

# Your Guide to Fundraising for Carers Trust



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## **Key facts about Carers Trust and the carers we support:**

- There are around seven million carers in the UK – that is one in ten people. This is rising.
- In England alone, one million people care for more than 50 hours per week.
- There are 175,000 young carers in the UK – 13,000 care for over 50 hours a week.
- 68% of young carers are bullied in school.
- In England and Wales, over 1,277,600 people over 65 are carers.

# Introduction

Welcome to our guide for supporters who are fundraising for Carers Trust. It's full of tips to help you raise more money for the work Carers Trust does to help support the UK's seven million **unpaid** carers.

Carers save the state  
**£119bn**  
worth of care every year.

## How much can you save to support carers?

Try this! Contact us for a Carers Trust collection box and start collecting your loose change. Once you have finished, send us the money you've raised.



"I love helping Mum but I used to stay awake at night worrying about her. My young carers service has helped me understand I need to look after myself to."

**Young carer**

# How your support can make a difference

Your support can enable Carers Trust to help ensure that carers can access the support and breaks they need.

## Seven million reasons to care

**Reason no 9:** A 15-year-old school girl caring for her mother who has mental health issues and helping to look after her younger sister, before and after school. She is a carer, without the usual opportunities available to her classmates.

**Reason no 548:** A 40-year-old man caring for his partner who has cancer, who will have to give up work to support her as her health deteriorates. He is a carer too.

**Reason no 1,002:** An 80-year-old woman, caring full time for her husband of 60 years who has dementia and doesn't even know her anymore. She is a carer as well.

Caring knows no boundaries. It is not restricted by age, gender, ethnicity or social circumstances – it can happen to anyone, at any time. In fact three in five of us will become a carer at some point in our lives.

Carers save the economy over £119bn each year. Yet, they are frequently invisible within their communities and their important role is often not well understood or recognised.

## Why your support is so important

Although we are reaching and supporting many of the UK's seven million carers we know that much more needs to be done to help more of them.

### With your help

**£100** could give a carer a vital break by providing a few hours of respite care.

**£250** could pay for a vital piece of equipment such as a dishwasher or washing machine, to save an exhausted carer valuable time.

**£500** could provide a carer with a series of counselling sessions – helping them address the stress of caring.

A donation of **£1,000** or more will help make a significant difference to carers' lives by going towards an emergency service where swift, practical support is given to a very desperate carer in crisis.

### Contact details

We hope this pack is helpful and gives you plenty of ideas to start fundraising. If you have any other questions, or would like to get in touch with our Fundraising team you can contact us at **[fundraising@carers.org](mailto:fundraising@carers.org)** or by calling **0844 800 4362.**

# Getting started

Have a look at our A-Z of fun ways to raise money. Or try our five easy steps to raising money from the comfort of your home.

1

Get in touch with the Carers Trust Fundraising team. We can help you with ideas and tips on how to start fundraising for **unpaid** carers. You can also request eye-catching fundraising materials to kick-start your fundraising journey. Contact the team on 0844 800 4361 or email [fundraising@carers.org](mailto:fundraising@carers.org).

2

Set yourself a challenge such as cutting out chocolate or cake for a month. If you're a bit of a chatterbox try staying silent for a day!

3

Create a JustGiving fundraising page by visiting [www.justgiving.com](http://www.justgiving.com)

Tip: Add a description of your fundraising goals and photos and be the first to make a £5 donation, this will encourage your friends and family to start donating and to dig deeper.

4

Spread the word by telling your friends, family, colleagues and the world that you are fundraising in aid of the seven million **unpaid** carers in the UK.

5

Make use of your social networks and share your fundraising page via email, Twitter, Facebook and LinkedIn. Don't forget to use **@CarersTrust** and **#Doit4Carers**. We will do our best to spot your mention and retweet it.



# A-Z of fundraising

Here are some quick and easy fundraising ideas to help get you started.



