



FUNDRAISING GUIDE



**HELPING YOUNG SOUTH LONDONERS
GROW THROUGH SPORT**

THANK YOU FOR CHOOSING TO FUNDRAISE FOR PALACE FOR LIFE FOUNDATION!



The Palace for Life Foundation works in the community with young people and their families, supporting them to make positive and healthy life choices to help prepare them for a brighter future.

The Palace for Life Foundation fundraising guide will provide you with all the information you need to raise valuable funds for the Palace for Life Foundation so we can continue our vital work. We have also included some useful tips and tricks in order to ensure that your fundraising for the Foundation is as successful as possible. If you need extra supplies, or help with your fundraising, contact us at fundraising@palaceforlife.org.

PALACE FOR LIFE FOUNDATION OVERVIEW

**WITH £50
RAISED**

you could help us provide a travel card for a young person to attend a work placement in central London.

Our unique position in the community helps us to achieve our vision of ensuring that everyone in south London, irrespective of their background, is given the opportunity to lead a healthy, positive and safe life. Last year we worked with over 13,000 south Londoners, inspiring them to find a better path and to lead a healthier life, thanks to support such as yours we hope to reach even more.

We are proud of how our unique position in the community helps us inspire individuals to make long-lasting changes to their lives. See the different areas that we focus on below.

PROGRAMMES





“There are a lot of people who aren’t doing anything, who are out there in the street, and the Foundation brings them, literally puts them on courses and helps them out. They are there for the community.”

- Nayab



We are incredibly proud of the work we do at the Foundation, but we are always looking to expand our programmes and launch new programmes, your fundraising will help us aim for more. You will be helping to support people like 19-year-old refugee, Nayab.

Nayab came to London with his father as a 15-year-old who could not speak any English. His mother, four sisters and one brother stayed behind, along with all of his friends.

“It was difficult because how can you make friends when you can’t speak English? For six months they used to say stuff and I would just sit there in the school and watch them – I literally couldn’t understand what they were saying.”

Nayab soon set his sights on building a career in the construction industry but knew it would be difficult to get started without qualifications. He took a course with the Foundation through the Premier League Works programme, which uses the power of football to help young people build the confidence and skills to turn their lives around and get started on a career path.

The group of youngsters, aged 17-19, were helped with CV writing and mock interviews, before studying for and gaining their Construction Skills Certification Scheme card with Foundation partners ENGIE.

Throughout the course, Nayab developed strong relationships with Foundation coaches, who continue to support him as he prepares to take the next steps in his life.

SOME FUNDRAISING IDEAS TO GET STARTED:

**WITH £100
RAISED**

we could help a young person pursue a new career and by working towards Level One coaching qualification.

CAKE SALE | PUB QUIZ | WINE TASTING | DINNER PARTY
CAR BOOT SALE | AUCTION | BABYSITTING | RAFFLE
BARBECUE | SWEEPSTAKE | CASUAL CLOTHES DAY
CRAFT SALE | SPONSORED CHALLENGE EVENT

STAR FUNDRAISERS

Why not hold an event in your local community?



In May 2018, that's exactly what some of our Playmakers did. Rebecca Hurst, Vics Wolfe, Kevin Martin, and Andy Lucey organised their own fundraising event: the **Spectacular Swan Fundraiser**.

The long-time Crystal Palace fans and Foundation supporters invited friends and family to attend their event, as well as advertising it on social media and handing out flyers and posters locally. Inclusive to all, the fun day was held at The Swan Pub in West Wickham and had around 100 attendees. The community event had a wide range of activities, such as the fastest shot, arts and crafts for the children, and a raffle with amazing prizes including CPFC tickets and boots signed by former Palace player Mile Jedinak. The event was rounded off with a late night disco. The group asked for donations for both tickets and entry to the event, helping the event fly to a fantastic **£687.32!**

“As a team we like to support the official charity for Crystal Palace, we have planned a family fun day before and we thought it would be great to carry one out in West Wickham. We wanted to raise funds for Palace for Life but also spread the word on what the charity is and does further afield to people who have not heard about it.

“Lots of local companies were extremely generous with donating raffle prizes for us which helped greatly with our final total. We helped spread the good work of the foundation and hopefully some aspiring girl footballers have signed up for courses.”
– Rebecca Hurst

PROMOTING YOUR EVENT



WORD OF MOUTH

Spread the word by getting your family, friends, colleagues and neighbours involved. Put up display posters in your community to promote your fundraising.

WORK

Use the staff intranet or noticeboard to share your fundraising story with colleagues, send an all-staff email with a link to your online fundraising page, or simply pop your link into your email signature.

SOCIAL MEDIA

Try to think outside the box and post interesting, funny or amazing photos and stories about your event or challenge. You can also thank people afterwards – sponsors, people who attended, or who donated.

SCHOOL

If your child wants to fundraise, school is a great place to start. See if the school will hold a dress-down day or a bake sale, and raise awareness at the same time

SPONSORSHIP FROM LOCAL BUSINESS

See if local businesses will help out by donating raffle prizes, advertising or even sponsoring your event.

CREATING AN ONLINE FUNDRAISING PAGE

**WITH £420
RAISED**

we could pay for two Healthy Eagles coaches for a 10 week child weight management course, helping children eat and live healthier for longer.

1 SIGN UP TO FUNDRAISE

Visit www.justgiving.com and link your page to a campaign or organised event if there is one.

