

NEWS OF THE
WORLD

NEVER!
AGAIN!



Fundraising Pack 2010

THANK YOU!



A big thank you for downloading our 'Never Again' fundraising pack. The money you raise will go directly to helping eradicate bullying in areas of the UK where it has already had such a profound impact.

In this pack you will find everything you need to get you started including fundraising tips and ideas, how to get sponsorship online through JustGiving and a printable paper sponsorship form.

1 in 3 young people are currently being bullied in the UK. We owe it to them to do something about it. Bullying is the most serious issue affecting children's wellbeing in school today, it causes truancy, long-term depression and in extreme cases, suicide. This is why Beatbullying has joined forces with News of the World to say 'Never Again'. With your help we can work to eradicate bullying across the UK by implementing our award winning anti-bullying programme, CyberMentors. CyberMentors works directly in schools, running anti-bullying workshops and training mentors who work to support their peers. It then provides an ongoing online community where young people support each other to overcome the effects of bullying. Through CyberMentors young people in desperate need of help will also be able to reach professional counsellors, who are ready to deal with potentially suicidal victims of bullying. Together we can keep our children safe and free from bullying, violence and harassment.

- £2.79 pays for us to respond to one child that has been bullied. Last year there were 715,287 requests for help from very vulnerable children through www.cybermentors.org.uk
- £13 could keep the CyberMentor service online for another hour
- £22 could pay for a suicidal victim of bullying or child on child violence to talk online to one of our fully trained and BACP qualified counsellors about their experiences for the first time
- £100 could pay for a child to train to be a CyberMentor, giving them the skills to help other children and young people who do not feel able to share their experiences of being bullied with an adult
- £1,500 could pay to run the CyberMentor programme for an entire year in your local school
- £2,000,000 could allow us to deliver the entire CyberMentor programme for one year providing critical life-saving support to at least 700,000 children and young people.
- In the last 5 years over 100 children killed themselves because they were being bullied. Help us say 'Never Again'.

Good luck on your fundraising adventures, if you need any help at any step of the way, don't hesitate to contact the Beatbullying fundraising team. We are a friendly bunch just waiting to help!

Email: fundraising@beatbullying.org

Telephone: 020 8768 1029

Website: www.beatbullying.org/neveragain

FUNDRAISING TIPS AND IDEAS

Spread the word

- Tell as many people as possible about what you are doing, friends, family, colleagues, school, college or uni mates, your kid's school, your parent's work and any clubs or associations you are involved in.
- Use the Internet: social media sites such as facebook and twitter are a great way of getting the word out.
- Contact your local press, TV and Radio, with a press release telling them what you are doing, they love feel good stories!

Set a target

- It often really helps to have a target in mind when it comes to fundraising. Aim high, but attainable, and get that great satisfied feeling when you reach your goal!

Start early

- The sooner you start, the more you will collect! Give yourself lots of time to reach you goals and keep up with your fundraising efforts. We will be in regular touch to see how you're getting on and to give you encouragement!

Maximise your efforts

- Matched Giving: Many employers will match their staffs' charity fundraising efforts, making it simple to double the amount you raise.
- Gift Aid: The gift aid scheme allows charities to claim back the tax paid on donations made by UK taxpayers. By getting your supporters to fill out a gift aid form, or by simply ticking the box on the Sponsorship form and your JustGiving Page you can increase the amount of money Never Again receives.

Coughing up the Cash

- Encourage as many of your supporters as possible to donate through JustGiving as this means you don't have to worry about collecting money after the event.
- If you are using the paper sponsorship form, try and get as much of the money prior to the challenge, as people lose interest quickly and can find excuses for not paying up! You can always give it back if for some reason you are unable to take part
- Asking people for money can be embarrassing but remember, you are doing it for a charity so you have nothing to feel awkward about when it comes to approaching people for help or money. The worst they can do is say 'no', and more often than not they will say 'yes'.

You can raise lots of money for never again appeal in one go by holding one off events.

