

A Guide to Fundraising



Registered Charity No. 1123149

Thank you for choosing to support **The Veterans Charity!**

Every day, we receive urgent referrals from other charities as well as direct requests for help from Veterans or their relatives/friends. Many of those referred to us feel that they have nowhere else to turn to and are experiencing dire hardship. Some haven't eaten for several days and have little more than the clothes they stand in.

Every pound you raise will make a huge difference. With your help, we can ensure that those needing our rapid support, receive vital provisions without delay, alleviating severe distress and anxiety. Our support can provide not only essential provisions but also financial respite, improved confidence and morale and facilitate enhanced communication and even employment opportunities.

Contact us:

via email to contact@veteranscharity.org.uk

or by telephone on 01271 371001

Contents

- **Fundraising made easy**
- **Tips and tricks for online giving**
- **Where your money goes**
- **Public collections**
- **Popular way to raise extra funds**
- **Promote what you're doing**
- **Things to consider**
- **Gift Aid**
- **Ways to pay in your donations**



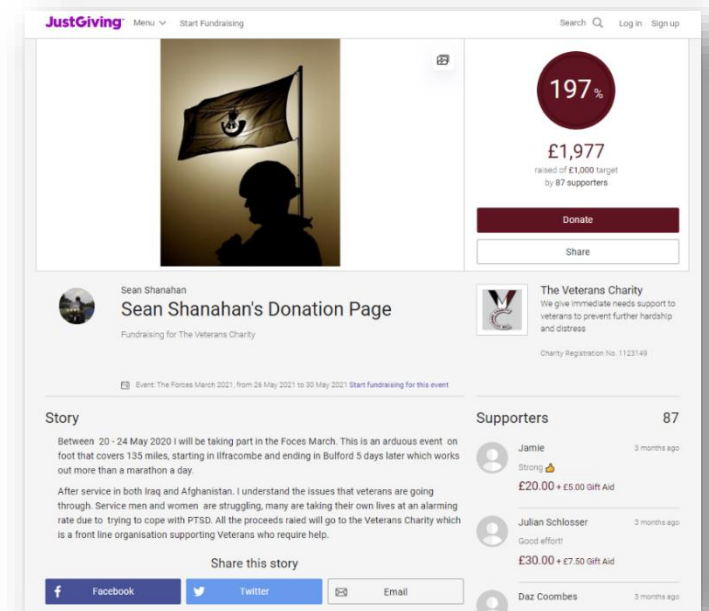
Fundraising Made Easy

If you would like to gain sponsorship from family, friends and colleagues, why not set up an online fundraising page? It's quick and easy to set a page up and you can personalise it by telling your story and adding photos and updates.

With an online giving page, donations are collected and forwarded directly to the charity.

Get started at

www.justgiving.com/theveteranscharity



The screenshot shows a JustGiving fundraising page for Sean Shanahan's Donation Page, which is supporting The Veterans Charity. The page features a progress bar indicating that 197% of the £1,000 target has been reached, with £1,977 raised by 87 supporters. A 'Donate' button is visible. The page also includes a story from Sean Shanahan about his participation in the Foces March, and a list of supporters such as Jamie Strong (£20.00) and Julian Schlosser (£30.00).

Sharing Is Caring

Email your family, friends and colleagues to share the link to your fundraising page once you have it set up. Reach out to bigger communities via social media and ask your connections and followers to share your page link and help you reach your target. Adding your page link to your email signature can also be a highly effective way to spread the word!



Tips and Tricks for online giving



Tell us about your efforts.

Ensure all of your hard work is recognised by letting us know what you have planned. This way, we will be able to thank you for all your efforts and help you to promote them!

Set a target.

Have a goal to help motivate you and also encourage your supporters to donate that little bit extra.



Tell your story.

Let your supporters know why you are fundraising for The Veterans Charity and what it means to you, after all, they are visiting your page so are interested already so, make sure you tell them your story.

Add photos.

A picture paints a thousand words so, be sure to upload photos to keep your page looking fresh and engaging.



Regular updates.

Remember to keep your page up to date with your training and preparation. Show people how much effort you're putting in.

Where your money goes

Food Provisions:

The most requested support we provide is for food provisions for those who find themselves in dire hardship. Once we have made initial contact and completed a dietary assessment, we can place an order with our chosen supermarket supplier, for an urgent delivery. Each order contains fresh, frozen and cupboard foods as well as basic toiletries and household products such as toilet paper and washing liquid. We also cater for pet foods and baby/toddler products as well. On average, food orders are delivered within 24 hours of our assessment.



£100

Clothing and Footwear:

We use a variety of suppliers to fulfil these needs and in most cases, deliveries are made within 48-72 hours. Clothing and footwear provisions are always brand new as we place a high value on the morale boost that such items can bring. Clothing and footwear provisions are assessed for sizes and colour/style preferences and whilst we cannot provide the top brands, we always try to provide good quality items which will last and be fit for purpose.



£150

Household (incl. single appliances):

Although our budget is smaller than the larger organisations, we can work quickly to source various items. We can provide single large appliances such as fridge/freezers and cookers as well as household items like kitchenware (cutlery, crockery, saucepan sets, utensils, kettles, and microwaves), bedding and towels. We will always endeavour to fund professional delivery and installation through Curry's for safety reasons. Where funds allow, we will arrange to have old appliances removed and recycled.



