



Social Interest Group

**FUNDRAISING
TOOLKIT**

Thank you for deciding to fundraise for us!



It is through your efforts that we will be able to ensure the people we support have the best experience they can.

Here at Social Interest Group, we put the person at the centre of all that we do, and tailor our support to their individual needs.

The majority of our services are commissioned and funded through government bodies which cover core costs of delivery; to provide the little extras that make a huge difference we rely on voluntary donations from people like you. These added value items can really improve the experience of the people we help.



Through kind donations from people like yourself, your friends, family and local businesses we will be able to fund:

Health and wellbeing sessions to improve mental and physical health

Welcome packs for individuals that arrive at our accommodation based services

Training to ready people for job applications and interviews

Services that aren't fully covered by government funding, such as our amazing Roots Community Garden in Luton

'Helping one person might not change the whole world, but it could change the world for one person.'

This fundraising pack has all you need to make your fundraising activity or event a success and help make the world a better place for someone.

Don't forget to tell us all about your event by emailing fundraising@socialinterestgroup.org.uk and send us your photos so we can celebrate your efforts!

Thank you, good luck and enjoy!

In aid of Social Interest Group registered charity no. 1158402.

What can the money you raise buy?

Here at Social Interest Group, we make sure that every single penny you raise is put to good use. Whether it's £5 or £5,000, know that you are really making a difference to the lives of those we support.

Here are just some of the ways that the funds you raise will be spent:

£5 can buy a set of toiletries for one of our residential clients.

£10 can buy packs of seeds for our community garden project 'Penrose Roots'.

£25 can buy a kitchen starter pack including a kettle, toaster and crockery.

£50 can pay for a day employability workshop for one of our clients.

£100 can help us to hold a health and well being day at one of our services.



Cycle to Work Scheme



giftaid it

By using Gift Aid you can make your donation go further at no extra cost to you. Using Gift Aid means that for every pound you give, we can claim an extra 25p from the government. Please tick the Gift Aid box when you submit your donation form and money.

Step by step guide to becoming a fundraiser

1

Well done!

You have already taken the first step by making the decision to fundraise.

2

Event

Think about what activity you would like to do and whether this is a 'one-off' event, like a bake sale or if you intend to fundraise long term, like training and completing for a marathon.

3

Tell us

Make sure you tell us about your event so that we can send you any materials you might need i.e. sponsorship forms, poster templates, collection tins, or t-shirts. This will also allow us to support you throughout.

4

Planning

Ensure there is enough time for you to arrange everything you need to before the event. This includes training for sporting events.

5

Budget

Set a target. You should aim to raise at least three times the amount your event costs. Try to keep expenses to a minimum by getting items or services donated or discounted.

6

Venue

If you need to, find a place to host the event; somewhere accessible and within your budget.

7

Date

If this isn't already decided by an event organiser, choose the ideal date and time for people to attend.

8

People

Think about who you need to make your fundraising a success and how to reach them.

9

Promote

Think about how you will promote and advertise your event, remember to put up posters, send emails, use social media and contact your local newspaper.

10

The big day!

Remember to enjoy yourself and don't forget to take lots of photos to send into the fundraising team, or tag us on social media.

Fundraising Ideas

Do a sponsored run, cycle, swim or climb.

Host a bake sale.

Get everyone in your office to offer £2 for a dress up / down day.

Shave your head, ladies or gents.

Host a raffle.





Host a quiz night, with teams paying to enter.

Get sponsored for a month free from smoking, drinking, meat eating or any other habits.

Hold a car wash.

Have an old book sale.

Organise an event (music / art) and charge for entry.



Making your event safe and legal

When you are fundraising for Social Interest Group, you are acting “in aid of” Social Interest Group rather than “on behalf of” or “representing” Social Interest Group.

This means that you are operating independently of Social Interest Group and what you do does not fall under the control of the charity. Please make sure your posters include the line “In aid of Social Interest Group registered charity no. 1158402”.

First Aid Cover

For larger events you may require first aid cover. The amount of first aid cover required will depend on the size of your event. Do check with your local council for advice. First Aid providers you might like to try include: St John Ambulance (www.sja.org.uk) or The British Red Cross (www.redcross.org.uk).

Collections

It is illegal to carry out a house to house or public street collection without a licence.

If you want to do a collection on private property for example, a train station, supermarket, you will need to get permission from the manager. Social Interest Group will need to see written proof that you have permission to collect in any private premises.

