

# the rainbow centre



helping bereaved children and their families

## Fundraising Pack

Dear Fundraiser,

Thank you so much for your interest in supporting The Rainbow Centre for Children. We're so grateful you have chosen us as your charity to raise money to support bereaved children.

In this pack you will find practical information to help with your event alongside lots of hints and tips along with an A-Z of fun fundraising ideas.

In the UK, every 22 minutes a child experiences the death of a parent or sibling and The Rainbow Centre receives no government funding to help run our vital charity. Every year, demand for our services grow and we need to raise £110,000 in voluntary income to support families in need.

Any money you raise will make such a difference and is greatly appreciated.

Good Luck with your fundraising! Please do get in touch for more information and advice. Let us know your good news and successes and what activities you are planning.

Tweet us [@rainbowcentre](https://twitter.com/rainbowcentre) or post on our Facebook wall [facebook.com/rainbowcentre](https://facebook.com/rainbowcentre) so we can shout about your amazing efforts.

Thank you so much.

*The Rainbow Centre Team*



# About The Rainbow Centre

The Rainbow Centre has been running for over 30 years, providing free, professional therapeutic therapy, counselling and support to bereaved children, young people and their families.

**1 in 29 children in the UK under the age of 16 will suffer the death of a parent.**

Rebuilding a new life after the death of a loved one is hard for everyone, but especially for children and young people. Once the shock and trauma of a life changing event such as bereavement has been managed, finding a way to move forward must begin.

Children can have an overwhelming sense of confusion, fear and anxiety, alongside their grief, which must be cared for in order for them to continue into adulthood with a sense of confidence and long lasting happiness.

**This is where The Rainbow Centre makes a difference.**

We help families address a multitude of challenging issues following the death of a loved one, alleviating the hurt and confusion caused, whilst promoting healing.

Our helpline that is available via our partnered charity at Grief Encounter is staffed by trained professionals to support bereaved children or families with advice and guidance. **0808 802 0111**

The Rainbow Centre offers a flexible and accessible service, which aims to professionally care and respond to bereaved children, young people and their families via creative therapies, counselling, group workshops and family fun days.

We currently directly support up to 20 bereaved children, young people and their families every week with one-to-one creative therapies or counselling, relying solely on donations, so we can offer a way to identify and escape from the encompassing feeling of grief. This does not include the many other bereaved children and families who cannot access our direct services, whom we support in other ways.

## Our Value Statement

Caring	Compassionate and kind
Understanding	Listening, hearing and empathic
Remembering	Supportive and empowering
Innovative	Informative and fun
Non-Judgmental	Honest and respectful
Genuine	Working to best interest of the individual

# Fundraising Tips

**Fundraising is a vital and 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.**

**Check our website for our latest events and a variety of ways in which you may be able to help us for free or email [fundraiser@rainbowcentre.org.uk](mailto:fundraiser@rainbowcentre.org.uk)**

# Fundraising is Fun!

Fundraising for The Rainbow Centre plays a really important role in helping bereaved children and families rebuild their shattered lives.

We want you to enjoy fundraising for us and have a great time whilst also making a real difference to the future of hundreds of bereaved children across the country.

## Top Ideas for Fundraising



Organise a  
**Sponsored  
Mufti Day**



**Host a Quiz Night**  
and donate funds raised to  
The Rainbow Centre



Organise a  
**School  
Bake Off!**



Host a  
**'Fantasy  
Fashion'  
Catwalk Show**



Have a  
**Sponsored  
Silence...**



Choose The Rainbow  
Centre as your  
**Charity of the Year**



How about a  
**Charity Footy  
match**

Don't forget to set up a fundraising page through [JustGiving](#) or [VirginMoney](#), and send through your pictures and news of your events to us at The Rainbow Centre.

The Rainbow Centre for Children | [contact@rainbowcentre.org.uk](mailto:contact@rainbowcentre.org.uk) | [www.rainbowcentre.org.uk](http://www.rainbowcentre.org.uk)

The Rainbow Centre for Children is a registered charity 1120461 (England and Wales)

# Meet Daisy



## Daisy's Story

When I first started coming to the Rainbow Centre it felt quite scary and awkward as I had not met Helen, my therapist before. It got better as I got used to it!

