



YOUNGROOTS

Helping young refugees to realise their potential

FUNDRAISING GUIDE



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FUNDRAISING IDEAS

If you have...10 -15 MINUTES

Sweepstake

Sweepstakes are incredibly easy to organise, and create lots of excitement in the office. The World Cup, Olympics, Eurovision, Christmas No. 1 single – there are opportunities throughout the year to get involved. Each person pays £5 to enter, then picks a contestant out of a hat. The winner gets 50%, and Young Roots 50%.

Cake Tax

Loose the pounds or loose the pounds! Put £1 in the jar each time you succumb to those office treats – a good reminder not to indulge. And if you do – well, you're doing for Young Roots – it's guilt-free eating!



Making pasta at our Croydon Youth Group

If you have...1 WEEK

Cake Sale

If the Cake Tax doesn't appeal, perhaps a Cake Sale will. If you're in a large office, you could ask your local theatre to borrow their portable ice cream trays to carry them, and local cafes to donate cakes at the end of the day. You could even turn it into a Great British Bake Off, and give a prize to the best-selling baker.

Come Dine With Me

Invite your friends over for dinner, and ask them to pay what they felt the meal was worth (If you show them the [Young Roots film](#) before they pay, they may be more forgiving about that burnt chicken...)

Skill Share

Young Roots is about building young people's skills and confidence – so if you have a skill to share, why not donate a class? Hire out a local community centre, and donate the fees to Young Roots. Alternatively you could host a "Nerd Night" - ask people to give a talk about their specialist subject, and charge for entry.

If you have...6-8 WEEKS

Raffle

If you'd like to ask local business for prizes, we can send you a letter stating you are fundraising on our behalf- just get in touch! There are some strict rules for holding raffles - Take a look at our guidelines on pg. 7.

Open Mic Night

Open Mic nights are great fun – and save you the trouble of sourcing or paying performers. Perhaps you could make it a themed night relevant to Young Roots, such as "Journeys" or "Childhood".

Auction

Auctions are a lot of work - but if they go well, they have the potential to raise thousands. We recommend you get a lot of friends on board for this one. Promise Auctions are particularly great to utilise the skills and goodwill of your networks, and can provide some really unique items.

Organising an event? Take a look at our Fundraising Event Checklist below.

Roz and friends swam pier to pier in Brighton – while she was pregnant! Together they raised over £1,500 for Young Roots!





FUNDRAISING EVENT CHECKLIST

GETTING STARTED

Get your friends involved

Fundraising with others lets you share fun – and the hard work. It also increases your network, so you have plenty of useful connections for prizes and performers, and a ready-made audience for your event.

Set a target

Setting a target and deadline keeps you motivated, and gives you a great sense of achievement once you reach it. It also creates a sense of urgency when asking for donations – “only two days left to reach £200!”

Keep a budget

Don't forget to budget – organising an event can have lots of hidden costs, and if not considered, could even end up with a loss.

Make a shared spreadsheet to keep track of what you've spent – we recommend using an online platform like Googledocs, so you all have access

Choose a Venue

When choosing a venue, you should consider...

- ✓ Does it have good transport links?
- ✓ Do they have appropriate fire exits? (everyone should be able to evacuate within 2.5 minutes)
- ✓ Is it large enough for your audience?
- ✓ Is there disabled access?
- ✓ Do they have public liability insurance?
- ✓ Is it weatherproof?
- ✓ Are there enough toilets? (about 1 per 100 people).
- ✓ Have you bargained for the best price?

Match fundraising

Ask a business to match the money you raise £ for £. You could add their logo to your poster to publicise their generosity

Maximise profits

Think of all ways that you can squeeze out every last penny at your event - Sell t-shirts , popcorn or glo-sticks, hold a raffle, do face-painting, display collection buckets...

Keep it safe and legal

It's important to be fully prepared for any potential risks and that you have all the required licenses.

Take a look at pg. 7 for information for specific activities, and complete our "Just-in-Case" form on pg. 10.

We recommend making an info pack to give to all volunteers, so they know who the first aiders are, have emergency numbers, know fire evacuation plans, and so on.



PUBLICITY

Design your poster

www.canva.com is a fantastic free website for designing professional-looking posters. If you would like to use our logo for publicity drop us an email and we'll send it to you.

Distribute leaflets and posters

About six weeks before your event, distribute posters and leaflets as far and wide as you can. (Remember to ask permission before posting!)

Use Social Media

Social media is the best way to get your message out there, and it's completely free! You could make a Facebook event, put the poster as your Facebook cover and profile pics, tweet all about it, Instagram photos of your fundraising journey, blog about your progress...

Send us your photos and stories

We'd love to post all your fundraising efforts on our social media, and can help you to publicise it.



