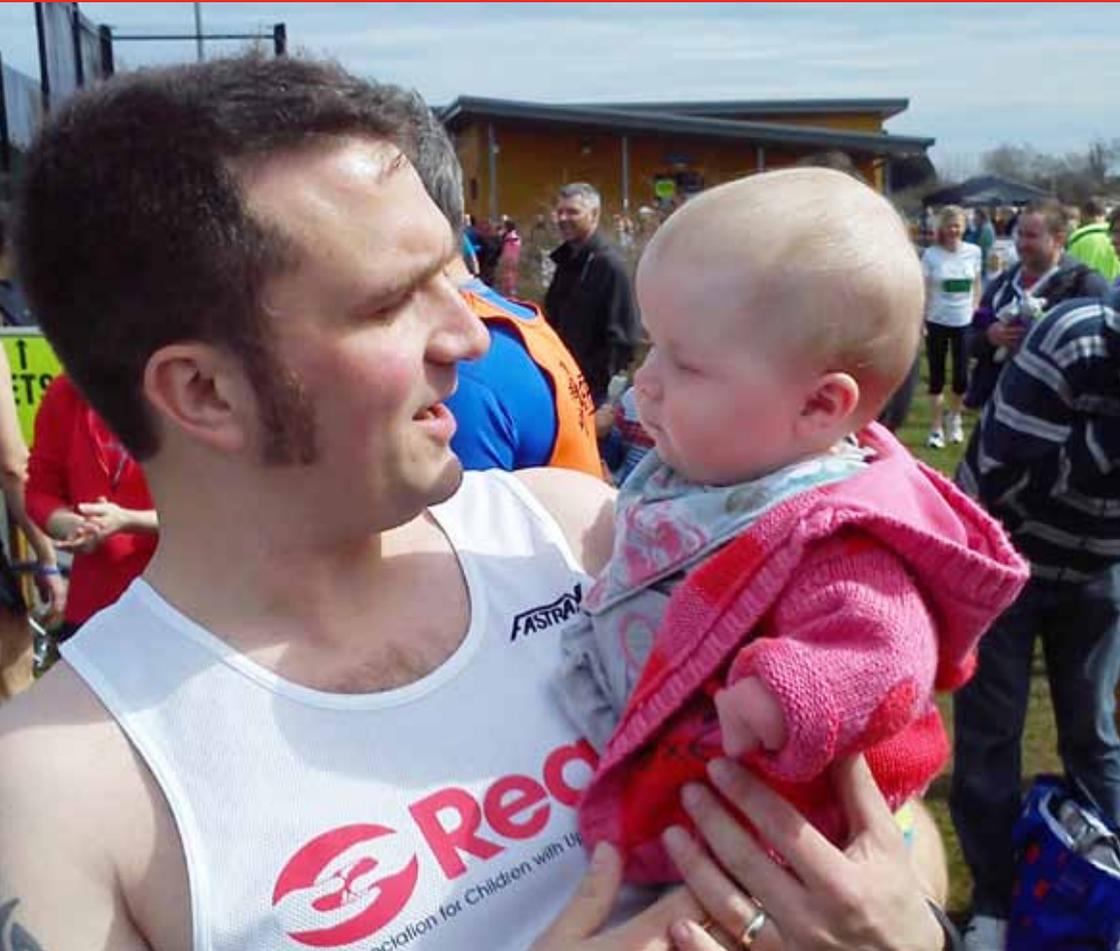


Fundraising Toolkit



It's ability not disability that matters.

www.reach.org.uk or call us on 0845 1306 225

Fundraising for Reach

The Association for Children with Upper Limb Deficiency

Whether you want to donate, organise a fun day, run the London Marathon or simply hold a coffee morning, every penny you raise for Reach goes to making sure that Reach children and their families continue to have advice, support and contact.

Inside you'll find fundraising ideas, tips and other information to help you get involved.

Thank you for your support.

Why we need funds

Each year about 60 babies are born in the UK missing part of one or both arms and hands. This is not drug induced, like thalidomide, but for a variety of congenital reasons and each year about 60 families - parents, siblings, and grandparents - are shattered by the knowledge that their child is different and will never be totally two handed.

Since 1978, Reach has provided affected families with the opportunity to get together, share experiences and information on what to do (or not to do) and where to go for advice regarding treatment for the many manifestations of deficiency - ranging from artificial limbs, appliances or necessary surgery.

We need funding to ensure we can continue to offer support to members and health professionals who are involved with these families. We also ensure that Reach has a political voice through our membership of the Parliamentary Limb Loss Group.

We appeal to all two handed people to pause to consider the effect on a child or young adult with one or no hands in a two handed society. Please help, without funding there will be a limited Reach.

£500 pays for a child to go on a Reach activity week

What your fundraising money can buy



Pays for a Welcome Information Pack for one family.



Covers the hire of a one-handed recorder for one year.



Buys gadgets to help a promising swimmer to train through our Bursary.



Allows a child to spend one day at Reach Activity Week.



Is the cost of one workshop leader at the family weekend, to provide the children with fun and interesting activities.



Pays for a child aged 10 -18yrs to attend the residential Reach Activity Week.