My dad had died and then my counsellor, who was helping me at school died and things just felt worse. I felt really sad and kept thinking, why me? Also at this time I found it difficult to get to sleep and in school it was hard to concentrate and stay in lessons. I was feeling really sad and was missing daddy.

In therapy I did lots of different things including playing with the sand tray, making slime and things from clay including a pot and volcano. We played hide and seek and made dens. Also I did a memory jar, 'healing heart' and a 'party in a bottle'. Through these activities I have shared memories, talked about problems and worries, let my anger out and faced my fears and sad feelings.

Things have changed for me. I feel much better about dad and can stay with my sad feelings for longer now. School is also getting better and I no longer find it difficult to get to sleep at night.

I know if things are feeling difficult I can share with mum and if mum is not around at the time I can take some deep breaths to help myself feel calmer.

“

Daisy says

I know also that I can go back to the Rainbow Centre in the future if I ever need to.

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# The A-Z of Fundraising Ideas

**A**

## Art Attack

Run an art competition to create artwork based around a fun theme.



**B**

## Battle of the Bands

Hold an event and charge an entrance fee. Attendees could donate to request songs.

## Bake Off

Make your favourite cakes and biscuits and hold a sale.



**C**

## Car Wash

Get the sponges out and get others involved in washing cars. Best as a summer activity.

## Coin Trail

Collect spare change and lay the coins out in a trail to see how far you can go with them.



**D**

## Disney Day

A magical twist to mufti day. Ask people to donate to dress up as their favourite Disney character.



**E**

## Egg Hunt

Organise a treasure hunt at any time of year.



**F**

## Face Painting

Get creative with face paints.



## Football Tournament

Schedule fixtures and charge teams to enter.

**G**

## Games Day

Bring games to play on Fridays and ask for a donation in return.



## Glee-athon

Warm up those vocal chords for a Glee style sing off.

**H**

## Halloween Party

Another excuse to dress up and party. Charge entrance fees and raise money with trick or treating.



**I**

## Ice Cream Event

Host an ice cream event, everyone loves ice cream!



**J**

## Jokes Competition

Ask people to tell their favourite joke and hold a competition.

**K****Karaoke**

Arrange your own X-Factor contest.

**L****Litter Picking**

People will be very willing to pay you if you clean up a local park, beach or playground. Help your local community while raising money and everyone's a winner!

**M****Mufti Day**

Tried, tested, and loved by people everywhere! Pay a set donation (£1 or £2 each) to wear their own clothes.

**N****Nearly New Day**

Collect all your unwanted treasures and organise a sale.

**O****Olympic Themed Fun Day**

Get excited about the Olympics all over again and hold your own version – you can split into teams and give them names of countries.

**Onesie Day**

Come in wearing your favourite onesie and charge £1 or £2.

**P****Pyjama Day**

Ideal for nurseries and younger pupils but fun for everyone, ask pupils to come to school in their favourite pyjamas with a donation in hand.

**Q****Quizzes**

Organise a quiz, fun for young and old alike.

**R****Readathon**

A sponsored reading event across the UK, encouraging people to read for pleasure.

**Rugby Tournament**

Charge teams to enter.

**S****Sponge Throw**

Ask people to donate in return for getting to throw soapy sponges at others.

**Sponsored Silence**

The best way to get some peace and quiet for charity!

**T****Talent Show**

Hold a talent show to showcase your skills. You could make it TV show style by nominating judges to pick the winners.

**Treasure Hunt**

Put on a treasure hunt, split people into pairs or teams and let the detective work begin.

**Tennis Competition**

Great during Wimbledon

**U****Uniform Day**

Dressing up with a twist!

V	<b>Volleyball Tournament</b> Great exercise!	X	<b>Xmas Hampers</b> Get people to make and sell Xmas hampers.
	<b>Video Competition</b> Make your own video whether it is magic tricks, funniest joke or prank, singing. Charge £1 for entry to the competition and the best video nominated wins!	Y	<b>Yoga</b> Get people involved in a fun keep fit class.
W	<b>Wellie Throwing Competition</b> Fun for all ages, the person who can throw their welly the furthest is the winner.		<b>Yoyo Competition</b> Show off your skills!
	<b>World Cultures Day</b> Get people to dress up for the day.	Z	<b>Zzzzzzzz</b> Hold a sponsored sleepover.
			<b>Zumbathon</b> A fun way to promote fitness.

## Where Your Money Will Go

**£40**

Sponsors a child to attend a therapeutic workshop

**£50**

provides a child with a one-to-one creative therapy session

**£75**

sponsors a family to attend a fun day

**£105**

sponsors a family to attend a family workshop

**£150**

pays for a young person to be involved in the Youth Programme

**£1.5k**

pays for a child to receive therapy or counselling for a WHOLE year

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# Fundraising Calendar

You could plan your fundraising around the following:

Month	Event
January	New Year's Wishes
February	Valentine's Day / Chinese New Year / Super Bowl / Six Nations
March	Mother's Day / St Patricks Day / Six Nations
April	Easter / Grand National / Masters
May	Sports Day / FA Cup Final
June	Father's Day / Queen's Birthday
July	Holidays / British Grand Prix / Tour de France / Wimbledon / British Golf Open
August	Notting Hill Carnival
September	Back to Work / School
October	Halloween
November	Bonfire Night / Remembrance Day
December	Christmas / Hogmanay

Take note of any special sporting events:

- Summer Olympics – Every four years (2020)
- Winter Olympics – Every four years (2022)
- Commonwealth Games – Every four years (2022) Held in UK
- Ashes – Every two years (2019) Held in the UK
- World Cup – Every four years
  - Rugby (2019)
  - Football (2022)
  - Netball (2019) Held in UK
  - Cricket (2019) Held in the UK

# Fundraising Calendar

## Holidays in the UK 2019

Date	Holiday Name	Holiday Type	Date	Holiday Name	Holiday Type
21-Jan	<u>Tu B'Shevat (Arbor Day)</u>	Jewish holiday	21-Jun	<u>June Solstice</u>	Season
25-Jan	<u>Burns Night</u>	Local observance	22-Jun	<u>Windrush Day</u>	Observance
05-Feb	<u>Chinese New Year</u>	Observance	11-Aug	<u>Tisha B'Av</u>	Jewish holiday
01-Mar	<u>St. David's Day</u>	Observance	12-Aug	<u>Eid ul Adha</u>	Muslim
04-Mar	<u>Maha Shivaratri</u>	Hindu Holiday	15-Aug	<u>Assumption of Mary</u>	Christian
05-Mar	<u>Carnival/Shrove Tuesday</u>	Christian	15-Aug	<u>Raksha Bandhan</u>	Hindu Holiday
06-Mar	<u>Carnival/Ash Wednesday</u>	Christian	23-Aug	<u>Janmashtami</u>	Hindu Holiday
17-Mar	<u>St Patrick's Day</u>	Local Bank Holiday	01-Sep	<u>Muharram/Islamic New Year</u>	Muslim
20-Mar	<u>March Equinox</u>	Season	02-Sep	<u>Ganesh Chaturthi</u>	Hindu Holiday
21-Mar	<u>Holi</u>	Hindu Holiday	10-Sep	<u>Ashura</u>	Muslim
21-Mar	<u>Purim</u>	Jewish holiday	23-Sep	<u>September Equinox</u>	Season
03-Apr	<u>Isra and Mi'raj</u>	Muslim	29-Sep	<u>Navaratri</u>	Hindu Holiday
14-Apr	<u>Palm Sunday</u>	Christian	30-Sep	<u>Rosh Hashana</u>	Jewish holiday
18-Apr	<u>Maundy Thursday</u>	Christian	04-Oct	<u>Feast of St Francis of Assisi</u>	Christian
20-Apr	<u>Holy Saturday</u>	Christian	07-Oct	<u>Dussehra</u>	Hindu Holiday
20-Apr	<u>First day of Passover</u>	Jewish holiday	09-Oct	<u>Yom Kippur</u>	Jewish holiday
22-Apr	<u>Stephen Lawrence Day</u>	Observance	14-Oct	<u>First day of Sukkot</u>	Jewish holiday
23-Apr	<u>St. George's Day</u>	Observance	20-Oct	<u>Hoshana Rabbah</u>	Jewish holiday