£250

“The Rapid Reaction Force of Military Charities”

Immediate Food Support:

We frequently deal with Veterans who haven't eaten anything substantial for several days which clearly requires an immediate solution to cover the gap until food shopping provisions are delivered. In such cases, we place orders for a takeaway delivery which can be delivered within an hour. Such orders can cater for family needs and will always be tailored to dietary and taste requirements, taking allergies and intolerances into account.



£25

Smartphones:

We receive requests for support for Veterans who are sadly having to start again following a period of homelessness or have lost belongings after being a victim of crime or domestic violence. We can provide 'Pay-as-you-go' smartphones to enable a broad range of communication abilities as well as access to useful applications for mental health, education and employment searches.



£100

Utilities support:

Where Smart Meters (must have the ability for us to top up remotely by phone, online or app) exist, we can apply a credit of up to £25 per utility, to assist those who are unable to afford to top up at that time or who maybe choosing to go without power in order to have funds for other bills.



£50

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, land owner or community champion.

Be seen and inform.

Stand where the public can see you and safely approach you without getting in the way of others. Let them know why you are fundraising and make sure you have some information to hand about The Veterans Charity. Purchase a t-shirt or hoodie from our online shop to help catch people's eye!

Most of all..

Have fun – keep smiling!

You may wish to attract donors by having an activity going for example – a static bike or rowing machine or even a performance of some kind. * Remember to check if you need a license/permission to do this



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

Popular way to raise extra funds

Sweets in a jar – an old favourite! Simply pop a load of sweets in a jar or large clear container and ask people to guess how many there are in return for a donation. The winner gets to keep all the sweets!



Cake and Bake Sale – sweet or savoury, bake up some tasty treats (ask family and friends to help too) and sell them at work, school or local community centre etc



Raffle – Just the ticket! Ask local businesses and friends to kindly donate prizes then sell raffle tickets and draw the winners at an agreed date/time. Ticket bundles are highly effective i.e. £1 per ticket or a strip of 5 for £4



Sponsored Silence – This is a great way to keep the children quiet or if you're a chatterbox, surprise your friends! Sponsored challenges are an easy and often effective way to boost your fundraising.



Charity Car Wash – gather your sponges, soap and buckets and invite donations in return for a sparkling clean car. Why not ask a suitable local venue for use of their car park (and a tap or hose!), put up a couple of banners and get some volunteer helpers!



Promote what you're doing

Extend your reach with the power of social media – consider making a short video to grab people's attention. Remember to tag people (especially us so we can share it for you!) and add relevant hashtags (search for what's trending at the time too!)

@VETERANCHARITY



@TheVeteransCharity



@TheVeteransCharity



#Fundraising

#Veterans

#TheVeteransCharity



Contact your local paper and radio station and ask them to feature a piece about your efforts. They are usually keen to talk about local and inspirational stories about good causes.



Get creative with posters and display them in local shops. Ask friends and family to put one up in their work places too.

Things to consider

Raffles

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, contact your local council Licensing Team. Privately owned public properties i.e. shopping centres and supermarkets, will require you to approach the owner or Manager. Please let us know where and when you plan to collect so that we can support you if required.

Event Insurance

Unfortunately, we are unable to provide any required insurance for your event. We would recommend that you contact an insurance company (i.e. Hiscox) to ensure you have the right cover. Things to consider:

- Public Liability Insurance
- Event Cancellation Insurance
- Damage to Property

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

If you need more detail or would like some help with your event, please contact us on 01271 371001

giftaid it

**For every £1 donated, we can claim
25p from the Government at no
extra cost to you or your supporter!**

**This means that a £20 donation is
worth £25!**



Gift Aid is a government scheme which enables registered charities un 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 donations at no extra cost to them.

Gift Aid can only be claimed on personal donations. It is not possible to claim on a donation made on behalf of a group or a company. Through the Small Donations Scheme, we are able to claim up to £1250 per year on donations given on the assumption that a certain percentage of donors will be UK taxpayers.

Please be advised Gift Aid cannot be added to your fundraising total but only on individual donations that qualify.

To learn more about Gift Aid, please visit www.gov.uk/donating-to-charity/gift-aid

Ways to pay in your donations

Your incredible fundraising efforts enable us to support Veterans who find themselves in dire hardship. Please do all you can to get you're the funds raised to us as promptly as possible so we can put them to good use.

In the bank

You can pay funds directly into our account at your local Barclays Bank branch. You will require a pre-printed paying in slip so please request these from us via email to contact@veteranscharity.org.uk if you haven't done so already. Alternatively, you can call us on [01271 371001](tel:01271371001).

You can also transfer the funds to our account directly from your own account.

Online

If you have set up a fundraising page, your donations will automatically come directly to us so you don't need to do anything.

By post

Cheques can be sent to us at: The Veterans Charity, Seven Brethren Bank, Barnstaple, Devon EX31 2AS. Please make cheques payable to '*The Veterans Charity*'.

Company Matched Giving

If you have been fortunate enough to gain match funding through your employer, please let us know via email to contact@veteranscharity.org.uk or call [01271 371001](tel:01271371001) to let us know the details.

Bank Name: Barclays Bank

Account Name: The Veterans Charity

Account Number: 60600210

Sort Code: 20-45-45





Registered Charity No. 1123149



Registered with
**FUNDRAISING
REGULATOR**



Cobseo
**The Confederation
of Service Charities**