

Fundraising for Kidscape

Your comprehensive guide to supporting our work



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Hello and welcome

Thank you for choosing to fundraise for Kidscape. Without the support of people like you, our vital work in preventing and tackling bullying could not continue. Inside this pack you will find many inspiring ideas alongside hints and tips to assist you throughout this exciting challenge.

What we do

Through providing training, support and advice to young people aged 9-16, parents and professionals, we enable them to develop the knowledge and confidence to prevent and tackle bullying in all its forms.



Why we do it

Bullying doesn't just affect the target and the bully, but everyone who is exposed to the environment in which it occurs. Bullying can result in young people:

- having low self-esteem.
- developing depression or anxiety.
- having lower academic achievements.
- being unable to form trusting, healthy relationships.
- having poor social skills.
- turning to self-harm or in severe cases, considering suicide.

It is for these reasons that we at Kidscape work hard to promote the anti-bullying message and shine a spotlight on child protection issues.

For more information about our work please visit our website: www.kidscape.org.uk.

Facts about bullying

Bullying is the repetitive, intentional hurting of one person or group by another person or group, where the relationship involves an imbalance of power. It can happen face-to-face or through cyberspace, and comes in many different forms.

45 per cent of young people say they have faced bullying at some point, and only 5 per cent feel adequately supported by their school, college or teacher. Get Connected, 2015

Approximately 1 in 8 young people feel that people post negative, mean, critical or upsetting things all or most of the time on their social networks and messaging apps. UK Safer Internet Centre, 2015

Over 16,000 children and young people are absent from school at any one time due to bullying. National Centre for Social Research, 2011

45% of bullied young people do not report it: 32% feel it wouldn't be taken seriously, 32% are embarrassed and 26% are scared of it getting worse. Ditch the Label, 2015.

Children bullied during their early years are up to three times more likely to self harm than peers when they reach adolescence. The BMJ, 2012



How your money will help

Through fundraising for Kidscape you will be helping us to continue the delivery of our vital anti-bullying and child protection services. Read Ross's story to see how your support can positively impact a bullied child in need...

At the start of secondary school, Ross had the carefree life that all parents wish for their child. He was healthy, social and passionate about a number of activities; he played multiple instruments and loved sport.

Ross described his life as "simple, easy going and enjoyable." But things took an unexpected turn for the worse, when Ross became a target of bullying.

"The bullying never stopped, it just went on and on. The bullies took my friends away from me so that I was all alone. Eventually I had no one at all to talk to. I was frightened to go out and was worried all the time."



The bullying even started to affect his physical health, which resulted in Ross being diagnosed with chronic fatigue. This put him in a lot of pain, and meant that walking even the smallest of distances was a struggle.

Eventually it became so bad that he couldn't attend school at all. He described this experience as "a very long and dark time."

It was during this period that Ross's mum found ZAP, Kidscape's anti-bullying and assertiveness workshop.

"ZAP has boosted my confidence and changed my life around. I now attend the activities that I want to go to, and I feel much more confident in my school work and going out. I truly thank ZAP for what it did for me."

For many young people like Ross, connecting with Kidscape marks an integral point in their journey to moving past bullying.

It can also be an important milestone for families and the professionals who teach and support young people too.

Our varied services offer and cascade specialist information and skills so that all adults with a duty of care have the knowledge and confidence to best support young people through bullying.

For more information about our work please visit www.kidscape.org.uk/what-we-do



Fundraising ideas

We are sure you have many great ideas already, but over the next two pages we have put together a few of our own to help you to make the most of fundraising across various areas of your life. Below you will find inspiring ideas for fundraising at home and work.

Fundraising at home

Birthday donations. Is your birthday or a celebration coming up soon? Why not ask for donations instead of gifts?

Clothes swap. Invite friends over with their unwanted clothes. Guests pay an entry fee to fill a bag with items.

Chores. Hire yourself out to complete all the chores that friends don't want to face.

Wine tasting or cocktails. Organise an evening of sophistication with canapés, wine or cocktails. You could charge for entry or ask for a donation with every drink.

Come dine with me. Host a competitive dinner party inspired by the popular TV show. Ask guests to make a donation to enter one dish to be rated. Create your own scoring method and organise a prize for the winner.



Party time. Fancy dress, murder mystery, X Factor, Eurovision - the choice is endless. Charge for entry or collect donations throughout the night.

eBay sale. Get in the loft and dig out any unwanted clothes, jewellery or sports equipment and make money for Kidscape online.

Fundraising at work

Office treats. Take away those Monday blues or celebrate Friday afternoons with a bake sale.

Charity of the year. Does your company have a charity of the year? If so, nominate Kidscape! Otherwise, you could ask if your employer can match a percentage of your fundraising total.



Company news. Advertise your fundraising in your company newsletter to encourage donations.

Dress down Friday. Charge £1 for staff to dress casually on a Friday.

Job swap. Sponsor a senior manager to work in reception, or auction off the boss's job for a day.

Spot the baby. A funny competition for work. Collect baby pictures from colleagues, pin them on a board and ask people to guess the adult identities for £1.

Work canteen. Ask the canteen staff to create a charity sandwich or cake, where a percentage of sales will go to Kidscape.

Fundraising ideas (*continued...*)

If you are feeling slightly more adventurous with your fundraising, why not try your hand at organising a community event? Here are some simple but engaging ideas that will bring everyone together and spread the anti-bullying message even further.

