



## THE BROOMHOUSE CENTRE

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## ***Thank you for choosing to raise funds for The Broomhouse Centre***

We are delighted that you will be supporting us! At The Broomhouse Centre we know how hard it can be to lead a busy life and reach your fundraising target. We hope that the ideas in this pack will help and inspire you to get those £££s rolling in.

As you will see from this guide, there are many different ways of raising money, from asking directly for sponsorship to organising your own fundraising events. The trick is to choose a method most suited to you and your lifestyle and your fundraising target and remember to enjoy it - you will be more successful if you do!

Fundraising is fun, but sometimes some people can find it hard work reaching their fundraising target. If you are finding it difficult and would like to chat through an idea that you have had, or would like us to provide you with some good ideas, or you simply need some motivation, please do get in touch!

You'll find lots of ideas throughout the pack plus hints and tips to make the most of your event. We hope you'll find lots of inspiration and perhaps combine some ideas and throw in some of your own and don't be afraid to create your own truly unique event.

Your support ensures that we can continue to help the people of Broomhouse and surrounding areas to overcome barriers and achieve their full potential. Volunteers, service users and staff all work together for the benefit of self, each other and the local community.

Thank you again for helping us to make a real difference to more people. We simply couldn't do it without you.

Don't forget to tell us all about your event and send photos. We love to see all the amazing things that people do to help fund our work. Please email: [admin@broomhousecentre.org.uk](mailto:admin@broomhousecentre.org.uk)

# Why Support The Broomhouse Centre

The Broomhouse Centre provides personal, social and community development opportunities for some of the most vulnerable and hard to reach groups to help tackle poverty and disadvantage and to improve the quality of life for individuals, families and the community.

The Broomhouse Centre currently manages eleven projects: Youth Befriending project, Young Carers Support; Youth Counselling Service; Elderly Befriending project; the Beacon Club (dementia day-care service); Adult Carers Support; Cafe Training Project; the Crescent Kitchen (a social enterprise to increase opportunities for our cafe trainees and raise funds for the Centre); Carers' Clinic; Parent and Toddlers Group; and a Community Health Hub.

The South West of Edinburgh, which includes Broomhouse, is recognised as one of the most deprived communities in Scotland. Broomhouse is in the worst 5% in Scotland for income and health, the worst 10% in Scotland for crime, and education, skills and training, and the worst 20% for housing and employment.

The Broomhouse Centre is working to change this.

In the short to medium term, we provide support and assistance to young and old (and those in-between) to alleviate the problems caused by disadvantage and deprivation. In the long-term, we support the people in this community to find their own ways to overcome disadvantage.

## **How will your event make a difference?**

- |        |  |
|--------|--|
| £5     | could reduce isolation and bring companionship to one person suffering from dementia by paying for a hot two-course lunch for one of our Beacon Club members   |
| £20    | could allow one vulnerable young person to build their confidence by trying something new through a supported outing with their volunteer Befriender.  |
| £50    | could improve the quality of life for an elderly frail person in their own home by meeting the costs of training and supporting a Befriender to visit them once a week.                                      |
| £100   | could let a young carer to be a child again and have fun with their friends in a safe, supported and understanding environment once a week.  |
| £1,000 | could allow adult carers to access advice, find friendship and understanding and have time for themselves away from their caring responsibilities.   |
| £5,000 | could provide personal development and employment training for vulnerable adults in our community Café. These people are looking to increase their employability skills to improve their prospects of a job. |

# Organising a fundraising event

Organising a fundraising event is a great way to raise money for The Broomhouse Centre. There are lots of things to consider when planning your event but the most important thing is to be organised from the start. Here is a step by step guide to help you plan your event:

## 1. What, when and where?

- Not sure what sort of event to hold? Find something you enjoy doing and take it from there. Or have a look at our A-Z of ideas for inspiration.
- Can you hold an existing event in aid of the Broomhouse Centre?
- Find out who is around to help you. Get your friends, family and work colleagues involved. Get as much free stuff as possible and don't be afraid to ask for help.
- Find an appropriate venue for your event and book it well in advance. Make sure you check its capacity and car park facilities.
- If there isn't a particular occasion, choose the ideal date and time for people to attend. Make sure there's nothing happening already that might clash.
- Speak to us about what you're doing – we are here to help you.

