



# You can do this

Open this pack for the winning formula to help you smash your fundraising target!

**Believe in  
children**  
 **Barnardo's**

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# Welcome to our team

Incredible things happen when you believe in children, and every day, up and down the country, we witness the amazing resilience, strength and potential of the young people we work with. We believe we can bring out the very best in every child whether the issue is child poverty, sexual exploitation, disability or domestic violence.

We believe that a child's future should never be defined by their past. Through services and campaigns we help transform the lives of

the UK's most vulnerable children and young people, providing the support they need to thrive.

By taking on a challenge for Barnardo's you have joined a fantastic team of people who run, pedal, climb, trek, leap out of planes and push themselves to help us support children here in the UK.

Your support helps us reach the children and young people who need our help most. Every penny and every pound you raise can make a big difference.

This guide is full of ideas to help you smash your fundraising target and help you on your way, so have a read, have fun and let us know how you get on!

We believe in you!

The Barnardo's Fundraising Events Team



# Message from Daley Thompson CBE

Double Olympic Champion, Barnardo's Challenge Events Patron and host of our London Marathon Training Day.

*"Just like Barnardo's, I believe in children – all of them. The shy and quiet ones, the cheeky ones, even the ones who try to test everyone's patience!"*

*Because, at the end of the day they are children – young minds who are trying to find their way in the world.*

*Children really shouldn't be categorised as 'difficult' or 'troublemakers', they should be encouraged to believe in themselves. Only then can they ever hope to turn their lives around. That is why I wholeheartedly support Barnardo's work, and taking on a challenge event is your opportunity to do the same.*

