



fundraising ideas

Fundraising for Bridge2Aid can be lots of fun, but most importantly it will help to make a real difference to the lives of the people we work with living in Tanzania

Often it can be difficult to know what you can do. Here are just a few ideas you may want to consider:

<ul style="list-style-type: none"> Auctions Battle of the Bands Bike Ride Black Tie Ball 	<ul style="list-style-type: none"> Bring and Buy Carol Singing Cake Sales Car Boot Sale 	<ul style="list-style-type: none"> Car wash Clay Pigeon Shoot Collection Tins/ Collections Dress Down Day 	<ul style="list-style-type: none"> Dinner Dance Disco Fantasy Football league Fashion Show
<ul style="list-style-type: none"> Fayre 5 a side football Foreign money collection Fun Run 	<ul style="list-style-type: none"> Golf Day Guess the weight of the jar Head, Beard or Leg shave It's a Knockout 	<ul style="list-style-type: none"> Karaoke Competition Running (from 1 mile to a Marathon) Name the Teddy Competition 	<ul style="list-style-type: none"> Parachute Jump Payroll giving Picnic Quiz Night Raffle
		<ul style="list-style-type: none"> Race night Sit in a bath of baked beans Slimming Club Sponsored Silence 	<ul style="list-style-type: none"> Sponsored Walk Sports match 'Swear' box

Bridge2Aid, Well House, The Chipping, Wotton-under-Edge, Glos, GL12 7AD. Tel: 0845 8509877 • enquiries@bridge2aid.org

www.bridge2aid.org

Bridge2Aid is a Registered Charity No 1092481

fundraising treks & challenges

If you are looking for a fantastic challenge, a real sense of achievement and to see the world, just take a look at the fabulous range of overseas treks that Bridge2Aid has to offer.

Bridge2Aid works in conjunction with Charity Challenge and ACE to bring you, your friends and even your family once-in-a lifetime opportunities.

From climbing up Mount Kilimanjaro to cycling from Andes to Amazon and trekking to Machu Picchu to going on the Thailand jungle expedition!

There is something for everyone.

If you would like more information about our range of challenges please call us on **0845 8509877** or take a look at our website where we give details of all of the treks and challenges you can do.

fundraising running

Be part of the Bridge2Aid running team!

The London Marathon, the Great North Run, the New York Marathon, the London 10k, your local 5k....whatever the distance and wherever the event, we would be delighted to have you as part of our running team.

Choose Your Event: Bridge2Aid has a number of guaranteed places for running events each year, and we are always looking for people to fill them.

As there is a cost to the charity in securing these places we do ask runners who receive one of these places to commit to raising a certain amount of sponsorship for Bridge2Aid. In return we will provide a comprehensive support package for your fundraising efforts.

For details of places available, sponsorship targets and how to apply please look on our website.

For any other running/triathlon events that you maybe considering doing you will need to apply directly to the race organisers to gain your own entry, but we would be very happy support you with your fundraising. Websites such as www.runnersweb.co.uk and www.runnersworld.co.uk provide good information on all running events throughout the UK and how to enter.

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corporate fundraising

Donations

A donation to Bridge2Aid, whatever the size, will be greatly appreciated and your company can claim tax relief on the donation.

Donation of Resources

Many companies support Bridge2Aid by donating gifts in kind, or offering pro-bono services. Gifts could include your own products or equipment that is no longer needed.

Staff Fundraising / Charity of the Year

Why not adopt Bridge2Aid as your staff charity? By encouraging your staff to fundraise for us, whether it's running marathons, parachute jumping, sponsored walks or organising a Christmas Ball in aid of our charity, you can create team building opportunities and increase staff morale...even more so if the company matches the funds the staff raise!

If you are an individual within the company, take the idea to your colleagues and bosses - make it happen: you'll have a great sense of satisfaction if you do!

If you'd like, we can offer advice and help for you in arranging your own event. Alternatively, there are many events we can provide ready-made: all you need to do is supply the people, ready and willing to raise funds! The events include race nights, white water rafting, parachute jumps, marathons and other challenges across the globe ... call us for further information and more ideas.

Sponsorship

Your company could choose to support Bridge2Aid by sponsoring an aspect of our work. This could be a fundraising initiative e.g. running vests, or an element of our service e.g. sponsoring the cost of a Dentist in Tanzania for a year. For more details of current sponsorship opportunities please give us a call.

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Cause Related Marketing

Business in the Community defines CRM as ‘a commercial activity by which a business and a cause form a partnership to market an image, product or service for mutual benefit’. Research confirms that when this type of association is executed well, customers are highly in favour with 81% of consumers agreeing that they are more likely to buy a product that is associated with a cause they care about, price and quality being equal.

