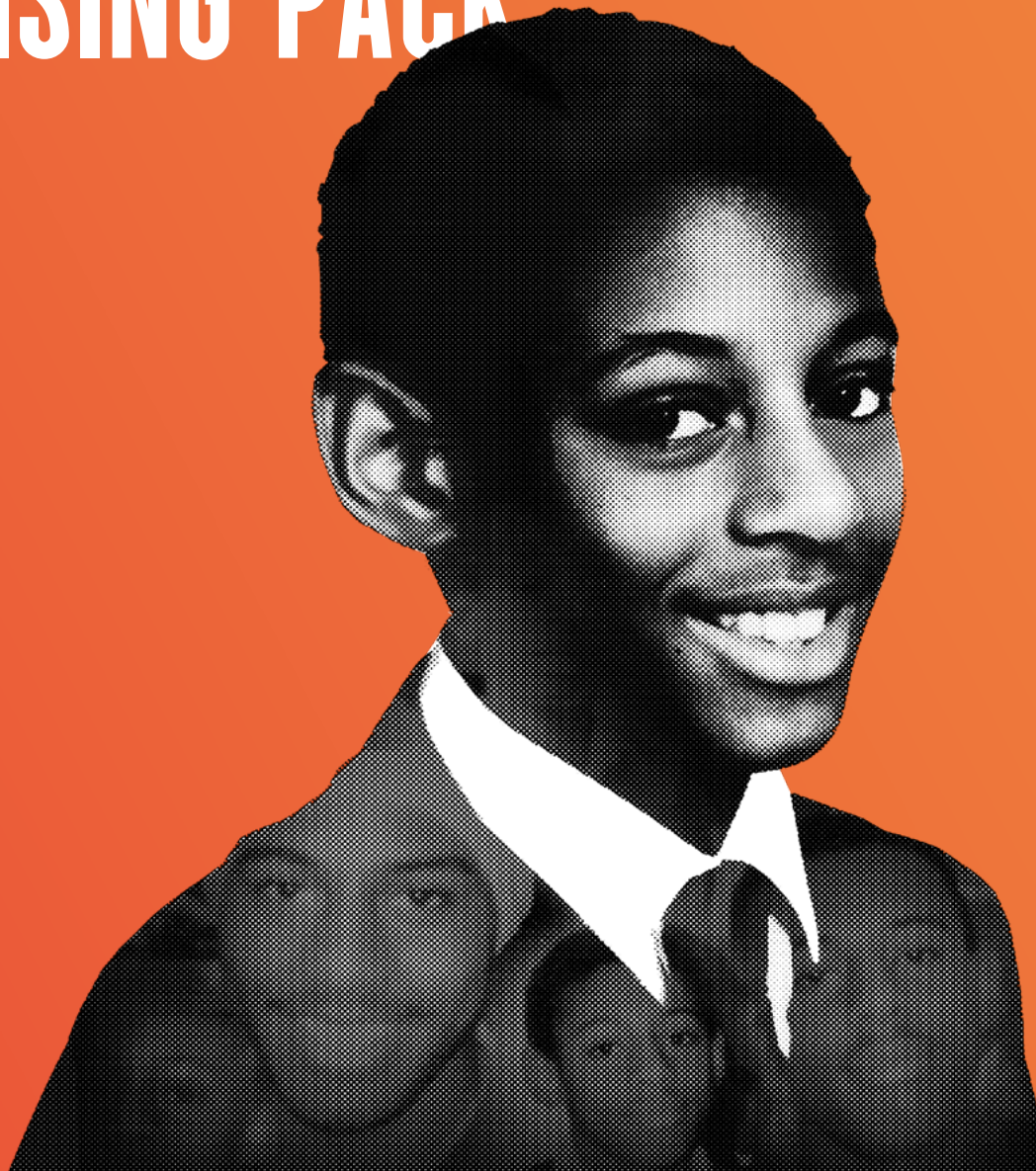


**STEPHEN
LAWRENCE
DAY** 

SCHOOLS & COMMUNITIES FUNDRAISING PACK



THE FUNDRAISING GUIDE

Thank you for downloading our fundraising pack. Your support will make a real difference to our work. We know it can sometimes be a bit daunting, so we've included some useful tips and essential information to help you along the way.