## 2. List tasks and delegate

- Identify all the different tasks that need to be done to prepare for your event. Delegate the different tasks to people and create a timetable with deadlines.
- Think about other ideas that could help to make your event a success, such as a raffle or refreshments.
- Consider who your event is suited to, who to invite and if you have a maximum or minimum number.
- Ensure there is enough time before the event to achieve everything. Don't be afraid to ask for help.
- Find as many ways as you can to make money around your event.
- Know your budget. Set a realistic income target making sure your costs are covered.

## 3. Promote your event

- Think about how you can advertise your event. Consider posters, leaflets, invitations, emails and contact your local newspaper with details of the event.
- Use every channel available to let people know about your event and reach the right people

## 4. On the day

- Delegate everything from start to finish.
- Check that you have first aid available.
- Get some good photos of the event.

## 5. After the day

- Keep current and accurate accounts.
- Thank everyone involved.
- Celebrate!

# Top 10 fundraising tips

## 1. Get sponsored

You can hand out a sponsorship form or you can set up a personalised web page through: [www.btplc.com/mydonate](http://www.btplc.com/mydonate). Just follow the step-by-step instructions.

## 2. Start with someone generous

Find a generous sponsor to start with as this will encourage everyone else to be just as generous. This really does work!

## 3. Don't be shy

Find out if your employer will match the amount you raise before you set your fundraising target. They may have a limit but if you don't ask, you don't get.

## 4. Promote yourself

Include information about what you're doing to the automatic signature on your home and work emails (ask permission first for your work email). Remember to include the link for your 'mydonate' page.

## 5. Plan an event

Events can be great fun and are a really effective way to raise money. Remember to make sure it's something that people will want to do by doing a bit of research first.

## 6. Get free money

**Gift Aid** is a scheme whereby charities can reclaim the tax on donations, receiving a further 25p for every £1 donated at no extra cost to yourself or your sponsors. The Broomhouse Centre can claim the tax as long as:

- The **Gift Aid** donor is an individual, not a company
- The sponsor pays tax in the UK
- The sponsor provides their full address and dates the form

## 7. Effective communication

Send regular updates to your contacts on the status of your training and/or fundraising. It's a good way of reminding people why you are doing this and a reminder to those who were genuinely intending to sponsor you but have yet to do so.

## 8. Rally the troops

Why not ask your friends and family for help with fundraising? If ten of your close friends each raise £50 on your behalf by asking their friends and family, you'll not only reach more people but you'll also reach your target faster. Remember to tell your friends why you're raising money for the charity and how their donation could help make a difference.

## 9. Shake a tin

You can place individual collection tins in almost anywhere with a passing audience such as local shops. Remember to obtain permission first from the manager or owner.

## 10. We're here to help

We are always here to answer your questions and provide you with more fundraising ideas and tips. If you need any help please do get in touch by emailing [admin@broomhousecentre.org.uk](mailto:admin@broomhousecentre.org.uk) or calling on 0131 455 7731

# Ideas and Inspiration

## Get active

Get a team together and challenge your fitness or fulfil your own adrenaline dreams. Sweat it out however you choose, in aid of the Broomhouse Centre.

- Go cart rally
- Cycle
- Netball tournament
- Five-a-side football
- Gym challenge
- Sponsored Walk / Run
- Sky Dive

## Join the latest craze

- Yoga-thon
- Zumba-thon
- Military fitness challenge
- Bingo
- Games console contests
- Swishing party

Invite all your friends to bring items of clothing to swap with others. It's a great way to recycle good condition clothes and update your wardrobe without spending any money.

