



Fundraising Guide

A guide to help you raise
funds for Simon Says



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Simon Says Child Bereavement Support
Suite 3
Chatmohr Estate Office Village
Crawley Hill
West Wellow SO51 6AP

Registered Charity: 1196341

t: 01794 323 934
e: info@simonsays.org.uk

www.simonsays.org.uk



Child Bereavement Support

Welcome

Thank you very much for organising or taking part in a fundraising event for Simon Says. We really appreciate the time and effort that you will put in to raising money on our behalf.

By raising funds to support our work, you will be helping to make a real difference to the bereaved children within the county of Hampshire. We are always happy to answer any queries you have and provide you with resources in the form of collecting tins and/or buckets and leaflets.

We do hope that this information pack will cover all the details that you require to put your event together, but if you have any further questions, please get in touch.

We hope your event goes well and thank you again for supporting Simon Says.

Chandra McGowan
Chief Operations Officer
Tel: 01794 323934
email: info@simonsays.org.uk

Don't forget to follow us on social media to keep up with all our activities!



Like us on Facebook - Simon Says Child Bereavement Support



Follow us on Twitter @simonsayscbs



Follow us on Instagram @simon_sayscbs

About Simon Says

Every 22 minutes in the UK, a child under the age of 18 is bereaved of a parent.

Simon Says supports children and young people up to the age of 18 within the county of Hampshire who have been bereaved of a significant person in their lives. Founded in 2001, it was established to meet the needs of bereaved children and young people in Hampshire.

Since then, it has helped many hundreds of children and families come to terms with what has happened and to learn how to live with their loss.

Our Services Include:

- A telephone support line (023 8064 7550) which offers support and information to families and professionals caring for bereaved children.
- Age appropriate monthly support groups which offer a safe and friendly environment for bereaved children and their parent/guardian to meet others who are in a similar situation. They can give and receive support through their bereavement from other group attendees as well as from the Simon Says trained volunteers.
- Information and resources for bereaved children and young people and the adults working with them.
- Workshops and presentations to schools on handling the death of a pupil, teacher or a pupil's parent, sibling, grandparent or significant person in their life.
- Working closely with other professionals to offer support, advice and training.

About Simon Says

For more information on what we do, please watch this short clip by clicking on the image below, or find it on YouTube at **'Simon Says Monthly support group'**.

 YouTube



<https://www.youtube.com/watch?v=oONrV4xITkY>

How your money will be used

For £200, you can support a bereaved child for a whole year, and the following is a list of resources we use and their approximate costs. You can use these to explain to your donors how their money might be spent:

- School Resource Pack - £75 each
 - Support Booklet - £3 each
 - Support Line - £2,500 p.a.
- Residential Weekend x35 children - £7,000
- Arts & Crafts for the support groups - £2,500 p.a. per group
 - A day out for the families - £400 - £1000 each day
- Monthly support groups running costs - £4,500 p.a. per group
 - Library restocking - £3,500
 - Training and supporting a volunteer - £125 p.a.
- Other Projects during the year depending on funding

Fundraising Ideas



Walk, Run, Cycle, Swim!

Perhaps you are someone who enjoys an adrenaline rush? We have places each year for the Great South Run. Take part in the Romsey Test Rotary walk which covers 26 miles of the scenic Test Way; take part in a skydive, organise a sporting match with your local team, get sponsored for a swim or cycle. Whatever you choose- we will help in any way we can.

Dress Down Days

For a small donation, why not have a dress down day at your place of work or school?

Cake Sales

Everyone loves cake! Ask friends and family to bake cakes and sell them at work, school or at a fundraising coffee morning.



Quiz Night

Want to put your trivia knowledge to the test? Whether its organised through work, a sporting team or with just a few friends at the pub, quiz night fundraising is one of the best and most enjoyable ways to raise money for your cause.

You can run a one-off night, or make it a monthly or even weekly occasion!

We can even supply the quiz...

A-Z of other ideas

A

Auctions
Assault Course
Art Exhibition
Athletic Event
Afternoon Tea Stall

B

Bag Pack
Battle of the Bands
Black Tie Ball
Bring and Buy
Book Sale
BBQ
Bridge Evening

C

Carol Singing
Cake Sale
Cabaret Night
Children's Fun Day
Coffee Morning
Cricket Match
CD/DVD Collection
Come dine with me

D

Dress Down Day
Disco
Dog Walking

E

Easter Egg Hunt
Exercise Bike Race
Egg and Spoon Race

F

Fantasy Football League
Fashion Show
Fayre
Five-a-side Football
Fun Run

G

Golf Day
Guess the name of...
Guess the number of...

H

Head/Leg Shave
Hopscotch

I

It's a Knockout
Italian Evening

J

Jewellery Sale
Jumble Sale

K

Karaoke Night

L

Lands End to John O'Groats
Lunches

M

Master Chef
Market Stall

N

Name the Teddy
Non-Uniform Day
Nearly-New Sale

O

Open Garden
Obstacle Race

P

Parachute Jump
Picnic
Pub Quiz

Q

Quiz Night

A-Z of other ideas

R

Raffle
Race Night

S

Selling Cards & Gifts
Skittles
Sponsored Cycle

T

Tombola
Treasure Hunt

U

Unwanted Gift Sale

V

Volleyball Competition
Vegetable Growing Competition

W

Wellie Throwing
Wine Tasting Evening

X

X-Factor Competition

Y

Youth Club Events

Z

Zany Clothes Day

Free and easy ways to support Simon Says

Any contribution you make, big or small, will be welcome by us. Please contact us if any of these ideas interest you and we will do all we can to help.

- Promote us in your local community. Would any of your sports teams, social groups or golf clubs be willing to raise money for Simon Says?
- Nominate Simon Says for one of the supermarket charity schemes.
- Many companies and organisations have a charity of the year. If it's as simple as an employee making a suggestion then if you, a friend or family member works somewhere that has a charity of the year then encourage them to nominate us.
- Place a pot. Are there any shops you know that would be willing to hold one of our collection pots?
- Volunteering. Simon Says is always looking for help with events, seeking raffle prizes and helping with research. Any time you, your friends or colleagues could spare would be a great help!
- Log us as your "cause" on easyfundraising.org.uk and get a donation every time you shop online through thousands of participating stores.
- Shop on Amazon? Then change to www.smile.amazon.co.uk and choose Simon Says – we get a donation for every order placed and it costs you nothing!

Planning your event

Please contact us for any help we can provide.

1. **Choose your idea:** But make sure you feel comfortable with the task ahead.
2. **Set a Date:** Give yourself plenty of time to organise the event, considering the time of year and the weather, as well as making sure your event doesn't coincide with any other large event to maximise your attendance.
3. **Publicise your event:** Use social media, posters in shops and halls and local press.
4. **Make it safe and keep it legal:** See page 13 for more details.
5. **Simon Says Branding:** By law, our charity number (1088746) must appear on all posters and advertisements that mention the charity and use the logo. The use of the logo must have prior approval.
6. **Tell us about your event:** We can help with publicising it in our newsletter and on social media.
7. **Use one of our sponsorship forms.** Included in this pack.
8. **Set up an online donation page through Just Giving:**
<https://www.justgiving.com/simonsays>

How to maximise your Sponsorship

Gift Aid: For every £1 donated Simon Says receives an extra 25p. Ask Sponsors to tick the Gift Aid declaration.

Match Giving: Many companies offer a match scheme by matching what you raise for charity. It is worth asking your company if they could support your fundraising initiative

Spread the Word: Use social media, linking to your online donation page.

Be fully briefed on the charity and how your sponsors money will be used (see page 5)

Thank you! Remember to thank those who have supported you! A personal thank you goes a long way.

Take Pictures: Raise awareness of our cause and what you are doing by documenting your process.

Guidelines: Requesting Donations

You may like to contact businesses in your area to ask them to donate prizes for your event. We have included an example of a letter that you can alter to suit your needs. As you will see, the letter includes details for verification in case any of your recipients feel they need to contact us, or alternatively, we can issue you a letter on the Simon Says letterhead.