*Good luck in your chosen event, and thank you for supporting Barnardo's."*

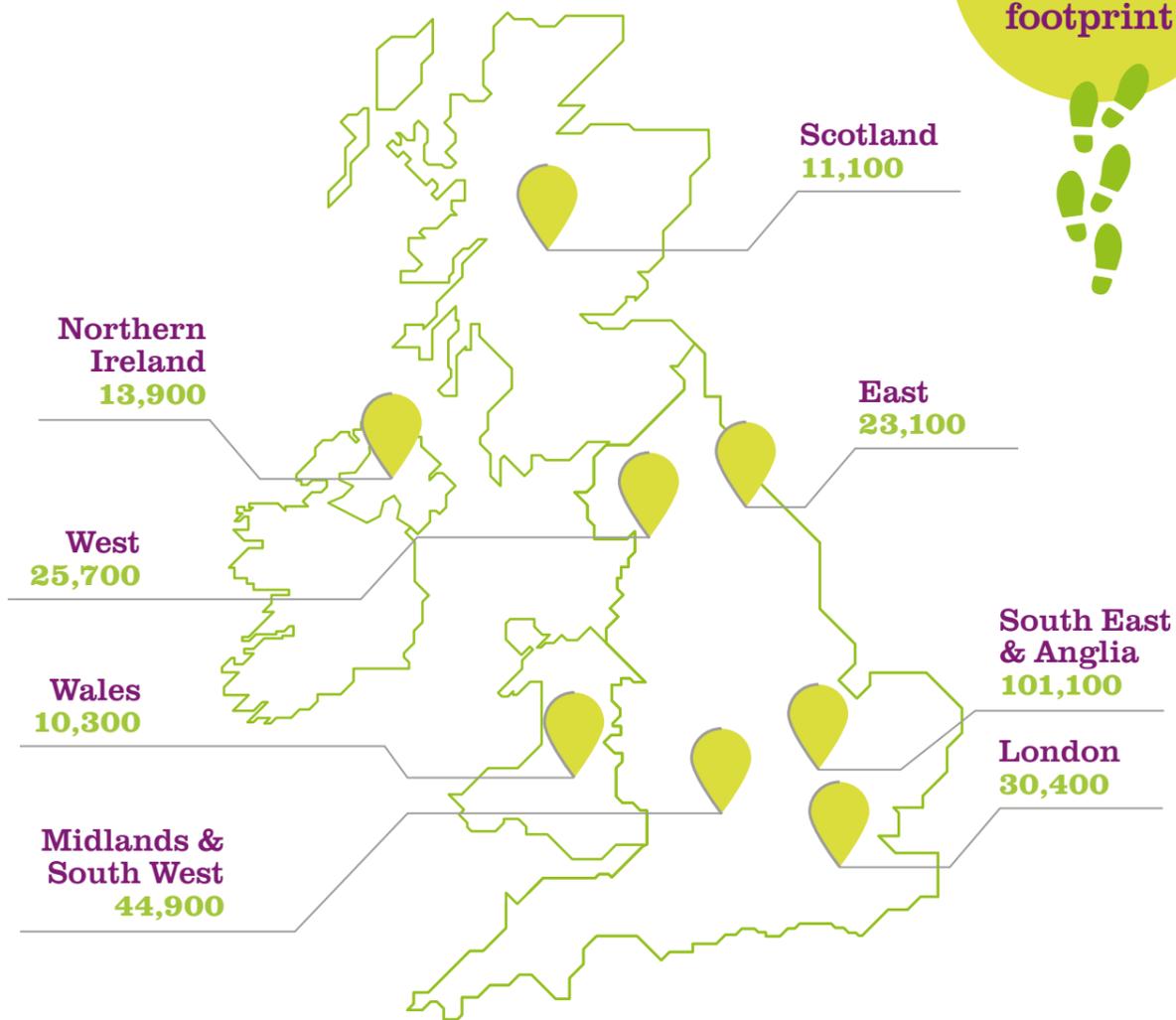
Daley Thompson CBE



# Our work across the UK

## Take a look at how many people we help in your region

In 2018-19 we helped around 300,000 children, young people, parents and carers in the UK.



### UK Wide

School-based programmes  
28,700

National projects  
5,000

(2018-19 Figures)

# Where your money goes



To improve the lives of UK children through to 2025, we've committed to three strategic aims;

1. Stronger families
2. Safer childhoods
3. Positive futures

The money you raise for Barnardo's will make a huge difference to families and young people who need a helping hand. 91p from every £1 raised goes directly to our frontline working services with children and young people, with the remaining 9p helping us raise the next £1.

## Stronger Families

£100

provides 4 communication devices for children with autism

£250

pays for a young carer to go on a two day residential break with care in place for their parent while they're away

£500

provides a motorised chair for a disabled child

£1,000

provides a young carer with 10 months of one-to-one homework support

## Safer Childhoods

£100

pays for a one-to-one counselling session to help children come to terms with their trauma

£250

pays for the training of 10 volunteers to undertake outreach work in the local community

£500

pays for Group Art Therapy for 25 young people to help them express their emotions and fears in a safe place

£1,000

pays for 10 prevention education workshop in schools, to educate young people on how to stay safe

## Positive Futures

£250

pays for 5 young people to get a new set of clothes for interviews

£500

pays for basic furniture for a young person setting up their first new home

£1,000

pays for 100 young people to attend CV training, helping them get a job

£10,000

pays for 10 young people to go on a Retail Skills Course which helps them on their path towards employment

# Safer childhoods

## We believe in Becky

When Barnardo's first started working with Becky\* she was 13 and struggling with a range of difficult family issues.

Becky said, "I was angry about my parents' divorce, I was angry about the fact that I'd had to move and I didn't want to, I was angry I was at a new school and had to leave all of my old friends behind."

Becky had been skipping school and hanging around with a big group of people in her local park and one particular takeaway place. She became friends with an older girl who had her own flat, and started to experiment with drink and drugs and hanging out with an older group she didn't know well. Vulnerable and alone, Becky was sexually abused by an older man.

Becky's Barnardo's Project Worker, Claire, said, "When Becky and I first started working together, she was spending time with a lot of people she didn't know and drinking to the point of black-out. She hadn't been to school for a year."

"Initially, we worked to unlock the cycle of drink and drugs Becky had been drawn into that made her vulnerable to sexual exploitation and abuse. Then we worked on action planning, so that Becky learned to question her choices and keep herself as safe as possible."