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FUNDRAISING



FUNDRAISING IDEAS

Why fundraise for us?

Because we want to help create a society that's fairer and more inclusive for everyone. By doing so, you'll be helping ensure that our high impact programmes are as far-reaching as possible. Staff fundraising can also be a great way to bring people together across your organisation, helping to boost morale and create a shared purpose behind a cause that matters. Here are a few ideas:

- ❑ **Organise a dress down (or up) day** with staff invited to wear something orange - Stephen's favourite colour - and donate in return
- ❑ **Host a skills exchange session.** Invite staff to share their expertise in return for a donation, whether it's getting to grips with power-point or nailing that elevator pitch
- ❑ **Organise an event.** Hosting an event like a supper club or gala dinner can be a great way to get your customers and suppliers involved by inviting them to buy tables and contribute to a raffle or auction. Securing local press coverage can be an added bonus
- ❑ **Sponsored pledges.** The ultimate willpower test – encourage staff to give something up for a day, week or month, in exchange for collecting sponsorship
- ❑ **Donate a day's pay.** Encourage staff to sign up to donate an hour or day of pay. It's easy for your company to set up and run this through [Payroll Giving](#) with donations taken pre-tax
- ❑ **Company Sports Day.** Get everybody together and relive those childhood glory days of summer sports days, with a sack race, obstacle course and egg and spoon race!
- ❑ **Run a mile (or more) for the Foundation.** Stephen was a keen runner so why not set up a running challenge with staff teaming up to walk or run a mile each to complete the equivalent of a marathon. Bonus points for the fastest mile!
- ❑ **Mark the seasons.** Organising themed activity around key calendar months such as Easter or Christmas can be an easy way to encourage people to support your efforts.
- ❑ **Office sweepstake.** From the Grand National to the World Cup, major sporting events can be used to funds by getting the office involved with a fun sweepstake
- ❑ **Summer picnic.** When the sun comes out, a company picnic or BBQ is a great way to bring people together. Find an outdoor space close to the office and ask everyone to bring a dish and donate some money. Or set up a BBQ and charge for each item
- ❑ **Doughnut Day.** Take advantage of people's sweet tooth's and get hold of a box of Krispy Kreme doughnuts at a discounted price as part of [their fundraising offer](#). Sell them on to colleagues at the recommended retail price and donate the difference
- ❑ **Take on a challenge.** Getting a team together and tackling an event like the Thames Path Walk or the Three Peaks Challenge can be a sure-fire to raise funds through sponsorship
- ❑ **Organise a bingo session.** All you need to do is [download some free bingo cards](#), create some numbers and persuade the office joker to be a caller and you're in business. Or ramp things up a notch, turn it into *Blingo* and ask players to come dressed to impress!
- ❑ **The Great Office Bake-off.** Uncover the team Mary Berry and Paul Hollywood and get baking. Charge people to sample a slice of cake and give a mark out of 10
- ❑ **Hold a raffle.** Ask suppliers, clients or other local businesses to donate items and then sell tickets around the office. Check out our tips on keeping it legal later in the pack.

Handy tips:

You can fundraise for up to five different charities at the same time
Offline donations can also be added to reflect any activity that isn't done through the page