# Fundraising Calendar

23-Apr	<u>Shakespeare Day</u>	Observance	21-Oct	<u>Shemini Atzeret</u>	Jewish holiday
27-Apr	<u>Last day of Passover</u>	Jewish holiday	22-Oct	<u>Simchat Torah</u>	Jewish holiday
01-May	<u>Yom HaShoah</u>	Jewish commemoration	27-Oct	<u>Diwali/Deepavali</u>	Observance
06-May	<u>Ramadan Start</u>	Muslim	01-Nov	<u>All Saints' Day</u>	Christian
09-May	<u>Yom HaAtzmaut</u>	Jewish holiday	02-Nov	<u>All Souls' Day</u>	Christian
23-May	<u>Lag B'Omer</u>	Jewish holiday	10-Nov	<u>Milad un Nabi (Mawlid)</u>	Muslim
30-May	<u>Ascension Day</u>	Christian	30-Nov	<u>St Andrew's Day</u>	Local Bank Holiday
31-May	<u>Laylatul Qadr (Night of Power)</u>	Muslim	01-Dec	<u>First Sunday of Advent</u>	Observance
05-Jun	<u>Eid ul Fitr</u>	Muslim	02-Dec	<u>St Andrew's Day observed</u>	Local Bank Holiday
09-Jun	<u>Pentecost</u>	Christian	08-Dec	<u>Feast of the Immaculate Conception</u>	Christian
09-Jun	<u>Shavuot</u>	Jewish holiday	22-Dec	<u>December Solstice</u>	Season
10-Jun	<u>Whit Monday</u>	Christian	23-Dec	<u>First Day of Hanukkah</u>	Jewish holiday
16-Jun	<u>Trinity Sunday</u>	Christian	30-Dec	<u>Last day of Hanukkah</u>	Jewish holiday
20-Jun	<u>Corpus Christi</u>	Christian	31-Dec	<u>New Year's Eve</u>	Observance

# Five Steps to Success

**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.

## 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.

# Sponsorship Form

Name.....

To (event)..... In aid of  
The Rainbow Centre



If I have ticked the box headed 'Gift Aid' I confirm that I am a UK taxpayer and I would like The Rainbow Centre to treat all donations that I have made for the four years prior to this year, and all donations that I make in the future, as Gift Aid donations until I notify otherwise. I confirm that I have paid, or will pay, an Income Tax and/or Capital Gains Tax for each tax year (6 April one year to 5 April the next) that is at least equal to the amount of tax that all charities, and Community Amateur Sports Clubs that I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have donated.

We would like to let you know the difference your support has made, what we do and how else you can further support us. If you would like to hear from us, please tick the 'Further info' box below.

Full name (First name and surname)	Home address (Only needed if you are Gift Aiding your donation)	Postcode	Amount in £	Date paid	Gift Aid ✓	Further Info
John Smith	1 Example Road, Bristol	BS8 MPL3	£20	24/01/2019	✓	
<b>Total:</b>			<b>£</b>			



# Register Your Fundraising

Thank you so much for supporting The Rainbow Centre. Whether you are organising a cake sale or black-tie ball, please register your fundraising on the form below. This way we can get in touch and discuss what support and fundraising materials you might need. We want to make sure you enjoy your fundraising and that whatever event you organise is a huge success.

Please return this form to: [The Rainbow Centre, 27 Lilymead Ave, Bristol, BS4 2BY](mailto:fundraiser@rainbowcentre.org.uk) or email it to [fundraiser@rainbowcentre.org.uk](mailto:fundraiser@rainbowcentre.org.uk)

If you are taking part in an active challenge event, such as a run, walk, triathlon or skydive, please fill in our 'Doing Your Own Challenge' form instead, please email for form.

