



# wasteaid<sup>UK</sup> Fundraising Events Toolkit

Thank you for choosing to raise money for WasteAid UK. Your money will directly help people in the poorest countries to deal with waste in their local communities – improving their environment, health and income.

Running a fundraising event is fun and doesn't need to take up too much time. Follow our simple steps, and good luck!

## **1. Choose your fundraising activity**

If you're looking for inspiration, why not take a look at our A-Z of Fundraising Ideas? You might want to brainstorm ideas with friends or colleagues to decide on what will work best. There are lots of tried-and-tested ideas, such as sponsored walks or themed parties, as well as some more unusual ideas! Get creative and choose something that will spark people's imaginations.

## **2. Decide when and where**

The more time you have to prepare (and get sponsorship), the more successful your event is likely to be. Try to avoid clashing with other popular events, and if you're inviting people it's a good idea to stick to weekends or evenings when people have more spare time.

If you need to book a room or hall, don't forget to mention it's to raise money for WasteAid UK – some venues will offer discounts for charities.

## **3. Get a team together**

Ask friends and colleagues to help with the organising and running of the event. The more people you can involve the better, and it means you don't have to do all the hard work yourself. Find out what people's skills are – an artist could design the poster, people could bake cakes or make souvenir stickers, maybe there's a budding photographer who could take some great photos (don't forget to send them to [info@wasteaid.org.uk](mailto:info@wasteaid.org.uk)), and finally someone needs to be responsible for collecting the money.

## **4. Set a target**

Decide how much you want to raise and work out different ways to collect money from people. You might want to charge an entrance fee, for example, and then sell refreshments alongside. If your fundraising plans are longer than a one-off event, why not create a poster with a fundraising thermometer, showing people how quickly you are moving towards your target.

Some businesses will match-fund the amount you raise, so it's worth asking your employer or local businesses if they'd like to help out.

## **5. Promote your event**

Posters in local shops, doctors surgeries and the post office are a good place to start as lots of people will see them. Social media also makes it easy to get the word out – you could create a Facebook event, a twitter hashtag – don't forget to link it through to WasteAid UK! Emailing your contacts and writing a small article for the local newspaper are also good ways to raise awareness, and support, for your event. Always mention that WasteAid UK is a registered charity.

## **6. Be safe – and legal**

If you're planning a raffle as part of a bigger event then you won't have to register it with your local authority. Tickets must be sold at the event, and the draw needs to take place at the event too. The raffle organiser isn't allowed to win any prizes or have any other kind of benefit from the raffle.

If you are planning on selling food or alcohol at your event you may need permission from your local authority so it's best to check with them first.

If there are under-16s at the event, they cannot sell raffle tickets, and people must not take or use photos of under-16s without their parent's permission. If you are under 16, ask your parent to contact WasteAid UK before you begin any fundraising activities.

It is also worth considering whether you will need a first aider, insurance or a risk assessment, depending on what activity you have planned.

## 7. Send WasteAid UK your money

You can pay in your funds via [www.wasteaid.org.uk/donate](http://www.wasteaid.org.uk/donate) or through [www.justgiving.com](http://www.justgiving.com) or make a cheque out to WasteAid UK along with the paying-in slip below, and send it to: **WasteAid UK, 58 Abbots Walk, Wye, Kent TN25 5ES, UK.**

Gift Aid: If you ask donors to complete their details and tick the Gift Aid box on any sponsorship forms or donation envelopes you use, we can receive extra funds from the government. For example, if you Gift Aid a donation of £20, we receive £25 in total. Please send completed sponsorship forms to us, even if you pay over the phone or online.

A personal thank you: If you want to thank a particularly generous or helpful person who supported your fundraising, please let us know and we can send out a personalised letter.



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# **wasteaid<sup>UK</sup> PAYING IN SLIP**

## PLEASE COMPLETE IN BLOCK CAPITALS

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

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Event name: \_\_\_\_\_

Event date: \_\_\_\_\_

If your event was held at a workplace, school or community group, please let us know its name here:  
\_\_\_\_\_

I have raised money for WasteAid UK! I enclose (please tick all that apply):

Cheque made payable to WasteAid UK for £\_\_\_\_\_

Sponsorship forms

I raised additional money from my event and paid it WasteAid UK another way.

I paid £\_\_\_\_\_

I raised money online: yes / no

If yes, my page is:

[justgiving.com/](http://justgiving.com/)\_\_\_\_\_

I have extra money to send in at a later date: yes / no

Please return this form to:

**WasteAid UK, 58 Abbots Walk, Wye, Kent TN25 5ES, UK.**