PLANNING AN EVENT HINTS AND TIPS

1. **Set a target for how much you are trying to raise**, this will help you plan, and will motivate people to help. A good balance is to aim to raise three times more than you spend.
2. **Set a budget.** Work out what you will need to spend money on beforehand, so you can make sure you are raising more than it costs you. You can keep costs low by asking contacts to donate good and services or provide them at a discounted price
3. **Check the calendar** before you choose the date. People are much less likely to be able to come if your event clashes with a major sporting event or a national day like Mother's Day. You also need to give yourself enough time to make all the preparations you need to and to publicise what you're doing.
4. **Plan what you will need to do beforehand and what you will need to do on the day.** This will help you work out what help you might need, identify any challenges early, and make sure it all runs smoothly.
5. **Get help.** It's often more fun, as well as less work, when colleagues across the organisation get involved.
6. **Tell everyone what you're doing** and why. You might want to create some flyers or posters. Social media is also a great way to advertise what you're doing. And don't forget to let us know – we'd love to support you to get your message out there.
7. **Don't forget to thank everyone.** After the event, remember to send a big thank you to everyone who has helped, and let everyone know how much you raised.
8. **Tell us what you did.** We will send you a thank you when we receive your donation – but we would really like to hear your story and see any pictures! If you're happy for us to share, we would like to include a thank you and some details of what you have done on our website and social media channels.

THE JUST GIVING GUIDE

Here's our guide to setting up a fundraising page to be proud of on Just Giving Money Giving, one of the leading fundraising platforms.

1. Go to justgiving.com

Visit <https://www.justgiving.com/stephenlawrencedayfoundation> and enter a few simple details such as your name, address, a password and your contact preferences.

2. Select the best fundraising option for you

You'll then need to select the option that's relevant to you:

- ❑ [Set up a company page](#) and create a central fundraising hub branded with your company logo and colours
- ❑ Start your own fundraising challenge - choose this option to promote your own challenge.
- ❑ Change the world as a team - choose this option to promote a team challenge

3. Tell us why you're fundraising

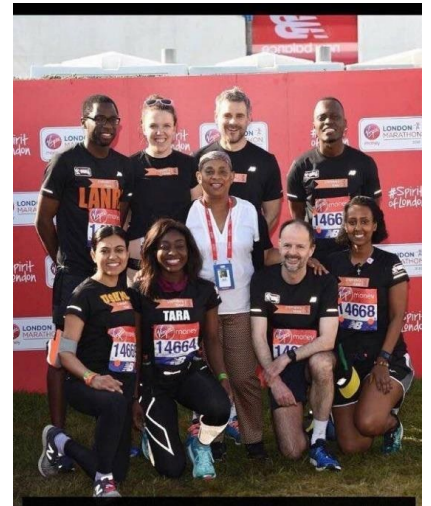
Just Giving Money Giving will then direct you to your very own, brand new fundraising challenge page! Here, you'll be able to enter a short description of what you're doing to raise money.

4. Select charity

On the next page you'll have a chance to enter the charity for which you're planning to fundraise. Type in Stephen Lawrence Day Foundation and you'll see it appear on the page.

5. Finalise your fundraising page

At the bottom of the page click 'Create my page', and that's it – your fundraising page is now live. Congratulations, you're now an online fundraiser!



Handy tips:

You can fundraise for up to five different charities at the same time
Offline donations can also be added to reflect any activity that isn't done through the page

KEEPING SAFE AND LEGAL

There are legal restrictions and requirements around some methods of fundraising, so we have set out some basic guidelines below that you need to consider. This is only general guidance, so please contact us or seek professional advice if you are unsure on specific points.

Permissions

If planning an external event, please do it safely and legally. Get permission from your local council if necessary and make sure it is well organised.

Publicising what you're doing

Publicising what you are doing will help you to get more people involved and raise more money, but there are some things to remember. You must include that the Stephen Lawrence Day Foundation is a registered charity and include our charity number using these exact words:

In aid of Stephen Lawrence Day Foundation– Registered charity number in England and Wales (registration number 1187566) and in Scotland (registration number 1187566). If you would like to request use of our logo please contact info@stephenlawrenceday.org.

Alcohol

If you plan to sell alcoholic drinks at an event you may need a Personal Licence from your local authority. It is worth checking with them beforehand what the process and timescale for applications is. If you are giving alcohol as a prize, you must not give it to anyone under 18.