"Becky has managed to break away from that friendship group now, and we have been working together ever since to build Becky's confidence and self-worth."

Three years later, this smart and resilient young woman has a brighter future, thanks to Claire's dedication and the support of kind people like you.

Your generosity allows Barnardo's project workers like Claire to work with children like Becky for as long as they are needed. Thanks to you, children who are lonely and isolated can have a trusted ally to talk to.



\*Name changed and model used to protect her identity.

*"It was having that one person I could trust..."*

Becky, aged 16, about her Barnardo's Project Worker, Claire

Becky said,

*"I go to school now. I'm not just sat at the end of the road drinking and waiting for people to come out. I get along with my mum which is really nice. It was having that one person I could trust who wouldn't*

*talk down to me or make me feel bad about what I was doing, and would help me make better decisions."*

**In 18/19, our  
103 child abuse and  
exploitation services  
across the UK supported**

**7,300**

**children, young people,  
parents and carers.**

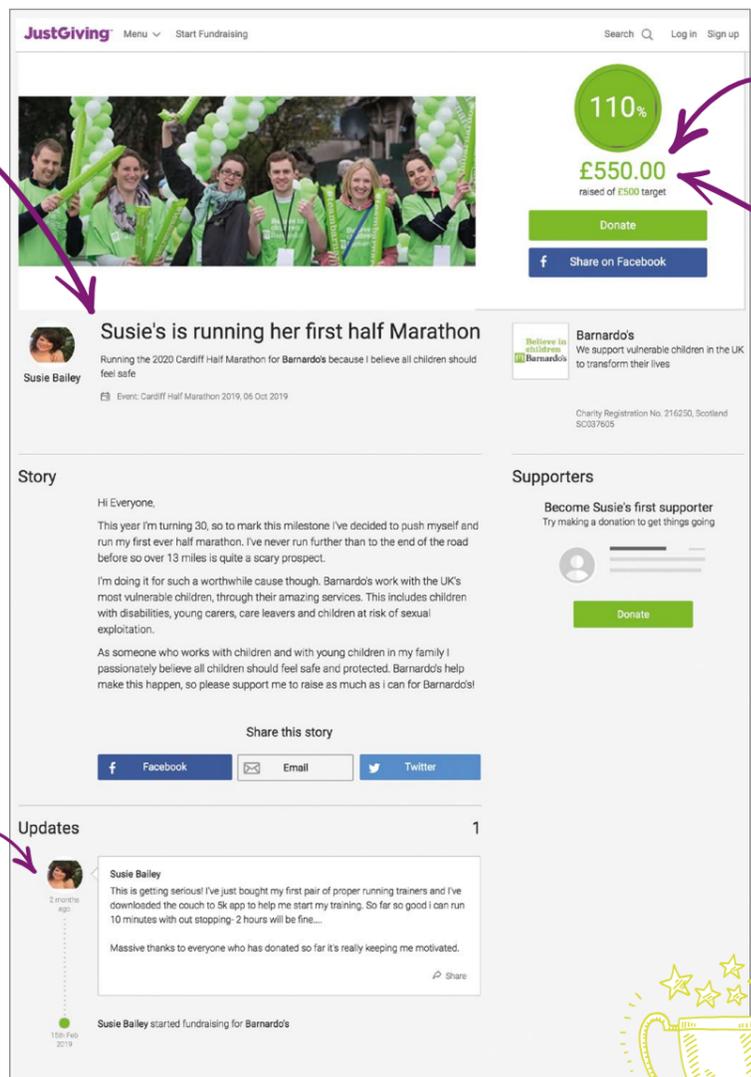
# Getting started creating the perfect fundraising page

Setting up a fundraising page is a great way to kick start your fundraising.

Head to [www.justgiving.com/barnardos](http://www.justgiving.com/barnardos) or [www.vmgiving.co/Barnardos](http://www.vmgiving.co/Barnardos) and you can create your own personalised page in just a couple of minutes. It's a great way of collecting donations from friends and family, and once a donation has been made then this comes straight to Barnardo's – so it saves you the hassle of collecting them in!

