



Fundraising Handbook

Who is Alive?

Thank you for choosing to support Alive

Alive is the UK's leading charity enriching the lives of older people in care and training their carers.

Alive works in over 350 care settings to:

- Engage older people creatively through meaningful activity sessions
- Train and support care staff to enhance older people's wellbeing and deliver outstanding care at every opportunity
- Reduce older people's social isolation by connecting them to their local communities
- Speak up for the rights of older people in care to those with power to improve their lives

With your help, we will be able to achieve even more.

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Above: Alan and school pupil using an iPad for their collage

To meet Alan today, you wouldn't recognise him.

Since Alan's involvement in Alive's intergenerational project iPals, he is a new man. Care staff describe him as having a new lease of life.

Being a part of the iPals project has given him confidence and a sense of purpose. Alan is now writing and running the care home's magazine! It keeps him busy, and has provided him with a hobby which he loves! It's also raised Alan's profile in the care home, he's the iPals expert.

When Alan first arrived at his new care home he was very unwell and depressed. From his first initial assessment, staff thought he would not be with them for long. The care home's Manager knew intervention was crucial. As a forward-thinking care home, they had agreed to be a part of Alive's iPals project, and decided that Alan would benefit from getting involved. iPals is an intergenerational project bringing together younger and older people

through the shared use of technology. The care home was linked with children from St Stephen's Junior School. During their visits, each child is paired with an older person, and they use iPads to explore each other's hobbies and interest. Not only does the project provide opportunities for the residents to mix with younger people, it also provides access to learning—which is important for anyone at any age.

1. A-Z of fundraising ideas

Auction, Antiques Sale or Road show, Art Exhibition

Blind Date, Barn Dance, Bring and Buy sale

Coffee Morning, Car Wash, Concert, Curry Night

Darts Tournament, Dress down Day, Disco Night

Egg and spoon race, Exercise Classes, Easter Egg Hunt

Fashion Show, Food demonstrations, Fishing Competition

Guess the weight of ..., Games of Skills, Golf Day

Head Shave, Ice Skating, Joke-a-thon

Karaoke night, Kick a bad habit, Keep-fit classes

Learn to ..., Line dancing, Language classes

Mastermind, Non-uniform day, Oh no Days! (not another coffee morning!)

Plant sale, Poetry Competition, Pub Quiz

Quiz night, Questions games

Race event, Raffle, Record breaking attempt

Sponsored Silence, Sell Services, Stay-A-Wake

Talent contest, Three-legged race, Treasure hunt

University challenge, Volley ball, Walk to work

Xylophone concert, Yoga-a-thon, Zombie Party



"Tell everyone!"

Once you've set your fundraising goal, tell everyone!

It will help to stay motivated right up until the big day, before you set the date, make sure you've given yourself plenty of time to get everything in place, for friends, family and colleagues to put the date in their diaries.

Pick a day that is easier for people to remember, such as the weekend or at work where everyone is in the office.

Spread the word, tell people why you're raising funds for Alive **Facebook** and **Twitter** are ideal for inviting and updating people.

If possible, write a blog about your progress, it just keeps your supporters involved and they may be able to help.

2. Make it easy with an online fundraising page

Raising money online couldn't be simpler. If you haven't already, set up a JustGiving fundraising page. Go to <https://www.justgiving.com/aliveactivities> so your friends and family can sponsor you in a matter of minutes.

It's easy to set up and manage. Your friends and family can sponsor you from anywhere at any time and you don't need to spend time collecting money. You can also use hard copy donation forms, giving friends and family two ways to support you.

If you are a UK taxpayer, JustGiving will automatically reclaim at least 25% in Gift Aid on your donation at no additional cost to you.

Make your page as interesting as possible by adding photos and videos and letting everyone know why you're raising money for Alive.

Share your page on Facebook and Twitter and email it to your friends and family. More and more donations are being made via social media so be sure to share a link to your page.

Set up your own **Text code**, make it even easier for people to support you. It will mean that anyone can send a donation by text and it will be added automatically to your JustGiving total.

First, you will need your JustGiving page up and running then you just log into your account and follow the instructions.