**A** Abseil, afternoon tea, art exhibition, auction, auction of promises.

**B** Bric-a-brac sale, Britain's Best Breakfast, brunch party, bag packing in a supermarket, book sale, beauty night, bingo, barbeque, ball, barn dance, balloon race, Burns night, bonfire party, battle of the bands, bake sale.

**C** Coffee morning, car boot sale, car wash, carol singing, collecting boxes, craft fair, concert, cycle ride, come dine with me, Christmas.

**D** Dog walk, dinner dance, disco, dog show, darts competition, dress down/dress up day, dance-a-thon.

**E** Eurovision party, Easter egg hunt, egg painting competition.

**F** Fantasy football, fashion show, football tournament, fancy dress party, food hamper raffle, fun run, face painting.

**G** Guess the baby photo/number of sweets in the jar, go-karting, greetings card sale, gig, gift wrapping, garage sale.

**H** Hideous hair day, Halloween night, hook a duck, hoopla, Harry Potter party, head shave.

**I** It's a knockout, ice cream party, Italian evening, ice skating, Indian evening, ice bucket challenge, ironing, international dinner party, international challenge.

**J** Jazz night, jumble sale, jewellery making, jeans day at school, junk food challenge (give it up for a week!), jive night.

**K** Karaoke night, kids colouring competition, knit-a-thon, keep fit class.

**L** Lunch party, line dancing, limbo competition, leavers' ball.

**M** Musical recital, May Day celebration, makeover day, medieval banquet.

**N** New Year's resolution, non-uniform day, name the teddy, no TV for a week.

**O** One-day fast, orienteering race, outward bound, open garden, obstacle race.

**P** Plant sale, pantomime, princess pirates party, pool party, paintballing, pyjama party, parachute jump, plant sale, pamper party.

**Q** Quiz night, quilt auction, quickstep – learn a new skill, Quidditch challenge on Wii.

**R** Rock around the clock – disco/jive night, raffle, rock'n'roll night, read-a-thon, rowing event, regatta, record breaking, recipe swap, run, race night.

**S** Street party, summer ball, strawberry tea, salsa night, sports day, sponsored swim, space hopper race, sprout eating competition, school fete, sponsored spelling test, sponsored silence.

**T** Tribute band night, talent competition, teddy bear's picnic, treasure hunt, tug of war, triathlon, tombola, throw a wet sponge at your teacher, trivial pursuit night, toy stall, three-legged race, team building.

**U** Ultimate frisbee competition, USA party, unwanted gift swap.

**V** Valentine's day ball, vegetable sale, village fete, variety show, violin recital.

**W** Welly throwing, wear-a-wig-to-school day, Wii competition, walk to school.

**X** Xmas fair, X-factor competition, xmas ball, x-box challenge.

**Y** Yachting, yo-yo challenge, yes day, young enterprise.

**Z** Zodiac party, zoo party.

# Spreading the word about your fundraising

Make sure as many people know about your event as possible to maximise the amount you can raise. You can use Facebook, Twitter and your local press to get free publicity.

## Facebook

Top tips for posting messages on your Facebook timeline:

**Tip 1:** Ask your friends to share the post so your message can reach more people.

**Tip 2:** Everyone likes to see images. Posts with photos and videos always attract attention.

**Tip 3:** Include a Carers Trust website link ([www.carers.org](http://www.carers.org)) for people who want to learn more before donating.

**Tip 4:** Write less than six lines. The seventh line onwards will be hidden unless viewers click to 'see more' which most Facebook-ers don't.

## Other tips:

- Create a Facebook event page to invite all your friends to participate or donate. Find out how to do this on Facebook.
- Not every Facebook post will appear on all friends' newsfeeds and a post is easily lost in a busy newsfeed. It is always a good idea to post 1–2 reminders a few days after your initial post or 1–2 weeks apart depending on your fundraising activity schedule.
- Remember to post a thank you message after the fundraising activity. It's good practice to include a photo of the event if possible.

