Steps to fundraising success

Raising money for Theirworld is easier than you might think. There are loads of fun ways to collect donations or gain sponsorship, and in this pack there are just a few ideas and suggestions. You might have something that works better for you or a more creative way in mind. If so, we’d love to hear from you. Just contact danny@theirworld.org.
Why fundraise for us?

Theirworld is about changing the lives of children. Every single child is precious and unique. At Theirworld we work hard to give children the best possible chance of living a healthy and happy life.

**Research**

- Jennifer Brown Research Laboratory
  - Using cutting-edge science to resolve some of the life threatening complications that can arise during pregnancy for both mothers and babies, as well as supporting vulnerable newborns.

- Edinburgh Birth Cohort
  - Supporting pioneering research into the effects of early birth on the developing brain to identify the right ways to help babies, children and young people with problems from birth to adulthood.

**Education**

- A World at School
  - Campaigning to give all children and young people worldwide access to a quality education to unlock their full potential.

- Other Projects
  - Piloting innovative projects in the Middle East, Africa and crisis zones to ensure education for the most vulnerable children in the world.

We work towards making a brighter future for every child. Read more about our work at www.theirworld.org
What you can do to help
Sponsored challenges

Theirworld has regular teams at the Great North Run and the Prudential ‘RideLondon - Surrey 100’ cycling event. Want to join the team? Send your details and the details of the event you want to attend to; info@theirworld.org

If there is a different event that is more local or convenient for you, let us know about it! You might have something more individual in mind. You could cycle or walk between neighbouring cities, climb a mountain, or do something truly unforgettable like skydiving or abseiling.
Community fundraising

Social events might be more your thing. If so, think about bringing together your friends and family to a community fundraiser. Here are some ideas:

• A coffee morning
• A bake sale at home or in a local community space
• A second-hand goods sale
• A sporting tournament e.g. a five-a-side football where teams donate an entry fee to compete
• A quiz night in a local venue
Community fundraising

Hold a raffle at your quiz night or coffee morning, but don’t forget to ask for permission from your local authority. Ask local businesses to donate prizes or ask friends to donate unwanted gifts they can’t get rid of!

There are simple things to do to raise money at local activities or in the build up to your personal challenges.

You could:

At a community event or sports tournament, run a sponsored head shave and leg wax. Some people will pay to see their friends in distress, especially if it’s for a good cause!

Hold a charity auction for the best gifts donated.
Workplace fundraising

Brighten up your working week with some easy fundraising ideas.

Check whether your employer runs a matched giving scheme. Some companies are keen to support their employees’ charitable activities.

Bad dress day: convince people to wear their ugliest tie, bright colours or fancy dress for a small donation.

Do some home baking and sell it around the office – or have a ‘bake-off’ and encourage everyone to do the same.

Set up a donations bucket and encourage colleagues to give any loose change they might have.

Guess the weight of the cake – Bake a cake and charge colleagues to guess its weight. The winner gets the cake.
Giving us what you have raised

Fundraising through sites such as JustGiving or VirginMoneyGiving is the most straightforward way to deal with sponsorship. You can easily keep track of how much you have been sponsored, and it comes straight to us!

Gift Aid:

If you are a UK taxpayer, don’t forget that we can reclaim back another 25% from the government. Download and complete the Gift Aid form and include this along with any cash or cheques that you send.

Many fundraising events involve collecting cash money on the day and we have sponsorship forms and collection slips.
Things to consider

It is important to think about how to maximise the impact of your action. For example:

Budget your event. Work out how much you will need to spend to stage the event and how much money you need to take in to break even. Consider whether you are going to charge entry or charge for refreshments.

Set a target for the funds you want to raise. Let your guests know what your expectations are.

Make sure you have a suitable venue. Think about using a village hall, church hall, pub, school, club or café.
Your fundraising will go further than you think!
Connect with Theirworld

Visit:  
www.theirworld.org  
facebook.com/Theirworld  
twitter.com/theirworld

Call:  
+44 20 3116 2735

Email:  
info@theirworld.org

Write:  
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20 Primrose Street  
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Thank you and good luck!