A WEEK BEFORE

Create excitement through social media

Notify the local police if it's likely to be a big event

Remind friends, family, colleagues to come along

Call to confirm Catering, Transport, Entertainment, Venue, Volunteers



Trust exercise at our girl's residential trip



ON THE DAY

Remind people what it's for

Tell people all about Young Roots, and how their support will make a difference. Why not show our short film, which tells the story of one of our members, here: <https://www.youtube.com/watch?v=ux0yaHIKYIM>

Don't forget to ask!

Research shows that the biggest reason people don't give to charity is because they weren't asked. It can be quite daunting to ask people for money, but just remember you're not asking for yourself – you're asking on behalf of over three-hundred young refugees in London, Lebanon and Nepal



AFTER THE EVENT

Thank everyone who helped

Don't stop fundraising

20% of donations come after the event – send a reminder to friends, and show them photos to prove you did it

Keep in touch!

Hopefully we can attend your event, but if not, we would love to hear all about it, and to see lots of photos

Sign up to our e-newsletter and social media pages, so you can hear about other events and opportunities to get involved

Sending in the money:

Cheque: You can send a cheque, payable to "Young Roots", to:
Young Roots, Cornerstone House, 14 Willis Road, Croydon, CR0 2XX

Bank Transfer: You can transfer money to our CAF account:
Sort code: 40-52-40 / Account No: 00020581

Online: You can donate via our Justgiving page here:
<https://www.justgiving.com/youngroots>

Cash: We don't recommend that you send cash in the post, but if you live nearby, come visit us at our offices (same address as above) – we'd love to meet you in person to say thanks! (Get in touch before, to make sure we're around!)

KEEP IT SAFE AND LEGAL



The small print: Young Roots does not accept liability for your event or responsibility for accidents. Following these simple rules will help your event stay fun, safe and legal.

COLLECTIONS

- ✚ **On private land?** You will need permission from the land owner/manager
- ✚ **Street or House-to-house collection?** You will need a license from your local authority. Get in touch, and we can help you fill out the form.
- ✚ You must be **over 16 years old** to collect
- ✚ Buckets and tins must be **secure and tamper proof**
- ✚ If you're challenged for money – your **safety will ALWAYS come first**
- ✚ Although **“rattling” tins** isn't illegal, guidance says you **shouldn't** do anything that could **“be intimidating or cause a nuisance”**.

Take a look at this helpful guide for more information: <http://bit.ly/2IZ8Wog>



RAFFLES

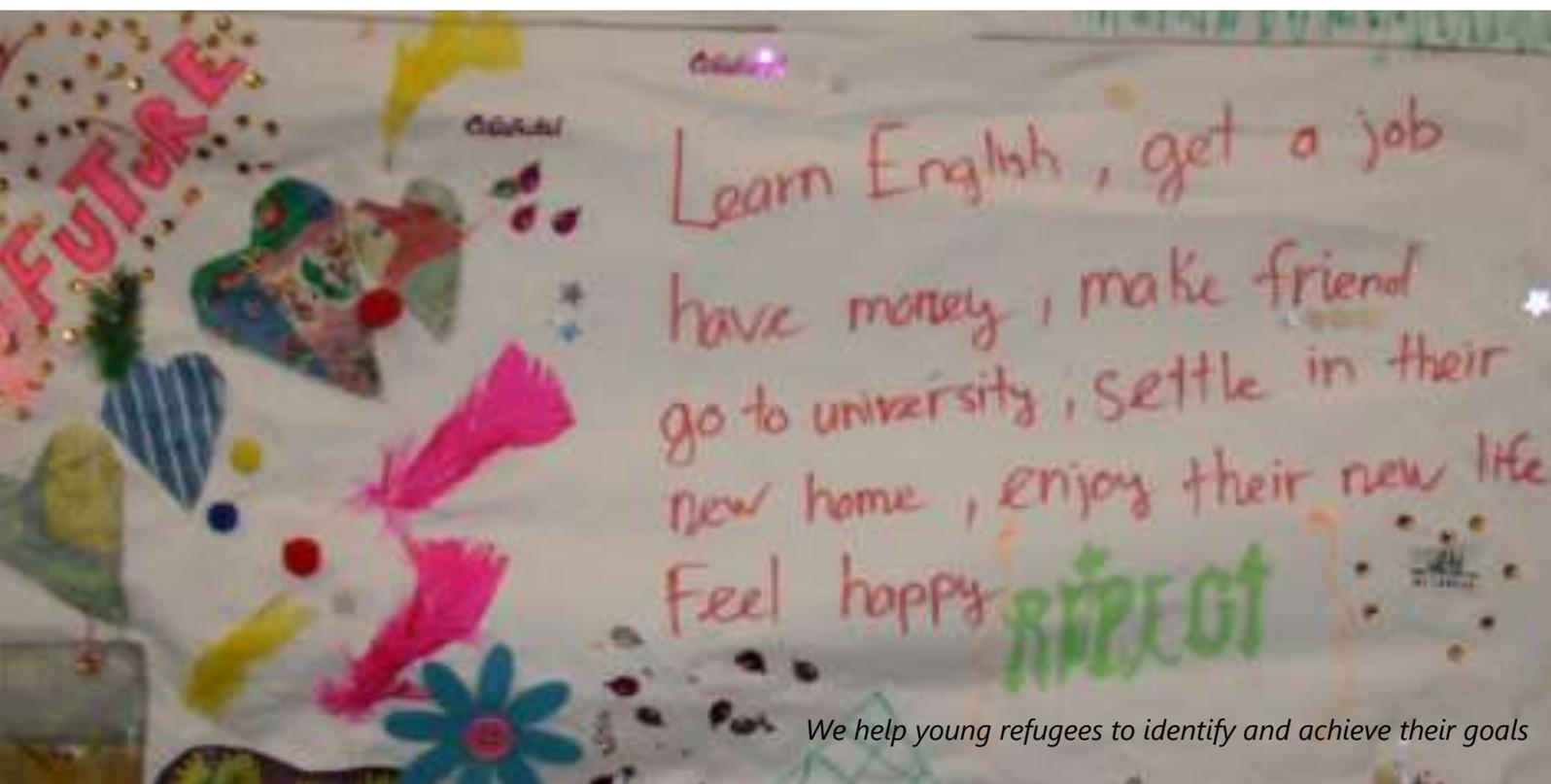
- ✚ If you're only **selling tickets to people at the event, and drawing the same day**, you **don't need a license**.
- ✚ If you're **selling tickets before the draw**, you **will need to apply for a license** from your local council
- ✚ You must **sell each ticket for the same price** (e.g. you can't do “5 tickets for the price of 4”)
- ✚ If you draw after the event, you will need to **publish the results** (e.g. in your village newsletter, or your facebook event page)