## Sample 'please donate' message



I'm walking on hot coals for Carers Trust ([www.carers.org](http://www.carers.org)). I'm fundraising to help young carers who care for a family member. Many of them may have lost their childhood to their caring role. Please support – every little helps [[donation-payment link](#)] or support us by sharing this post.

## Twitter

Top tips for posting tweets on Twitter:

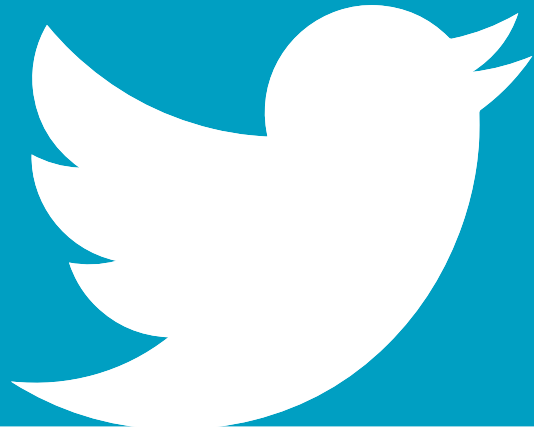
**Tip 1:** A request to retweet will gain more attention.

**Tip 2:** Include trending hash tags in your tweets for wider reach. Learn more about trends/hash tags on Twitter.

**Tip 3:** When adding a photo/link in a tweet, write less than 118 characters to fit all in one tweet.

**Tip 4:** Include the Carers Trust Twitter name @CarersTrust for people who want to learn more before donating.


The web is full of advice and best practice on how to make the most of Twitter and Facebook or any other social media tools. Search for tips or go through the Help sections of each of these tools.



### Sample 'please donate' message

**Make the message short and tell people what action you want them to take. Always provide a donation-payment link at the end of the message or tell people how they can donate.**

#### Example 1:


 Fundraising for @CarersTrust. Will #abseil down from 300ft. #Scared of height! Pls #sponsorme & RT thanks! More info [donation-payment link]

#### Example 2:

 Hi All, I'm doing #Cardiff 10k #walk on 10 Oct for @CarersTrust Pls #sponsorme if you could & RT thanks [donation-payment link]


**Update and reminder – tweet to update your followers about your fundraising activity to gain more support.**

#### Example 2:

 Half way to my #fundraising target for the #Cardiff 10k #walk for @CarersTrust Please #sponsorme & RT 4 #goodcause [donation-payment link]

**Remember to thank your supporters after the fundraising activity and include a photo of the event if possible.**

#### Example 3:

 Thank you all for your support! I was #scared but I've done it for @CarersTrust! It was tough going over the edge.





## Tell your local press about your fundraising

A story in your local paper is a great way of letting people know that you are raising money for Carers Trust. It's also a good opportunity to help raise awareness of Carers Trust and the work that we do in supporting unpaid carers.

Top tips to help you get as much publicity as you can in your local press for your fundraising activity:

- Journalists on local newspapers are always on the look-out for local stories.
- Before contacting your local newspaper, think about what you would like to say and how you would like to say it. A press release could be the best way to communicate. Carers Trust has developed a template press release for you to use. You can find it on the next page. All you need to do is fill in the gaps.
- Try to make the press release as personal as possible. If you are a carer or know someone who is, please say so. If you can say something about why you are fundraising for Carers Trust that would really help to bring your story to life. But if you don't want to share that information then that's fine. Just tell your story your way.
- Send a photograph if you can. Newspapers love good photos so if you have one of you training or doing something silly to raise money, send it. No head and shoulders shots please! It will have to be a digital image and should be high resolution. Many mobile phones have good quality cameras on them now.
- Once you have your press release ready you can contact your local newspaper. You should be able to find the telephone number on the internet. It's always best to call journalists in the morning (around 10am). Ask to speak to the journalist that covers your local area. Ask them if it's a good time and then tell them that you are a local resident raising money for Carers Trust. Ask them for an email address so that you can send your press release to them and give them your contact details in case they have any more questions. Journalists don't like (and won't open) attachments so always copy and paste into the body of the email.
- If you get some coverage on the online edition of the newspaper don't forget to share it with your family, friends and contacts via Twitter and Facebook. You can also send to us at Carers Trust so that we can share it too by emailing [fundraising@carers.org](mailto:fundraising@carers.org).
- If you need any more information or advice about contacting the local press call the Carers Trust Media team on 0844 800 4361 or email [press@carers.org](mailto:press@carers.org).



