

2015 BRITISH 10K LONDON RUN

FUNDRAISING ADVICE

AND

INFORMATION

Your CHF contact:
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Childrens Hope Foundation
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020 7700 6855
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RAISING SPONSORSHIP MONEY

Raising funds can be as much fun, and as challenging, as the run itself. Here are some ideas to help you generate sponsorship support

- **Start from home**

Make a list of your family, friends, neighbours and colleagues and ask them to sponsor you using the official sponsorship forms provided and to tick the gift aid box if applicable (see Gift Aid section on page 4). Try to start with a realistic amount, most people are unsure how much to give and will be guided by what others have given. Please remember though that not everyone can afford to be equally generous.

- **Be an opportunist**

Take your sponsorship form and supporting information about Childrens Hope Foundation everywhere you go, you never know when you might meet someone who will sponsor you.

- **Branch out**

Ask friends and family to take a sponsorship form to raise funds for you and explain that they will be responsible for collecting the money.

- **Every little counts**

Explain how little it takes to contribute. You could say “for the price of going to the cinema, you could sponsor me and help many hundreds of children affected by disability, serious illness or indeed poverty”.

- **Be positive**

It is really important to present your fundraising aim as positively as you can. That way people know that they are supporting a really worthwhile cause that will help others, as well as helping you reach your fundraising target.

- **Don't ask, won't get**

Just about everyone will give something to charity, but few will give without being asked. Childrens Hope Foundation depends on people asking others to give money, so don't feel guilty or embarrassed about asking for sponsorship. The money you raise will help many hundreds, even thousands, of children affected by disability, serious illness or poverty. Remember too that, whilst we may never cure illness or disability their generosity will help to ensure that our children will achieve all that is possible for them.

- **You deserve support**

You are undertaking a difficult challenge on behalf of Childrens Hope Foundation. Not only will you be running for 10km, you will be training for many hours to get and stay fit and you will be putting in a lot of effort into raising sponsorship money.

FUNDRAISING AND THE LAW

There are regulations governing collections and fundraising for charity. These laws are designed to protect the public from fraud and nuisance. When fundraising on behalf of Children's Hope Foundation, you are acting as ambassadors of the charity, so I have outlined below some points to bear in mind, which may help you avoid problems.

- **Charity Statement**

On all printed materials you use, including letters and any own produced sponsor forms etc. you must state that Children's Hope Foundation is a registered charity no. 1060409. This is a legal requirement under the Charities Act 1992 and it is a criminal offence not to include it.

- **Collections in public**

Anyone collecting for charity in a public place needs a Street Collection Licence from the local authority or council. Only a limited number are issued and you will need to apply at least a month before the date of your collection. A public place is any location where the public has unrestricted access at all times. Train stations and shopping centres are private property, because they are closed at night.

- **House to house collections**

Collecting from one place to another (including pubs as well as houses) needs a House to House Collection Licence. Again, these can be obtained from the local authority. All collectors must be over 16 years of age, must wear official Children's Hope Foundation ID badges and use sealed Children's Hope Foundation collecting boxes. You must keep accurate records of your collecting team and all the proceeds.

- **Gift Aid**

If your sponsors are UK taxpayers, we can claim back an extra 28p on every pound they give, provided that they pay an amount of income tax or capital gains tax, in the current year, equal to the tax we reclaim on their donation. For this we would require your tax-paying sponsors to complete their details *in full* and tick the box giving us permission to claim the tax back. I would ask that you remember to return your sponsorship forms to me when you have collected your sponsorship money, to enable us to process the tax credit.

CORPORATE SUPPORT

Companies can help you to reach your fundraising target by making a donation

If you are working, ask at your own workplace. See whether they will match the amount you raise, some companies offer this kind of scheme. Perhaps they have a charity budget, which they could donate from. Remember to take photographs of any even that involves your company, it could be good publicity for you, and for them. Use your company's notice board, newsletter or internal email to publicise your plans.

PUBLICITY

The more people that know about your plans the better, and the more sponsorship money you will raise. Here are some simple ideas to help you plan publicity for your run. Always use Childrens Hope Foundation's registered charity no. 1060409 on all your materials as this is a legal requirement.

- **Local press and radio**

You may be surprised at how much local press and radio crave stories with "human interest". Don't forget that your reasons for taking part may awaken their interest, so try to make a creative link between why you have chosen to support Childrens Hope Foundation and the British 10K London Run. Make sure the press or radio mentions how readers and listeners can contribute towards your fundraising. If you do get any coverage in the press, please send me a copy as I would love to hear about it and keep it for our records.

- **Networking**

Your own network of friends, family, neighbours and colleagues is your strongest ally. Try to enlist their interest and support in what you are doing and get them to spread the word. If you belong to any local organisations, sports and social clubs or church, then let them know about your plans as well. The more people that know about what you are doing, the more you will raise in sponsorship.

PAYING IN MONEY

- **Sending money by post**

All cheques should be made payable to Childrens Hope Foundation and forwarded to me. Please **do not send cash (even notes)**. If a sponsor gives you cash, please pay it into your own account and send me a cheque in your name.

You may pay any monies directly into the charity's bank account which is as follows;

Bankers:	Barclays Bank Plc
Address:	Barclays Business Centre, 1 North End Road, Croydon, CR9 1RN
Sort Code:	20:24:61
Account No:	20268763
Account Name:	Childrens Hope Foundation

Do not open a separate account in the name of Childrens Hope Foundation, as this is illegal

- **Fundraising Deadline Dates**

Please ensure all sponsorship money is returned to me by 31 August 2014

If you are having difficulty raising your sponsorship money, please let me know and I will be pleased to give you advice and encouragement.

Children's Hope Foundation is a registered charity number 1060409

For more information, please contact

Tom Doran, Children's Hope Foundation, 15 Palmer Place, London N7 8DH

*Tel: 020 7700 6855 * Fax: 020 7700 4432*

Email: tomdoran@childrenshopefoundation.org.uk



caring for children with special needs

OFFICIAL

SPONSOR FORM

NAME

ADDRESS

POSTCODE

DATE OF EVENT **12th July 2015**

EVENT **British 10K London Run
Sunday 12th July 2015**

giftaid it

Make your money
work harder

If your sponsors are UK tax payers, we can claim back an extra 28p on every £1 they give, provided that they pay an amount of income tax or capital gains tax, in the current year, equal to the tax we reclaim on their donation

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caring for children with special needs

All proceeds will be used to provide equipment, facilities or wishes for children affected by disability, serious illness or poverty.

Childrens Hope Foundation relies entirely on the generosity of the public to fund all of the work we do ensuring disadvantaged children may achieve all that they can.

Thank you for supporting
Children's Hope Foundation

MAKE YOUR SPONSOR MONEY WORTH MORE

If you are a UK tax payer we can claim back an extra 28p on every £1 you give. If you wish Children's Hope Foundation to claim back the tax on your gift, please complete your full name, home address and postcode and tick by your name.

(Please note that your details will not be used for any purpose other than claiming Gift Aid)

Sponsor's Full Name, Address and Postcode	<input checked="" type="checkbox"/> My income tax bill this year will be more than this gift	Amount Sponsored	Paid	Date
Name	<input type="checkbox"/>	£		
Address				
.....Postcode				
Name	<input type="checkbox"/>	£		
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Name	<input type="checkbox"/>	£		
Address				
.....Postcode				
TOTAL AMOUNT CARRIED FORWARD/RAISED			£	