



wightforces@gmail.com

WIGHT FORCES FUNDRAISING PACK

Thank you for joining us to be a part of something extraordinary. Here's your pack of guidance and good ideas to help you on your fundraising journey.



Event planning and management



Donor engagement



<https://bit.ly/wightforces>

Welcome to our family!

Thank you so much for choosing to fundraise for Wight Forces, we're so pleased to have you on board! It is only with the support from people like you that we will be able to continue our work to support the Isle of Wight Armed Forces community.

Our aim is to provide much needed to support military families living on the Isle of Wight by:

- Supporting service leavers in their transition to civilian life
- Providing events that recognise military occasions and prevent loneliness within the Armed Forces community
- Provide a local support network for military families on the Isle of Wight, including dandelion children
- Improve diagnosis of conditions through appropriate referrals and signposting

This pack is crammed with useful information and suggestions, top tips and inspiring ideas. Our fundraising team are here to help you every step of the way and can be contacted on wightforces@gmail.com We'd like to wish you the best of luck with your fundraising and thank you for helping us make a difference.



How will your funds make a difference?



When someone joins the military, it's not only them that serves. Their families and loved ones serve too. They're often away from loved ones and form a second 'military' family where bonds are made for life. The transition to civvy street is at best challenging and for some can be a nightmare. We provide the much needed support to smooth the transition, and also look after military children when their parents are away.

Dandelion children


Military children are known as Dandelion Children. Dandelions put down roots almost anywhere they grow, and it's almost impossible to destroy. It's a survivor in a broad range of climates. Military children bloom everywhere the wind carries them. They are hardy and upright. Their roots are strong, cultivated deeply in the culture of the military, planted swiftly and surely. They're ready to fly in the breezes that take them to new adventures, new lands and new friends.

