

FUNDRAISING IDEAS



The Rainbow Centre for Children Partnered with Grief Encounter



The Rainbow Centre for Children 27 Lilymead Avenue, Bristol, BS4 2BY
■ **Enquiries** 0117 985 3343 ■ **Email** contact@rainbowcentre.org.uk
■ **Website** www.rainbowcentre.org.uk ■ **Twitter** @rainbowcentre



FUNDRAISING IDEAS

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FUNDRAISING

Fundraising is a vital & dynamic way to raise money for The Rainbow Centre. Creativity is the key to successful fundraising – good ideas are good cash generators! You can raise money for The Rainbow Centre through a wide range of methods.

The Rainbow Centre has a great deal of expertise in fundraising and can provide you with advice about organising fundraising activities and events.

Initiating a fundraising programme is very simple and the following tips will help you along:

- It is a good idea to structure your fundraising and many people choose a 'campaign name' to help identify with the challenge ahead.
- Setting a fundraising target to work towards encourages motivation and allows you to monitor and evaluate your progress throughout.
- You may choose to create a number of key events during the year to fundraise around, to prevent fundraising fatigue. Your calendar of events may incorporate a focus on special times of the year (e.g. a ball at Christmas) or particular Rainbow Centre activities. You may also choose to launch your support for The Rainbow Centre with a week full of amusing fundraising activities (e.g. fancy dress collections, sponsored no smoking, sponsored healthy eating... the potential for ideas and activities is endless)
- We would advise that as you begin to plan your activities, you ask your friends and colleagues for their help in running these activities.

Please let us know what your fundraising plans are, we may be able to offer help and advice, or materials to use on the day.

Please check our website for our latest events and a variety of ways in which you may be able to help us for free.



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FUNDRAISING CALENDAR

You could plan your fundraising around the following:

January	New Year's Resolutions
February	Valentine's Day
March	Mother's Day / Easter
April	Spring Time
May	Sports Day
June	BBQ
July	Holidays
August	Summer Fun
September	Back to Work / School
October	Halloween
November	Bonfire Night
December	Christmas



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FUNDRAISING THEMES AND IDEAS

Creativity & simplicity are the two key ingredients for successful fundraising – to help you on your way, here are a few ideas that have worked well in the past.

Office-based activities

It's amazing how sums of money can accumulate if you incorporate fundraising into a range of day to day activities:

Swear Box – offenders donate 50p per word!

Weekly Cake Sale – if there is a budding Delia Smith/ Jamie Oliver in your office get them baking and enjoy a weekly ritual of afternoon tea! Eight slices of cake sold for 50p each could generate nearly £200 in a year. Check out The Rainbow Centre cookbook for recipe ideas.

Smartie Challenge – Buy a tube of smarties, eat the smarties, then fill a Smartie tube with 20p coins or any other spare change lying around in your desk drawer.

Monthly £2 Cash Draw – everyone gives £2, and the first name out of the hat receives 25% of the total donated.

In Tray Sale – sell your unwanted goods from your in tray and donate the proceeds.

Baby Photograph Competition – display a selection of baby photos on an office noticeboard, and pay to guess who's who. Collect baby photos and charge people 50p to guess the identities – the winner can receive 25% of the total entry fees.

Competition & Sporting Sweepstakes – run a sweepstake to guess the outcome of the Rugby 6 Nations, Major football tournaments, the Grand National, Strictly Come Dancing. We may have prepared one so contact us for details. Why not give The Rainbow Centre a chance to win by allocating one competitor to us? Also consider giving 50% of the takings.

Sell your services – Good at sewing? Or is there something else you are particularly good at? Offer your services to your colleagues at a price and donate the profits. Or organise an Auction of Promises, and get people to bid for your services.

Tuck Shop – On-site snacks for hungry workers. Needs to be organised by someone with a head for figures. Purchase bargain packs of chocolate bars, crisps and sweets or ice creams at your local cash & carry or anywhere doing a special offer. Set up a stall and sell individual items to colleagues charging slightly lower than normal retail prices with the profit going to The Rainbow Centre.



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The Lunch Run – the ultimate convenience – at a price. In these busy and hard pressed times, it can be a terrible job going out to fetch a bite of lunch. Why not pay someone else to do it for you.

Le Petit Dejeuner – The continental way to start the working day. You'll need to buy some ready-made mini-croissants. Divide bacon slices in two length ways and wrap one strip around each croissant. Bake in a moderate oven for 10-15 minutes or until the bacon is cooked. Top with grated cheese and bake for a further 5 minutes. Irresistible at £1 a shot (£1.50 for two). Dressing up in French attire has been known to increase sales - £170 in a large office of very hungry people.

Mum's the word – Collect parental photos from staff and pay to guess whose mum is who?

Presents from Santa – Each member of staff buys a present for around £1-£2. The more unusual the better. All the presents are distributed by "Santa Claus" for a donation of 50p per present to The Rainbow Centre.

Guilty Pledgers Party—Create a party on <https://guiltypledgers.com/> Invite your facebook friends who then pledge to add music to your party's Spotify playlist & they donate via justgiving after the tune has been played.

Take part in our **£30 Turnaround Challenge**—if you donate £30 to The Rainbow Centre we can provide a therapy session. If we give you £30 for 30 days how much more money can you raise?

Other ideas include: **Raffle/Tombola – Sale of Magazines/Comics/Books – Car Wash in the Car Park**

Themed Days

Why not make a day of it? Earmark a day on which the fun will take place, and get planning!

Slave Auction – buy your manager's time and get them to clean your shoes, run your errands for the day, and generally do the things you dislike most about your job!

Dress Rainbow Day – See how many colours of the rainbow you can wear at once. Brighten up the office and pay a small sum for the privilege.

Hold a Raffle – Make the prize an extra day's holiday!



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Sponsored Activities

The list of potential sponsored events is virtually endless – think of an activity, request a special Rainbow Centre sponsor form or create your own online fundraising page at <http://www.justgiving.com/rcfc> or www.virginmoneygiving.com/charities/rainbowcentre3

Hairy Colleague? – bribe them to shave their heads/ beards/ moustaches

Other ideas include – **sponsored slim - sponsored swim – fun run – sponsored walk** etc

Feeling adventurous? Get colleagues to sponsor you on one of the following:
Assault course – Go Karting (on ice) – Chimney Climb – Outward Bound – Abseil – expedition

Join us on one of our organised activities! Check the website for more details.

Other ways in which you can support The Rainbow Centre

You may not wish to organise your own fundraising events but would still like to support The Rainbow Centre. Why not consider...

- Sponsoring an event organised by local Rainbow Centre supporters – a great opportunity to advertise your company to local people and to make sure that your donation acts as capital to enable even more funds to be raised.
- Donate a prize for a Rainbow Centre event.
- Recycle your ink cartridges through Memorandum Ltd.



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A-Z Fundraising Ideas

A
Assault Course
Auction of Promises
Art Exhibition / Sale
Anniversary Celebrations
B
Bad Taste Day
Black Tie Evening
Breakfast event
Bristol / Bath Half Marathon
Bristol 10k run
Bristol's Biggest Bike Ride
Book sale
Beetle Drive
C
Cafeteria Theme Day
Cake & Biscuit Sale
Carol Singing
Champagne Party
Christmas Dance
Clay Shoot
Client Party with raffle
Coffee Morning
Christmas Card sales
Collecting Box
Conker Championship
Comedy Night
D
Dinner & Dance with Casino
Dragon Boat Racing
Dress Rainbow Day
Donut Sale



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E
Easter Eggstravaganza
Enter an event
F
Fashion Show
Fish & Chip Supper Night
Football Tournament
Foreign Coin Collection
Fun Runs
Film theme night
G
Garden Party
Guess the Goal
Gift Aid
Give as you earn schemes
Golf Day
Games Night
H
Hot Lips competition
Halloween Night
I
Invoicing – give a donation for early payment
Ice Cream sales / eating
J
Jam sales
Jelly Welly races
Jail break
Jazz Night
K
Karaoke Night
Karting
L
London Marathon
Launch Party



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Legacies
M
Match Giving
Mountains of Money Fitness Challenge
Murder Mystery Party
Mulled Wine
N
No Smoking Challenge
Nearly New Sale
O
Office Treasure Hunt
Open Garden event
P
Participation in The Rainbow Centre events
Plant sales
Q
Quizzes
R
Race Night
River Trip
Recycling Ink Cartridges
Raffles
Rainbow Roll
Rugby Match
S
Silent Auction
Sponsored events
Street Collections
Summer Disco
Safari Dinner
Swear Box
T
Tennis Tournament
Treasure Hunt



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Teddy Bear's Picnic
Tombola
Take Me Out event
U
Unwanted Gift Sale
V
Valentine event
W
Wine Tasting
Wristbands – sell our very own rainbow coloured band.
X
X-Factor Sweepstake
Xmas Party
Y
Yacht Racing
Your ideas
Z
Zodiac Party



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FIVE STEPS TO A SUCCESSFUL EVENT

A bit of careful planning and organising can go a long way!