Newspapers love good photos

## NEWS RELEASE

**Date:** <date you send the press release out>

**Contact:** <your name here and telephone number>

<Enter your name here> <Insert catchy description of event here> for  
**Carers Trust**

<Enter your name here>, <enter your age here>, from <enter the area you live in>, is taking part in the <name of the event> to raise funds for Carers Trust, the largest charity for carers on <date of the event>.

<Enter name of the event you are doing> is <enter interesting detail such as length of run, trek, parachute drop> starting in <enter location of event> at <time> on <date>.

<Enter your name here> says: "I've been preparing for this for/by <enter how long you have trained for or what training you have been doing>, so I hope it pays off. <Enter here why you are taking part. Is it to get fit? Is it because you know someone who is a carer and you want to help raise money to support others?>"

Carers Trust comments: "We are delighted that <enter your name> is giving her/his time and energy to take on this <name of event> for us. As a charity, we rely on the generosity of individuals like <enter your name> to help us reach and support more and more carers."

"There are currently seven million people in the UK who provide **unpaid** support to family or friends who could not manage without this help. This could be caring for a friend or family member who due to illness, disability, a mental health problem or an addiction cannot cope without their support.

"Please back <enter your name> in their fundraising efforts so that we can continue to provide vital support for carers."

<Your name> is hoping to raise <amount> for Carers Trust. If you would like to help him/her reach his/her target please contact him/her on <enter your telephone number> or visit <enter your website address if you have one on justgiving.com>

### Notes to editors:

1. Carers Trust is a major new charity for, with and about carers. We work to improve support, services and recognition for anyone living with the challenges of caring, **unpaid**, for a family member or friend who is ill, frail, disabled or has mental health or addiction problems.
2. We do this with our Network Partners – a unique network of independent carers centres, Crossroads Care schemes and young carers services. Together we work as one organisation united by a shared vision for carers – to make sure that information, advice and practical support are available to all carers across the UK.
3. There are seven million carers in the UK – seven million reasons to care and to get involved. For further information about your nearest service, please visit our website [www.carers.org/carers-services/find-your-local-service](http://www.carers.org/carers-services/find-your-local-service).

# Raising support with local companies

**Local companies can be a great source of support for your fundraising activities. We've included some tips below.**

## **What you can offer them**

Think about what you can offer the company or what the company could get out of working with you. For example, if you can help them reach an audience of potential new customers they may spend all or some of their advertising budget helping to promote your fundraising activity.

## **Decide exactly what you would like from local companies**

Do you need cash donations or would you accept gifts in kind such as prizes for raffles? Companies are often more willing to provide gifts than cash donations, so think about how you can save money on event/activity costs by asking for gifts instead.

## **Examples of how local companies could help you:**

### **Hosting a fundraising tea party?**

Ask local cafes and shops to donate for example, tea/coffee/cakes – these are all gifts and could save you a lot of money.

### **Hosting a fundraising ball?**

Ask local venues whether they would provide the space free of charge or at a discounted rate for charity. If you are organising catering could you ask a company to give you a discount? Or you could try approaching a shop for drinks/food donations.

### **Holding a raffle or tombola?**

Ask companies to donate prizes – you could either suggest a prize or take their lead and see what they offer. There will be lots of local companies that can provide highly sought after prizes, for example, a health club might offer a spa day for two people, a local football club might send you a signed team photograph, or a local restaurant might provide a free meal out.