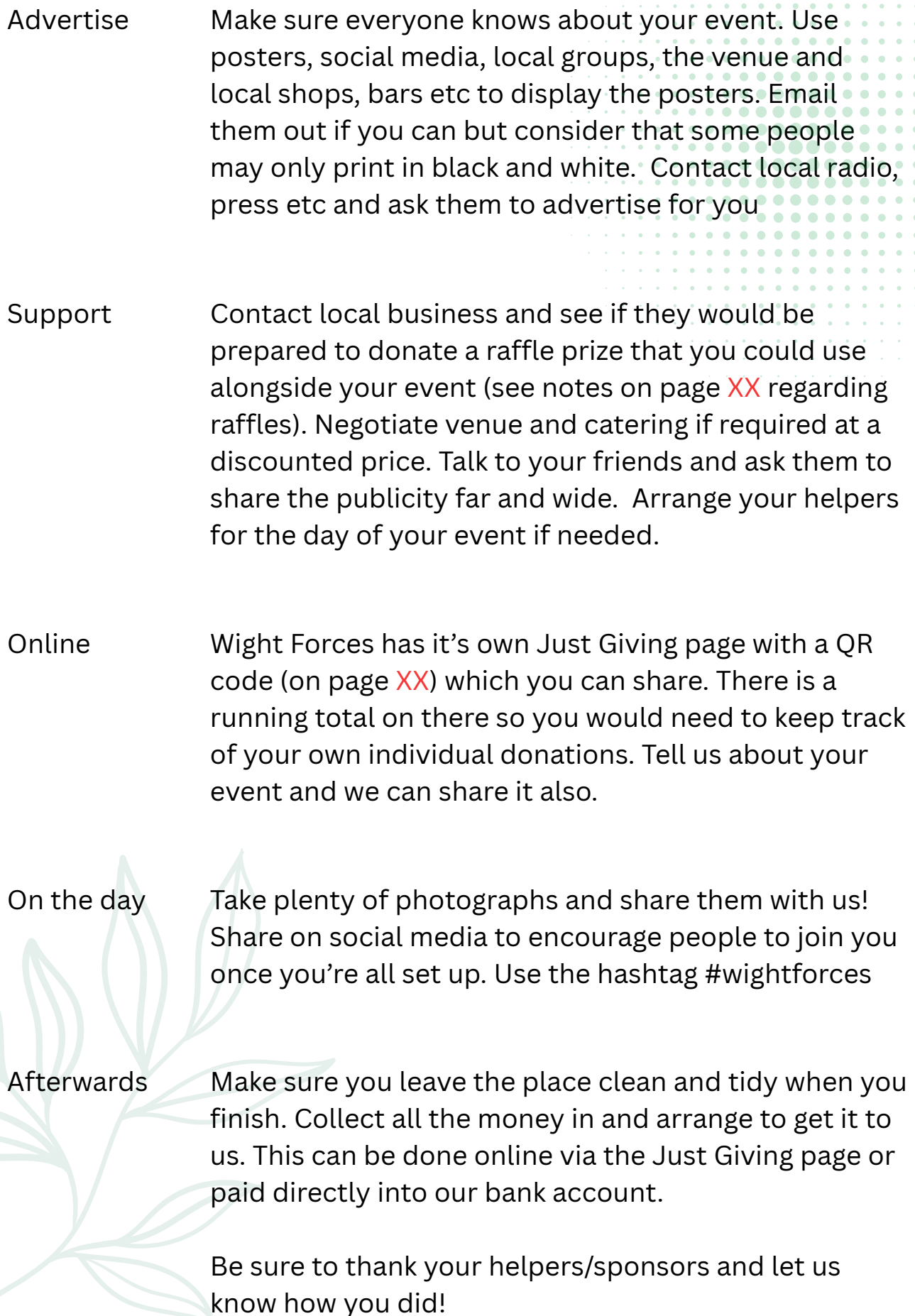


Our aim is to ensure that we offer help and support to dandelion children living on the island, including an annual party where they can all get together and let their hair down with other children who understand what it is like to keep moving.

Let's get started!

Organising an event can be fun! Lets take a look at what you need to consider:

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- The event** This can be big or small! From skydiving to a bake sale, decide how much time you can invest and what you want to do, together with sorting out who can help you with it. Register with us so that we know what you're doing.
 - Where?** Where are you planning to hold it? If you're hiring out facilities don't forget to factor in the costs. Some venues will give you free or reduced costs if you explain that it's for charity.
 - The date** Think about when you will be able to maximise attendance. Would a weekday, weekend or evening be better? Consider things like school holidays, national holidays, major sporting events etc that could impact on attendance
 - Fundraising** How are you going to actually raise money on the day? In an increasingly cashless society, do you have a card machine or do you need to make it clear that it's cash only in the advertising? Will you hold a raffle on the day and where would you source prizes? Will you charge for attendance? Make sure you have any necessary permissions/licences before you go ahead and advertise

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- Advertise** Make sure everyone knows about your event. Use posters, social media, local groups, the venue and local shops, bars etc to display the posters. Email them out if you can but consider that some people may only print in black and white. Contact local radio, press etc and ask them to advertise for you
- Support** Contact local business and see if they would be prepared to donate a raffle prize that you could use alongside your event (see notes on page **XX** regarding raffles). Negotiate venue and catering if required at a discounted price. Talk to your friends and ask them to share the publicity far and wide. Arrange your helpers for the day of your event if needed.
- Online** Wight Forces has it's own Just Giving page with a QR code (on page **XX**) which you can share. There is a running total on there so you would need to keep track of your own individual donations. Tell us about your event and we can share it also.
- On the day** Take plenty of photographs and share them with us! Share on social media to encourage people to join you once you're all set up. Use the hashtag #wightforces
- Afterwards** Make sure you leave the place clean and tidy when you finish. Collect all the money in and arrange to get it to us. This can be done online via the Just Giving page or paid directly into our bank account.
- Be sure to thank your helpers/sponsors and let us know how you did!

Sponsorship

Sponsorship is a great way of raising funds, particularly if you're organising a larger event with multiple participants. It's a good way of getting friends, family and colleagues involved and you never know, they may even want to join you! This can be done online or using paper sponsor forms, or a combination of both. You will need to register your event with us to be sent a sponsor form.



Sharing your personal story can be really helpful in getting people behind you, you'll be amazed at how generous people can be, particularly if they can relate to the Armed Forces in any way.



If you are a business owner and would be interested in providing corporate sponsorship for one or more of our events, please get in touch we'd love to hear from you.

Please email wightforces@gmail.com for further information/discussion or to see what packages are available.

The legal part

We want your event to be successful and safe, and also to meet the requirements of the law. We don't want to overshadow the event, but here are some things that you need to know.

Your responsibilities

In law, you are a trustee of the funds raised and must ensure that all donations and sponsorship money raised from your event are paid to Wight Forces. You must inform potential donors if any of the funds you raise may not be paid to Wight Forces. Please understand that if you do something that threatens or damages the name of Wight Forces, we will ask you to stop fundraising.

Food and alcohol

If preparing food, you need to ensure that you follow the guidelines from the Food Standards Agency. Outside caterers should provide you with a copy of their food hygiene certificate and public liability insurance. The sale and consumption of alcohol are subject to licencing regulations, please check on the Isle of Wight Council website for the latest information on requirements:

[Alcohol and Entertainment \(iow.gov.uk\)](http://www.iow.gov.uk)

Raffles and lotteries

There is legislation around raffles and lotteries which must be abided by, and raffles are sometimes known as lotteries. Please make sure you check the latest advice here: [Fundraising, raffles and lotteries \(gamblingcommission.gov.uk\)](http://www.gamblingcommission.gov.uk) and also on the Isle of Wight Council website for local updates here: [Lotteries \(iow.gov.uk\)](http://www.iow.gov.uk).

Health and Safety

For larger events, please ensure you complete a risk assessment and mitigate any potential risks that could occur. Remember – a hazard is anything that causes harm and the risk is the chance, high or low, that someone could be harmed by the hazards, together with an indication of how serious the harm could be. You will also need to check that you have adequate first aid cover in place.