Collections

If you want to hold a street collection, house-to-house, or any collection in a public place other than your office, you must have a licence or permit from your local authority (or the Metropolitan Police for collections in London). If you wish to collect on private premises or grounds, such as at a supermarket or garden centre, you don't need a licence, but you do need to get the permission of the owner or manager. Order a collection bucket from us by emailing info@stephenlawrenceday.org

Raffles and lotteries

There are some specific legal requirements relating to raffles and lotteries. You can hold a small raffle, so long as it is not the focus of your event, without a license. You can use standard 'cloakroom' style tickets, and they must be sold for the same price and should not be sold to anyone under the age of 18. The raffle must be drawn on the same day as you sell the tickets. You can accept and give away any donated prizes, but you cannot spend over £250 on prizes.

If you plan to sell tickets over a longer period, for example starting before your event, then you will need a licence from your local authority and printed tickets. This is because there is some information that legally must be printed on each ticket: the address of the promoter, details of the charity and the draw date, and space for recording the names and addresses of who buys them.

Involving children

If children may attend your event, you need to make sure the environment is safe for them. Think about potential risks such as cars, equipment, doors, toilets, facilities for lost children, etc. Don't take any photographs of children without the explicit permission of a parent or guardian. If you have asked other adults or organisations to provide a service for children at your event, e.g. a puppet show, a bouncy castle etc. please check their insurance safety certificates and ask for references and their Disclosure and Barring Service check.

Photographs

Photography is a great way to capture the fun of your activity. If you want to use photographs from your event to send to the local paper or to us, please check with adults that they are happy to have their photo taken and secure written permission from a parent / guardian for any images of children.

Stay safe

Whatever the size of your event, it is sensible to identify any potential accidents or hazards before you decide to hold it through writing a risk assessment.

If your event will involve the general public you will need public liability insurance. It is worth checking whether your office, or the place you are holding the event already has its own public liability and checking the cover with them in case you need to secure extra cover.

If you plan to engage a professional or specialist company to help run your event you should check that they have insurance and any necessary licences or accreditations.

It is your responsibility to make sure any event you hold is run safely and legally. Stephen Lawrence Day Foundation is unable to accept any liability or responsibility for anything that might happen to people or property as a result of your fundraising activity.

Further information

There is more detailed information about different aspects of the law in relation to fundraising on the [Charity Commission](#) and [Institute of Fundraising](#) websites.

GIFT AID

All UK taxpayers who donate to charity can include Gift Aid. This means that 25% is added onto their donation. Please make sure that UK taxpayers tick the Gift Aid box on your sponsorship form or online fundraising page and include their full name, address and postcode – this information is needed to claim Gift Aid.

KEEP IN TOUCH

If you need any help or advice about fundraising, please contact us by emailing info@stephenlawrenceday.org. We would love to hear about your fundraising activity and to share any stories and pictures on our website and social media.

Follow us on social media:



<https://www.instagram.com/@sldayfdn/>



<https://www.linkedin.com/company/stephen-lawrence-day/>



<https://www.facebook.com/sldayfdn/>



<https://twitter.com/sldayfdn>

Visit our website

www.stephenlawrenceday.org for more
information about our work.

DONATION RETURN FORM

On behalf of the Stephen Lawrence Day Foundation, thank you for the generous donation. We rely on the support we receive from people like you to enable us to deliver our life-changing programmes for young people. It would be helpful if you could complete this form and send it back to us along with any money you have raised so that we can make sure we record your donation correctly. If the donation is eligible for Giftaid please also return the Giftaid declaration included in this pack.

Amount raised £ _____

Event / fundraising or donation details:

Your Name:

Company Name:

Address:

Email:

Contact Number:

If you are sending a cheque, please ensure that it is made payable to **The Stephen Lawrence Day Foundation** and send it along with this form to:

info@stephenlawrenceday.org:

Stephen Lawrence
DayFoundation
Kemp House
152-160 City Road
London
EC1V 2NX
Charity
No:1187566

For BACS transfer please use the details below and send a confirmation email to

info@stephenlawrenceday.org:

Bank Name: Barclay

Account Name: The Stephen Lawrence Day Foundation

Account Number: 23314871

Sort Code: 204150

Alternatively, donations can also be made directly through our website by visiting <https://stephenlawrenceday.org/donate/>. To help us look out for the donation please send a confirmation email info@stephenlawrenceday.org.