There is more guidance available here: <http://bit.ly/2mmuMWp>

WEATHER-PROOFING

Living in the UK, it's important to be prepared for every kind of weather – sometimes all in a few hours – and at any time of year! Things to consider...

- ✚ Providing **suncream, water, raincoats and umbrellas**
- ✚ Protecting **electrical equipment** from the rain
- ✚ Providing **shelter** from the sun and rain
- ✚ Possible **slippages** when icy or wet

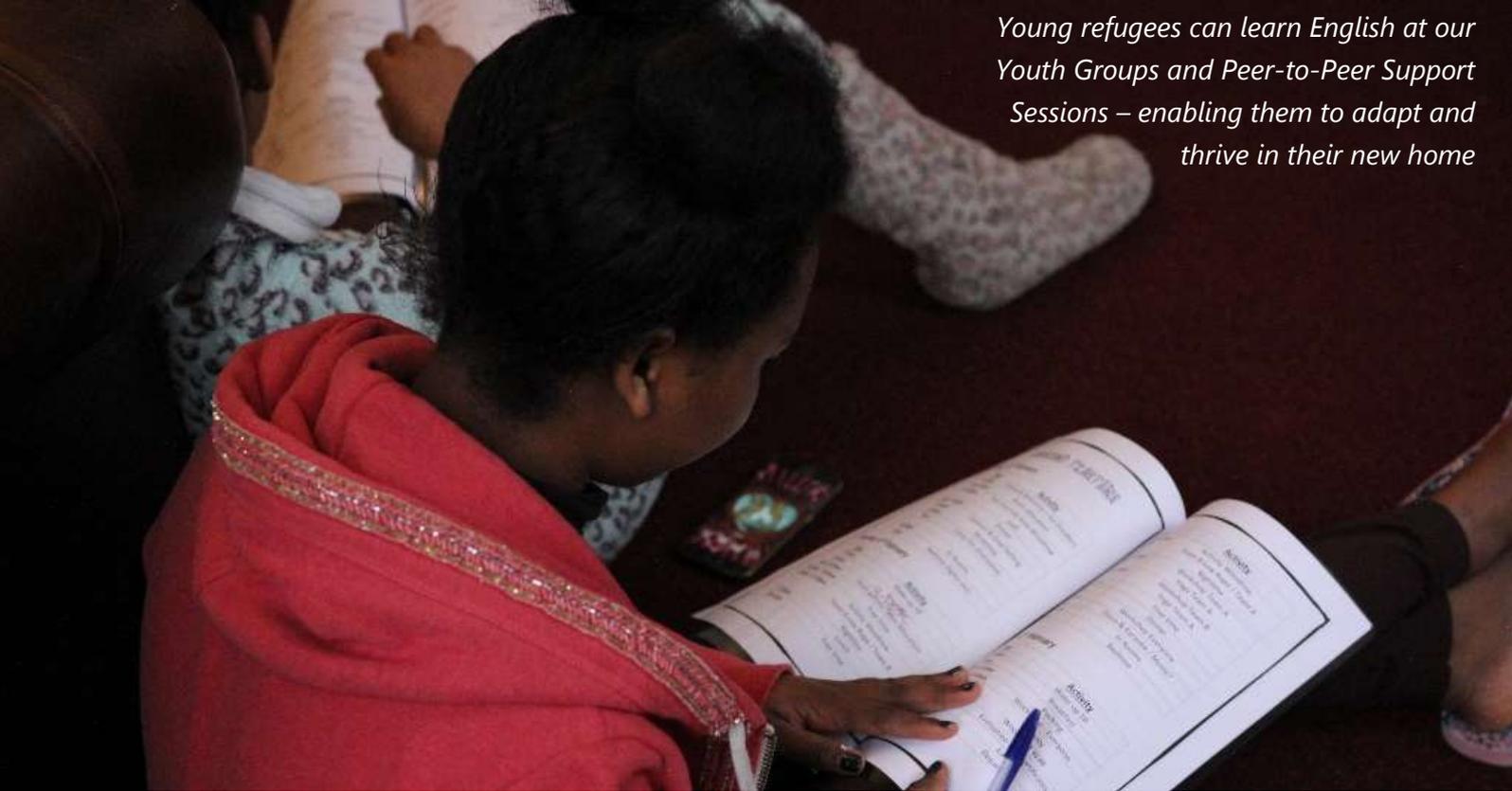


We help young refugees to identify and achieve their goals

FIRES AND ACCIDENTS

- ✚ Do you have a **named first aider** on site at all times?
 - Ensure all volunteers know who they are, and have their contact number.
- ✚ Do you have a fully stocked **first aid kit**?
- ✚ Do you have enough **fire extinguishers**?
- ✚ Are all **fire exits** clearly marked?
- ✚ Do you have a clear **fire evacuation plan**, and have you communicated it to all volunteers?
 - Consider escape routes for **wheelchair users** and people with mobility problems)
- ✚ Have you removed or clearly marked any **trip hazards**?
- ✚ If you're using any **equipment** (like a tea urn, or candy floss machine) has everyone been shown **how to use it safely**?

Young refugees can learn English at our Youth Groups and Peer-to-Peer Support Sessions – enabling them to adapt and thrive in their new home



FOOD

- ✚ Do your caterers have a food hygiene certificate and public liability insurance?
- ✚ If you're serving food yourself:
 - ✓ **Wash hands** thoroughly
 - ✓ Make sure **meat** is **cooked thoroughly** – never serve it pink
 - ✓ **Don't let raw meat touch other food**, or use the same chopping board and knife
 - ✓ **Hot food** should be served **piping hot**, **cold food** should be served **chilled**
 - ✓ State that you **cannot guarantee** food is **nut/nut derivative free**