### **Holding a cake sale?**

Could a local bakery donate a cake to sell? Could they donate boxes/bags and napkins so you can package cakes professionally and hygienically? This small touch would make a huge difference to the quality of your event.

Examples of what you might ask for:

Now you've decided what you want, you should have an idea about the kinds of companies that could help. For example, if you are doing a car wash to raise money for Carers Trust.

### You will need:

Equipment including sponges/car shampoo/wax/ screen wash.

Outdoor space where cars can pull up and wait in line. Preferably it should be easy to spot so you can attract more people to stop off, and raise awareness of Carers Trust.

People to help you wash cars.

### You should ask:

Local garages and car wash firms to donate as much equipment as they can spare.

A company that has a lot of outdoor space and might be willing to give some of it to you for free for the day. Examples might be a car retailer's forecourt or a supermarket car park.

Local companies' employees could volunteer to help. You might be surprised – lots of companies love to be involved in volunteering.

### Research relevant local companies

You can research online using search engines and sites like [www.yell.com](http://www.yell.com), or offline using telephone directories and local papers. You should make a list of all the companies you will approach along with their contact details and keep this list updated as you speak to people.

### Plan thoroughly what you are going to say beforehand

Try to cover the following:

- Why are you fundraising for Carers Trust? Tell companies why raising money for carers is important and talk about some of the ways the money raised will help **unpaid** carers in the UK.
- Think about what you are asking each company for before you contact them – and what happens if they say no. Have a backup plan, for example a slightly smaller ask – if they can't donate a prize, could they advertise the raffle to their customers/ employees?

Don't be afraid to ask local branches/offices of large national or international companies. They often have their own budget and can still support local charitable events as well as larger ones.

## Think about how a donation could benefit the company


- Could you add the company's logo to advertising posters or flyers?
- Could you say a public thank you on your website/Facebook page/Twitter account?
- If they donate prizes, will their company get publicity? Remember that prizes can also generate new customers, for example the winner of a spa day might love it so much that they book into the spa again and tell all their friends.
- If you are hosting a ball, perhaps you could invite the company to attend or if they have been really generous maybe invite them to give a short talk about their company.

## How else could the company help you?

If your event relies on getting people to attend, perhaps the company could advertise the event on their website/Twitter account/Facebook page. Maybe they can display flyers or posters advertising your event to their customers and employees. Perhaps employees could lend a hand free of charge, for example, they could help to run your event, create posters or flyers or with other skilled tasks.

## Making the approach

- Make sure you are speaking to the right person – don't bombard the first person you speak to – it might be a waste of your time and theirs. Ask to speak to the manager or briefly describe why you are calling and ask who the best person to speak to would be.
- Think about any contacts at the company you or your friends/family might have. It's always better if you know someone at the company who could help you speak to the right person or even make the ask on your behalf.
- Don't worry – be confident that you are raising money for a fantastic cause. Companies have a budget for this kind of activity and you're offering them a great opportunity to get involved. The worst that can happen is someone says no. Either way, you lose nothing by asking.



Remember, people are generally happy to help out for a charity without a reward. Reserve the rewards for the most generous donors.



# Funder checklist if you are holding an event

We have put together a checklist of things you might want to think about for your event. This list is a rough guide, and you can add to it if there are more things you want to keep track of. Before you hold an event please read through our Fundraising Agreement on page 22.

## Things to think about:

### Getting started

Have you completed your Fundraising Agreement on page 22 and returned it to Carers Trust? ☐

How much time do you have to plan a fundraiser? ☐

What are you planning to do? ☐

How much do you estimate it will cost? ☐

How many people will you need to help you? Have you recruited your friends, colleagues or members of a club or group to join in? ☐

Have you set a date? Does this clash with any other big events happening at the same time? ☐

## Making it happen:

### Where

If you are holding an event, where are you going to hold it and have you booked this in advance? ☐

Does your venue have access for disabled people? ☐

How many people can your venue accommodate and how many tickets will you need to sell to break even? ☐

Are there any licensing restrictions on your venue? Do the terms and conditions meet the requirements of the event? ☐

When and where are you going to sell tickets/ let people know about your event? ☐

What will you need to buy/bring/prepare for the event? ☐

If you are holding a raffle or lottery you will need to obtain the necessary licenses. To contact the Gambling Commission call 0121 230 6666 or visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk). ☐



Why not put a team together for your local Santa fun run?

