



Fundraising Guide



Registered Charity No. 1123149

Welcome

**Thank you for choosing to fundraise for
The Veterans Charity.**

Every day, we receive more and more requests for help from other organisations, relatives and friends of veterans and veterans themselves who are facing dire hardship - some of whom haven't eaten for several days and some have nothing but the clothes they stand in.

Every penny you raise will make a huge difference. With your help, we can ensure that those needing our support, receive vital provisions without delay. We hope this guide will help you kick start your fundraising but if you need any help or advice along the way, please get in touch.

Contact us:

Email: contact@veteranscharity.org.uk

Tel: 01271 371001

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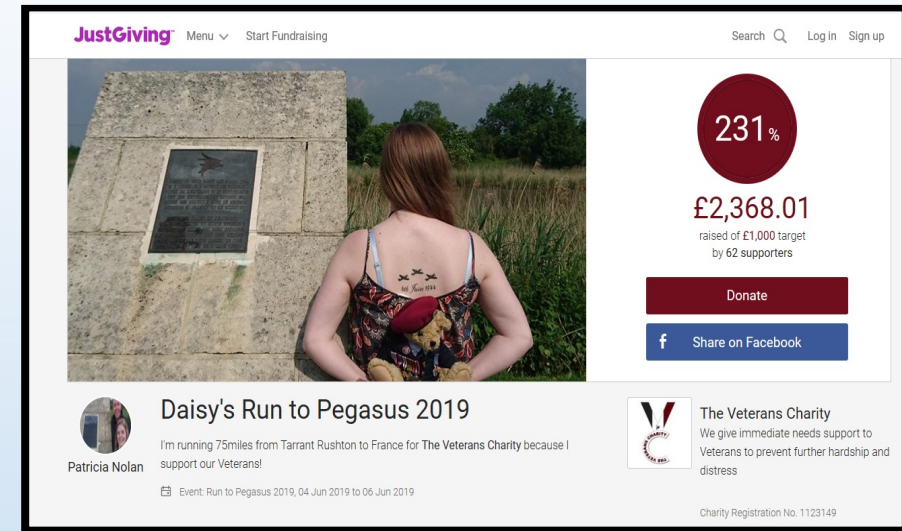
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Fundraising made easy....

If you would like to gain sponsorship from family and friends why not set up an online giving page. It's quick and easy for you to set up and for people to donate.

With an online giving page donations received will automatically come directly to The Veterans Charity.



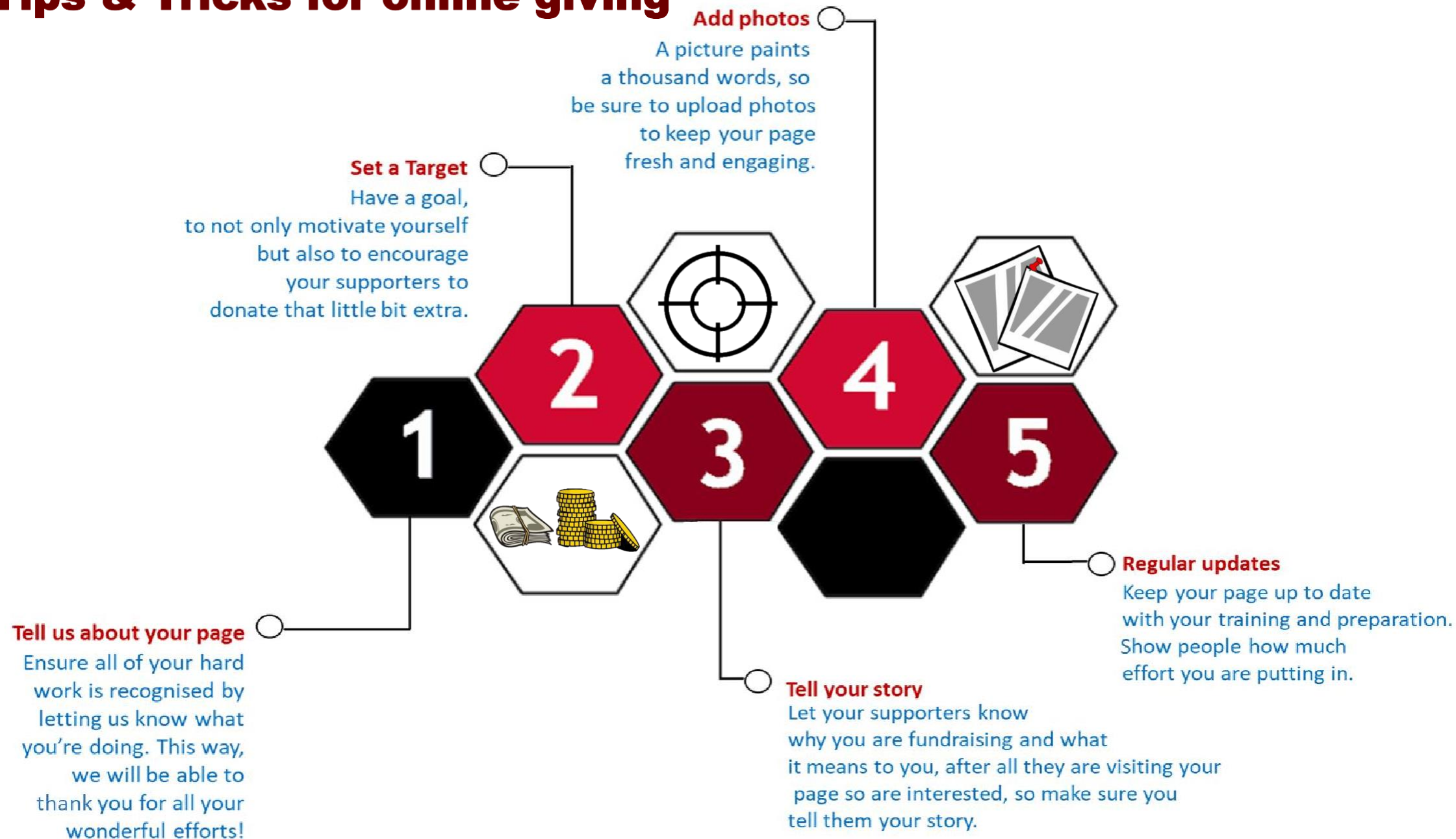
To get started go to www.justgiving.com/theveteranscharity

Sharing is caring

Email your family, friends and work colleagues the link to your page. Reach out to bigger communities via social media i.e. tweet your followers with your link and ask them to retweet it. By adding your web address to your email signature, you will be raising more awareness on your fundraising and hopefully attract more donations.



Tips & Tricks for online giving



Where your money goes

Whatever you choose to do, every penny you raise makes a difference to those we support.



Complete set of clothing range including footwear & waterproof coat for one veteran.



Two weeks' worth of food provisions for a Veteran and their family.

£150

£75

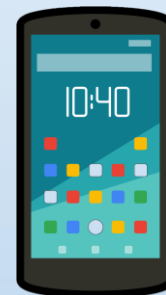
£250

An essential household appliance such as, a cooker or a washing machine.



£85

A smart phone with initial credit.



£25

A winter survival pack - duvet, blanket, hat, gloves, scarf, soups, hot drinks, hand warmers, etc.



Public Collections

We appreciate that asking the same people for donations can be difficult,
So public collections are a great way to alleviate the pressure and top up your total!

Request Permission

When collecting in a public space or on private property, you will need to gain permission from either the local authority, landowner or community champion.

*Don't forget to check whether you will require public liability insurance.

Be seen and inform

Stand where the public can see you and easily approach you without getting in the way of others. Let them know why you are fundraising. Purchase a VC t-shirt or hoody to catch their eye.
www.veteranscharity.org.uk/shop

Most of all...

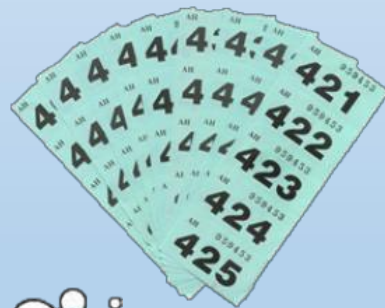
Have fun, keep smiling as its friendly and welcoming.
You may wish to attract donors by having a static bike, it will bring interest and will hopefully boost donations.



To request promotional items please email: contact@veteranscharity.org.uk



Popular ways to raise extra funds



Sweets in a jar – simply pop a load of sweeties into a jar or large clear glass and ask people to guess how many there are for a small donation. The winner takes home the sweets!

