

## FUNDRAISING GUIDE



Dear Happy Days Supporter,

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 and raise money to continue our vital work supporting sick and vulnerable children across the UK with short breaks and holidays. We genuinely couldn't do what we do without your help, so a huge thank you from us all.

Since 1992 we have helped over 170,000 children with mental and physical disabilities, life limiting conditions, children who have been abused and young carers between the ages of three and seventeen.

We can help support a child with a trip for as little as £10, so every penny really does make a difference. We've included lots of helpful information below to support your fundraising efforts, but please don't hesitate to contact us either by emailing [rob@happydaycharity.org](mailto:rob@happydaycharity.org) or by calling 01582 651234 if you'd like to have a chat. You can also get more information by visiting our website at [www.happydayscharity.org](http://www.happydayscharity.org).

Best wishes from us all and thanks again!

Rob Cox  
Happy Days Fundraising Manager  
Office: 01582 651234  
[www.happydayscharity.org](http://www.happydayscharity.org)  
[www.facebook.com/HappyDaysCharityUK](https://www.facebook.com/HappyDaysCharityUK)  
[www.twitter.com/HappyDays\\_UK](https://www.twitter.com/HappyDays_UK)

Happy Days Children's Charity  
3rd Floor  
Clody House  
90-100 Collingdon Street  
Luton  
LU1 1RX

## SOME FUNDRAISING ESSENTIALS

- Don't forget to make up some collection buckets to take along to your fundraisers, people love to donate.
- Getting sponsored? Call us on 01582 410094 or email [rob@happydayscharity.org](mailto:rob@happydayscharity.org)
- Raising money online is one of the best ways to increase your donations. It's really simple to set up an online fundraising page, choose your website from the list below, and please do call if you need any help:

### Justgiving

<https://www.justgiving.com/happydayscharity>

### Virgin Money Giving

<http://uk.virginmoneygiving.com/charities/happydayscharity>

- Matched Giving - Double the money you raise fundraising by asking local businesses to support your cause, or see if your work place has a match giving fund, most companies do.
- Social Media – Spread the word about what you're doing online, we love to see what our supporters are up to. If you have any videos, get in touch and we'll post them on our YouTube page.

[facebook.com/HappyDaysCharityUK](https://facebook.com/HappyDaysCharityUK)  
[twitter.com/HappyDays\\_UK](https://twitter.com/HappyDays_UK)



## A LASTING LEGACY IN MEMORY OF A LOVED ONE

If you're raising money to honour the life of a loved one, you can set up an In Memory page through our friends at Justgiving.

Unlike standard fundraising pages, these do not have an end date, and will allow you, your friends and family to continue their legacy year after year, adding events and fundraisers to the page as and whenever you decide to.

To set up your In Memory Page, call us on 01582 651234 or visit <http://www.justgiving.com/happydayscharity/remember>



Let us know what you're doing

There might be more than one reason you're fundraising. Please pick the one most relevant to your fundraising:

- Taking part in an organised event
- Celebrating an occasion
- Remembering someone
- Doing you thing

Remembering John Smith

Our fundraising achievements in memory of John Smith

Our fundraising pages

- London marathon 2012 for Care for Cancer  
Total so far: £7,580.00
- Land's end to John o'Groats 2012  
Total so far: £450.00

Events we're doing

- London marathon

About John Smith

Born on: 01/01/1900  
Lived in: London, United Kingdom

Amount we've raised in John's memory

£55,663.00

Charities we're helping

- Cancer Vaccine Institute
- The Cancer Vaccine Institute (CVI)

Click to make a page also in memory this person's memory

## UP FOR A CHALLENGE?



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. This year, we're hoping to raise even more – but we need your help!

We're thrilled to be working 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 01582 651234 or email [rob@happydayscharity.org](mailto:rob@happydayscharity.org).

You can also visit our events page on Timeoutdoors for a wide selection of local, national and international events:

[www.timeoutdoors.com/Charities/Happy-Days-Childrens-Charity](http://www.timeoutdoors.com/Charities/Happy-Days-Childrens-Charity)

**Bond Places (London Marathon, Ride London, Royal Parks Half etc)**

Call us on 01582 651234 or email [rob@happydayscharity.org](mailto:rob@happydayscharity.org)

### Taking on Your Own Challenge or looking for one?

If there's an event on your doorstep you'd like to enter to raise vital funds for us, great! Just let us know and we'll send you all the bits you need to start raising sponsorship. If you're looking for an event to take part in, why not visit [www.timeoutdoors.com](http://www.timeoutdoors.com) for an amazing list of what's going on near you.