Pays for a Reach member to have essential adaptations to their car so they can learn to drive.



Pays for an adult mentor to attend Reach Activity week as a volunteer.



Buys a one-handed recorder.

£50 pays for gadgets to help a promising swimmer





Cain is seventeen and was born with no right hand below the elbow. In the early days Reach provided the family with support as well as links to other families in their area. At seventeen Cain contacted us for advice about learning to drive, and explained he needed adaptations to his car. These adaptations can be moved from car to car as he renews. Our Bursary helped him with $\frac{2}{3}$ rd of the costs, and Cain is now learning to drive.

Connor I found out at my twenty week scan that my little boy would be born without his right arm from just below the elbow. I was worried because I'd never really heard of this happening before. It wasn't until Reach was recommended to me that I realised there are so many amazing, inspirational people out there with the same limb problems. Through Reach we have met other families in our area that have children with a limb deficiency. I couldn't thank Reach enough!



Daniel was born with no hands. We provided the family with support and guidance to assist with their Disability Living Allowance application. He now is the proud owner of some high tech gadgets in the home to make life easier for him, including a 'Closomat' toilet.



Sarah raised £2000.00 completing The Good Friday Triathlon

Fundraising for Reach

If you're not sure where to start, why not have a look at the Reach A-Z of fundraising on our website at www.reach.org.uk/fundraising?



Make it fun whether it's a cupcake and coffee morning or a sponsored cycle, give people a good reason to get involved and have a good time doing it.

Try and be original how about a 'Dames Run'? Wouldn't you like to encourage all the men you know to put on a panto dame outfit and run 5k?!

Give yourself plenty of time to plan and get some help along the way. Speak to the local Reach branch co-ordinator to see if you can draft in some additional support.

Contact your local press and local news websites to help with the publicity.

If you're organising a big event, book your venue early and ask for a charity rate. You might get a discount.

Use social networking to spread the word. The Reach Facebook page can help to put you in touch with others in your area and you can set up your own event page with Just Giving. It takes 5 minutes to set up and then fundraising is quick and easy.

Fundraising Pack

Leaflets, banners and merchandise are available to support your event.

Select from this list to suit your event:

- Balloons
- Pens
- T-shirt
- Running vest
- A5 flyers
- A4 posters
- A3 posters
- 2"x 6" banner
- Collection tins, boxes and buckets

If you need ideas for what to say for a fundraising talk, we can provide a short film and text to help you.

Please remember
that whatever
fundraising you
are doing, big
or small, every
penny counts.

Keeping it safe & legal

We are so grateful to you for fundraising for Reach and your safety and wellbeing is our priority. Please follow our fundraising guidelines and ensure you adhere to all laws and health and safety guidelines when organising and holding your event.

Please consider the following guidelines as you plan for your event:

Ensure that your event is organised efficiently and safely.

The Health and Safety Executive has further information on event safety (www.hse.gov.uk). If selling food contact the Environmental Health department at your local council for advice.

Ensure that your event is properly and adequately supervised. Where children are involved, this should include: providing proper adult supervision – carrying out appropriate background checks if adults are to have unsupervised access to children.

Consider what insurance cover you need for your event.

Check with your local council whether you need any special licenses, eg a public entertainment license or a license to sell alcohol.

Always have two people present to count any money raised.

Raffles/lotteries

There are strict laws relating to raffles and lotteries. Full guidelines are available from your local authority or the Gaming Board. These must be followed in full. Please visit www.gamblingcommission.gov.uk for more information.

Public collections

All street collections or collections on public property with the local authority who will issue a collection license. We will need to see a copy of this license before issuing you with charity collection boxes or buckets. Under 16's (or 18 in London) are not permitted to collect money through public collections.

Liability

Reach cannot accept any responsibility for your event, nor for anyone who participates in it.

Sending in your donation

All funds collected should be sent to the charity within six weeks of collection. Please either pay them in online at Reach.org.uk or use our donation form attached.

Online Giving

Friends, family and colleagues can support your fundraising whenever and wherever, by donating securely via JustGiving or Virgin Money Giving, it takes 5 minutes to personalise your page and hey presto, you are ready to start fundraising, you can even keep people updated with photos or video as you go. If you are in the UK, donations can be made by text message.

simply text; REAC11 £"your chosen amount" to 70070

Matched Funding

Lots of companies in the UK operate Matched Funding schemes they will pledge a sum of money relating to the amount their employee has raised for or donated to the charity of their choice. Some organisations will match fund on a £ for £ basis, others will stipulate what they are prepared to give. Why not ask your employer if they can match your donation?

Free Money – Gift Aid!

Gift Aid is a great way to make every sponsor's donation worth 25% more. You can increase the money you raise by simply getting people to fill in a Gift Aid declaration form. This enables us to claim tax back from the government and increases the overall benefit to Reach.

Each individual needs to be a tax payer and have paid more tax than the amount we reclaim from the government.

Useful Links

www.justgiving.com

www.virginmoneygiving.com

www.reach.org.uk





Your donation means so much to Reach children and their families and helps us to provide support, advice and information to all of our members.

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Registered Charity Number 1134544