**Personalise it**

Add a photo and tell everyone about what you are doing and why. Pages with a profile picture tend to raise 15% more.



**Set a target**

Pages with a target usually raise 46% more.

**Up your target**

Once you've hit your target, increase it and see how much you can raise – keep up the amazing work!

**Set the bar high**

Try and make sure your first donation is a good one, others are likely to donate a similar amount, helping you to raise more!

**Add Pictures and updates**

Share your training and fundraising updates – let everyone know how you are getting on.

Source: Just Giving



# How to raise £500 in 11 days!

<p><b>Day 1</b></p> <p><b>Back yourself</b> Take the first step and sponsor yourself £20 via your online fundraising page to kick things off.</p>	<p><b>Day 2</b></p> <p><b>It's a family affair</b> Ask 4 close family members to match what you donated, and sponsor you £20 each.</p>	<p><b>Day 3</b></p> <p><b>Matched Funding</b> Ask your boss or workplace if they'll sponsor you £50, or even better find out if they can match whatever you raise.</p>	<p><b>Day 4</b></p> <p><b>Get your mates involved</b> Ask 5 good friends if they'll sponsor you £10 each.</p>
<p><b>Day 5</b></p> <p><b>Everybody needs good neighbours</b> Ask two neighbours to see if they'll donate £5 each.</p>	<p><b>Day 6</b></p> <p><b>Make it fun</b> Hold a quiz night in a local pub – £150 (see if you can do a raffle too and raise an extra £50).</p>	<p><b>Day 7</b></p> <p><b>Shout about what you're doing</b> Share your fundraising page online and ask 5 contacts from Facebook, Twitter or LinkedIn to sponsor you £3 (or the price of a beer or coffee).</p>	<p><b>Day 8</b></p> <p><b>Use your sponsor form</b> Ask five colleagues to sponsor you £5 each; see if you can put a sponsor form in the staff kitchen or at reception to catch all your workmates.</p>
<p><b>Day 9</b></p> <p><b>Have a clear out</b> Take it along to a car boot sale – £80.</p>	<p><b>Day 10</b></p> <p><b>Share your story</b> Send an email telling all your wider friends and family about your challenge – add a photo and a bit about what you're doing and encourage them to donate £20.</p>	<p><b>Day 11</b></p> <p><b>Congratulations!</b> Count up everything you've raised – you've hit £500. <b>And why stop there!</b> There are plenty of other things you can do which will take you above and beyond this amount.</p>	

# #TeamBarnardos

Stories from the people, who've run, trekked and pedaled the miles, raised the funds and proudly worn the T-shirt.

## Meet Paul

Event: **Way to the Roses Cycle 2019**  
Amount Raised: **£6,615**

In June 2019, Paul from Cheshire cycled 170 miles of the renowned cycle route 'Way of the Roses'. As a father of two and a cycling enthusiast, Paul wanted to combine these and raise money for Barnardo's. Paul managed to triple his target and raise a massive £6,615 for Barnardo's!

*"It was good fun and great motivation when family, friends and work colleagues were sponsoring and getting behind my fundraising effort!"*

*"My advice for anyone wanting to fundraise is don't be afraid to ask and remind people about your fundraising efforts – sending reminders in the lead up to the event (and publicising afterwards) made a big difference to my fundraising total."*



## Meet Sarah

Event: **2019 Virgin Money London Marathon**  
Amount Raised: **£2,164**

Sarah ran the 2019 Virgin Money London Marathon for Barnardo's. As deputy head of a primary school, Sarah is passionate about the wellbeing of children. Sarah held a netball tournament and quiz night, and shared her fundraising page on payday of every month in order to help her raise money for Barnardo's.