Bake sale – sweet or savoury, bake up some goodies (ask family & friends to help) and sell them at work, school, local community centre etc.

Sponsored silence – This is a great way to keep the children quiet or if you're a chatterbox, surprise your friends!

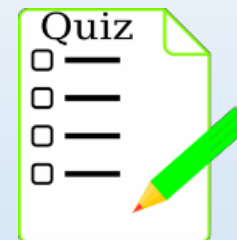
Hold a raffle – Just the ticket! Kindly ask local businesses and friends to donate prizes. *There are some rules with raffles

Car wash – gather your sponges, soap and buckets and invite donations in return for a sparkling clean car



Popular ways to raise extra funds

Quiz Night – Take on the role of quiz master and challenge your friends. Charge an entry fee to partake.



Bring and buy sale – Have a clear-out and declutter. Sell unwanted bits bobs



Bingo night – Eyes down, full house! Sell bingo sheets – everyone enjoys playing a game of chance



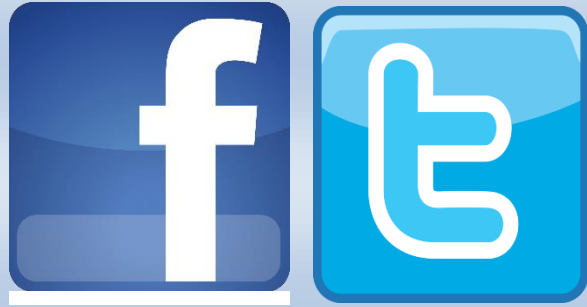
Sweepstake – Whether it's a sporting tournament, bake-off or impending arrival of a baby. A healthy competition is great with work colleagues

*Be sure to check advice from the Gambling Commission at gamblingcommission.gov.uk



Mufti day – Hold a non-uniform or dress up day at school or work and ask for a small donation in exchange. Perhaps pick a theme!

Promote what you're doing – sharing is caring!



@VETERANSCHARITY

www.forcesmarch.org.uk

THE FORCES MARCH



20 – 24 May 2020

The Forces March is a recreation of an epic 135-mile WW2 training march from Ilfracombe to Bulford. The 1942 march was undertaken by men who would go on to spearhead the entire D-Day liberation with the assault on Pegasus Bridge.

Open to teams and individuals:

- Civilians
- Serving Military
- Emergency Services
- Corporate
- Runners
- Walkers
- Relay entries - split each day between your team



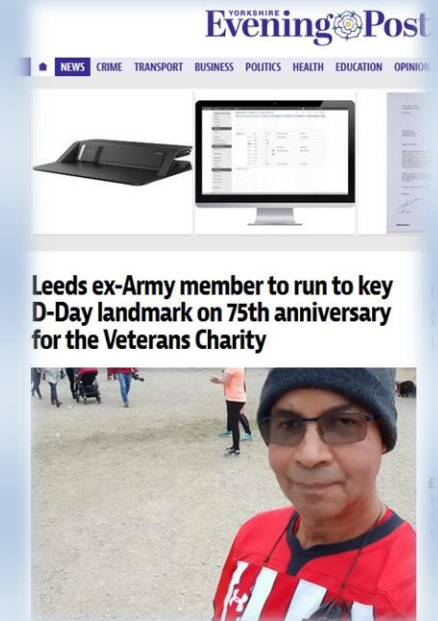
Join us for the 10th anniversary march!

www.forcesmarch.org.uk

The Forces March is organised by and in aid of The Veterans Charity. Registered Charity No. 1123160



Exposure in your local newspaper or radio station can really help to boost awareness of your efforts



Share posters about your event with friends and family.
Why not put one up in your local shop/pub/gym too?

Things to consider

Raffles & Lotteries

Holding a raffle or auction is a great way to generate funds. However, there are certain laws related to all lotteries. Therefore, to make sure your fundraising is legal be sure to check the latest advice from The Gambling Commission by going to www.gamblingcommission.gov.uk

Public collections

When collecting in a public space, you may require a licence. As such, it is important to approach the relevant authorities. For street collections, approach your local council. Privately owned public properties i.e. pubs or shopping centres, you will need to approach the owner or manager. Please let us know where and when you plan to collect so that we can best support you.

