



FUNDRAISE FOR AMAZE....

1. Where your money will go

Whatever fundraising activity you organise you can be sure the money will go towards helping families in Brighton and Hove who have children with disabilities or special educational needs.

Amaze's comprehensive range of services makes a real difference to these families; combating the social and financial disadvantage, helping them to take control of their lives and enabling them to make a positive contribution to the development of local services.

Data from The Compass Database we run (a database of children with special needs in Brighton and Hove) has highlighted just how socially excluded the majority of local families with disabled children are. For instance, 55% of families with a disabled child live in, or on the margins of, poverty. Only 1 in 13 families get services from their local social services. Three quarters of families with a disabled child live in an unsuitable home.

One parent wrote to us recently saying:

“For a number of years we have been struggling with the demands of our wonderful son. He has a wide range of special needs and until we found your organisation we have had to manage by ourselves. Amaze gave us help to apply and secure Disability Living Allowance (DLA) and the difference it has made to our lives is immeasurable.”

We are grateful for any donations no matter how big or small.

- £1 generates an average of £44 for families we support through our Disability Living Allowance Project.
- £7 could pay for printing two copies of Through the Maze, Amaze's comprehensive guide to what services are available in the city, which we provide free to families.
- £30 could pay towards supporting a parent at a meeting in school to tackle a difficult situation such as a child being bullied or excluded. Children with special educational needs are seven times more likely to be excluded and four times more likely to be bullied at school.
- £50 could pay for an interpreter to attend a meeting with parents who have specific communication needs, enabling that family to receive the support they need for their child and themselves.
- £160 could pay for a helpline session (5 hours) and enable 15 families to receive advice, information and support from our specialist helpline staff. The helpline received over 4,000 calls last year – an increase of over 100% in the last 6 years -

and ideally we would like to secure enough funding to set up a new weekly helpline session at a cost of £8,000 per annum.

- £200 could pay towards supporting a family to complete the 41-page application form for Disability Living Allowance, which if successful would bring an additional £8-12,000 per annum to support that child (dependent upon their level of care needs).
- £250 could pay to train a volunteer to provide casework support to families. Last year volunteers gave over 3,000 hours of their time to Amaze, which is worth over £52,000 to the organisation.
- £340 could pay towards supporting a disabled young person and their family to plan for their transition to adulthood and access suitable education, employment or training opportunities. By the time disabled people have reached the age of 26, they are nearly four times as likely to be unemployed as non-disabled people.
- £500 could pay for a health and wellbeing event in a community venue as part of our outreach work to engage and support isolated families in some of the most deprived neighbourhoods in the city.
- £980 could pay towards supporting the development of an inclusive Compass Card activity for disabled young people, helping to improve their social inclusion, confidence and wellbeing.
- £2,000 could pay for an information fair that gives families an opportunity to find out about the support available to them, take part in workshops with a range of agencies and connect with other families.
- £2,750 could pay for one of our 'Insiders Guide' 6-week training courses to help parents build their child's and their own resilience, so they can withstand and recover from stressful life challenges.
- £5,000 could pay towards developing a separate area on our website for disabled young people to access information and share ideas and experiences through a range of multimedia channels.

2. Ideas for activities

Firstly you'll need to decide what to do, and where to do it – indoors or outdoors, at home, the local hall, a sports field or even at 10,000 feet! See the following lists for inspiration:

<p>Spring ideas - Valentine's day, blossom and Easter on the horizon! A great time to do what you love most, give something up, or do something adventurous.</p> <p>abseiling blind date breakfast meeting bring 'n' buy sale cake sale</p>	<p>Summer ideas - Outdoor fundraising activities are obviously your best bet when the sun shines and temperatures rise.</p> <p>afternoon tea car washing fancy dress pub crawl football knockout tournament head shave knobbly knee competition</p>
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<p>dog walking Easter egg hunt fashion show give it up – choccies, beer... good-as-new sale line dancing mountain biking pancake race parachute jump sponsored silence sport's day at child's school swap shop unwanted present sale Valentine's day dinner variety show</p>	<p>open garden outward-bound weekend pram race rubber duck race running events salsa night skateboard rally swimathon teddy bear's picnic treasure hunt waxing – gals <i>and</i> guys! yard of ale competition</p>
<p>Autumn ideas - Doing something indoors might be safest to avoid the rainy weather.</p> <p>all-wear-the-same-colour day bric-a-brac sale caption competition dress-down day fireworks display film evening game show indoor games night international evening jeans day jewellery making jumble sale masked ball painting competition race night swear box talent competition wine tasting evening</p>	<p>Winter ideas – This is the season of giving! There's so much you can do around Christmas time to raise money from your festivities.</p> <p>auktion of promises/services bingo carol singing coffee morning eighties night guess the number of sweets in a jar loud tie day lunch run at work mulled wine and mince pie evening murder mystery evening New Year's Eve party quiz night raffle readathon Santa's grotto Xmas party</p>

3. Make a Plan

Planning is key to a successful and happy fundraising activity. Here are our top 10 handy hints.

1 The right idea – choose something that will be popular with the people you plan to invite. Often the simplest things are the best – get inspiration from our seasonal 'Ideas for activities'.

2 Raising the money – how you raise the money will depend on what sort of activity you choose to do. For an attendance event you could charge an entrance fee, sell tickets or have a collection. Sponsorship works well for an activity or challenge. See our Sponsorship form. Raffles, auctions and sales are other options. Afterwards, you'll need to account for the money raised. See our 'Sending in the money' section.

3 Timing – would it be better on a weekend or a school holiday? Make sure it doesn't clash with another event or occasion your main attendees would want to go to. Give yourself enough time to prepare.

4 Teamwork – don't try to do everything yourself. Ask family and friends to help. Make a list of tasks, how many helpers you need, and who will do what.

5 Audience – estimate how many people you can expect to turn up. Halve that number and see if it would still be a successful event.

6 Venue – if you need to book a venue, check availability, capacity, sanitary facilities and things like parking and access. See if the owners will let you use it for free first. Do you need to apply for any licences? For example, if it is in a public place you will need to notify the local council of your plans – refer to the 'Some Laws about Fundraising' section for more details.

7 Weather – if your activity or event is going to be outside, then cater for unpredictable weather. You don't want everybody's cream cakes getting soaked by an unexpected downpour! Make sure there's cover, in case. Or would the event be better indoors?

8 Budget – prepare a detailed list of expenses. Will you have sponsorship, a raffle, or tickets? How much will you charge? Do you need tickets to be printed and at what cost? Will you need to pay for the venue, helpers, refreshments, publicity, prizes, any equipment, etc? Always see if you can reduce costs – for example, ask people to donate raffle prizes.

9 Publicity – aim for as much as possible, see the section below. Please advise Amaze of any publicity you are planning.

10 The 'big day' – make sure you have enough helpers for the event to run smoothly and: have a contingency plan in case of bad weather check safety and security plans are working well let people know who and what they are raising money for (we can send you leaflets) watch all your hard work come together and enjoy yourself!

Afterwards, don't forget to thank everyone who helped with the event or donated prizes – you may want to ask them again. Celebrate your success.

4. Tell everyone!

Don't be shy, get out there and spread the news of your activity. It's a great thing to be raising money to help local families with children with disabilities or special needs. No matter how small or large your fundraising efforts, publicity helps increase awareness of these families and their needs, and the work of Amaze.

Some publicity tips:

Doing it for Amaze – make your fundraising cause known to people. Tell them why you are asking them to support you and Amaze. There is information in this pack about what we do and why we need your involvement, and more details on our website at www.Amazingbrighton.org.uk

Word of mouth – tell your family, friends and colleagues what you're doing and get them to pass on the news. The more people who know about it, the more support you'll get. People are far more likely to attend an event if they know someone else who is going. A reminder text to your mobile phone pals, especially just before the event, always helps.

Online – email your news around and get others to forward the news on to their contacts. See if you can post news of your event on local websites. If you're a web wiz, maybe you can create your own site for the event or activity.