*"I loved running the marathon for Barnardo's and all of the build-up that came with it. The team provided excellent support and the training day was a great experience – it was brilliant to train with two athletic legends! I've made friends along the way and the most rewarding part is knowing that all that hard work has led to children across the UK getting a better start. All in all, an amazing experience that I will treasure."*



## Meet Rachel

Event: **2018 Cardiff Half Marathon**  
Amount Raised: **£546**

Rachel ran the 2018 Cardiff Half Marathon for Barnardo's. She's worked with children for many years and had just become a Grandparent so wanted to raise funds to support children who need extra help!

*"Barnardo's were a great charity to fundraise for, with lots of regular contact. They provided training plans which helped me prepare for the Cardiff Half Marathon, as well as lots of advice to help with fundraising! My top tip for people taking on a challenge is to tell everyone you know about the event you are doing, not only will it boost your fundraising, but it will help to make sure you go through with it!"*



# Top tips from Team Barnardo's



Tip 1.



'I raised £300 from doing a coffee morning with all my neighbours, and I got a collection of my friends to bake delicious cakes to help make it a success! I didn't charge by coffee/cake but just asked each person attending to make a donation – it worked out much better as people donated a lot more!'



Tip 2.



'I did a Zumbathon which brought in over £700 and was a huge success – plus I felt that people felt they were getting something back for their donations which resulted in people donating more!'



Tip 3.

'My whole family helped me to fundraise, my dad had a collection box to collect donations at work, and my mum held a carboot sale, it was a real family affair!'



Tip 4.



'On race week, I thought it would be a good idea to create a sweepstake in work, where my colleagues guessed my finishing time and the closest guess would win a percentage of the pot.'



Tip 5.



'I took sponsor forms with me everywhere I went and shared my JustGiving page with friends and family on Facebook and via email. I boosted my fundraising with a Tea and Cake afternoon, raffle and bake sale, raising over £500.'



# Our Favourite ways to fundraise

## Pub Quiz

Get together a group of your family and friends, and host your very own quiz night. Pick a theme, set an entry fee, find your host, and select your prize, and put on the greatest quiz night in aid of Barnardo's!



## Bag Pack/collections

Bag packing can help to raise lots of money – and can even raise a few hundred pounds if you rope in a few friends and family to help. Speak to your local supermarkets to see if they can help.



## Bake Sale

Cake sales are always popular, especially in the office! Ask a few of your colleagues to bake some goodies, and set up a stall at lunchtime – they are sure to fly off the shelves, and raise lots of dough!



## Have a party

Why not get your friends and family together for a fundraising party. From Minced Pies and mulled wine at Christmas, to dinner parties or afternoon tea! These are all great opportunities to get people together for good food and a few drinks all while collecting donations – you could even charge people to attend!



## Clear out/car boot sale

Car boot sales are a great way to clear out your cupboards and get rid of those unwanted items, whilst also adding some money to your fundraising target. Make sure you also tell people that its going to charity, as they might even donate some more!



# Extra help to get you to the fundraising finish line!

## Join our online Facebook communities

Chat to other fundraisers, share ideas and get inspired by joining our facebook groups!

### Barnardo's runners

Search 'Barnardo's Runs' on Facebook.



### Barnardo's Treks and Walks

Search 'Barnardo's Treks and Walks' on Facebook.



### Barnardo's cyclists

Search 'Barnardo's Cycling' on Facebook.



## Need some fundraising materials?

If you are holding any fundraising events, we can provide you with T-shirts, balloons, banners, a collection tin etc. to help make it even more of a success! Just get in touch with the team using the contact details at the back of this pack.



# Keeping things safe and legal

## the important bits



### Collections

To collect money in a public place you might need to apply for a street collection licence. Visit [www.gov.uk/street-collection-licence](http://www.gov.uk/street-collection-licence) for all the details on how to apply. If you are collecting on private ground such as a supermarket, shopping centre or train station you'll need permission from the landowner or manager.

If you are planning on holding a collection, please get in touch with us so we can advise the best way to do this.