### We're Here to Help

Whatever your challenge, get in touch today by calling 01582 651234 or email [rob@happydayscharity.org](mailto:rob@happydayscharity.org) for fundraising materials and support.

## A – Z OF IDEAS

There are lots of ways to raise money for Happy Days and support vulnerable children across the UK, feel free to come up with your own but here are a few ideas.

And don't forget to send your photos to [enquiries@happysdayscharity.org](mailto:enquiries@happysdayscharity.org) or post them on our Facebook page at [www.facebook.com/HappyDaysCharityUK](http://www.facebook.com/HappyDaysCharityUK)

### A

#### **Aerobics-athon**

To stay fit and healthy, organise an aerobics-athon. It'll make you feel good about supporting us.

#### **Arts and Crafts Fair**

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

#### **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](mailto:rob@happydayscharity.org) or call us on 01582 651234 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.

### **Krispy Kreme Doughnut Sale**

Delight all your friends with a delicious doughnut sale. Krispy Kreme let you buy their doughnuts at special low prices so that you can sell them on for a fundraising profit:

<http://www.krispykreme.co.uk/fundraising/raise-dough/>

### **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](mailto:nicola@happydayscharity.org) or call us on 01582 651234 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 up 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](mailto:nicola@happydayscharity.org) or call us on 01582 651234 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](mailto:nicola@happydayscharity.org) or call us on 01582 651234 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!

## GIVE AS YOU EARN – REGULAR GIVING

Give As You Earn is a great way of supporting Happy Days. Helping us with ongoing donations directly through your pay allows us to plan holidays in advance for thousands of sick and vulnerable children every year.

It's also one of the most efficient ways for charities to benefit from donations:

*“Financial advisers point out that, in tax terms, it's more efficient to donate money during your lifetime. Many firms now offer payroll-giving schemes, such as Give As You Earn, where donations come out of your pre-tax income. That means for basic-rate taxpayers, every pound donated only costs 80p, or 60p for higher rate taxpayers, or 55p for additional-rate earners.”*

*Evening Standard, June 2014*

Whether you're an employee or an employer, to find out more please email get in touch today by calling 01582 651234 or email [rob@happydayscharity.org](mailto:rob@happydayscharity.org) to get your free fundraising pack.

## A GIFT IN YOUR WILL

By including a gift in your Will to Happy Days, you will be able to help us support future projects and maintain our vital work. We understand that family and friends come first, so once you have taken care of your loved ones, please consider leaving a gift that will make a real and lasting difference. Gifts of all sizes are extremely valuable in helping us, and it can actual benefit your own loved ones:

*“Nearly three-quarters of retired adults are not intending to leave money to charity in their will – but wealth advisers point out that doing so can provide significant advantages to other beneficiaries of your estate as well as good causes. “There are two tax benefits gained by leaving money to charity,” says Kate Turner, head of policy at wealth firm Towry. “First, the money you leave to charity is exempt from inheritance tax, and second, if you leave at least 10% of your net estate to charity then the inheritance rate on your remaining estate will be cut from 40% to 36%.”*

*Donating your surplus pension fund to charity will be tax- free, whereas it would at present face tax at 55% if it were left to a family member. “*

*Evening Standard, June 2014*

## Making a Will

There are different types of legacy to choose from, including:

- Residuary legacy – a gift of the remainder or a percentage of your estate after all other legacies have been made and debts cleared. This is an effective way to divide your estate between a number of people and causes that are important to you.
- Pecuniary legacy – a gift of a fixed sum of money (the value of which will decrease over time, as the cost of living increases)

It is important to take advice from a solicitor to ensure that all the legal formalities are correctly followed and that your Will is valid.

Please remember to use our full name **Happy Days Children's Charity** our registered charity number **1010943** and the correct registered address:

Happy Days Children's Charity  
3rd Floor  
Clody House  
90-100 Collingdon Street  
Luton  
LU1 1RX

To find out more about our work and how you can make a difference to our by including a gift in your Will, email [rob@happydayscharity.org](mailto:rob@happydayscharity.org) or call 01582 410094.

## FUNDRAISING AND THE LAW

Some types of fundraising need a bit of extra thought to ensure that you and your guests stay safe and well. We have put together some guidelines below to help you.

However you decide to fundraise, you need to make sure that you are open and honest about your activity. Be clear to your sponsors or donors about how much money will reach Happy Days. For example if some of the money raised is going to cover your costs, such as flights and accommodation on a World Experience, make sure they know that.

Using our materials can also help us raise as much money as possible – our sponsor forms and donation forms include a column to collect Gift Aid which means that every £1 donated by UK tax payers, could be worth £1.25, at no extra cost to your supporters.

### Auctions

Auctions can be a great way to raise money and people are often willing to spend over the odds for items if they know the money is going to a good cause.

Although you'll want to encourage people to pay as much money as possible for your lots, it's important not to miss-sell items. Be clear about the quality and value of the lots so that people know what they're bidding for.

It's helpful to come up with some terms and conditions before the auction. For example, what will you do if one of the lots is no longer available after someone has paid for it? What will happen if someone doesn't pay up after their bid has been accepted?

You'll also want to think about the reserve price that you want to set. In general, there is normally a 10% discretion on any reserve price.

In some cases, you might be able to Gift Aid the money you make from the auction but this will need a bit of planning in advance.

### **Raffles, sweepstakes and competitions**

The ever-popular raffle has always been a fundraising favourite but it's important to make sure your raffle doesn't break any gambling laws. There are different types of raffles, each of which is governed by different rules.

To help you, we've outlined the different raffles below:

The simplest raffle to organise is **at events you are staging** to raise money for your event (for example a party or quiz). These types of raffle don't need a licence, as long as you only sell tickets to people at the event and you draw the winner at the event too. If you're using proceeds from the raffle to cover costs and pay for prizes, make sure you don't use more than £100 on costs (such as tickets) and no more than £500 on prizes.

If you are planning to sell raffle tickets **outside of an event that you are organising**, please contact your local authority for more information as you may need a licence.

Another simple alternative is to run a **free prize draw** but ask for donations. Again, you wouldn't need a licence for this but you would need to make sure that people could still enter, even if they didn't give a donation. You could try this when organising a sweepstake at work too. If you ask for donations instead of charging a set price per person, you don't have to follow as many rules when organising the competition.

**Competitions and quizzes** are another fun way to raise money. Don't make the questions too easy, as there needs to be an element of skill involved but you can charge for entry to help you on your way towards your fundraising target.

### **Public collections**

Public collections are a great way to increase your fundraising and also help raise awareness of Happy Days. We can provide you with templates to print out stickers for your collection buckets.

If you want to organise a collection in a public place, you will need to make sure that you have a licence. Collections on a private property don't need a licence but you will need permission from the owner, for example, asking the store manager of your local supermarket, if you would like to collect in their store or car park.

You'll obviously want to encourage as many people as possible to donate but remember not to obstruct people's paths and please don't do anything to obviously annoy the public.

It's also sensible to think about how you will make sure your money is secure, both during and after the collection.

## **Poker nights**

Raising money for charity by organising a poker night doesn't need a licence, but you have to follow certain conditions.

No matter how many games you run, each participant can't make more than one payment and this payment can't be more than £8. The total value of prizes at the event also can't be more than £600. All of the proceeds have to be donated to charity.

Before you get started on organising your Poker Night, make sure you are familiar with the Gambling Commission's Guidelines (full details are available at the [Gambling Commission's website](#)) so that you stick to their requirements.

## **Events**

If you're organising an event of your own on private property, you will normally just need to ask the permission of the owner. If you want to organise an event in a public place, you may need a licence (temporary event notice) from your local authority, to think about health and safety food allergies and insurance. This can include giving you the opportunity to sell alcohol at your event.

Lots of venues already have licences which you can use, so check with the venue about whether you will need a special licence. You might also need a separate licence for playing music. It's best to check with your local authority about what permissions and licences you need in advance.

As with any fundraising activity, it's important to think about health and safety. It can help to carry out a risk assessment to help you identify any potential problems and how they can be avoided, and you might want to consider public liability insurance if your event is open to the public, though this is not mandatory it can be prudent. You should also think about whether your event will be accessible to everyone. It's generally up to the venue to take reasonable steps so that it is accessible but you want to make sure you choose a venue that all your guests can get to.

If you're supplying food, think about what ingredients are used. Some people may have allergies to certain foodstuffs so you'll need to be able to let them know if they need to avoid certain foods.

For up to date information on helping to keep your fundraising event safe, visit:

<http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/event-fundraising/>