

**CHILD
POVERTY
ACTION
GROUP**

Fundraising Pack



Registered with
**FUNDRAISING
REGULATOR**

Welcome to the team

Thank you for fundraising for Child Poverty Action Group (CPAG). 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 or 020 7812 5222.

Why do we need to tackle child 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 a school class of 30 children, on average, eight will be living in poverty. Six of those eight 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 queueing up with mum or dad at the foodbank. The result is a childhood full of anxiety, hardship and few opportunities, even though parents do their best to protect their children.

How do we help?

Child Poverty Action Group works on behalf of the more than one in four children in the UK growing up in poverty. 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 the Department for Work and Pensions, 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

£15

could help pay for 30,000 people to hear about our campaigns and take action against child poverty.

£61

could keep our advice line running for one hour, so our experts can help frontline workers support families in need.

£168

could fund our tribunals worker for half a day to challenge benefits law for vulnerable families

How to get started

Organising an event

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

? What ?

Decide what you want to do, when choosing an idea 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, a bucket collection or a bake sale?

? Where ?

Can you hold it in a no-cost place like your home or community centre, or will you need to hire the venue? If you have to hire the space, mention it's for charity and the hirer 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 ?

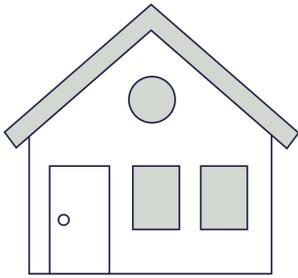
Have a think about which date will be best for highest attendance: at the weekend or during the week? Make sure you check for other events and special dates such as national holidays or sporting fixtures that may clash with your event. Consider asking for sponsorship after payday, when people are more 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, setting up your own webpage is a quick and easy way to fundraise. By using services such as [JustGiving](#), you can create your own personalised page where supporters can donate securely, and the money you raise is sent directly to us.

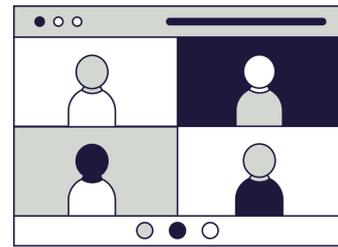
Fundraising ideas

At home



- Quiz night
- Sponsored walk, run, cycle
- Sponsored silence
- Bake sale or bake off
- Grow your facial hair
- Car washing
- Face painting
- Sports/TV sweepstake
- Host a come dine with me
- Host a games night
- Collect seasonal fundraising
- Organise a carol singing concert
- Organise an Easter egg hunt

At work



Fancy dress day

Ask your colleagues to ditch their regular clothes for fancy dress in exchange for a donation.

Use inter-departmental rivalry

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

Donate your coffee money

Forego your daily cappuccino for instant coffee and donate the savings.

Baby picture competition

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

Things to keep in mind

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.
- ! 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?
- ! Ask people to donate what they can rather than asking for specific amounts. arrange 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?
- ! 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.

If you are fundraising in school, you may want to check out our Cost of the School Day project here for ideas: cpag.org.uk/COSD

Top tips



Spread the word!

Email your friends, family and colleagues about your challenge, explain 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!



Gift Aid

Remember to ask your supporters to Gift Aid their donation. Any donations made by a UK taxpayer 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.



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.



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.

We have materials to support your event, including sponsorship forms, leaflets, collection tins, and merchandise. For questions or advice, contact Leo on 020 7812 5222 or fundraising@cpag.org.uk

Keeping it legal and safe

Health and safety

When organising an event, please seek advice on 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. You can find further information at the Food Standards Agency.

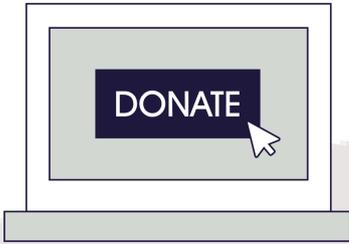
Alcohol and entertainment

You must ensure that fundraising activities are appropriate when involving children or vulnerable people. Please familiarise yourself with section five of the fundraising code. If there will be alcohol and/or entertainment at your event, make sure 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. If you are planning to run a lottery or raffle, please read the guidance from the Gambling Commission.

Collections

You must have 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. Please review the updated Fundraising Regulator guidance on collections.

Sending in your money



Online

You can donate any funds raised offline to your own JustGiving page, and it will send your donation directly to CPAG. Alternatively, you can pay it on the CPAG website at cpag.org.uk/donate. If you donate this way, please let us know so we can keep an eye out for it.

Via cheque

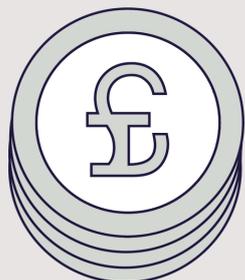
Please make any cheques payable to Child Poverty Action Group and send to: Fundraising, 30 Micawber Street, London, N1 7TB

Via bank transfer

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

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, 9:30 am – 5:30 pm, and we are more than happy to help.





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For more information:

Call 020 7812 5222

Visit cpag.org.uk

Email 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)