For more information please go to help.justgiving.com





3. Keep it safe and legal

Useful websites

- ▶ Food Standards Agency <https://www.food.gov.uk/> is useful information on how to prepare food safely and hygienically
- ▶ Health and Safety Executive <http://www.hse.gov.uk/> provides advice on keeping safe and legal
- ▶ Institute of Fundraising www.institute-of-fundraising.org.uk information on the best ways to fundraise.

Collections

It is important to make sure the correct permissions are in place before carrying out collections. If you are collecting in publicly own places, town centres and on the pavements, you must get a license by the relevant licensing authority, usually it's the local authority and/or the police.

Raffles, lotteries and prize draws

Small lotteries – raffle, tombola at a single event - If you run a raffle or tombola at your fundraising event, tickets can only be sold at the event, then you will not need any kind of lottery licence. Standard cloakroom tickets can be used to represent the 'chances' sold.

However, if you are holding the event on public property (and in Scotland, on private property where the public have unrestricted access), you will need to apply to your local council for a street collection licence to be able to sell your tickets.

For more information please go to <https://tinyurl.com/lrlzuy9>



Private lotteries – raffle at work, or within a society (not open to the public)

There is no need for a lottery license should your group organise a raffle outside of a fundraising event but confine ticket sales to members of a club, society or group of people who live or work on the same premises. This is only permissible provided that the group has not been established for purposes connected to gambling. The organiser or 'promoter' of the private lottery should be a member of the group concerned.

There is no specific board or body in existence to regulate private lotteries. However, do remember the following:

- The price of all tickets must be the same
- Each ticket must specify the name and address of the organiser (promoter), the registered charity number e.g. 1132708 and the ticket price.
- Each ticket must declare who is entitled to buy a ticket, and that prizes will only be awarded to the rightful winner.
- Tickets cannot be sent through the post and can only be advertised at the point of sale.

As a general rule of thumb, you are more likely to need a licence if you want to sell tickets to general members of the public over an extended period of time.

Data protection

Make sure that any electronic or paper record you keep about people involved in a fundraising event complies with the Data Protection Act. As a rule of thumb, don't keep information about people any longer than you must, and don't share information or data about someone without their permission.

Insurance

When you organise a fundraising event, you are responsible for making sure it poses no risk to others. That's why we would recommend you take out public liability cover for events such as a sponsored walk or sports event.

Alive Activities cannot accept liability for any loss, damage or injury suffered by yourself or anyone else as a result of taking part in a fundraising event.

4. Don't forget to gift aid it

If you are a UK taxpayer, you can increase the value of your donations by 25% and it won't cost you a penny. All you need to do is sign a **gift aid declaration** and we will be able to claim the extra cash from HMRC.

What is GiftAid?

It's a tax efficient way of donating to charity. Gift Aid allows us to claim the basic rate of income tax (currently 20% on a donation from a tax-paying donor, from HMRC. So, for every £1 donated, we can claim an additional 25p.

How do I know if I'm a UK taxpayer?

If any of the following apply to you, you're a UK taxpayer

- a. Tax is taken from your salary before you receive your pay
- b. You complete s self-assessment tax return form
- c. You have recently paid capital gains tax, or expect to do so in the near future
- d. You have taxable savings, a pension plan or investment income. Please note: inheritance tax does not count as UK income tax

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What if I am not a UK taxpayer?

If you are not a UK taxpayer, we can't claim Gift Aid on your donations. If you have signed a declaration in the past but no longer pay tax please contact us on: 0117 377 4756 so your records can be updated.

What if I am a higher rate taxpayer?

If you are a higher rate taxpayer, the charity can still only reclaim the basic rate, and you can claim a tax rebate for the difference between the basic rate of tax and your highest rate if you make a charitable donation.

For more information about Gift Aid go to <https://www.gov.uk/donating-to-charity/gift-aid>

5. Fundraising Materials

Let us know what you are planning and get personal advice and support from our fundraising team



Fundraising resources

- ★ Sponsorship form ★
- ★ Terms and conditions for fundraising ★
- ★ Money return ★

Instructions to the site holder of static Alive!'s collection tins

Alive would like to thank your company/organisation for agreeing to collect donations on behalf of our charity.