Temporary Event Licenses

If you are having alcohol and/or live music at your event you will need to apply for a temporary event license.

Licensed premises, for example pubs, bars and restaurants should all be fine. If you need to apply for a temporary license, please contact your local council.

Food Hygiene

If you are selling food to members of the public, you will need to ensure the vendor/ catering supplier is licensed.

Raffles and Lotteries

If you are holding a raffle and have a single prize worth more than £200 or you are selling tickets prior to the date of your event, you may need a license. Please contact your local council and look at the website www.gamblingcommission.gov.uk for further information.

Whilst we are grateful for all your support at Social Interest Group, we cannot accept liability for your fundraising event.

Please make sure all the relevant insurances and licenses are in place.

Sponsored events

Sponsored events are good fundraisers to attract people of all ages, young and old. Setting up your own online sponsorship is the easiest and quickest means of collecting immediate support from friends, family and work colleagues. All you have to do is log onto www.justgiving.com/socialinterestgroup

Once you've set up your own fundraising page at <https://www.justgiving.com/socialinterestgroup>, you can start directing your supporters there. Donation online is safe and easy, and all the money comes straight to Social Interest Group.

Top tips:

Remember to personalise your page – add a photo and state why you have chosen to fundraise for us. You can edit your page at any time with updates and news.

Promote your fundraising page in your email signature, on Facebook, Twitter and Instagram on your blog and website.

Tell everyone you know and don't be afraid to send reminders – once people see how dedicated you are, they will soon put their hands in their pockets.

Sponsored events

Sponsorship form

You can request a sponsorship form by emailing fundraising@socialinterestgroup.org.uk. Give forms to friends, family and local businesses to help you collect extra donations. Ask your local hairdressers or newsagents if you can put a copy on their pay counter or a poster in their window.

Matched giving

Don't forget to tell your employer that you're raising funds for Social Interest Group and why you are doing it. Most companies are willing to help by matching the amount you have raised, or offer near to the total. It's a great way for your company to support the charity and you.

How to use social media to boost your fundraising

Facebook

(Social Interest Group)

Follow and tag us in your photos and posts.

Use your own status updates to let your friends know what you're doing.

Ask your friends to talk about what you're doing in their status update.

Twitter

(@socialinterest_)

Follow us on Twitter. 140 characters isn't a lot, so tweet little and often with regular updates about your fundraising.

Whenever you're talking about your fundraising, make sure you tag us so that we can hear what you're up to.

Instagram

(@socialinterestgroup)

Post pictures or videos to Instagram about what you're doing and why.

Make sure to # your video with keywords like charity, fundraising and tag Social Interest Group.

Blog

Set up a blog and update friends, family and the wider blogging community on your fundraising efforts.

Write regular entries of stories or information about your fundraising event, whether its your marathon training or preparation for a dinner dance. You can update your blog with pictures, videos and text. www.wordpress.com

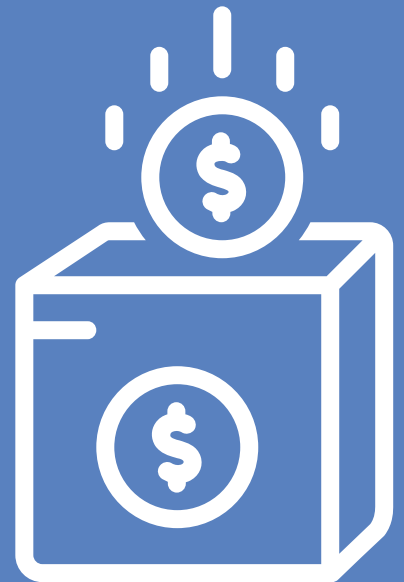
Other ways to support us

Fundraising at Work

If you would like to discuss how your company can help support Social Interest Group, please contact the Fundraising Team on fundraising@socialinterestgroup.org.uk

Collection Tins

As a country we have £345 million of loose change. Could you help us by asking your place of work, your local pub or local shop whether they would mind having one of our collection tins and help us put some of this loose change to good use. To order a collection tin, please contact the fundraising office.



Making a gift in your Will

Making a gift in your Will is a wonderful way to help continue the work that already takes place at Social Interest Group. It is easy to do, will be free from inheritance tax, and it doesn't cost a penny during your lifetime. Contact our fundraising office for more information.





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SIG Investments