These DJs used music to raise money and awareness of young adult carers.



## Things to do:

### Spreading the word

Contact Carers Trust to request posters, invitations, balloons and t-shirts with the number you need and sizes. See page 4 for contact details. ☐

### Health and safety:

Have you carried out a risk assessment? Contact Carers Trust for the template. ☐

Have you obtained the necessary music licenses, and food and hygiene certificates to safely carry out your event? ☐

### Checking the legal details:

Have your legal documents to hand so you can give people information such as the registered charity number and show you are authorised to fundraise for Carers Trust. ☐

### Organising your volunteers:

Your friends have kindly offered to help – now what are they going to do? Set clear tasks/roles early on so everyone is clear what they need to prepare beforehand and what they will need to do before, or on, the day of the event. ☐

## Looking after the money you have raised:

When and how will you receive money from the event? Will you need to set deadlines or allow time to collect your funds? ☐

Think about how you will collect your money and about securely storing it during/after the event. ☐

Is there someone else who can help you count the money raised at the end? There will need to be at least two of you to do this safely. ☐

Have you checked in advance how you can send your money in to Carers Trust? ☐

# Paying in your money

When sending in cheques or cash, or when asking others to donate, please ensure that it is made clear with each donation the name of the fundraising event and who it is being held by. If you can use the form on the next page this helps us to make sure we know that all money received is attributed to your generous efforts and allows us to keep track of your total!

## Cash and cheques

We would advise that you avoid sending cash through the post. Where possible, please encourage people to write cheques payable to 'Carers Trust'.

If you receive cash or cheques made payable to yourself, please bank them and write a cheque for the full amount made payable to 'Carers Trust' and send it to the following address with a brief description of how the money was raised (you can use the form on the next page).

Please send all cheques to:  
Freepost RRRY-JLXK-GZCG  
Carers Trust  
14 Bourne Court  
Southend Road  
Woodford Green  
IG8 8HD

## Online

If you set up an online giving page with us the money you donate will automatically be transferred to Carers Trust.

You can fundraise online for Carers Trust via [www.justgiving.com](http://www.justgiving.com) or [www.virginmoneygiving.com](http://www.virginmoneygiving.com).

## Credit card donations

Payments can be made quickly and securely by calling the Carers Trust Fundraising team on 0844 800 8527.

## Gift Aid

*giftaid it*

Carers Trust is a registered charity, which means if you pay tax you can Gift Aid your support at no extra cost to you. This allows us to claim back the tax on your donation from the Inland Revenue. This makes your donation worth up to 25p more to us for every £1 you give. Please remember to ask sponsors to tick the Gift Aid box when sponsoring you.





First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Description of fundraising event: \_\_\_\_\_

I enclose a donation of: £ \_\_\_\_\_

Please make your cheque payable to **Carers Trust** or

Please debit my:

☐ MasterCard ☐ Visa ☐ Maestro/Switch ☐ CAF Charity Card with the amount specified

Card number:

Valid from  /  Expiry date  /

Issue No.  3 digit security number   
on reverse of card

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Card billing address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Please make your gift worth 25% more, at no extra cost to you

☐ Please claim back the tax I have paid against all charitable gifts made in the last four years and any future gifts I may make including those to Carers Trust. I confirm I have paid or will pay an amount of UK Income Tax and/or capital gains Tax for each tax year that is at least equal to the amount of tax that all the charities that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Other ways to support Carers Trust

There are plenty of other ways that you can support Carers Trust, as part of your fundraising activities. You can also let other people know about them too. Use social media to keep spreading the word about carers and to encourage your followers to fundraise for Carers Trust.