Static collecting boxes are amongst the most effective and efficient forms of fundraising and provide visible evidence your company's social responsibilities to the community.

It is important that the authorities and the general public alike retain confidence in such a valuable source of charitable funds.

Here are simple guidelines to ensure the proper management and use of static collection boxes and to safeguard the public interest in their use.

- Please display your certificate of authority that has been provided to you by Alive
- Appoint a member of staff to be the authorised person to open the boxes and to keep the boxes safe
- Maintain records of where boxes are sited and how much money is collected in each box
- keep separate accounting records showing money raised through static collecting boxes
- When emptying the boxes please make sure the authorised person opens the box in the presence of another person, once the contents has been counted, 2 signatures are needed on the accounting records.
- Once emptied, a new seal must be placed on the top of the collection box. The middle part of the seal needs to be stuck on the bottom of the box. Seals are provided by Alive
- Filling in the seal label, *Box number* – each box will have a number underneath, *Name* – Alive Bristol BS1 6XN. *Date* - when box was emptied.
- Each static box will have an Alive! label with the charity registration no. 1132708 and address. Labels must be clearly visible. Please contact Sarah on 0117 353 3966 or fundraising@aliveactivities.org

Sponsorship Form

YOUR DETAILS	
Full Name:	
Home Address:	
Postcode:	Telephone:
Email:	
Date:	Event Name:

Gift Aid - Make your gift worth more at no extra cost to you, if you are a UK taxpayer. Gift Aid means that for every £1 you donate, we can claim an extra 25p from HMRC. Please make sure you fill in your full name, full address and postcode, and tick the Gift Aid box below. These details are required to make a Gift Aid claim but will not be used for marketing purpose unless

SPONSORS DETAILS (must be completed in your sponsors own handwriting to qualify for Gift Aid)

By ticking Gift Aid: I confirm that I am a UK Tax payer and have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on gifts for that tax year. I understand that if there's a shortfall, it's my responsibility to pay any difference. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I give or have given in the last four tax year.

Title and Full name	House name/number address	Postcode	Tick for Gift Aid	Amount	Paid
<i>eg. MR JOHN SMITH</i>	<i>11 ANY STREET, ANYTOWN</i>	<i>AN1 2NA</i>	✓	<i>£10</i>	

Title and Full name	House name/number address	Postcode	Tick for Gift Aid	Amount	Paid
<i>eg. MRJOHNSMITH</i>	<i>11 ANY STREET, ANYTOWN</i>	<i>AN1 2NA</i>	✓	<i>£10</i>	
Total					

Next steps...

Collect your sponsorship money and send us a cheque for the total amount. Please make cheques payable to Alive. (Please do not send cash through post). Then send your cheque along with this sponsorship form and the money return form to **Alive, Create Centre, Smeaton Road, Bristol, BS1 6NX**.

THANK YOU FOR YOUR SUPPORT



Money return form

Please complete this form and send it back to us along with the money you have raised so we can make sure that the money you send is correctly allocated to you.

Please find enclosed a cheque(s)/Postal order for £.....
Please ensure that all cheques are made payable to Alive.

Title..... First Name.....

Surname.....

Address.....

..... Postcode.....

If your activity was sponsored, please also include your completed sponsor form (to enable us to claim Gift Aid on your contribution)

Please send this completed form back to:

Alive
Create Centre
Smeaton Road
Bristol
BS1 6XN

If you have raised money through JustGiving this will come directly to the charity. Thank you for your support.

Bunting

You can make Alive bunting by printing this page several times. Then cut the triangles out and attach them to string.

Alive Registered Charity No: 1132708





Help us bring joy to older people in care

WHAT

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WHERE

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WHEN

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In aid of Alive, the UK's leading charity enriching the lives of older people in care and training their carers.

www.aliveactivities.org

Registered Charity No: 1132708

For more information call or email our fundraising team where you'll find one of our fundraisers on hand to support you should you need it.

Fundraising Department

Tel: 0117 353 3966

Email: fundraising@aliveactivities.org

Alive

Create Centre

Smeaton Road

Bristol

BS1 6XN

Head office 0117 377 4756

www.aliveactivities.org

