

FUNDRAISING GUIDE



Hello!

And thank you so much for choosing to support Happy Days Children's Charity.

Every day we rely on the efforts of amazing people like you to volunteer, donate, raise sponsorship and give gifts in kind to support sick and vulnerable children across the UK with fun activities and memorable breaks. We genuinely couldn't do what we do without your help, so a huge thank you in advance from us all.

Last year, we were able to fund and organise special days for almost 25,000 children living with mental, physical and emotional difficulties, including those with life limiting conditions, profound disabilities, victims of abuse and young carers. It can cost as little as £10 to give brave children a special day, so every pound you raise really does make a difference.

We work in every region across the UK, so if you'd like to make a difference in your own community, just get in touch and we can tell you more about projects in your area that you can support with your efforts.

Included in this guide is lots of helpful information and ideas to support your fundraising, but we'd love to hear about your own ideas. We can also send you materials to help with your efforts. So however you feel you can help, however big or small, feel free to call Rob or Nicky for a chat on 01462 530710 or by emailing enquiries@happydayscharity.org. Or visit www.happydayscharity.org/fundraising to find out more about our organised events and downloadable resources.

Best wishes from us all and thanks again!

A handwritten signature in black ink, appearing to read "Rob Cox", with a long horizontal line extending to the right.

Rob Cox
Fundraising and Marketing Manager
Tel: 01462 530710

www.facebook.com/happydayscharityuk
www.instagram.com/happydayschildrenscharity_UK
www.twitter.com/HappyDays_UK

Happy Days Children's Charity, Glover Centre, 23 – 25 Bury Mead Road, Hitchin, SG5 1RP
Registered Charity No. 1010943

SOME FUNDRAISING ESSENTIALS

- Raising money online is one of the best ways to increase your donations and it's really simple to set up a JustGiving page at www.justgiving.com/happydayscharity If you need a hand creating one, just give us a call!
- You can now also raise funds directly through donations on Facebook. Visit www.facebook.com/happydayscharityuk/fundraisers and click on the "Raise Money" button to create a fundraising page for Happy Days.
- Friends, family and work colleagues are a good place to start for support. Let people know what you're doing and get in touch with us so you can find out exactly how your efforts will be helping. People will rally around your efforts especially when they understand the difference it will be making to children's lives.
- Whatever your age or ability, there are lots of Happy Days fundraising campaigns you can get involved with including our 5K's for Happy Days, March of the Elephants, Dance Wiggle, Give It Up, Chilli Challenge and Operation Secret Santa every Christmas. Visit www.happydayscharity.org/fundraising to find out more.
- If you're organising your own event, fantastic! Let us know how we can help, if you need any advice or if you'd like us to post you any fundraising materials such as collection boxes, balloons, stickers, sponsor forms or t-shirts.
- When raising funds, think about what other activities you can do to complement your efforts. For example, you might be taking on a running challenge and getting sponsored, but also raising funds at a local pub with a raffle or quiz night. Local businesses such as supermarkets will often donate prizes for raffles for good causes if you phone or write to them and ask. Some businesses will also be happy to leave collection boxes on their counters and collect change on your behalf.
- The bigger the challenge the more people will be likely to donate. But this can all be relative! For example, you might be petrified of spiders and decide to spend an hour in the insect house at the zoo - not that we recommend that of course! 😊
- COMING SOON... You can raise funds for Happy Days by selling your old stuff on eBay and donating the proceeds to us. We're just working on becoming a nominated eBay charity so that all funds or a % of funds raised from selling your items will be donated directly to us. Watch this space!

MATCHED GIVING

- Many workplaces and employers like to support their employees by matching any donations that they raise for charitable causes. Check with your employer to see if they have a matched giving scheme, many do.

SOCIAL MEDIA

- Whatever you decide to do, spread the word. Whether it's videos of you training for your challenge or planning your event, photos of the day itself or pictures of the children you've helped support afterwards.
- You can tag us in to your Facebook, Instagram or Twitter posts or send us your promotional posters, pictures and videos and we'll post them up to promote your fundraising and tell people what you're planning and how they can support.
- Here are the links and tags to our social media and online pages:



www.happydayscharity.org 

[@HappyDaysCharityUK](https://www.facebook.com/HappyDaysCharityUK) 

[@HappyDays_UK](https://twitter.com/HappyDays_UK) 

[HappyDaysUK](https://www.pinterest.com/HappyDaysUK) 

[Happy Days Children's Charity](https://www.youtube.com/HappyDaysChildrensCharity) 

[linkedin.com/in/happydays](https://www.linkedin.com/in/happydays) 

[Happy Days Children's Charity](https://www.happydayscharity.org) 

[Justgiving.com/happydayscharity](https://www.justgiving.com/happydayscharity) 

[/happydayschildrenscharity_uk](https://www.instagram.com/happydayschildrenscharity_uk) 

A LEGACY IN MEMORY OF A LOVED ONE

We have many supporters who raise funds in memory of a loved one they have lost.

Creating a legacy is not only a wonderful and heartfelt way to remember the lives of amazing people, but gives friends and family something really positive to rally around to ensure their memory continues to make a really positive difference in the world after they've gone.

If you would like to honour the memory of a loved one with a one off event or as an ongoing annual legacy, please give Rob a call on 01462 530710 and have a chat about options. This might include:

- Families and groups that might be considering setting up their own charity in memory but who can work in partnership with us to achieve their objectives.
- Creating a logo for your legacy 'charity', helping you with fundraising and planning events, and looking at benefitting children in specific areas, with specific conditions or with specific activities.
- Discussing how we can best help you create a lasting legacy with options such as JustGiving In Memory pages and more.

CHALLENGE EVENTS



Taking part in a challenge event is a great way to have fun, get fit and raise urgently needed funds to help support the vital work of Happy Days.

Last year, our participants helped fund hundreds of vital respite breaks by taking part in bike rides, hikes, walks, jogs, overseas challenges and skydives to name a few.

Take on your own personal 5K for Happy Days challenge by visiting www.happydayscharity.org/My5k or get in touch if you're looking for a place in an organised event such as:

- Royal Parks Half Marathon
- Ride London
- Great North Run
- London Marathon
- Or any other big challenge!

We work with some fantastic event partners, so whether you're looking for a challenge at home or abroad, on foot or in the saddle, we'll find something for you. Call us on 01462 530710, email rob@happydayscharity.org or visit www.happydayscharity.org/challenges more information or to request places.

A - Z OF FUNDRAISING IDEAS

Here are just a few ideas as to how you can raise funds, but feel free to come up with your own.

ADDITIONAL NOTE – With the coronavirus pandemic affecting all of our lives, don't forget to respect any social distancing rules and regulations that may be in place in your area.

Have fun but stay safe – so you might need to try being a bit creative and update the following ideas with some online or socially distanced alternatives!

A

Aerobics-athon

To stay fit and healthy, organise an aerobics-athon.

Arts and Crafts Fair

Put your creative talents into action and sell your works of art at a craft fair or online.

Auction

Organise your own fundraising auction. Why not auction off your talents for the day or donate a percentage of funds raised through an ebay auction?

Art Exhibition

Sell your art at a local shop or hold your own exhibition and charge entry.

B

Beat the Goalie

Challenge your friends to a beat the goalie competition as part of a football fundraiser.

Bad Tie day

Search your parent's 70's clothes and pay to display the outrageous tie. Your friends could pay to have the offending tie removed.

Bag Packing at Local Supermarket

Ask your local supermarket if you can hold a bag packing day for Happy Days. It's a great way to provide a service to the local community while supporting us too.

Battle of the Bands

Challenge those budding musicians to a battle of the bands and put on a concert to raise money.

Bring and Buy Sale

Sell donated goods on a stall. Cakes, books, home-made jam, and your old films always go down well.

Bike ride

Why not organise a bike ride and turn it into a sponsored event? Or enter a local event and raise money for us – email rob@happydayscharity.org or call us on 01462 530710 for your free fundraising pack.

Bingo

Organise a bingo event – devise your own calls for the numbers. Charge a fee per game.

C

Colour Theme Days

Bring a bit of colour into your day and raise money at the same time!

Cake sales

Cake sales are a great way to raise money.

Spare Change for Screenings

Collect all those unwanted coppers that weigh down your pockets – small change can make a big difference to supporting patient screenings.

Christmas / Easter / Special Occasion Cards

Turn your drawings into cards to sell to your friends and family.

Coffee or Tea Fast

For the price of 4 cups of coffee, you can donate £10 which will provide a child with a break of their own.

Collections

Put those empty jam jars and buckets to good use and turn small change into a big difference.

Cook a Meal

If you're a budding Master Chef, why not invite friends around and ask them to make a donation for the pleasure of your cooking.

Competitions

Devise your own competition, or use tried and tested ideas such as 'guess who the baby in the picture is.'

Concert

Gather all the talented people you know under one roof and put on a concert for friends and family.

Cricket Match

Challenge your peers or teachers to a cricket match. Each team pays a fee.

Car Wash

Charge your teachers, friends and family to wash their cars.

Chocolate Ban

Give up chocolate for a day, a week or a month and get sponsored for the inconvenience!

D

Dress down day

Ditch the uniform or the suit and dress up as your favourite film character, or film theme.

Disco

Put on those dancing shoes and disco the night away. Remember to charge an entry fee.

Dance or Wiggle

Happy Days Dance Wiggle takes place in May every year when we encourage schools, colleges and businesses to organise their own dance. But you can organise your event throughout the year. Email nicola@happydayscharity.org or call us on 01462 530710 for your free fundraising pack.

E

Enterprise Days

Put on your Apprentice heads and come up with the marketing idea of the century! Create and sell the product you have designed.

Eco day

Dress green and do good deeds for the day, like litter picking and recycling your rubbish. Remember to get sponsored for all the activities you do.

Egg and Spoon Race

Are you up for an egg and spoon challenge? Race your friends and family in this classic British display of sport combined with madness.

Egg Painting Competition

Don't waste those eggs after the race – turn them into works of art. Sell them to raise money for us.

F

Fancy dress

Dress up as your favourite film character, or use a film theme. You might want to award prizes for the best, or worst, costumes.

Five a Side Football

Challenge your mates or your teachers to a five a side tournament. Each team pays to play or why not get your friends to attend and charge them instead to watch your sporting genius.

Film Night

Create your own cinema and hold a film night for family and friends. Sell popcorn and drinks and charge an entry fee. Theme the night based on the film if you want to add a bit of extra fun.

Fast Day Lunch

Make your lunch rather than buy and donate the money you save.

Fashion Show

Put your creative talents to the test and organise a fashion show? Invite the wider community to see your fabulous designs.

Face Painting Competition

Put your artistic talents to good use and paint people's faces. You could have a themed face painting day such as of animals or characters from a book. Remember to charge for your works of face painting art.

Fun Run

Dust off your running shoes, get your friends involved, and get out and get sponsored.

G

Give it up!

Get sponsored to go without something. Give us speaking for a day, films for a week, chocolate for a month. Get sponsored or donate to the money you save.

Guess the number of ...

Have a lot of fun challenging your friends to guess the quantity of sweets in a jar, balls in a car or balloons in a room!

Guess the weight of...

Quiz your friends on the weight of something or someone – 50p a guess.

Games: scrabble, chess, trivial pursuits etc

For all those who love the challenge of a board game – why not have a marathon board game tournament? Either pay to play or get sponsored.

H

Hula Hoop Contest

How many times can you spin the hula hoop? Organise a hula hoop-athon.

Hair beading, braiding and plaiting

Put your creative talents to good use. Make your friends look cool, or bad, and raise money at the same time.

I

Indoor games

Organise an indoor Olympics. Rain won't stop play and you'll have fun challenging your friends and raising money for us too.

J

Jumble sales

Reduce, reuse and recycle – the perfect opportunity to hold a jumble sale.

Jewellery Making & Selling

Put your creative jewellery making skills to good use and hold a sale with what you make.

Jigsaw marathon

Have you got an eye for a jigsaw? Challenge your friends to a speed jigsaw puzzle race. Get your friends and family to sponsor you on how long it will take.

K

Kite flying

When the wind is right get those kites into the air. The kite that stays up the longest wins.

Karaoke

Impress your friends with your singing ability – try out your favourite tunes. Pay per tune, or pay to leave.

Knitting competition

Challenge your friends to a knit-off. You could sell or auction your work of art too.

L

Line dancing

Friends and family can have hours of fun with a line dancing event. You could even organise a line dance-athon. Charge a fee to take or make it part of Happy Days Dance or Wiggle and get sponsored. Email nicola@happydayscharity.org or call us on 01462 530710 for your free fundraising pack.

M

Money boxes

Collect your small change to make a big difference. Ask if you can have a classroom box at school.

Mile of coins

Set yourself the mile challenge - what is the longest distance you can reach with a line of coins?

N

Name the teddy

Does your mascot need a name? Charge your mates to come up with the most interesting suggestion. You could raffle the teddy at the end too.

Netball tournament

Challenge your friends, teachers or parish to a netball tournament. To add to the fun, why not play your matches in fancy dress too?

O

Odd clothes day

Turn your non-uniform day into an odd clothes day – mix up those socks and clash for cash.

Odd job Day

Charge a fee for all those odd jobs around the house that need doing.

P

Photo competitions

If you're a budding photographer, hold a competition for interesting snaps. All entrants to pay a fee or why not sell your best photos or put on an exhibition and charge.

Play Pay

Putting on a pantomime or play? Why not take a collection for us as people leave?

Plant sale

For those with green fingers, sell your produce in a plant sale.

PTA coffee morning

Get the Mums and Dads to organise a coffee morning.

Q

Quizzes

Create your own quiz and test your friends' knowledge. Charge for entry and why not get some raffle prizes as well. Or why not ask your local pub to donate a percentage of their own pub quiz.

R

Raffles

Get friends and family or local businesses to donate prizes and raffle them off to raise funds. Raffle books are available at most stationary shops, to save you writing all those tickets out!

Read-athon

How many books can you read over a short period of time?

Rounders tournament

Challenge your friends and teachers to a rounders match. Remember it is pay to play.

Recycling

Your business can recycle spent ink cartridges and raise money for Happy Days through our friends at Clover Recycling. Email nicola@happydayscharity.org or call us on 01462 530710 for your cartridge collection box.

Rugby match

Challenge your friends and teachers to a rugby match. Each team pays to play, or charge your spectators.

S

Students Fair

Collect donations at your student fresher fair.

Sponsored...stuff!

Remember when organising a fundraising event to think about adding a sponsorship element – it's a great way of collecting your money.

Swim-athon

Swim the distance and get sponsored per length.

T

Talent contest

Hold a contest to showcase the talents of your friends and family! Organise a collection or charge at the door for entry, or for when people want to leave.

Tombola

Get friends and family to donate gifts and organise a tombola.

Treasure Hunt

Create a treasure hunt and challenge your friends to find what you have hidden. Pay to play.

U

Ugly face pulling Competition

A prize for the most outrageous face – make sure you get photographic evidence!

V

Volleyball

Challenge your friends and teachers to a sponsored volleyball match, or charge each team to take part.

W

Walk or Hike for Happy Days

Organise a sponsored walk or join an organised one.

X

X-Factor Competition

Celebrate all your talents by putting on a show.

Y

Yodelling competition

If yodelling is your thing, then either get friends to pay you to do it, or not to.

Z

Zany clothes day

Charge a fee and wear a zany costume that will brighten everyone's day!

THANK YOU AND GOOD LUCK!