

**CHILD  
POVERTY  
ACTION  
GROUP**

# FUNDRAISING PACK



Registered with  
FUNDRAISING  
REGULATOR

# Welcome to the team!

Thank you for fundraising for Child Poverty Action Group. We're really pleased you want to help us put an end to child poverty, for good. Whatever you choose to do, we hope you find this pack useful and full of inspiration. We'd love to hear your plans, so do get in touch with us at [fundraising@cpag.org.uk](mailto:fundraising@cpag.org.uk) or 020 7812 5222.

## Why do we need to tackle poverty?

*"I gave the £10 I got for my birthday to my mum to help with the cost of my school uniform"*

A child, when asked about what poverty means for his family.

We all want children to have the best start in life. But in every school class of 30 children, on average, nine will be living in poverty. Six of those nine will be in working families. This is not right.

Growing up in poverty means a childhood without the pleasures and opportunities that many take for granted. It means missing out on birthday parties because there's no money for a present. It means missing out on school trips. It may also mean going hungry or queuing up with mum at the foodbank. The result is a childhood full of anxiety, hardship and few opportunities even though parents will do their best to protect children.

## Child Poverty Action Group

Child Poverty Action Group works on behalf of the more than one in four children in the UK growing up in poverty. It doesn't have to be like this. We use our understanding of what causes poverty and the impact it has on children's lives to campaign for policies that will prevent and solve poverty – for good. We provide training, advice and information to make sure hard-up families get the financial support they need. We also carry out high-profile legal work to protect families' rights.

Poverty is not inevitable. *With your support we can change things.*

# How your money makes a difference

*“The patient has had a call today from DWP, they have revoked their decision... so no eviction and now food on the table for her and her family. I am over the moon and so is she. Thanks for your help.”*

**An adviser helped by CPAG’s advice line**

Your support could ensure 30,000 more pupils are able to make the most of school life and learning in a year – a cost of **£2.25 per child.**

**£5** a month could help us continue to campaign on behalf of more than one in four children living in poverty today.

**£90** could fund an hour of our valued advice services so families in poverty get the support they need.

*\* Donations will be used where most needed*





## Matthew and Rosie's story

Matthew, Rosie and their two children – Rosie shortly to give birth to their third – found themselves facing eviction and in desperate need of help. They had been refused Universal Credit and were owed over £5,000 in arrears, but the Department for Work and Pensions were refusing to allow them to use that money to go towards rent.

The couple went to their local Citizens Advice for support. This was the first time the Citizens Advice adviser had come across this particular issue the family was facing. He needed to know what could be done to help the family. He called CPAG's free advice service and got through to Welfare Rights Adviser Dan.

After listening to the full case, Dan outlined the steps the adviser could take, including drafting letters to send to the relevant authorities. The adviser took Dan's suggested action and later reported back that the government had agreed to pay the full amount of £5,047 to the family. This meant they could pay the rent arrears and stay in their home.

---

# How to get started

## Organising an event

If you do decide to organise your own event, planning is key. Here are the big questions to consider:

**What?** Decide what you want to do and think about all the groups of people you know and what they might be interested in – a black tie dinner, a five-a-side football match, a pub quiz, bucket collection or bake sale?

**Where?** Can you do it in a free venue like your home or community centre or will you need to hire somewhere? If you do have to hire somewhere, mention it's for charity and they might provide it free of charge or at a discount. If you're organising your own sponsored run, walk or bike ride have you checked the route?

**When?** Have a think about which date will be best for highest attendance – at the weekend or during the week? Make sure you consider other events and special dates such as national holidays or sporting fixtures which may clash with your event. Why not think about asking for sponsorship after payday when people are more likely to have spare cash?

## Create your own online fundraising page

If you've decided to take part in a sponsored event like a run or bike ride or are organising your own event then setting up your own page is a quick and easy way to fundraise. By using services such as [JustGiving](#) and [Virgin Money Giving](#) you are able to create your own personalised page where supporters can donate securely. After setting it up, the money you raise is directly sent to CPAG.

# Fundraising ideas

Quiz night

Clothes swap

A sponsored walk, run or cycle ride

Bake sale or bake off

Head shaving/Grow your facial hair

Car washing

Bag packing

Garden party

Sweepstake

Seasonal fundraising

Organise a carol singing service, Easter Egg hunt or pancake day party.

## At work:

**Dress down day**

Ask your colleagues to ditch their suits and jackets in exchange for a donation.

**Use that inter-departmental rivalry**

And organise a football or rounders match or even hold a sports day! Ask players to donate to enter.

**Office Olympics**

Become an office champion in speed typing, letter franking, bin basketball or relay chair racing!

**Baby picture competition**

Get everyone to donate £2 to enter and guess who is who.

Check out our [Fundraising Heroes](#) page for more ideas!



---

# Some things to remember

It's important to remember that children and families in your area may be living on a low income and may struggle to afford things. If you are fundraising in schools and communities, there are few simple things you can do to ensure no one feels excluded from these activities:

- Give sufficient notice before your fundraising event so people have time to budget – don't announce it the week that it's happening.
- Try to avoid having your event at expensive times of year for families like end of term, back to school or Christmas.
- Ensure there are also free activities or refreshments at events where possible.
- Ask people to donate what they can rather than asking for specific amounts. Get sponsorship and donations to be 'chuck it in a bucket' so that the amount isn't obvious to others.
- Try to fundraise from sources other than children and families in your school or local communities who you may be putting under pressure. Are there local businesses who could help through sponsorship or donations?
- Be careful about the timing of your event so that people aren't repeatedly being asked for money - how often do other fundraising events happen? Can you make sure that yours isn't straight after or right before another one?

If you are fundraising in schools, you may want to check out our Cost of the School Day project here: [cpag.org.uk/COSD](https://cpag.org.uk/COSD)

# Top tips

## 1. Spread the word!

Email your friends, family and colleagues about your challenge, what you're doing, why you're doing it and ask them to support your efforts by coming along. Make sure to promote the event with adequate notice and post regular photos and updates on social media!

## 2. Gift Aid

Don't forget to ask your supporters to Gift Aid their donation. Any donations made by a UK tax payer are eligible for Gift Aid increasing the value of their donation by 25%. Online giving sites like JustGiving claim this automatically where possible but anyone making a cash or cheque donation will need to fill in a Gift Aid declaration form - which we can supply.

## 3. Match your fundraising

Speak to your employer as many companies offer a matched giving scheme and this is a great way to increase your total.

## 4. Extra support

See if you can get your venue or catering for a reduced price as it's in aid of charity. Get friends and family involved and divide the tasks between everyone – you'll be surprised at how many people are willing to help when it's for a good cause.

## 5. We're here to help

We have a range of materials available to help you with your event, including sponsorship forms, leaflets, collection tins, balloons, pens, badges and t-shirts. If you have any questions about CPAG, fundraising or would like more advice please do not hesitate to contact Leo in the fundraising team on 020 7812 5222 or [fundraising@cpag.org.uk](mailto:fundraising@cpag.org.uk).



---

# Keeping it legal and safe

**Health and safety** – when organising an event please do take advice about health and safety as CPAG cannot accept liability for any loss, damage or injury suffered by you or anyone at your event. For First Aid advice, contact your local branch of [St John's Ambulance](#).

**Food hygiene** – if you are providing food at your event, please make sure it is stored, prepared and cooked correctly and remember to label all food that contains nuts or other allergens. For further information, contact the [Food Standards Agency](#).

**Alcohol and entertainment** – if you are having alcohol and/or entertainment at your event, make sure you check the venue is correctly licensed (pubs, bars and restaurants should be fine); if it isn't you will need to contact your local council to apply for a temporary license.

**Collections** – you must always get permission to hold a charity collection in a public space. For general street collections you will need to get a licence from your local council (or the Met Police for those within central London). For privately owned businesses (such as supermarkets, shopping centres and pubs), contact the owner or manager. Visit [www.networkrail.co.uk](http://www.networkrail.co.uk) for information on train station collections.

**Raffles** – if you are planning a small or private raffle/lottery at a fete or party you do not require a license as long as the tickets are sold on location and the draw takes place at the event. If you are unsure please check. There are many regulations surrounding lotteries so please read the [Fundraising Regulator's](#) webpage on this and check with the [Gambling Commission](#) if you are unsure.

---

# Sending in your money

## Online

You can donate any funds raised offline directly to your own online giving page and it will send your donation directly to CPAG.

Alternatively, you can pay it on the CPAG website by visiting [cpag.org.uk/donate](https://cpag.org.uk/donate). If you donate this way, please do let us know so we can keep an eye out for it.

## Via cheque

Please make any cheques payable to Child Poverty Action Group and send to: Fundraising, 30 Micawber Street, London, N1 7TB


## Via bank transfer

You can make a bank transfer from your account. Just ask us for our bank details and make sure you let us know so we can look out for your donation.

If you have giving vouchers such as a Charities Aid Foundation voucher, please send them to us as the bank will not be able to process them.

## Give us a call

You can call us and make a card payment over the phone. Simply call Leo in the fundraising team on 020 7812 5222. The office is open Monday to Friday 9:30am – 5:30pm and we are more than happy to help.



# Thank you for your support!

For more information:

Call: 020 7812 5222

Visit: [cpag.org.uk](http://cpag.org.uk)

Email: [fundraising@cpag.org.uk](mailto:fundraising@cpag.org.uk)

Child Poverty Action Group, 30 Micawber Street, London N1 7TB

CPAG is a charity registered in England and Wales (294841) and Scotland (SC039339)