2 PERSONALISE YOUR PAGE

Make sure your online fundraising page explains your motivations, keep it regularly updated with your progress and don't forget pictures! Please ensure you have the rights to or credit any photos used accordingly.

3 ADD A FUNDRAISING TARGET

Pages with a target raise almost 10% more than those without one.

4 ASK STRATEGICALLY

If you ask close friends and family to donate first, as other people may then match their generosity- and remember people are more generous around pay day!

5 SUGGEST DONATION AMOUNTS

Add a little perspective around suggested donation amounts, for example, £10 might mean giving up a takeaway dinner.

6 PROMOTE YOUR PAGE

Use word of mouth, posters – and all the ideas on this page – to get the word out there- and make sure people are ticking that Gift Aid box if eligible!

7 THANK PEOPLE

Make sure you thank friends and family who sponsor you. If you do it through social media, it will act as a reminder to anyone who hasn't sponsored you yet!

If you prefer doing it the classic way then feel free to print your sponsorship form later in the guide. Remember to collect your sponsorship money as soon as possible as it is much easier to get money before an event than after!

* TOP TIP

Find out if your company run a matched giving scheme. This is a great way to make your money grow.

THE LEGAL BITS

**WITH £600
RAISED**

we could help eight young people get interview clothes so that they are able to kick-start their careers.

The bottom line is that we want you to stay safe and on the right side of the law when you are fundraising. We want you to have fun and enjoy your event, but the 'small print' can be a big deal if you don't follow certain guidelines.

RISK ASSESSMENTS

Before you organise an event, carry out a risk assessment to identify the risk and hazards. The health and safety executive provides some excellent advice and free resources to guide you through this process – visit www.hse.gov.uk/risk/fivesteps.htm.

INSURANCE

If your event involves the general public in any way, it is a good idea to have public liability insurance. This will protect you and the Foundation in the event of public injury and loss or damage to equipment and property not owned by yourself. It is very important to choose the PLI policy that will be most appropriate to your event. You may want to contact an insurance broker for quotes or the Citizens Advice Bureau to get the best advice when carrying out a public event.

COLLECTIONS

If you plan to collect money in a public place, you will need a street collection permit from the local council. Contact them at least three months before your preferred date. If you are successful, please let us know so we can provide you with collection tins and t-shirts for the day. Please note, only people aged 16 and over can collect in a public place.

If you are collecting on private property such as a pub or supermarket, all you must do is get written permission from the owner or manager. Keep this with you when collecting.

RAFFLES AND LOTTERIES:

For simple raffles all you need to remember is to charge a standard price for each ticket and to draw the name of the winner before the evening is over. If you plan to run your lottery over a longer period of time or sell tickets at more than one venue, you will need to purchase a local lottery license from your council. We are unable to claim Gift Aid from raffles, as this is considered to be paying for goods. If you want to know more about organising a raffle or lottery consult your local council or visit the Institute of Fundraising's website: www.institute-of-fundraising.org.uk/



You can also contact us for a letter of authority to use at collections or to help ask for prize donations.

STAND UP AND BE COUNTED!

YOU'VE DONE IT AND IT WAS AWESOME!

Now is the moment to stand proud and count your takings.

Every penny will add up to a fighting chance for vulnerable young people.

HOW TO PAY IN YOUR MONEY

Send us your money as soon as you've got it – that way you won't forget and we can put it to good use straight away and get it to those who need it most.



ONLINE

By setting up a www.justgiving.com page you can be sure that the donations, and Gift Aid, will come directly to us, without you having to do the leg work of chasing your sponsors! Other great benefits are that you can reach friends and family further afield, and you can keep your sponsors up to date with how your preparations are going.

You can also donate directly to us through our website: www.palaceforlife.org/donate

CASH

For security reasons do not send donations through via post – please send using one of the outlined alternative ways.

BANK TRANSFER

Get in touch with fundraising@palaceforlife.org to get our bank account details.

POST

Send your cheques, made payable to 'Palace for Life Foundation', along with your sponsor forms to **Palace for Life Foundation, Selhurst Park, Croydon, London, SE25 6PU**. Remember to include a cover letter so we know who the cheques are from, and let us know if the money raised was from a particular event or sponsorship pledge, and to complete a gift aid declaration form.

CHARITY VOUCHER

We also accept Charity Aid Foundation (CAF) and other charity vouchers. Please treat these in the same way as a standard cheque and follow instructions outlined under 'post'.

* TOP TIP REMEMBER GIFT AID

By ensuring your friends and family tick the Gift Aid box on a sponsorship form, you make your fundraising efforts go even further. What is Gift Aid? As a registered UK charity, Palace for Life Foundation can claim an extra 25p from HM Revenue & Customs for every £1 received as a donation. Ask all your sponsors to write their home address and postcode on the sponsorship form and tick the Gift Aid box if they are UK taxpayers. Missing or incomplete addresses or the use of ditto marks on a sponsor form will mean we are unable to claim gift aid on those donations. Keep your completed sponsor forms safe and then send them to the Foundation along with any cheques you receive.

You can also download gift aid declaration forms to give to your sponsors, on our website: www.palaceforlife.org/donate

Thank you for choosing to fundraise for Palace for Life Foundation, and for helping us reach more young south Londoners through the power of sport

If you have any questions, please get in touch with the fundraising team on fundraising@palaceforlife.org



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Registered Charity Number 1125878

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#PalaceforLife