ask them if they would mind giving you the money NOW - via Just Giving Reach the Children page than to trying to collect after the event - people lose interest quickly, and often find excuses for not giving you the money.
- Always maintain a record of your sponsors and ensure that your list reflects those who have paid and those who have *still* to give you their contribution if they choose not to donate via Just Giving.
- If you belong to a club or association, get them involved either as a sponsor, by organising a fundraising event, or by 'matching' the funds you raise.
- Ask local companies or firms to sponsor you in return for wearing their logo on your T-shirt.

### Sponsorship ideas that have worked

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- Approach companies for corporate sponsorship (companies have donated between £100 and £350 for their logo on a shirt). Approach the Public Relations department or Community Development department
- Put a note through all your neighbours' doors telling them who you are, what Reach the Children is and what the event is. On the note, put a time when you will come back to collect the money or pledge
- Get a friend or colleague to organise your fundraising while you train
- Get the press involved as. Try to get your photo or a story about your fundraising in the local paper.
- Do something different - pull a car along a stretch of road, get a Mohican haircut (if your boss allows it) etc.
- Organise a plush dinner with guest speakers
- Photocopy the sponsorship forms and pass them out to friends and family who live in different parts of the country
- Organise a raffle with prizes donated by local shops
- Do bucket collections round the local pubs and clubs (get permission from the owners first)

## Have your sponsors donate via a RTC Just Giving page

By going to the Just Giving website [www.justgiving.com/reachthechildren](http://www.justgiving.com/reachthechildren) - there you will be directed how to create a page where people can donate directly to your fundraiser – this will save you time not having to chase donations – and give us a clear record of donations!

## Other Ways to Get Involved

**Become a volunteer** and help with the administration and organisation of the charity

**Send your friends**, family and work colleagues a link to our website [www.reachthechildren.org.uk](http://www.reachthechildren.org.uk) and encourage them to get involved too.

**Get** our Reach the Children UK newsletter which will keep you up to date with what is happening at regular intervals throughout the year. (So don't opt out of receiving information – see page 6)

You can do a lot or a little to make a difference, whether you donate funds to RTC UK or act as a volunteer, take part in an expedition or provide moral support and tell others about us. We want you to know we appreciate everything you do for Reach the Children UK.

*Thank you*



“Lynwood”  
The Limes  
Felbridge  
Surrey  
RH19 2QY

Phone: +44 (0) 7966 836289

[nina@reachthechildren.org.uk](mailto:nina@reachthechildren.org.uk)  
[www.reachthechildren.org.uk](http://www.reachthechildren.org.uk)

## GIFT AID DECLARATION

Donor's details:

Full name .....

Address .....

.....

Post Code ..... Date .....

Email address .....

Signature .....

Please treat all gifts of money that I have made in the past 6 years and all future gifts of money that I make from the date of this declaration as Gift Aid donation.

**You must pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April one year to 5 April the next) that is at least equal to the amount of tax that the charity will reclaim on your gifts for that tax year.**

**Please notify the Charity if you:**

Want to cancel this declaration

Change your name or home address

No longer pay sufficient tax on your income and/or capital gains

**Tax claimed by the charity**

The charity will reclaim 28p of tax on every £1 you gave up to 5 April 2008.

The charity will reclaim 25p of tax on every £1 you give on or after 6 April 2008.

The Government will pay to the charity an additional 3p on every £1 you give between 6 April 2008 and 5 April 2011. This transitional relief for the charity does not affect your personal tax position.

**If you pay income tax at the higher rate**, you must include all your Gift Aid donations on your Self Assessment tax return if you want to receive the additional tax relief due to you.

**Under the Data Protection Act 2003 we let you know that occasionally we would like to send you information about Reach the Children UK. If you do not wish to receive this information please tick the box [ ]**



To.....Bank

Postal Address.....

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Please pay			
<b>HSBC Bank</b>	<b>East Grinstead Branch</b>	<b>Sorting Code Number</b>	<b>40 – 20 - 09</b>
For the credit of <b>Reach the Children</b>			
<b>Account Number</b>	<b>81451154</b>	<b>Quoting Ref: (Your Name)</b>	
The sum of:			
Commencing: <b>1<sup>st</sup></b> and thereafter every <b>1<sup>st</sup> of each month</b>			
Until further notice in writing, or ..... (due date of last payment.), and debit my account accordingly.			
PLEASE CANCEL ALL PREVIOUS STANDING ORDERS MANDATES IN FAVOUR OF			
<b>Reach the Children UK-</b>			

Account to be debited .....
Account Number.....
Special instructions <b>FRIEND OF REACH THE CHILDREN UK</b>
.....

Signatures ...../.....

Date .....