## About you

First Name:	Surname:	Birth date:
Address:		Postcode:
Home phone:	Mobile:	
Email:		
Company:	School:	
Please tell us why have you chosen to fundraise for The Rainbow Centre?		

## Your Fundraising

Name of event:	Date of event:				
Address of event:		Postcode:			
Type of event:					
Location type:	<input type="checkbox"/> Work	<input type="checkbox"/> School	<input type="checkbox"/> Home	<input type="checkbox"/> Other , please specify	
One of event:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Series of activities:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Open to public:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Are you happy to do local publicity?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
How much do you expect to raise:	<input type="checkbox"/> Less than £250	<input type="checkbox"/> Up to £1,000	<input type="checkbox"/> Over £1,000		
Are you fundraising in memory of someone? If so, please provide details:?					

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# Register Your Fundraising

Your information and data needs to be kept safe, and we promise to never give or sell any data or information to other charities or companies. The Rainbow Centre would like to keep you informed about our work and other ways you can support bereaved children and young people. We will only communicate with you if you tell us you are happy to hear from us. If you ever want to change the way we keep in touch, just let us know by emailing [fundraiser@rainbowcentre.org.uk](mailto:fundraiser@rainbowcentre.org.uk) or calling us on **0117 9853343**

I am happy to hear from The Rainbow Centre for Children by:

Email                       Post                       SMS                       Telephone

## TERMS AND CONDITIONS FOR FUNDRAISING IN AID OF THE RAINBOW CENTRE

To protect The Rainbow Centre and our supporters, if you wish to raise money in aid of The Rainbow Centre you must comply with the following:

- 1) I will use my best endeavours to raise funds for The Rainbow Centre.
- 2) Only use lawful means to fundraise for The Rainbow Centre and will not do anything that harms or is likely to harm the charity's reputation, particularly in my own social media communications or if contacted by the media.
- 3) Encourage and motivate people to support the charity but also respect their right to decline. I will not conduct my fundraising in a way that could be perceived to be overly intrusive.
- 4) Obtain and pay into The Rainbow Centre all monies raised within 30 days of my fundraising activity.
- 5) Seek approval from the charity before creating and using materials to advertise my fundraising in aid of The Rainbow Centre. I will ensure that these materials contain the phrase "fundraising in aid of The Rainbow Centre".
- 6) Ensure that all materials with The Rainbow Centre logo include the text 'Registered charity in England and Wales (1120461)'
- 7) Not approach, nor offer financial incentives to any celebrity, public figure or performance artist (or their agents or management) to endorse or take part in my fundraising activity, event or initiative without seeking first approval from The Rainbow Centre
- 8) I understand that Rainbow Centre does not hold any responsibility for my fundraising activity and may terminate my right to raise funds at any time

I declare the information I have provided is true, and understand and agree to the above.

Name (BLOCK CAPITALS PLEASE) .....

Signed ..... Date.....

On behalf of someone who is under 18 years of age.....

**Thank you again for deciding to raise money in aid of The Rainbow Centre for Children, your support makes our vital work possible.**

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# Stay Safe

Thank you for raising money for The Rainbow Centre – Stay safe and have fun!



Make sure you have the owner's permission if your activity is on private property and check whether you need insurance.



If you are selling items, please pay in all the money from the sales you make.



Please ensure you stick to the terms and conditions of all social media channels.

# Ways to Pay

## Bank Transfer

Please email [fundraiser@rainbowcentre.org.uk](mailto:fundraiser@rainbowcentre.org.uk) for the details or call 0117 9853343

## By Cheque

Payable to The Rainbow Centre for Children. Post cheques to The Rainbow Centre, 27 Lilymead Avenue, Bristol, BS4 2BY. If you are paying on behalf of a school or company, please include the name as a reference.

## Online

Visit [www.rainbowcentre.org.uk/get-involved/donate](http://www.rainbowcentre.org.uk/get-involved/donate)

# Thank You & Good Luck!

Thank you once again for choosing to support

The Rainbow Centre for Children

If you would like any further information and support, please ask and we will be more than happy to help.

## The Rainbow Centre Team

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