

Your fundraising **guide**



Care for Children has a vision to see children across the world moved out of institutions and into **local, loving families.**

Get involved & **together we can achieve this vision!**

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Welcome

We're thrilled to hear that you have decided to fundraise for *Care for Children*. Whether you're climbing Mount Everest or organising a cake sale, every pound you raise will make a difference to the lives of orphans and vulnerable children across the world. We hope this pack will provide you with lots of helpful tips and information to make your fundraising both enjoyable and successful.

We want to wish you the best of luck with your fundraising and hope you have a great time doing it. From everyone at *Care for Children* and all the children that we help... THANK YOU!

Best wishes,



Robert Glover

Founder & Executive Director

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Why fundraise for *Care for Children*?

Around the world, millions of children are growing up in institutional care (a type of residential care for large groups of children, also known as orphanages), facing a world without the comfort of family or a consistent caregiver.


The impact on children of being both institutionalised and separated from their family is severe and can last a lifetime. Institutional care can negatively impact children's social, emotional, and behavioural development, and may result in long-term consequences for their well-being. Decades of research prove that growing up in a loving and caring family is critical for children's healthy development and overall well-being into adulthood.

This is where *Care for Children* comes in - spearheading collaborative efforts with governments to transform childcare systems across

the globe. We are dedicated to reducing the reliance on institutions by championing family-based alternatives, such as long-term foster care, emphasizing long-term placements and robust support.


Our approach aims to break the cycle of adversity faced by orphans and vulnerable children, replacing it with a beacon of hope – the opportunity to grow up in a safe, stable, and nurturing family environment.

- **We partner with governments, allowing us to truly impact whole nations.**
- **Our model empowers local people to carry out this vital work - making it 100% sustainable.**
- **Being a small charity with low overheads means that your contribution really does make a big impact!**



I lead the youth group at my church and decided that we were going to raise some money for a charity and picked Care for Children.

I was at Newday and was massively impressed and moved by what you guys do and wanted to support the work that is being done,
which just seems to have had a massive impact just in terms of numbers, let alone individually for all the children who've found homes.



What happens to the money you raise?

The money you raise will support our ongoing work across the globe, empowering countries to develop family-based alternatives to institutional care for orphans and vulnerable children.

In addition to influencing wider systemic change, our in-country teams provide specialised training and support to care institutions and government authorities, enabling them to set-up and run local family placement services. This means that they can safely move children out of institutions and into local families, where each child can develop to their full potential and build a positive future for themselves.

- £7 can provide training materials for one family placement worker.
- £18 can support the care of a child in a local family for a month.
- £110 can fully train a social worker to place and support children in local families.

If you would like the money you raise to specifically go to one of the countries we work in, just let us know.



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*I want other children to have the opportunity to live in a foster family because they will **get to see what life should be like.***

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Existing events

Taking part in an existing fundraising event is perfect for those who don't fancy organising and promoting their own event.

Supporters of ours have had great success taking part in existing full/half/ultra-marathons and 5/10ks.

Other events we recommend looking at are:

- **Treks**
- **Cycling**
- **Mountain climbing**
- **Obstacle courses or 'mud runs'**
- **Sky-diving**
- **Abseiling**

To take part simply register with the appropriate challenge event provider as an individual participant (*Care for Children* does not buy charity places in challenge events), set up your donation page and make use of our fantastic fundraising materials!

Don't forget to tell your friends and family the date of your challenge event. This should spur them on to donate and help you reach your target.





*It's great to be
a small part
of something
much bigger.*

karrimor

Create your own

If you'd rather get creative and come up with your own idea, we'd love to help you!

Sometimes organising an event from scratch can seem daunting but remember the *Care for Children* team will be on hand to support you in any way they can. We can provide posters, brochures, t-shirts, running vests, collection tins and balloons to help you with your fundraising.