It's easy to arrange. Have one with friends or on a larger scale open to the public. Browsing time is ideal for drinks and mingling, then start shopping. Add donations to any top designer items. If guests are fighting over something – auction it.

- TV Replicas

Don't sit at home wishing you could be on your favourite show - create your own version:

The X Factor  
Come Dine With Me  
The Apprentice  
Strictly Come Dancing  
Britain's Got Talent  
Who Wants to be a Millionaire?

Create a competition, get your own local sponsor, bag some irresistible donated prizes and become a fundraising superstar.

## In your community

Combine a fun day out with a fundraiser. In your local park or in your back garden, do something you'll all enjoy doing to provide more help for Broomhouse Centre.

- Car wash
- Golf day
- Comedy night
- Barn dance
- Community Fair
- Poker / bridge night

### **At work**

Introduce some fun to your day at work, hold a department challenge or organise a worthwhile way to spend an evening after hours. Set yourself a new target raising funds to help young people to have better life chances.

- Bake Off
- Karaoke Night
- Five-a-side Football
- Grand National Sweepstake
- Leg Wax
- Talk Like a Pirate Day
- Department Challenges

### **At school**

Go to the top of the class by getting your school involved and raise as much as you can.

Build a fundraiser into your latest project or do something extra curricular; and don't forget everyone can take part, including the teachers.

- Sports Day
- Spelling Bee
- Non-uniform day
- Cake sale
- Concert

Make a day of it and include as many fundraising activities as you can.

### **With special interest groups**

Get together at your usual time and do what you love doing in aid of the Broomhouse Centre; or make it a little unusual and try something totally new.

- Hold a music gig
- Line dancing
- Stage a theatrical performance
- Make gifts or cards to sell
- Bell ringing

For more ideas, check out the A-Z list in this pack.

# Promote your event

Search for relevant websites where you may be able to advertise your event for free such as local community “what’s on” sites or local sports societies.

If a company can sponsor your event, ask if they can help to promote it too.

Please make it clear that you are raising funds in aid of The Broomhouse Centre and that you are not an actual representative of the charity.

To make the most of your event, make sure you promote it well. We’ve put together some useful tools that you might want to use to help at [www.broomhousecentre.org.uk/funding](http://www.broomhousecentre.org.uk/funding)

- **Logo**

Any materials you produce should make it clear who the event organiser is. Please email [admin@broomhousecentre.org.uk](mailto:admin@broomhousecentre.org.uk) to get a jpeg file of our logo and to let us know how and where it will be used.

- **Posters**

Create your own posters – make them noticeable and think about the best places to put them to be seen by people you would like at your event.

- **Invitations**

Create a striking invitation to email or post.

- **Press release**

If you’d like to invite people from your wider community, write a press release and contact local newspapers and radio stations. Let everyone know. Please send us a copy of the release to approve before distributing.

- **Sponsor forms**

Email us at: [admin@broomhousecentre.org.uk](mailto:admin@broomhousecentre.org.uk) or call 0131 455 7731 to request a sponsorship form.

Make it easy for everyone to donate, even if they can’t come along on the day. Set up an online donation page, add a photo and a reason to support you.

[www.btplc.com/mydonate](http://www.btplc.com/mydonate)

Visit [www.how2fundraise.org](http://www.how2fundraise.org) where you can download more useful templates

# Maximise your Income

## Maximise your supporters

- Ask everyone you know to come along and to help spread the word.
- Email all your contacts and let them know what you're doing.
- Add a caption to your email signature. Invite anyone to attend, donate or help out on the day.
- Send a Facebook message and add The Broomhouse Centre to your profile.
- Twitter it.
- Upload a clip to You Tube, send it to everyone you know with your invitation and ask them to pass it on.

## Minimise your outgoings

- Ask for a free local venue and see if they can help decorate it for the event too.
- Try not to buy any equipment, food or drink. Acquire, borrow or get items donated. (check if you need licensing).
- Ask local entertainers or bands to perform free of charge.
- Ask local companies to donate prizes to auction or raffle. You can always give them a mention in return.