We have a highly attractive brand and logo that could be used to market your product, helping you to achieve greater sales and us to generate more income for the charity.

To discuss opportunities for your product or service please contact Liz:
liz@bridge2aid.org

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sponsorship ways to give

Sponsorship Forms

We can send you copies of our sponsorship forms. Just give us a call or you can download them from our website.

Online Fundraising Page

You can set up your own internet sponsorship form at

www.justgiving.com/charity/bridge2aid

www.virginmoneygiving.com

This is a great way to get sponsorship from friends and family without the hassle of chasing them for the money.

There are step by step instructions and you can include a personal photo and message. All you need to do next is send an email and your sponsors can donate quickly and securely online. The website will also allow us to claim the 28% gift aid from the taxman.

Match Giving from your Employers

Many companies offer a match giving scheme – matching what you raise for charity – often this is £1 for £1, sometimes it is up to a set limit. It is always worth asking your company as to whether they would support your fundraising in this way.

Gift Aid

Using Gift Aid means that for every pound you give, we get an extra 25p from the Inland Revenue, helping your donation go further.

This means that £100 can be turned into £125, just so long as donations are made through Gift Aid. Imagine what a difference that could make, and it doesn't cost you a thing. All we need is the name, house number or name and postcode for each of your sponsors.

Make it clear

please state clearly what you are raising the money for and why you are fundraising. If it is for a DVP trip or a challenge such as Skydive or running the London 10k please make sure your sponsors know this.

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fundraising keep it legal & safe

As fundraisers we are regulated by law and as such have to follow certain procedures, if you do the same for your event everything should go smoothly.

Insurance

If you organise an event that involves the public in any way, you will need to ensure you are covered by public liability insurance.

Street Collections

To collect in the street, you will need a licence from the local council.

Street collections permits go quickly so do apply early. To collect on private property, for example shopping centres and pubs, you must ask for permission from whoever owns it. Door-to-door collections (including pub-to-pub) also need a licence, which are also obtained from the local council.

Alcohol

If you are going to sell alcohol you or your venue must have a licence.

You can obtain a temporary licence ("occasional permission") from your local magistrate's court, but you need to give some notice.

Food

There are various food hygiene procedures which you must follow if you plan to sell food. Further information can be obtained from your local authority environmental health department.

Bingo

Section 41 of the Gaming Act 1968 (Bingo at entertainments not held for private gain) allows for bingo to be played for charitable purposes.

A single payment of up to £4 may be charged to cover admission and stakes. The total value of prizes must not exceed £400. After the deduction of prize money and reasonable expenses, all surplus profits must be applied to purposes other than private gain. For further information see : <http://www.gbgb.org.uk/bingo.htm>

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Lotteries and Raffles

A lottery and raffle are one in the same, the definition is: “a lottery is the distribution of prizes by chance where the persons taking part, or a substantial number of them, make a payment or consideration in return for obtaining their chance of a prize.”

Lotteries are regulated under the Lotteries and Amusements Act 1976 and the Lotteries Regulations 1993. Lotteries are intended to be run to support good causes, they cannot be run for private or commercial gain.

A ticket in a lottery cannot be sold to or by persons under 16 years of age. A ticket cannot be sold solely by means of a machine.

A ticket must be paid for before they are entered in a draw. The price of a single ticket must not exceed £2.

There are different types of lotteries:

Small lotteries: as part of an “exempt entertainment” for example a fete, bazaar or sporting event – these are not required to be registered.

Private lotteries: A lottery limited to members of the same society, work place or premises– these are not required to be registered.

Society lotteries: A lottery established on behalf of a charity to support the purpose of the society, must be registered with the local authority or, if it is envisaged that the total value of tickets to be put on sale will exceed £20,000 with the Gaming Board.

Under no circumstances should a lottery, which requires registration either by the local authority or the Gaming Board, be promoted until registration has been confirmed.

Keep it Safe

Bridge2Aid cannot accept responsibility for accidents, so make sure that your event is safe for all concerned and that you or the venue has adequate public liability insurance.

Always ensure that children are safe. Children are not allowed to collect money if under 16. If you are going to be carrying money take care with personal security and make sure there are at least two of you with the money at all times. Check the risks involved in your event and minimise or eradicate them. If sub-contractors or facilities are being used, make sure that they have the right experience and insurance. Remember that the Health and Safety Act applies to volunteers as well as employees.

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DVP Dental Volunteer Programme

Dental Volunteers – why we need you to fundraise.

Whether you are paying your own way or fundraising for your costs – why not collect sponsorship?

Firstly thank you for what you are planning to do. Your time and your skills are going to change people's lives.

Your visit to East Africa is still a long way off however we want you to use the time to help us make a big difference which you will see firsthand –help us raise the funds to train a clinical officer.