Fundraising events in five easy steps

- 1. Be creative** – Have a long think about what kind of event you want to do. Think about the sorts of things the people you know would be interested in doing and make it as fun as possible. Try to come up with one brilliant idea that everyone can get involved in.
- 2. Plan it** – Write a checklist and a timetable to make sure everything you need gets done. Try and get friends and family to help you organise it. Get any permissions you need and don't forget to keep it safe!
- 3. Promote it** – The more people you tell about the event the more money you will raise. Be creative: get all your friends to put it on Facebook, use emails posters and newsletters, get the local press involved.
- 4. Get the Money** – Sell tickets, get sponsored and so as much as you can before the actual event.
- 5. Get on with it** – Do all the preparation the day before to make sure your event runs smoothly. Get as many people to help you with the organising and promotion as possible. The event should then run according to plan
- 6. Ideas**

Gigs and Concerts
Auction of Promises
Sports Tournament
Dress Down/Up Day
Quiz Night
Bake Sale
Games night
Talent Show
Murder Mystery
Race Night
Treasure Hunt
Wine Tasting
Dinner Party
Disco
Fireworks Night

Timing is everything

- Think about when the best time to hold your event will be. Check to make sure there aren't any clashes, for example an important football match.
- Don't forget to leave yourself plenty of time to prepare.

Money management

- If you have to spend money to put on an event aim to raise at least three times as much as you spend. Set a budget, try to keep costs low and look to see if people will donate both items and their time.

Added extras

- By adding a raffle, auction, head or tails competition or other mini-event you can increase the amount you can raise in one go.

DINNER4GOOD

Not so keen on a Pub Quiz or a Gig for charity, for the more sophisticated fundraiser why not hold a dinner party where your guests pay to enjoy good food and good company whilst helping you towards your fundraising goals! If you want to hold a dinner party to raise money for the Never Again appeal Dinner4Good is a really useful website which will make it really easy!

Just visit <http://www.dinner4good.com/beatbullying> and you can plan your dinner, send invitations and collect money online. You will be able to see who is coming and how much money the diner has raised. All you need to do is get cooking and all the money raised comes straight to Never Again.

JUSTGIVING

Making a JustGiving page is one of the easiest and cleverest ways for you to raise money. It works by, making a page online which you can then share with all your family and friends. Any one can donate with a credit or debit card from anywhere in the world.

JustGiving in Six easy steps

1. Got to www.justgiving.com/beatbullying and click 'make your page'.
 2. Create a JustGiving account or login to your account if you already have one.
 3. Choose your event
 4. Choose a web address for your fundraising page and 'make your page'
 5. Got to your account and personalise your page with a message, image and fundraising target
 6. Share your with as many people as possible
- Put a link to your JustGiving page on Facebook and send it to all your friends. Use any other sites you might use like Twitter, Bebo, or MySpace to promote your page.
 - Track your fundraising progress on your Facebook profile – use JustGiving's Facebook app: <http://apps.facebook.com/justgiving>.
 - Email a link to your fundraising page to everyone in your address book. Ask them to forward it on to everyone they know.
 - Keep emailing everyone to update them on your progress.
 - Let us know how your fundraising is going so we can share your news and good ideas with other fundraisers.

SCHOOLS FUNDRAISING

Whether you are a pupil, teacher or parent, getting your school involved is a great way to raise loads of money for the Never Again appeal. Here are a just a few ideas!

- Non-Uniform Day – Organise a day where everyone pays £2 to come to school in their own clothes, or even fancy dress. This is a really popular and easy way to get a lot of money out of one event! Ask pupils to wear blue for Beatbullying.
- Staff vs. Students – Everyone will want to buy a ticket to come and see you beat your teachers! Challenge them to a game of football, netball or basketball or see who is the smartest in a quiz competition.
- School Disco – Use your school hall to hold a disco; don't forget you can make extra money by selling sweets and drinks to the guests.
- Talent Show – hold your own X-Factor or Britain's got Talent competition. Organise a show and invite staff, friends and family to pay to watch people show off their talent. See if you can get some teachers to enter, you never know what skills they might be hiding!
- You can make the most of fundraising events in schools by combining events in to one big fundraising day. Run a raffle in the interval at your talent show, sell sweets to the people watching the staff vs. student football match and hold a bake sale on non-uniform day.
- Schools are great places to hold fundraising events, but don't forget to ask permission and make sure the event you are holding is safe. Talk to your teachers to make sure you get the go ahead. Make sure there is someone who will be responsible for collecting, looking after and sending in any money you collect. Plan in advance how you will collect in the money and ask if there is somewhere it can be locked away to keep it safe.

FUNDRAISING AT WORK

- You don't have to be at school to hold a fun fundraising event! Get your colleagues involved with your fundraising efforts!
- At work – Organise a dress down/fancy dress/bad taste day, put out a swear box or bad habit jar, run a caption competition or hold a sweepstake.
- After work – Put together a pub quiz, organise a karaoke night or hold an auction.
- As a team – Is there a group of you who all love to run, cycle, swim or trek? Why not enter a sponsored or overseas event as a team. You can train and fundraise together!