Insurance

If your event involves the public you will need public liability insurance. Most venues will already hold this, you will just need to check with them. If you are using suppliers or contractors, you should ask for a copy of their risk assessment and public liability insurance.



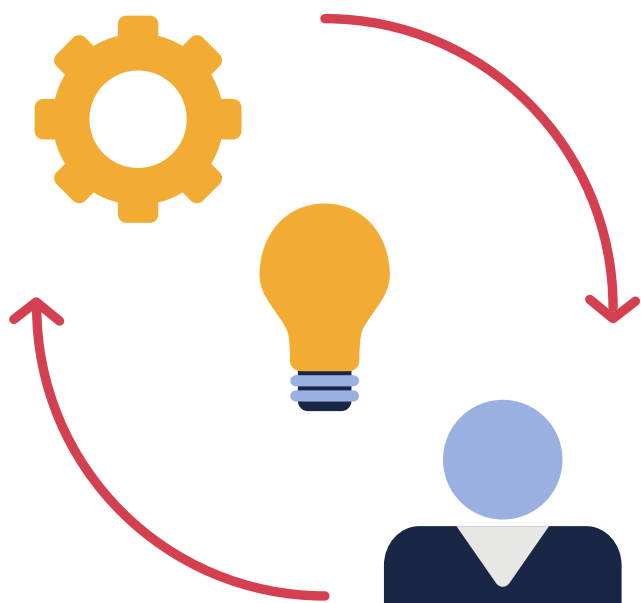
Tried and tested ideas:

There are so many things that you can do to help us raise money! No matter how big or small the amount, every penny raised is gratefully received and will help us achieve our goal. Below are some ideas that have worked well in the past:

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Sponsored events:

- Swim
- Cycle
- Marathon
- Head shave
- Couch to 5k
- Walk
- Silence
- Abseil
- Sky dive
- Wing walk
- Leg wax
- Danceathon
- Sleep out
- Prison break



At work:

- Office Olympics
- Dress down day
- Collection tins
- Baby picture competition
- Everyone donates £1
- Swear box

Larger events:

Talent show

Concert

Fashion show (could even be good and model/sell second hand clothes!)

Auction (donated gifts)

Auction of promises

Concert

Gala dinner

Craft market

Fete

Football tournament

Medium sized events:

Golf day

Karaoke

Quiz night

Bag pack at supermarkets

Curry evening

Car wash

Smaller events:

Bake sale

Car boot sale

Garden party with afternoon tea

Book sale

Coffee morning

Unwanted gifts sale

Seasonal:

Easter egg hunt

Christmas party

Carol service

Halloween disco

Pancake day party/flipping competition

New Year's Eve party in fancy dress



The Do's, the Don'ts and the Must Do's

Do:

- Tell us what you're planning
- Promote the event as widely as possible
- Be clear on who you are fundraising for and what will happen to the money
- Check you have the appropriate licences etc

Don't

- Use our logo and branding without registering with us
- Misinform the public about where the money is going
- Forget to get appropriate permissions and licences from the Isle of Wight Council if required

Must do:

- Keep all donations secure until you are able to pay them to us
- Offer money back if the event you are planning gets cancelled, if the donor doesn't want the money back it needs to be paid to us
- Keep a record of all donations received and activities carried out

Top tips

- Know your donors and how to retain them
- Remember to thank everyone who donates
- Set yourself a target and make it known
- Find out if your employer does matched funding for staff who fundraise
- Don't forget to include Gift Aid with donations whenever you can
- It's better together – invite friends/colleagues/family to join you
- Get creative – offer to do something silly or funny if they increase their donation

Frequently asked questions

We understand you may have a few questions, especially if this is your first time fundraising. We have tried to answer some below but if there is anything else you would like to know please contact the team at wightforces@gmail.com for clarification.

Is there a minimum amount I need to raise?

No, any donation will be gratefully received.

How long have I got to get the money back to you after the event?

We would suggest a maximum of six weeks afterwards should give you sufficient time to get everything in

Can I ask businesses for donations?

You can ask for donations of raffle prizes, please make sure you credit them in the list of donors when advertising the prizes you have. If anyone expresses an interest in corporate donations please contact us with their details.

Do you send out printed fundraising packs?

Due to the cost that this would involve we will not be sending pre-printed packs at this time. All information will be downloadable, however, if there is something specific that you need please feel free to contact the team to ask if we can support

Do you have merchandise to sell?

This is something we can look into as the charity grows or if it becomes clear that there is a need.

How do I pay my money in?

There are several ways in which you can do this (check!)

- By bank transfer
- Via PayPal
- Text to donate



And finally...

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- Don't forget to include Gift Aid with donations whenever you can
- It's better together – invite friends/colleagues/family to join you
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Want to do more? Become a member!

Our members are volunteers who are keen to help out when we have events and regularly host their own fundraising activities to support our charity.

If you would like further information please email wightforces@gmail.com and we'd love to welcome you onboard.

Thank you for supporting your local Armed Forces community!