Your details are safe with us. We'll never share them with anyone else. If you don't want to hear about the progress we're making or how you can support our work, you can contact us on 0203 195 3946 or at info@stephenlawrenceday.org to let us know.

GIFT AID DECLARATION

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

If you're a UK taxpayer, using Gift Aid means that for every £1 you give, The Stephen Lawrence Day Foundation can claim another 25p from HM Revenue and Customs. Gift Aid is reclaimed from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

Just fill in this form and return to: Stephen Lawrence Day Foundation
Kemp House, 152-160 City Road, London, EC1V 2NX. Email: info@stephenlawrenceday.org

Gift Aid declaration - please tick all that apply:

☐ I am donating £_____ to The Stephen Lawrence Day Foundation and would like to Gift Aid this donation.

☐ I want to Gift Aid **all future donations** I make to The Stephen Lawrence Day Foundation until further notice.

☐ I want to Gift Aid all donations I have made to The Stephen Lawrence Day Foundation **in the past four years**.

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.

First name _____ Surname _____ Home address _____

_____ Home postcode _____

Signature _____ Date ____/____/____

Please let us know straight away if you:

- ☐ want to cancel this declaration
- ☐ change your name or home address
- ☐ no longer pay enough tax on your income and/or capital gains to cover the tax we reclaim

Higher rate tax payers

If you pay Income Tax at the higher rate or additional rate you can claim additional tax relief by including all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.



GET SPONSORED

Your Name:

Email:

Company:

Phone:

Address:

Post Code:

GETTING YOUR MONEY TO US

info@stephenlawrenceday.org:
Stephen Lawrence Day Foundation
Kemp House
152-160 City Road
London
EC1V 2NX
Charity No:1187566



For BACS transfer please use the details below and send a confirmation email to info@stephenlawrenceday.org:

Bank Name: Barclay

Account Name: The Stephen Lawrence Day Foundation

Account Number: 23314871

Sort Code: 204150

Alternatively, donations can also be made directly through our website by visiting <https://stephenlawrenceday.org/donate/>. To help us look out for the donation please send a confirmation email info@stephenlawrenceday.org.

Your details are safe with us. We'll never share them with anyone else. If you don't want to hear about the progress we're making or how you can support our work, you can contact us on 0203 195 3946 or at info@stephenlawrenceday.org to let us know.

SPONSORSHIP FORM

Please ensure you fill out each section in full, ensuring:

- the details of each donation are recorded accurately in your own handwriting – forms in the same handwriting or printed are not valid for Gift Aid purposes
- you tick the Gift Aid box next to your address below if eligible
- For us to claim Gift Aid, we need your title, initial, surname, full home address, postcode, donation amount, Gift Aid declaration and date paid.

Gift Aid – Important Information. The Stephen Lawrence Day Foundation can claim an extra 25% back from the government on every donation, without costing you an extra penny. Please tick the box on the form below if you would like us to Gift Aid your donation. Please make sure we can read your full name, home address and postcode. This supports our tax claim and will not be used to contact you. Please be aware that you must have paid an amount of income tax and/or capital gains tax at least equal to the amount of tax reclaimed by all charities and Community Amateur Sports Clubs on all your donations in the tax year (6 April one year to 5 April next). We can currently receive an extra 25p for every £1 you donate. Other taxes such as council tax and VAT do not qualify. Tick here for GiftAid



Title	Initial	Surname	Home Address	Postcode	Amount	Gift Aid	Date
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Total					£		

Help us reach as many people as possible with our positive message about Stephen Lawrence Day and the difference we can all make by following us and re-sharing our content:

#LiveOurBestLife
#StephenLawrence
#StephenLawrenceDay
#SLDay
#AlegacyofChange

And don't forget to tag us in, so we can tell others:



@sldayfdn



@stephen lawrence day foundation



@sldayfdn



@sldayfdn

community
For a better working world

**STEPHEN
LAWRENCE DAY
FOUNDATION** 

A LEGACY OF CHANGE