Step One – The Team

Get together a team, if you haven't already done so. Create roles within the team – can be useful, whether you are arranging a big event or a series of smaller ones.

Chairperson – to convene and chair meetings, assign responsibilities to team members, and monitor progress, as well as ensuring that everyone is listened to.

Secretary – to take notes at meetings and circulate them etc.

Treasurer – to keep careful records of any money spent and raised

Step Two – Planning

Find out how much support or financial help your company is willing to give (e.g. match funding), and how many helpful contacts you have as a group.

Decide what sort of fundraising to embark upon, bearing in mind factors such as the timescales you have to work within, resources available to you etc.

Communicate – Once your plans are in place, tell everyone what you are doing! If you need people to support / attend your activity in some way, work out how to communicate this to people – e.g. company newsletter, intranet, noticeboards, twitter, facebook

Step Three – The Big Day!

Make sure everyone knows what they are doing, and that responsibilities are shared out. Depending on what your activity is, please consider health and safety / insurance implications for the day.

If cash is being collected on the day, make sure someone is responsible for it.

Above all – remember to have fun!



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Step Four – After the Event

Count the money, (ideally the Treasurer should do this in the presence of another person), and store it in a company or night safe if possible. If you have collected cash, we would prefer it if you could transfer it into one cheque for ease of processing. Cheques should be made payable to "The Rainbow Centre".

If you have any photos of your fundraising activities, please send them in too! Don't forget to thank everyone who helped and donated time, prizes or money. Everyone will want to know how much was raised – so make sure you tell them!

Step Five – Do It All Again!

Decide what activity to try next – there are plenty to choose from.
Why not create a new team – encourage others to have a go.

Sending Your Money to The Rainbow Centre

Please send any money you raise to:

**The Rainbow Centre,
27 Lilymead Avenue,
Bristol,
BS4 2BY.**

If you have collected cash, if at all possible, we would prefer it if you could transfer it into one cheque for ease of processing or contact us to arrange a bank transfer.

All cheques should be made payable to "The Rainbow Centre"

It would also be really helpful if you could attach a letter or compliment slip to the cheque, or complete the form below, to briefly inform us who the cheque is from, and what you did to raise the money.

If you are planning other activities, then please photocopy this form and use it each time you send some money in to us.



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Fundraising Income Record Sheet

Dear Rainbow Centre,

Please find attached a cheque for £ _____, which was raised through (please give details of event)

Please complete your details below so we can confirm receipt of your donation

Contact Name: _____

Organisation Name: _____

Address: _____

Postcode: _____

Telephone Number: _____

Email: _____

Twitter: _____

Any further events planned?

YES (please give details below) NO



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The Rainbow Centre offers support to local children and their families affected by bereavement, life threatening illness and cancer. The children and their families are supported through music and art therapy, child psychotherapy, counselling, massage, family work and group work. The Rainbow Centre relies entirely on the generosity of donors to provide the £275,000 needed to survive each year. Every donation helps to make a difference to children and their families.

***Just £1 could help to buy tissues to wipe away tears,
£5 could provide art materials to create pictures when words can't be voiced and
£30 could cover the cost of a therapy session for a child.***

Many of the therapies that we use provide a valuable means of non-verbal communication. Art or music therapy can help children, adolescents and even adults to express and explore difficult feelings, like pain, anger or guilt. We believe that it is not necessary to have artistic ability to engage in the therapies.

It is very important that we can also provide support to their parent(s) who need to be able to understand the work we are doing with their child, so that they in turn can support their child in the best way possible during their time at the Centre. We provide this help by offering individual or couples counselling sessions, dependent upon each family's circumstances.

All our services to families are provided *free of charge*, as meeting the true costs would be beyond the scope of most. We do not work to a fixed timescale, but work with families for as long as they need our help, so by providing income we can rely on, you enable us to carry on that support.

On behalf of the children and the families, thank you. This service would not be possible without the generosity of people like you. Please keep up the great work and support. Children continue to need our help and we continue to need yours.



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