Here are a few ideas to get you thinking:

- **DRESS DOWN DAY:** Organise a dress down day at your workplace or school.
- **PERSONAL CHALLENGE:** Walk the Camino de Santiago, cycle to China – the world is your oyster!
- **BAKE SALE:** Whip up some delicious treats and donate the proceeds of your sale.
- **HEAD SHAVE:** Get your friends and family to sponsor you to shave your head.

- **SCREENING:** Host a screening of *'Children of Shanghai'* for your friends and family.
- **QUIZ or KARAOKE NIGHT:** Organise an event at your local pub, community centre or church.

Whatever you decide to do, please send us photos - we would love to see the result of all your hard work and also celebrate your success on social media!

And remember...

**BOLD
VENTURES
LEAD
TO
BIG
DONATIONS!**



*Living in an orphanage is like living in a box - there are so many rules. **In a family, there is a sense of being free.** They have taught me the skills I need for life.*



Planning your fundraising activity

Our four tips for success

1. Pick the right idea. Try and strike a balance between what is achievable, and what is most likely to engage your supporters. Check out our A-Z fundraising ideas for some inspiration.

2. Think about logistics. Choosing a date, time and location is crucial. Whatever you decide to do, planning as far in advance as possible is key.

3. What resources do you need? We can provide lots of materials to help you fundraise, while also promoting the work of *Care for Children*, so people know what their money is being used for.

4. Publicise it. Don't forget to publicise your fundraising activity as early as possible; contact your local paper, put up posters, use social media and email all your friends. Check out our free resources for more details on how you can use social media to your benefit.

Setting up a TotalGiving fundraising page

Care for Children has an account with TotalGiving. Setting up a fundraising page is quick and simple and collects Gift Aid from the donations automatically. This means we can claim 25% on top of your donation at no extra cost to you.

Just simply visit **www.totalgiving.co.uk/fundraise/care-for-children**. Don't forget to set a target on you fundraising page. This is the best way to motivate people to donate to your page.

Planning your fundraising activity

Promoting your fundraising page

Here are some effective ways to get your fundraising rolling and promote your efforts:

- **Post the TotalGiving link to your fundraising page on Facebook, Instagram and/or Twitter.**
- **Email your friends, family and colleagues.**
- **Include the link to your fundraising page on your email signature.**
- **Put your fundraising details on your work or school intranet.**

We can provide posters, brochures, t-shirts, running vests, collection tins and balloons to help you with your fundraising. And we're always at the end of the phone if you need any help or advice with your fundraising.

Legal stuff

However you decide to raise funds for *Care for Children's* work, you are personally responsible for ensuring your event is run safely. You will need to organise any necessary public event licenses and insurance for your event, as well as ensuring that you meet the health and safety requirements of your venue. Please also remember, anyone under 16 should never be involved in collecting money without adult supervision.

How to donate the money you raise

Bank transfer

Make a donation to *Care for Children's* local bank branch:

**Account number: 84007352 /
Sort code: 40-35-09 / IBAN:
GB72HBUK40350984007352**

Please use your name as a reference so we can allocate your donation accordingly.

By post

Please make your cheque payable to '*Care for Children*' and send it to:

**Care for Children, 3 The Close,
Norwich, NR1 4DH**

TotalGiving

If you have set up a TotalGiving page you don't need to do anything. The money people have donated will automatically be paid to us.

Online

To donate online please visit:

www.careforchildren.com/donate

Gift Aid

If you are a UK taxpayer please don't forget to declare your Gift Aid status. When making an online donation via our website or TotalGiving simply check a box to state you are eligible for Gift Aid. This will allow us to reclaim 25% on top of your donation at no extra cost to you. If you send us a donation by cheque or bank transfer, please don't forget to send in a Gift Aid form with it too.

Hopefully you are feeling confident in getting stuck in and running your fundraising activity. As we mentioned, let the *Care for Children* team know if you need anything at all. All that remains is to say a big...



Registered with
**FUNDRAISING
REGULATOR**

THANK YOU