

# Make a real difference to local children

Ideas and support for  
holding your own event



## Fundraising Pack

[www.town102.com/charity](http://www.town102.com/charity)



Raising  
funds  
in aid of

**TOWN**  
*Kids Trust*

Charity Registration Number: 1120317

# Thank You for choosing to raise money for Town 102's Kids Trust

The Trust was launched in September 2007 and aims to make a difference to disadvantaged (by reason of financial hardship or disability) children\* - by providing grants to drive welfare, health, ability, education and opportunity - living within the area of the radio station.

The Town Kids Trust Grant Board is made up of local people and radio station representatives who meet two or three times a year and award grants that particularly focus on individual disadvantaged children.

Their needs are varied and can take many forms, from providing specialist equipment, support in some way for the family, through to respite breaks.

The Grant Board will also consider grant requests from organisations who work with children. You can see who we've made donations to recently at [www.town102.com/charity](http://www.town102.com/charity)



## Where to start



### Theme / activity

Choose your type of event. Can you hold an existing event in aid of Town 102 Kids Trust?



### Fundraising

Find as many ways as you can to make money around your event.



### Venue

Find the ideal place to suit your activity or event.



### Budget

Know your budget. Set a realistic income target making sure your costs are covered.



### Date

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.



### Promotion

Use every channel available to let people know about your event and reach the right people including social media outlets flyers and posters



### Guests

Consider who your event is suited to, who to invite and if you have a maximum or minimum number.



### Safety

Find out if any rules or regulations apply and if you need to do a risk assessment



### Planning

Ensure there is enough time before the event to achieve everything. Don't be afraid to ask for help



### Sponsors

See if you can get a venue, facilities or prizes donated



## Something that may help....

If you are printing flyers or posters, our design team can create you something that looks fantastic.

Get in touch [charity@town102.com](mailto:charity@town102.com)

\* For the purposes of the charity's remit, a child is defined as anyone who has not yet reached their 18th birthday



# Some Event Ideas

Get your friends together and pick an event!

A selection of ideas are below, but you may have your own!



## ideas

Recycling Projects • Non-uniform Day • Bike Ride  
Carol Concert • Speed Dating • Car Boot Sale  
Craft Fair • Talent Show • Pub Quiz • Golf Day • Danceathon  
Bring & Buy Sale • Raffle • Swear Box • Head Shave  
Karaoke Night • Coffee Morning • Fashion Show • Office Party  
Parachute Jump • Sponsored Swim

## Get your workplace involved!

Introduce some fun to your day at work!

Staff fundraising is a great opportunity to develop team skills and improve morale. What's more, 86% of consumers have a more positive image of a company that supports a charitable cause.

You could even nominate Kids Trust as your charity of the year.

Town 102 can work with you to develop press and PR opportunities. Talk to us to find out more details.



## 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. Ask as many as you can to attend, donate or help out on the day • Send a Facebook message and add Town 102 Kids Trust to your profile • Twitter it • Upload a clip to YouTube, send it to everyone you know with your invitation and ask them to pass it on

# At School!

We also want younger people to feel part of Kids Trust

abc  
Spelling Bee



If you are under 18, please check with a parent/guardian before you get started. Also, please note that under 16's should be accompanied by an adult if collecting money from the public as well as having a licence to do so. School teachers and Youth Workers should always obtain written permission from parents / guardians prior to fundraising and before any press or publicity is generated.

Take extra care when working with children and be vigilant.

## Tell everyone about it!

Keep us up to date on the event [charity@town102.com](mailto:charity@town102.com) so we can tell everyone about it on air and online.

Newspapers always love to hear about community events. Call your local paper and talk to the Features Editor or send them a Press Release. Let us know if you need help putting one together. Remember, we are always here to help.

# Promote Your Event

## Logo

Any materials you produce should make it clear who the event organiser is and that the Town 102 Kids Trust logo and the charity registration number is clearly displayed. Please e-mail us for a copy of our official logo and please ensure any marketing material you produce is cleared by us before going to print. E-mail [charity@town102.com](mailto:charity@town102.com)

## Press Release

If you'd like to invite people from your wider community, write a press release and contact local newspapers and other radio stations. Let everyone know!

## Other Avenues

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.

## Gift Aid

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 28p for every £1 sponsored. And the good news is, the money comes from the government and not your sponsors. Gift Aid simply allows the tax already paid on donations to be reclaimed

## 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.

## Licences

It is illegal to carry out house to house or public street collections without a licence. Please contact your local authority for details of how to apply for one. You will also need to obtain a licence from your local authority if your fundraising event includes public entertainment or the sale of alcohol.

## Risk Assessment

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

More tips and advice is available at [www.how2fundraise.org](http://www.how2fundraise.org) and managed by the Institute of Fundraising, this site can give you lots more information for your event. Please note that whilst we appreciate your support, Town 102 Kids Trust 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.



*Thank You*

for choosing to raise money for  
Town 102's Kids Trust

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