## Guess2Give

[www.Guess2Give.com](http://www.Guess2Give.com) is an online sweepstake that allows you and your friends to raise money for charity. Fundraisers set up their page for an event or occasion, such as a run, cycle, swim, trek or even a wedding speech. They then challenge their friends to guess the end result. For example, the time it will take them to complete the run or the length of the speech.

Each guess costs £3 with 50p from each guess going to the prize fund and up to £2.50, including Gift Aid, going to the charity. The person who guesses closest to the result, wins the cash prize.

## Recycle old phones and ink cartridges

Carers Trust has teamed up with ShP for Charity to recycle unwanted phones and ink cartridges and raise money for carers.

The service is free, quick, simple and environmentally friendly. If you or anyone you know have old and unwanted mobile phones and/or empty ink cartridges please send them freepost to:

Carers Trust  
FREEPOST  
ShP Solutions  
Lancaster

## Everyday ways to raise money for Carers Trust

### Give as you live

By signing up to [www.GiveasyouLive.com](http://www.GiveasyouLive.com) you raise money every time you shop online. You can shop via the Give as you Live store or download Give as you Live to raise money when you shop directly at your favourite online stores.

Each purchase made through either the store or the downloaded version of Give as you Live will raise money for Carers Trust. Give as you Live is an affiliate of over 1,800 leading UK stores.

### Clothes for Charity

Clothes for Charity provides a secure and flexible way to donate old and unwanted clothes to charities. For every tonne of clothes donated to Clothes for Charity, it will donate £200 to Carers Trust. You can sign up and register your details at [www.ClothesforCharity.org.uk](http://www.ClothesforCharity.org.uk).



# Sample sponsorship form

Name: \_\_\_\_\_

Fundraising event: \_\_\_\_\_

Contact details: \_\_\_\_\_

## Make your donation worth more!

If you are a UK Taxpayer you can increase your donation at no extra cost to you through Gift Aid. To make your donation worth an extra 25p for every £1 donated, simply tick the box below.

To enable us to claim Gift Aid, sponsors are required to give their full name and full home address including postcode and must have read the declaration below.

- ☐ I want Carers Trust to benefit by reclaiming tax on my donations. (I understand that I must pay an amount of Income and/or Capital Gains tax in the UK at least equal to the amount of tax that Carers Trust reclaims on my donation(s) in any tax year).

## Information for sponsors

- Please ensure you fill in your full name and HOME address including your postcode.
- Tick the Gift Aid box if you are a UK Tax Payer so Gift Aid can be claimed.

Title	Full Name	Full Address	Postcode	<small>gift aid</small>	Amount	Paid
Ms	Sarah Jones	1 Sample Street, London	EC3N 1LB	<input checked="" type="checkbox"/>	£50.00	✓
				<input type="checkbox"/>		
				<input type="checkbox"/>		
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# Event:

Where:

Time:

Contact:



# Carers Trust

## Fundraising Agreement

In order to legally raise funds in the name of Carers Trust you must have a written agreement with the charity. We also ask that when organising an event in aid of Carers Trust you follow the guidelines set out below. Please indicate that you are happy to comply with these by signing and returning this agreement to Carers Trust.

Re: .....(Name of your event)

I confirm that I am holding the above event on ..... (date) in aid of Carers Trust and will:

- Use my best endeavours to raise money for Carers Trust;
- Not do anything to bring Carers Trust into disrepute;
- Obtain prior approval from Carers Trust before approaching any companies, press or celebrities to support my event;
- Ensure that all materials used to fundraise in aid of Carers Trust include the text 'Registered Charity No. 1145181 (England & Wales) / SC042870 (Scotland);
- Ensure that all materials used to fundraise do not suggest that I represent the charity, only that I am fundraising in aid of Carers Trust;
- Show the charity any materials bearing Carers Trust's name or logo, or that mentions the work of the charity, prior to printing and distribution;
- Not carry out house-to-house collections or collect in any public place unless I have obtained my own licence from my local authority;
- Obtain the appropriate licence if holding a raffle, tombola or sweepstake;
- Make sure my event, and any third parties involved, are fully insured;
- Not resell or offer for auction any item donated to the event or any Carers Trust property without Carers Trust's permission;
- Acknowledge that Carers Trust cannot take responsibility for any losses made through my event;
- Pay 100% of all proceeds from my event solely to Carers Trust and within one month of my fundraising activity (unless agreed otherwise);
- Ensure that if children (under 16) are involved in the fundraising event in any way, they have permission from their parent or guardian, and are properly supervised by a responsible adult.

**I have read, understood and agree to follow the above guidelines**

Name .....

Signed ..... Date .....

**On behalf of Carers Trust**

Signed ..... Date .....

Please send two signed copies to Carers Trust. This agreement will be signed on behalf of Carers Trust and a copy returned to you for your records.



# Britain's Best Breakfast

Why not raise money by joining in with Britain's Best Breakfast, our national fundraising campaign? All over the UK, people are planning what they are going to be cooking up for breakfast to help raise money for the UK's unpaid carers. And anyone can get involved, whether you're making breakfast for one or one hundred.

All you have to do is invite your friends, family and colleagues to join us in raising thousands of pounds in October in Britain's Best Breakfast. The money you raise will enable us to reach even more carers and to continue providing them with our essential services and support.

## How can I get involved?

Britain's Best Breakfast will run every October and it's really easy to get involved. All you have to do is host a breakfast and donate the money raised on the day to Carers Trust.

Arranging a breakfast is quick and simple – anyone can do it! Hold one for your local community group and ask friends and family along. Get your workplace involved or invite all your friends around – everybody loves breakfast.

All you need to do is visit [www.britainsbestbreakfast.org](http://www.britainsbestbreakfast.org) and sign up. Then download your own Britain's Best Breakfast kit which has all the information you need to host a great breakfast, including some delicious recipe ideas, colourful bunting and collecting tins.

If you would prefer to receive your kit by post email us at [breakfast@carers.org](mailto:breakfast@carers.org) or call 020 8498 7929.



## Share your breakfast

We would love to see and hear about your preparations for a breakfast and how it goes on the day. If you have any recipe ideas you want to share, let us know.

You can join in with our online community through Twitter (@BestBrekkie) and Facebook – [www.facebook.com/britainsbestbreakfast.com](http://www.facebook.com/britainsbestbreakfast.com) – it's a great way to get involved and for us and everyone else to see your exciting breakfast events.

You can make a £3 donation to Carers Trust at any time by texting TOAST to 70660.





“I was at breaking point when I turned to Carers Trust. They helped me care for Gladys before she died last year. Thank you.”




**Wilfred**



seven million  
reasons to care

Carers Trust  
32–36 Loman Street  
London SE1 0EH  
Tel: 0844 800 4361  
Fax: 0844 800 4362  
Email: [info@carers.org](mailto:info@carers.org)

[www.carers.org](http://www.carers.org)  
[www.youngcarersmatter.org](http://www.youngcarersmatter.org)  
[www.youngcarers.net](http://www.youngcarers.net)

 [www.facebook.com/CarersTrust](https://www.facebook.com/CarersTrust)  
 [www.twitter.com/CarersTrust](https://www.twitter.com/CarersTrust)  
 [www.youtube.com/user/CarersTrust](https://www.youtube.com/user/CarersTrust)

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All library photos posed by models. Due to the sensitive nature of our work we have the changed the name of the carers and those they care for. Photos used are representative of caring situations.

Carers Trust is a registered charity in England and Wales (1145181) and in Scotland (SC042870). Registered as a company limited by guarantee in England and Wales No. 7697170. Registered office: 32–36 Loman Street, London SE1 0EH.

With your help we can support more people like Wilfred and reach out to seven million **unpaid** carers in the UK.