

Care for Children 

FUNDRAISING PACK

Let's Keep On Changing Nations



FROM CARE FOR CHILDREN'S FOUNDER

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 Asia. 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!



Robert Glover

Founder & Executive Director of Care for Children



CARE FOR CHILDREN FUNDRAISING PACK

WHY FUNDRAISE FOR CARE FOR CHILDREN?

What Problem Are We Trying To Solve?

Across the world, millions of orphaned and abandoned children are growing up in institutions (commonly known as orphanages).

Children growing up in this environment are extremely vulnerable to neglect and even abuse. Even 'good' institutions inadvertently harm children through their lack of a single, consistent care giver able to fulfil a parental role.

An institutional upbringing is likely to cause severe developmental delays, cause or exacerbate physical and mental disabilities, and in some cases even result in death.

How Do We Solve It?

Care for Children does one thing and one thing only; we enable orphaned and abandoned children to leave institutions and move into local, loving foster families.

We do this by training the staff of government-run care institutions to become family placement workers. This enables them to safely place and monitor the children in local families rather than keeping them in the institution.

Because we partner with the governments of the countries we work in, we are able to influence legislation and policy to ensure future generations of orphaned and abandoned children will also experience the love of a family.

What Makes Us Different From Other Charities?

- 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.
- We have a track record of seeing over 400,000 children moved into families throughout Asia.
- 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 have picked Care for Children. I heard about Care for Children at Newday Festival last summer and was massively impressed and moved by what you guys do. I wanted to support the work that is being done - which just seems to have had a massive impact in terms of numbers, let alone individually for all the children who've found homes."

Dan, Fundraiser-Extraordinaire



WHAT HAPPENS TO THE MONEY YOU RAISE?

The money you raise will help fund our local teams in either China, Thailand or Vietnam. These teams train local government staff to recruit local foster carers, match them with children from the institution, and then provide ongoing support and monitoring to the family as a whole.

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

FOR EXAMPLE;

- **£45** can support the care of a child in a foster family for one month.
- **£475** can pay for a workshop in Vietnam training 45 orphanage staff in family placement.

HOW DO I RAISE MONEY?

Existing Events

Taking part in an existing fundraising event can be great 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 10ks.

Other events we recommend looking at are;

- Treks
- Cycling
- Mountain climbing
- Obstacle courses or 'mud runs'
- 5k or 10k charity 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.



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 or DRESS UP DAY at work.
- PERSONAL CHALLENGE - walk the Camino de Santiago, cycle to China - the world is your oyster!
- BAKE SALE
- PAMPER PARTY - Invite your friends round and charge for a makeover!
- SPORTS DAY - Set up some fun sports games at your local park.
- QUIZ or KARAOKE NIGHT at your local pub.

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!

Remember....

BOLD VENTURES LEAD TO BIG DONATIONS.



PLANNING YOUR FUNDRAISING ACTIVITY; OUR FOUR TIPS FOR SUCCESS

CARE FOR CHILDREN FUNDRAISING PACK

1. Pick the right idea. Try and strike a balance between what is achievable, and what is most likely to engage your supporters.

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.

Total Giving

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.

Visit www.totalgiving.co.uk/create-page and choose 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.

Promotion

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 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 licences 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

There are several ways to send us the money you've raised;

Bank transfer

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

Barclays Account number: 20181498

Sort code: 20-62-53

IBAN: GB62BARC20625320181498

Please use your name as a reference so we can thank you and 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

www.careforchildren.com/donate

Gift Aid

If you are a UK tax payer 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.



LET'S GET CRACKING!

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

Thank You!

From all at Care for Children.

Care For Children



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