### Raffles and Lotteries

To make sure your raffle is legal here are a few key things you must do:

- All raffle tickets must be sold at the same suggested donation amount.
- Tickets should be sold on the same day as the raffle draw. If you want to sell tickets in advance you may need to apply for a licence. Visit [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk) for more information on licenses.
- Tickets can only be sold to people aged 16 and over
- No more than £500 can be deducted from the takings to cover the cost of prizes.



### Handling money

- Always have two people count the money you raise.
- Store money in a safe and secure place
- Pay it into the bank and send it into us as soon as possible after you've raised it.



### Organising events

If you are organising an event to boost your fundraising you can find helpful resources to make sure your event is safe and legal on the following websites:

- [www.food.gov.uk](http://www.food.gov.uk) – for advice if your event involves food and drink
- [www.hse.gov.uk](http://www.hse.gov.uk) – Health and safety executive have useful event safety checklists
- St John's Ambulance ([www.sja.org.uk](http://www.sja.org.uk)) or the Red Cross ([www.redcross.org.uk/first-aid](http://www.redcross.org.uk/first-aid)) for first aid support and advice
- [www.gov.uk/guidance/entertainment-licensing-changes-under-the-live-music-act](http://www.gov.uk/guidance/entertainment-licensing-changes-under-the-live-music-act) for events that involve entertainment

You can also access more advice at:

[www.barnardos.org.uk/keep-it-legal](http://www.barnardos.org.uk/keep-it-legal)

If you ever have any questions then please do email [events@barnardos.org.uk](mailto:events@barnardos.org.uk) or give us a call on **0208 498 7091**.

# Ways to bank your fundraising...



### By phone

Call the team on **0800 008 7005** to make a donation by credit or debit card.



### By post

If you have cheques or CAF vouchers made out to Barnardo's to go towards your fundraising, then you can post these to us using the below address.

Please make sure you include a note with your name, address and the event you took part in, so we can ensure it gets added to your fundraising.

**Fundraising Events Team**  
**Barnardo's**  
**Tanners Lane**  
**Barkingside**  
**IG6 1QG**

Please do not send cash in the post.



### Online

You can pay directly into our bank account with online banking. Our bank details are:

**Barnardo's**  
**Barclays Bank**  
**Account number: 00075434**  
**Sort code: 20-57-30**

Please quote your unique reference number when you pay. If you do not know your number, then give the team a call on **0800 008 7005**.



### Pay onto your online fundraising page

You can add your offline donations to your **JustGiving** or **Virgin Money Giving** page, meaning you can see your total in one place. Please get in touch if you need help doing this.

If you're paying it in this way, please read the **Gift Aid** questions carefully and only tick if it applies to your donation.



### Any questions paying in your funds?

Feel free to email: [events@barnardos.org.uk](mailto:events@barnardos.org.uk) or call **0800 008 7005**.

Every donation makes a big difference.

Thank you

# Thank you and keep in touch

Thank you so much for taking part in an event for Barnardo's. We hope that you find this pack useful, and that it inspires you to get fundraising! If you would like any fundraising materials to assist with any of your fundraising events, please get in touch!

We always love to hear from our supporters, so if you have a question that we haven't answered in this pack, or if you'd like to chat about an idea or share a your story, then please do get in touch using the contact details below

Thank you

## Contact Us:

Email: [events@barnardos.org.uk](mailto:events@barnardos.org.uk)

Phone: 0208 498 7091

**The Fundraising Events Team**  
Barnardo's  
Tanners Lane  
Barkingside  
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Find us on Social Media

 @BarnardosFundraising

 @BarnardosEvents

 Barnardo's



# You are a Hero!



Keep reminding yourself of the change you are bringing to vulnerable children here in the UK. Your fundraising means that children and young people have a safe place and someone looking out for them.



You really do make a difference!

# Thank you

Barnardo's believes in **stronger families,**  
**safer childhoods** and **positive futures** for  
vulnerable children and young people.

If you need further information or other fundraising  
activities and events – please visit our website:

**[www.barnardos.org.uk/get-involved](http://www.barnardos.org.uk/get-involved)**

**Believe in  
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 **Barnardo's**

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