## Maximise your fundraising activities

- Charge for tickets / entry - don't overprice but don't undersell your event either.
- If the venue is making sales on the night, ask if they can donate a percentage.
- Hold a themed quiz, tombola or lucky dip at your event.
- Organise themed games and activities for donated prizes – add a bit of competition.

Please send in your donations as soon as possible after your event

Please encourage your sponsors who are tax payers to **Gift Aid** their donations. **Gift Aid** is a government scheme which allows us to claim an extra 25p for every £1 sponsored. And the good news is, the money comes from the government and not your sponsors – we are simply reclaiming the tax already paid on donations. It's quick and simple and all the details are on our sponsor forms and any online donation pages to complete at the time of sponsoring.

## Banking your money

One of the most important parts of fundraising is sending us your money. Here are some guidelines for paying in your money:

- Please ensure that all cheques are made payable to The Broomhouse Centre.
- If sponsors give cash or make cheques payable to you, that's ok, just pay it into your account and send us a cheque equivalent to that amount so we can add it to your total.
- If you have a large number of cheques to send in please send them by registered post.

Send all your sponsorship forms and your cheques to:

The Broomhouse Centre  
79/89 Broomhouse Crescent  
Edinburgh  
EH11 3RH

- Let us know if you have set up a [www.btplc.com/mydonate](http://www.btplc.com/mydonate) page. Donations will be sent to us directly from mydonate every week who also claim **Gift Aid** on your behalf so that you don't need to fill out any forms.

# Safety and Legals

There are certain legal requirements to meet when organising an event. Please take care at your event and note that it is your own responsibility to make sure your event is safe and complies with any relevant authorities. Here are a few guidelines but also check with your local authority.

Please ensure that any fundraising material you use says: 'In aid of The Broomhouse Centre, Scottish Registered Charity SC003706.'

## First Aid

Ensure you have adequate cover available for the scale of your event. If you're not sure, check with your local council.

## Food

Contact your local council for food hygiene regulations at events, or see [www.food.gov.uk](http://www.food.gov.uk)

## Alcohol

Check if the venue is licensed or contact your local council to find out more about getting a temporary licence.

## Collections

It is illegal to carry out house to house or public street collections without a licence.

## Licences

Check with your local authority whether or not you need to obtain any special licences e.g. public entertainment, collection or alcohol licences. You'll need a licence from your local authority for any of the following activities (state that the event is in aid of The Broomhouse Centre, Scottish Registered Charity SC003706):

- Music and dancing
- Sale of alcohol
- Extended hours
- Provision of food or drink
- Copyright and royalties for drama or film shows
- Collecting money in a public place

## Raffles and Lotteries

Small raffles held as part of a larger event are fine as long as ticket sales and the announcing of results takes place during the event and there are no cash prizes. Public lotteries and raffles must be registered with the local authority. Check the latest information and advice at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

## Risk Assessment

Identify any hazards and evaluate any risks at your event that you'll need to consider.

Whilst we appreciate your support, the Broomhouse Centre cannot accept liability for any fundraising activity or event you undertake in our aid. If you need insurance please make sure you have this arranged prior to your event taking place.

More tips and advice are available at [www.how2fundraise.org](http://www.how2fundraise.org). Managed by the Institute of Fundraising, this site can give you lots more information for your event.

# THANK YOU

Thank you for raising funds for the Broomhouse Centre. We hope your event was a success and everyone had a great time.

We'd love to hear about how it went so please email us with your story and any photos to: [admin@broomhousecentre.org.uk](mailto:admin@broomhousecentre.org.uk)

By sending your photos you are consenting for their use in future promotional materials.

Please now collect all of your donations and use the banking form enclosed to pay in the money as soon as possible to start helping today.

Thank you

For more information and lots of other ways to support visit [www.broomhousecentre.org.uk](http://www.broomhousecentre.org.uk)

Other ways you can support The Broomhouse Centre

- Make a donation
- Volunteer
- Leave a Gift in Your Will
- Shop Online through [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk)