



Fundraising Toolkit



Thank you for
choosing to support
& fundraise for
Reach Charity!



Helping children with upper limb differences live life without limits

RAISING MONEY and changing lives

**Thank you for
choosing Reach!**



Whether you're new to fundraising, want to donate, or looking to do something different, our guide to fundraising has plenty of advice and tips to get you started. We'll be on hand to support you all the way through your fundraising journey, and look forward to working with you!

Inside you'll find fundraising ideas, tips and other information to help you get involved.



If you would like more information or
any help please contact us at
Reach@reach.org.uk

YOUR FUNDRAISING can make a difference

By donating to Reach you are supporting the valuable work we offer to families of children with an upper limb difference.



- 19 Branch networks run by volunteers throughout the UK and Ireland to provide support and an opportunity for children and parents to meet.
- Head office providing information and support through telephone, email, print and social media helplines.
- 'Within Reach' magazine produced 3 times a year, full of information.
- Hire scheme for one-handed Recorders and a library of music for other instruments.
- Personal Accident Insurance cover for upper limbs. (UK residents from 2 to 85yrs)
- 'Try before you buy' loan scheme for useful equipment, such swim paddle, an array of scissors and other gadgets.
- Bursary Grants for members up to the age of 25yrs.
- Annual Reach Activity Week (RAW) residential for Reach children aged 10-18yrs.
- Family Activity Weekends across the UK.
- Annual Family Weekend and conference where we encourage sharing experiences and resources.
- Invitations to events and opportunities run by partner organisations such as Jubilee Sailing Trust, Douglas Bader Foundation Activity days
- Member's only Facebook group and What's App groups where you will be able to chat safely to other members. This is a really great way to get to know other parents and share concerns and developments.
- Links to a partnership coalition with other limb difference charities



What your fundraising can buy!



£10

Pays for a Welcome Information Pack for one family.

£30

Covers the hire of a one-handed recorder for one year.



£100

Secures a place to run in The London Marathon for Reach!



£100

Is the cost of one workshop leader at a family weekend, to provide the children with fun and interesting activities.

£350

Covers the cost of regional Branch meet ups for families, including entry fees and lunch for Reach children.

£350

Buys an adapted laptop through our Bursary.

£650

Pays for a Reach member to have essential adaptations to their car so they can learn to drive.



£650

Pays for an adult mentor to attend Reach Activity week as a volunteer.



£675

Pays for a child aged 10 -18yrs to attend the residential Reach Activity Week.

£2000

Supports paralympian pathways, assisting with travel and accommodation, competition fees, specialised equipment and meet ups.



FUNDRAISING IDEAS

We have plenty of great ideas to get you thinking plus all the tools you need to get your fundraising off to a flying start!

Get together with friends, family or work colleagues for a sponsored walk.

Mix it up & use blindfolds, taking turns to guide each other, or pair up & make it a 3-legged-race!



Sponsored Walk



Gather your workmates together for a five-a-side football tournament. Charge entry fees for teams. Think about selling soft drinks and snacks as a way to raise extra money.



Set up a football match

Organise a sponsored Dance Marathon! Set a challenge, 6 hours, 12 or even 24 hours! Your friends can join you in person or online.



Dance marathon

An auction with a difference, people pledge their skills or services such as lawn mowing, cake baking etc. Or why not pledge to be someone's assistant for the day? The possibilities are endless and it's great fun!



Auction of Promises

Mix up the traditional bake sale, test your baking skills against your colleagues, friends or family & whoever sells the most is awarded the coveted 'Star Baker!'



Bake Off!



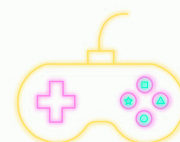
Do you love to cook? Why not host a charity dinner party? Put on a three-course feast for your friends. Then ask them to donate what they think the meal would cost in a restaurant.

It's a wonderful way to raise money and share good food with loved ones.



Have a dinner party

Gaming for charity is a great way of turning your hobby into a fundraiser! A sponsored 12 or 24 hour stream using Twitch as a platform. Asking for donations to beat a high score or reach new levels is a winner for everyone!



Gaming!

Our Fundraising Stars!



Hannah Evans has raised £679 with the help of Hoogah in Swansea. "We held a charity music night which was great fun," she said. "It was a music quiz which had a series of rounds, We had 10 teams enter who all paid £10 per head and it was a great success! "Hoogah also chose Reach as their charity of the month in March where they sold a pizza and a cocktail for the whole month and the proceeds went to Reach."

Quiz night!



Pauline and Eric Clark suggested donations to Reach in lieu of presents to celebrate their Golden Wedding Anniversary. They raised an amazing £600!

Donations in Lieu

Reach member Macey McCartney, aged 12, set herself a challenge to climb Goat Fell with her friends. "Every year I look forward to seeing all my REACH friends at the adventure weekend away, a weekend of fun where neither of us needs to worry about anyone looking and staring at us because we are all the same! Macey & her friends raised a magnificent total of £1,149.78



Sponsored Hike



Castle Keep Preschool in Coventry organised a grow a sunflower competition with the children to raise money for Reach. They also held a cake sale and raised a total of £264.40!

Sunflower Competition & Cake Sale



Ian Nancollas, who has an upper limb difference, rode 100 miles in the L'Etape UK around the Chiltern hills, taking 7 hours with over 200 other cyclists! "I have been lucky enough to raise over £1,467.50 for Reach which I hope will help a couple of kids take part in one of your RAW activity weeks."

Sponsored Cycle



For lots of fundraising ideas [Click Here](#) & for our [A-Z Fundraising Guide](#)

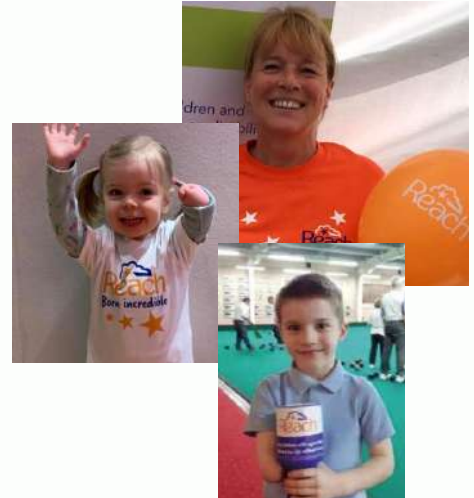
Fundraising for Reach

Using materials with the Reach logo on can help give your fundraising a professional edge.

Leaflets, banners and merchandise are available to support your event. Select from this list and depending on your event.

We can supply:

- Collection tins or buckets
- Posters, A4 and A3
- A5 Leaflets
- Donation envelopes
- Pens
- Balloons
- Stickers
- Reach t-shirt or running vest
- 2" x 6" Banners
- Pop up banners



If you'd like to use our logo as part of your fundraising for publicity or in any other way, please email Head Office at reach@reach.org.uk and we will be in touch!



If you would like more information or any help please contact us at Reach@reach.org.uk

Liability

Reach cannot accept any responsibility for your event, nor for anyone who participates in it.



How to get your donations to Reach

Online fundraising pages are a fantastic way to tell your story, share updates, and keep track of the money you have raised.

Online crowd funding platforms we use are:

[Just Giving](#)

[PayPal Giving](#)

[Givey](#)

You can also directly donate money

Via a bank transfer to Reach Charity Ltd:

- Sort code 40-52-40 Account number 00028547



- Via [PayPal](#)
- Via cheque payable to: Reach Charity Ltd.
Pearl Assurance House, Brook Street, Tavistock,
Devon, PL19 0BN



Matched Funding

Lots of companies in the UK operate Matched Funding schemes they will pledge a sum of money relating to the amount their employee has raised or donated to the charity of their choice.

Some organisations will match fund on a £ for £ basis, others will stipulate what they are prepared to give. Why not ask your employer if they can match your donation?

Free Money – Gift Aid!

Gift Aid is a great way to make every sponsor's donation worth 25% more.

You can increase the money you raise by simply getting people to fill in a Gift Aid declaration form. This enables us to claim tax back from the government and increases the overall benefit to Reach.

Each individual needs to be a tax payer and have paid more tax than the amount we reclaim from the government.

Each year babies are born in the UK missing part of one or both arms and hands, for a variety of congenital reasons. Every penny that is donated to Reach goes to ensuring that each child with an upper limb difference is able to meet with others, develop life long friendships, develop a positive sense of self worth and to live life without limits.