Example Request Letter

Dear *xxxx*,

We (*or the name of your group*) are holding a (*name of event*) on (*date*) in order to raise money in aid of Simon Says and would be delighted if you could help us to raise as much money as possible by (*donating a raffle prize, tombola goods, printing our advertising flyers or programmes, lending xxxx. The list is endless but be as specific as possible! i.e. Is it a bottle tombola or children's tombola?*)

Simon Says supports children and young people up to the age of 18 within the county of Hampshire who have been bereaved of a significant person in their lives. They have a telephone support line, run monthly age appropriate support groups and provide resources and written information to help carers and professionals supporting bereaved children.

Simon Says does not receive government funding and relies on the generosity and goodwill of organisations and individuals.

If you would like to verify our connection with Simon Says, please call us on 01794 323934.

Please help us to raise as much money as possible for such a good cause. (*I/We*) can be contacted on (*tel/address*).

Thank you for your help.

Guidelines: Keep it Legal

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

Insurance.

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

Street Collections.

To collect in the street, you will need a licence from the local council. These permits do go quickly so please apply for them as soon as possible. To collect on private property, for example, a shopping centre or pub, 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 serve food. Further information can be obtained from your local authority environmental health department.

Lotteries and Raffles.

Lotteries are regulated under The Gaming Act 2005

The terms ‘raffle’ and ‘lottery’ are interchangeably used, but cover the same activity. The Act defines a lottery as an arrangement where individuals pay for an opportunity to win a prize that is selected entirely by chance (or, where the selection process involves more than one stage, the first stage relies wholly on chance.)

Guidelines: Keep it Safe

Simon Says cannot accept responsibility for accidents, so make sure that your event is safe for all concerned.

- Make sure that you or your venue had 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 by carrying out a risk assessment and minimise or eradicate them with appropriate actions. 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.

Sample Press Release

PRESS RELEASE – Immediate

Running for Simon Says

Joe Bloggs is taking the challenge and running the London Marathon for child bereavement charity Simon Says.

The London Marathon, which is held in the streets of London, will take place next week on XXXX.

‘As a teacher and seeing the support that Simon Says has given Johnny after his dad dies, and the difference it has made to him, has inspired me to run for the charity. I am aiming to make it around London in less than 4 hours and have set myself a target of raising over £2,500’ Joe Bloggs commented.

You can support Joe by logging onto www.justgiving.co.uk/joebloggs

ENDS

For more information

Contact: Joe Bloggs Tel:***** ***** or joebloggs@hotmail.com

Note to Editor

Simon Says supports children and young people within the County of Hampshire who have been bereaved of a significant person in their lives. For more information, please visit our website www.simonsays.org.uk

Simon Says Support Line: 023 8064 7550

After the Event

What happens now?

We hope that you have found the enclosed information useful and that your event goes well.

Now, all we ask of you is to tie up loose ends. Please don't forget to:

- Publish information and photos in your newsletter and local paper and social media.
- Send us your photos
- Send thank you letters to everyone who supported you.
- Ensure that all money due in has been received.
- Send in the money to Simon Says along with the completed "sending in your money" form.

Thank you once again for choosing to support Simon Says and if you would like any more information or support please just ask.

Chandra McGowan
Simon Says
Suite 3
Chatmohr Estate Office Village
Crawley Hill
West Wellow
HANTS
SO51 6AP
Telephone: **01794 323 934**
Email: info@simonsays.org.uk
Website: www.simonsays.org.uk

Sending in your money

Please complete and return to;

Simon Says, Suite 3, Chatmohr Estate Office Village, Crawley Hill, West Wellow, Hampshire. SO51 6AP

Title: Mr/Mrs/Miss/Ms/Other

Full Name: _____

Address: _____

_____ Postcode: _____

Email: _____ Tel. no: _____

I enclose a cheque made payable to Simon Says for £

I have transferred the sum of £_____ through BACS

Simon Says Bank details:

Name: Simon Says

Sort code: 40-42-17

Account number: 01451197

Please tell us how you raised the money:

If you have any pictures or media coverage from your event which you would like to share with us please post on our Facebook page or send to:

info@simonsays.org.uk

Sponsorship FORM

Event Name: _____

Participants Details:

Name: _____

Address: _____

Postcode: _____ Date: _____



Child Bereavement Support

Your details will be added to our database. From time to time Simon Says may write to you with information or to seek your support for our work. If you do not wish to receive future mailings please tick the 'No Mail' column

If I have ticked the box headed "Gift Aid", I confirm that I am a UK Income or Capital Gains Taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

gift aid it!

Name	Full home address including postcode Only needed if you are Gift Aiding your donation	Amount Sponsored	Gift Aid	No Mail

Gift Aid Declaration



Please print out this form, complete and return to:

Simon Says, Suite 3, Chatmohr Estate Office Village, Crawley Hill, West Wellow, SO51 6AP

CONTACT DETAILS:

Title:	Mr/Mrs/Miss/Ms/other* (*please delete as appropriate)
Full Name:	
Home Address:	
Postcode:	
Telephone:	

If you would like to receive our Newsletter, please provide your email address below:

Email address:	
----------------	--

Donation amount:	Please make cheques payable to Simon Says
What motivated you to make a donation?	

Boost your donation by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

I want to Gift Aid my donation to Simon Says of £_____

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference

Please notify us if you:

- Want to cancel this declaration
- Change your name or home address
- No longer pay sufficient tax on your income and/or capital gains

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code

Registered Charity Number: 1088746 1196341

Our events and activities



Barbeques



Christmas Parties



Residential Weekend



Halloween events



Support Groups

The Fundraising Regulator – Fundraisers Promise

This promise outlines the commitment made to donors and the public by fundraising organisations which register with the Fundraising Regulator. Those who register with the regulator agree to ensure their fundraising is legal, open, honest and respectful. The standards for fundraising are set out in the Code of Fundraising Practice.

We will commit to high standards

We will adhere to the Fundraising Code of Practice.

We will monitor fundraisers, volunteers and third parties working with us to raise funds, to ensure that they comply with the Code of Fundraising Practice and with this Promise.

We will comply with the law as it applies to charities and fundraising.

We will display the Fundraising Regulator badge on our fundraising material to show we are committed to good practice.

We will be clear, honest and open

We will tell the truth and we will not exaggerate.

We will do what we say we are going to do with donations we receive.

We will be clear about who we are and what we do.

We will give a clear explanation of how you can make a gift and change a regular donation.

Where we ask a third party to fundraise on our behalf, we will make this relationship and the financial arrangement transparent.

We will be able to explain our fundraising costs and show how they are in the best interests of our cause if challenged.

We will ensure our complaints process is clear and easily accessible.

We will provide clear and evidence based reasons for our decisions on complaints.

We will be respectful

We will respect your rights and privacy.

We will not put undue pressure on you to make a gift. If you do not want to give or wish to cease giving, we will respect your decision.

We will have a procedure for dealing with people in vulnerable circumstances and it will be available on request.

Where the law requires, we will get your consent before we contact you to fundraise.

If you tell us that you don't want us to contact you in a particular way we will not do so. We will work with the Telephone, Mail and Fundraising Preference Services to ensure that those who choose not to receive specific types of communication don't have to.

We will be fair and reasonable

We will treat donors and the public fairly, showing sensitivity and adapting our approach depending on your needs.

We will take care not to use any images or words that intentionally cause distress or anxiety.

We will take care not to cause nuisance or disruption to the public.

We will be accountable and responsible

We will manage our resources responsibly and consider the impact of our fundraising on our donors, supporters and the wider public.

If you are unhappy with anything we've done whilst fundraising, you can contact us to make a complaint. We will listen to feedback and respond appropriately to compliments and criticism we receive.

We will have a complaints procedure, a copy of which will be available on our website or available on request.

Our complaints procedure will let you know how to contact the Fundraising Regulator in the event that you feel our response is unsatisfactory.

We will monitor and record the number of complaints we receive each year and share this data with the Fundraising Regulator on request