 - ✓ Make sure **every server knows** exactly what **allergens** may be in your food

Check out this website for more advice: <http://bit.ly/1jjUhCr>

HANDLING MONEY

- ✚ Have at least **two people around when money is being handled** and counted
- ✚ Collect cash using a **secure container** e.g. a sealed container for a collection or a secure cash box for change
- ✚ Throughout the event, have two named people who will **discretely collect cash** when it's getting quite full, and put it **directly into a safe, locked place**.
 - Make sure volunteers know exactly who these people will be.
- ✚ **Never transport** large amounts of money **by yourself**
- ✚ Put the money in the **bank as soon as possible**, and always **travel on a safe route**.
- ✚ If you're challenged for money, please **don't take risks** – you're safety is always more important!

THE **JUST IN CASE** FORM

<p>My event</p>	<p><i>e.g. Fun Run on the Village Green Saturday 8th April. There will be a 1 km fancy dress fun-run, a live band, a BBQ and a raffle.</i></p>
<p>What licenses do we need?</p>	<p><i>e.g. Apply for raffle license from local council by 8th February (see pg.7)</i></p>
<p>Potential risks</p>	<p><i>e.g. Runners may trip on tree roots</i></p> <p>a) b) c) d)</p>
<p>What will we do to prevent them?</p>	<p><i>e.g. Label large roots clearly with bright tape and signs</i></p> <p>a) b) c) d)</p>
<p>What will we do if they happen?</p>	<p><i>e.g. Joe Bloggs is a named first aider. He will have a fully stocked first aid kit. All volunteers will be given his number. If injury is severe, call an ambulance (999)</i></p> <p>a) b) c) d)</p>
<p>Has this form been finalised and read by all volunteers?</p>	<p>FULL NAME: SIGNATURE: DATE:</p> <p>FULL NAME: SIGNATURE: DATE:</p> <p>FULL NAME: SIGNATURE: DATE:</p>