Please make sure you fill out each section in full and in the donor's own handwriting (forms in the same handwriting or printed won't be eligible for Gift Aid). Please make sure sponsors tick the Gift Aid box next to their address below if eligible. Please note we can't claim Gift Aid on business addresses or on multiple sponsors e.g. Mr & Mrs Smith.

Help us to make more by ticking the Gift Aid box
 Boost your donation by 25p for every £1 you donate. I want to Gift Aid my donation and any donations I make in the future or have in the past 4 years. I am a UK taxpayer and understand that if I pay less income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations in that year, it is my responsibility to pay any difference.

Name:	I have raised a total of £
Event: Event date:	

Title	Full Name	Home Address	Postcode	Amount	Gift Aid	Date Collected
<i>Mr</i>	<i>Tom Example</i>	<i>12 Example St. Bristol</i>	<i>AB12 3CD</i>	<i>£20.00</i>		<i>dd/mm/yyyy</i>
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Next steps: Simply collect your donations from your sponsors and send us a cheque made payable to Reach Charity along with this sponsorship form to: Reach Charity, Pearl Assurance house, Brook Street, Tavistock, Devon, PL19 0BN. Alternatively, you can pay it into our bank account: CAF Bank, Account No: 00028547, Sort Code: 40-52-40 or via our 'Donate' button on our website www.reach.org.uk. Registered Charity in England & Wales No. 1134544 - Registered Charity in Scotland No. SCO49805

Keeping it safe & legal

We are so grateful to you for fundraising for Reach and your safety and wellbeing is our priority. Please follow our fundraising guidelines and ensure you adhere to all laws and health and safety guidelines when organising and holding your event.

Collections can be a fun way to raise donations and awareness for us, but first consider these useful guidelines:



- For collecting on the street, you will need a licence from your local authority.
- For collecting outside a supermarket store, you will need permission from the manager.
- For collecting on private property you will need permission from the land owner.
- Leaving a collection tin in a shop, you will need permission from the owner

Returning your collection tin

When you have finished collecting, or if you no longer wish to collect for Reach please return the tin to:

Reach Charity, Pearl Assurance House, Brook Street, Tavistock, Devon, PL19 0BN

Raffle guidelines

Holding a raffle is a great way to increase donations from your event.



Large scale raffle

If you are holding a large scale raffle you may need to obtain a small lotteries licence. You must not:

- Sell tickets on the street or house to house
- Anyone under the age of 16 may not sell or purchase tickets
- Tickets must state that the lottery is in aid of Reach Charity and include your name and address and date of the lottery draw.

Small raffle

If you hold a small raffle on the day of your event you do not have to get a special licence as long as:

- Any prizes purchased are worth a total of no more than £250. Donated prizes can be of unlimited value.
- All tickets are sold on the same day as the raffle is drawn.
- Tickets are sold for the same price and there are no discounts.
- Prizes that involve alcohol are only included if the event is being held on licenced premises.
- All tickets are sold on the same premises and on the same day as the raffle is drawn.
- For more information please read the [Code of Fundraising Practice](#).

Online raffle

You will need a licence to run an online lottery/raffle to run it legally. You may want to consider other types of fundraising if you don't want to apply for a Gambling Commission licence.

- Find out more about [legal requirements for lotteries on social media](#).



Top Tips & Thank yous!

Our final 'Top Tips!'

- Make it fun whether it's a cupcake and coffee morning or a sponsored cycle, give people a good reason to get involved and have a good time doing it.
- Give yourself plenty of time to plan and get some help along the way. Speak to the local Reach branch co-ordinator to see if you can draft in some additional support.
- Contact your local press and local news websites to help with the publicity.
- If you're organising a big event, book your venue early and ask for a charity rate. You might get a discount.
- Use social media to help spread the word.

Always tag Reach in your posts then we can share your posts and stories!



[@reachcharity](https://www.facebook.com/reachcharity)



[@reachcharity1](https://www.instagram.com/reachcharity1)



[@Reach Charity](https://twitter.com/ReachCharity)

THANKYOU

To our team of dedicated volunteers from across the UK and Ireland, in particular our wonderful volunteer Branch Coordinators and regular fundraisers. Thank you to our huge number of fundraisers from Marathon runners to cake bake makers, your contributions are always greatly appreciated.

Lastly thanks to all our fabulous children and families who inspire and celebrate with us!



Please remember whatever fundraising you are doing, big or small, every penny really does count.