Event Insurance

Unfortunately, VC are unable to provide any required insurance for your event. We would recommend you contact an insurance company to ensure you have the appropriate cover. Things to consider:

- Public Liability Insurance
- Event cancellation insurance
- Damage to property.

It may be possible to be covered under a venue's own insurance, so don't forget to ask before organising your own.

If you need more detail or help with understanding please contact us on 01271 371001

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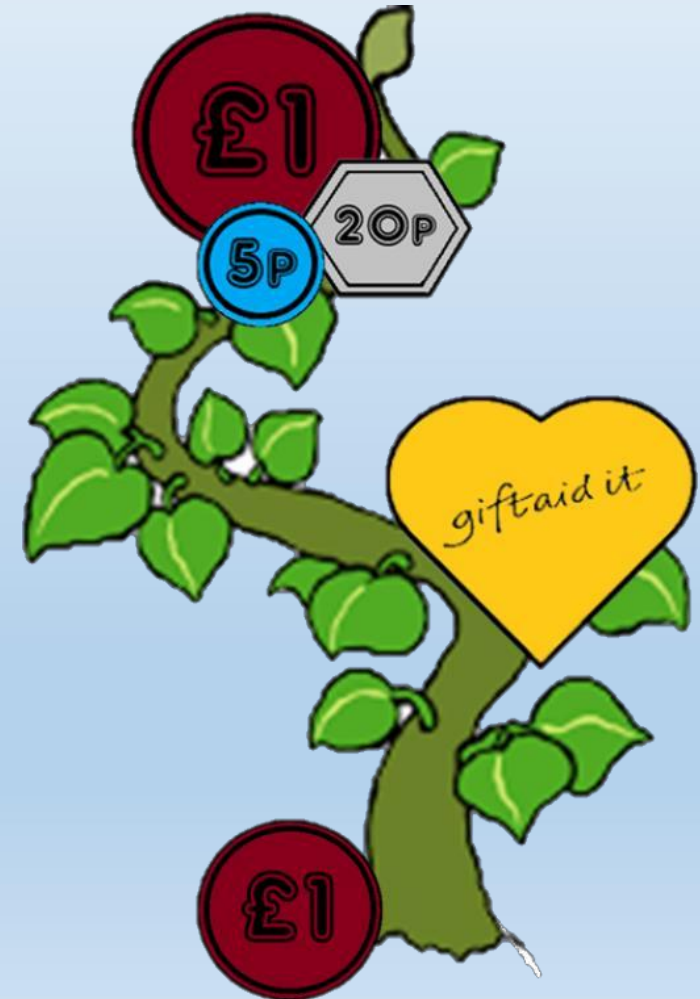
For every £1 donated we can claim 25p from the government at no extra cost to you or your sponsor.
This means a £20 donation is worth £25!

Gift Aid is a government scheme which enables registered charities in the UK to claim back tax from HMRC on donations.

There is an opportunity to apply Gift Aid on our sponsor forms and JustGiving website. It's an easy and simple way for a UK taxpayer to increase their donation at no extra cost to them.

Gift Aid can only be claimed on personal donations. It is not possible to claim on donations made on behalf of a group or a collection.

Please be advised Gift Aid cannot be added to your fundraising total as it is not sent to us individually from the government.



To learn more please visit gov.uk/donating-to-charity/gift-aid

Ways to pay in your donations

Your incredible fundraising efforts enable us to support veterans in dire hardship.

In the bank

You can pay funds directly into our account at your local Barclays Bank. To do this, you will need to complete a pre-printed Paying in slip and take this along with your donations when paying in. Please call **01271 371001** for a paying in slip. Alternatively, you can transfer your donation(s) directly into our bank account.

Bank name: **Barclays Bank**
Account Name: **The Veterans Charity**
Account Number: **60600210**
Sort Code: **20-45-45**

Online

If you have set up an online giving page, your donations will automatically come directly to us.

By post

Send us a cheque, made payable to 'The Veterans Charity', to:



The Veterans Charity
3, Bridge Business Centre
Bridge Chambers
Barnstaple
Devon
EX31 1HB

Company matched giving

If you have been fortunate enough to gain matched funding from a company or your employer, please email us at contact@veteranscharity.org.uk or call: **01271 371001** to let us know the details.

Thank You



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