Fundraising in the community

Auction. Ask peers and local businesses to donate items for a community auction.

Community fair. A fair is a great way to bring some fun to the community while helping a great cause and spreading awareness.

Group fundraising. Engage local clubs, social groups and religious congregations. Ask them to host jumble sales or small events for Kidscape.



Pub quiz. Establish a regular pub quiz at a local venue and include a raffle for extra donations. We will provide a letter of authority to help you to gain raffle prizes.

Sport competition. Host a sports tournament, tug of war, cycle race, mini marathon, egg and spoon race, the possibilities are endless.

Lights, camera, action! Put on a drama production or talent show. You could give it a friendship or bullying theme to really engage the community with Kidscape's work.

Tea party. Organise a Kidscape Safe-Tea; a way to raise awareness of the importance of child safety in a fun and sociable way. Please contact us for more information.

Promoting your event

So, now you have planned an amazing fundraising event, how will you get people to come or donate? Here are some guidelines on how this can be achieved.

Use the press. Contact your local newspaper to see if they are interested in covering your event.

Advertise. Place posters in shops and centres, and advertise in local magazines, newsletters or online events listings and 'what's on' guides.

Tweet! Make the most of social media to promote your activities and keep your followers up to date with your progress.

Blog. Start posting to advertise what you are doing and document your exciting journey to reaching your fundraising target.

Talk. Everyone is a potential supporter, so wherever you are in a new environment or meeting new people, bring up what you are doing.

Share. No matter how you choose to promote your fundraising, be sure to always include details of how people can donate.



Fundraising hints and tips

We hope this pack has offered you some inspiration on how you might wish to fundraise for Kidscape. Before you begin, here are some final ‘top tips’ on how you can make the most of your fundraising event or initiative, and information about completing your fundraising.

Start now. For your fundraising to be a success, preparation is vital. It’s also a good idea to start collecting any sponsorship money before the event when interest is at its peak.

Be transparent. It is important for donors to trust that their money is going to a worthy cause. Be sure to share the [Kidscape website](https://www.kidscape.org.uk).

Gift Aid allows charities to reclaim tax from donations at no extra cost to the donor.

Collect online. You can set up a free page with Virgin Money Giving at uk.virginmoneygiving.com or with JustGiving at home.justgiving.com.

Publish updates. Keep donors updated about your progress through blogging or e-newsletters.

Be strategic. People often match donations which have already been made, so ask those you think will be the most generous to give first.

Get social. Social media is a simple way to reach potential supporters, share your online fundraising page, advertise events or even request help e.g. for raffle prizes or volunteers to donate their time.

Match your money. Ask if your workplace offers Matched Giving, a scheme where an employer matches a percentage of the fundraising efforts of employees.

Involve the community in what you are doing. Advertise in local shops and centres.

Be persistent. It can be a challenge at first to speak out about what you are doing, but don’t feel embarrassed about asking for donations. Remember, it’s all for a good cause.

Keeping it safe and legal

For bucket collections you will need a letter of authority from Kidscape and a copy of our public liability insurance. Please also ensure you have written permission from the property owners of where you are collecting. Please email us at fundraising@kidscape.org.uk.

For raffles. You will need a licence to host a raffle, unless the following terms are met:

- tickets are purchased and drawn at the event
- there are no cash prizes
- prizes have cost you no more than £500

Hosting events. If organising a public event, please consider the following:

- Whether your venue has Public Liability Insurance.
- If you are serving alcohol, food or having entertainment, you will need a licence and insurance.
- First aid and fire safety: you can contact your local St John Ambulance or fire station for advice and information.

Completing your fundraising

BACS payment. Lloyds bank; account number: 00861818; Sort Code: 30-93-97.

Cheque. Made payable to Kidscape and posted to Kidscape, 2 Grosvenor Gardens, London, SW1W 0DH

Fundraising online. You can set up a free fundraising page on www.justgiving.com or www.virginmoneygiving.com.

Gift Aid declaration form

Gift Aid is a tax relief scheme that allows charities to claim back tax on donations at no extra cost to the donor. Please ask eligible donors to sign this form. If you are collecting money online, they can simply tick 'yes' to Gift Aid when making their donation.

Gift Aid declaration - for donors to read and sign

By ticking the box below and signing my name, I would like Kidscape to treat all donations I have made for this tax year, all my donations for the past four years and any future donations until I notify you otherwise, as Gift Aid donations.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference. I understand that Kidscape will reclaim 25p of tax on every £1 that I have given.

Please tick to indicate that you have read, and accept this declaration.

Full name (Mr/Mrs/Miss/Ms):

Home address (incl. postcode):

Email:

Phone number (optional):

Please notify Kidscape 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

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment Tax Return or ask HM Revenue and Customs to adjust your tax code.

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Sponsorship form

Use this form to document donor information if you are collecting sponsorship money in person. Please also ask UK tax payers to sign a Gift Aid form, found on the previous page.

Fundraiser's name:

Fundraising activity:

Donor name:	Address:	Amount donated:	Gift Aid?*	Date:

*If I have ticked the box headed 'Gift Aid', I have confirmed that I am a UK income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed above, given on the date shown. I understand that if I pay less income Tax/ or Capital Gains tax in the current tax year than the amount of Gift Aid Claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.