Posters and flyers – these can be relatively cheap and simple publicity. Display them everywhere – your windows at home, at work, even at your gym, village hall or local supermarket. If you do produce posters or flyers, please send a proof to us so that we can offer advice prior to printing. We can provide Amaze leaflets for you if you call us.

Radio and the press – local media are always interested in hearing about things happening in the community. Send a press release to local newspapers and radio stations – call us for help if you need it.

5. Some laws around fundraising

There are laws that govern all charity fundraising activity. Here are some that may be relevant to the activity you are organising. If you have any questions or want to check anything, please call us on 01273 234014.

Raffles

For small raffles that are part of a bigger event, you do not need a licence as long as you sell tickets at the event and have the prizes drawn at the event too (no cash prizes though). The same applies to private raffles where you are only selling tickets to members of a club.

For larger raffles and lotteries, or ones where you wish to sell tickets to members of the public, you must apply to the local registration authority (local council) beforehand for a licence permit. Tickets must not be sold by anyone under the age of 16. For more guidance, you can contact the Gaming Board of Great Britain www.gbgb.org.uk

Collections

If you plan to hold a collection on private property, such as a pub or shopping centre, you need to gain permission from the owner or manager. If you collect on the street you must gain a permit from the local authority for the area you wish to collect in.

Please don't collect money door to door; this is illegal without a licence. The minimum legal age for collecting money is 18 years old in London and 16 years old everywhere else.

If you wish to collect you must use an Amaze sealed collecting tin and carry an ID card (please call us for a tin and ID card).

Other points to remember

Let us know about an event you are planning. We can make sure you are properly supported. Fundraising materials you produce should say: 'In aid of Amaze. Charity Registration No 1078094'

Health and safety

Safety advice varies depending on the event you are planning and where it will be held. Here are some points you need to consider to ensure your event, and everyone attending it, is safe. You must think about potential risks involved and how to prevent problems arising.

If you hold your event in a venue such as a community hall or a pub, it will be governed by its own health and safety guidelines. You must adhere to these.

First aid – ensure you have adequate provision for your event. Do you need to have a qualified firstaider present or is it enough just to have a first aid box? St John's Ambulance may be able to help with first aid. Make sure you have a phone to hand in case you need to call an ambulance.

Venue – do not exceed the capacity limit and ensure there is good access. Does the place have adequate car parking, toilet facilities, disabled access? Do you need on-site catering facilities? Where are the fire extinguishers kept?

Food – ensure food is stored and handled correctly and safely following hygiene rules. Foods that contain nuts or other ingredients that people may be allergic to must be clearly labelled.

Helpers – provide them with the necessary information about health and safety and make sure they know what's expected in an emergency.

Money – make sure you have a lockable box to keep money in. Take extra notice of your personal safety when you are carrying money around and take another person with you, if possible, for added security.

Children – ensure that children are safe and adequately supervised. Children under 16 should not be allowed to collect money without being accompanied by an adult.

Amaze cannot accept responsibility for injury, accident, damage or loss as a result of your event. It is essential that you ensure your event is safe for all concerned.

6. Sending in the money

When your event is finished, it is always best to collect the money you have raised as quickly as possible. Try to ensure that two people are present when you are counting cash. Please don't send cash through the post. Bank any cash or cheques made payable to you and then write a cheque payable to 'Amaze' for the amount collected. Send your cheques to: Amaze, Community Base, 113-115 Queens Rd, Brighton, BN1 3XG.

Include any sponsorship forms you have used so we are able to claim Gift Aid – this means your gift to us could be worth almost 30 per cent more. Enclose a note with your name, address, postcode and details of the event so we can thank you properly for your fantastic fundraising help.

Tell us what you've done - We love to hear about how people have supported us. Do tell us how your event went and send any photos too – we might even use them in our newsletter, if you're agreeable. And if you have any feedback on this Fundraising pack, let us know.

7. Any questions? If you would like to discuss your fundraising idea or have any questions, please contact Nicky on 01273 234014 or email nickyb@amazebrighton.org.uk