The Challenge.

You are in an ideal position to raise funds either to cover your own costs or to fund Clinical Officer training. You may have elected to pay your own costs directly, or you may be fundraising to help you cover these costs. Either way you can make a huge difference by going beyond your minimum target of £1,950. If every volunteer was able to contribute an extra £250 then that would provide enough funds to pay for 8 more Clinical Officers this year!

The Cost.

You make a fantastic contribution by covering your costs of travelling to work with us. We have a team on the ground 52 weeks of the year to organise training, work with the districts and help support supervision of Clinical Officers. To make all this happen we need the help of supporters just like you.

Each training programme costs Bridge2Aid £36,700 to run (not including your costs), and we have to raise those funds!

We want your investment to be totally worth it! We want to maximise the potential in this experience, to raise vital funds, to raise profile and ultimately to change lives!

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DVP Dental Volunteer Programme

You can do it!

You are not alone! We have supported many people before you and we have tried and tested methods in raising funds. Our fundraising co-ordinator will have regular contact with you and can help you tailor your plan to suit your needs. Please see the fundraising ideas sheet in this pack for just a start.

The legal bit

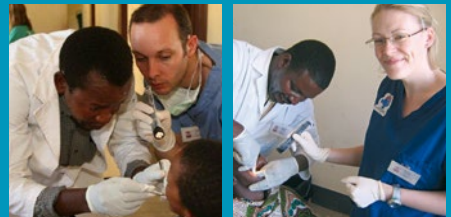
The charity commission has guidelines on how fundraisers explain where their funds are going.

- If you are paying your own DVP costs and are simply raising money to cover your £1,950 (approx) fees then firstly- thank you! Secondly you can go about fundraising in a normal manner explaining that you are raising funds in aid of Bridge2Aid.
- If you are fundraising to pay for your fees and hoping to raise additional money to help us reach that higher £2,000 target then thank you! You will need to be clear with sponsors that the first £1,950 you raise is intended to pay your costs. Anything over and above £1,950 will go directly to Bridge2Aid.

The easiest way to collect money is to set up a justgiving page www.justgiving.com. In the 'my story' section take some time to explain who you are, why you are doing this and importantly if you are raising funds for your costs or to generally help B2A further. When you set up your page please make sure that you look for the specially created DVP page for your event.

If you want posters to help you with your fundraising please contact Liz at liz@bridge2aid.org.

We hope you accept the challenge and choose to raise the funds that combined with your help and hard work in East Africa, will help us keep on changing lives.



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10 tips to raise £100... ...and more!

Firstly, remember - you aren't asking for yourself - you are asking for money that will transform lives in Tanzania.

As our founder is fond of saying - **'Shy bairns get nowt!'** so just ask - you'll be surprised at how generous people can be!

1) Set up a Just Giving page. This is safe, reliable, and people can sponsor you wherever they may be. Set up at www.justgiving.com/bridge2aid/raisemoney.

2) Email your friends with the link to your Just Giving page – you'd be surprised how quickly this can get your total moving – people are very generous when you put yourself out for a good cause!

3) Get your boss to put a Just Giving 'widget' on the company website. This shows your fundraising target and progress. Not only does it help with fundraising, it also looks good for the company who are supporting their staff in fundraising. Details at http://bit.ly/add_widgets

4) Share your justgiving page on Facebook, and use Facebook status to ask for sponsorship. If you write your status as a give request, then put it up every now and again around your personal status updates - this means people won't tire of your requests and your renewed 'status' will pop into other's news feeds more often.

5) Use a sponsorship form - a more traditional method but perhaps putting one on the wall by the coffee and tea area at work will prompt people to give. You can also use this with your friends and neighbours face to face, or give them to your family to collect for you. You can download one from the Bridge2Aid website.

6) Request a collection box - as above these work well at the workplace, maybe turn it into a swear jar as a method to get it filled!! Email fundraising@bridge2aid.org to request.

7) Send out a press release to your local papers. See if your local paper are interested in featuring your fundraising activity.

8) Company Donations -will your company make a donation? Will they match anything you raise? Will they let you contact clients and suppliers to ask for donations?

9) Contact local companies. See if any companies you are networked with are interested in promoting their Corporate Responsibility by investing in you. Your own dentist may be a starting place - they can put up posters about Bridge2Aid and be seen to 'give back' their dental profits!

10) Let everyone raise funds

What do you do in your spare time? Do you have children, or do your friends have children? Do you have a local pub? Are you a member of any clubs or gyms? Get them all involved in fundraising with you. If friends and family can't give money, will they organise a small event for you? Give them some sponsor forms, the link to your Just Giving.com page and a fundraising target - encourage them to get competitive!

www.bridge2aid.org

email: fundraising@bridge2aid.org for support

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