

JOIN...

TEAM

.henshaws

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beyond expectations

[henshaws.org.uk](https://henshaws.org.uk)

# HOW YOU'RE MAKING A DIFFERENCE

Thank you for choosing to support Henshaws!

We are a charity that supports people living with sight loss and a range of other disabilities to achieve their ambitions and go beyond expectations.

We believe that wherever they are, everyone has the right to an independent and fulfilling life. Together we can work at the heart of the community - creating long-lasting and real change through education, community support, and enterprise, and reach those who are at most risk of isolation.

As a local charity, we rely on voluntary donations to keep our services going - our work simply wouldn't be possible without people like you. All the money you raise or donate will go directly towards delivering our life-changing services.



Thank to your support, our students and service users can develop the skills and confidence to enjoy full, exciting, independent lives with choice and control over their futures.

We hope you enjoy your fundraising journey, and we're pleased to welcome you to...

TEAM

henshaws



Community Hubs



Specialist College



Arts & Crafts Centre



Housing & Supported Living Services



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Around 10 years ago I had around 5% of my vision left, I'd say I have less than that now. Despite this, I still feel blessed to have held on to the little sight I have and the fact that I am still able to walk. I've always been into walking and running and have a particular love for journeys. That's why I took on this challenge. I love doing taking on journeys like this, and it's also a positive that I can raise awareness of what blind people can do! It would be great to raise as much money as possible for Henshaws and Guide Dogs as I've benefitted hugely from their support.”

*Dave, a Henshaws service user who walked the length of Britain raising money for Henshaws*



# FIRST THINGS FIRST...



## 1 | Get yourself online

The first and most important tip we can give you is get online and set up an online giving page as soon as possible!

Go to [justgiving.com/henshaws](https://www.justgiving.com/henshaws) and get those donations coming in straight away.



## 2 | Tell your story

Make sure you personalise your page with photos and tell your supporters why you have joined Team Henshaws. Share any updates with your training progress – people love to see how you're getting on. #TeamHenshaws



## 3 | Aim high

Did you know that online pages with a target can receive up to 40% more donations than those without one? Already hit yours? **Raise it again.**



## 4 | Shout about it

Once your page is up and running **spread the word** on social media and email it to your friends and family. If it's okay with your employer, email the link to all of your colleagues and even add it to your email signature!



## 5 | Think big

Make sure your first donation is a big one which will **set the bar** for the others that will follow. You could even start the ball rolling with a donation of your own to encourage others to donate.



## 6 | Get fundraising

One of the best ways to encourage people to donate is to get people together at organised fundraising events. There are plenty of different ways you can do this, check out our **fundraising ideas** on the next page...



Ask, ask again and then ask some more! Don't be afraid to keep promoting your challenge and JustGiving page. People who haven't donated yet might just have missed it before and need that extra nudge to donate.

If you have supporters that aren't online or you're not yourself, fear not. A paper sponsorship form has been included in this pack – take this everywhere with you so that you don't miss a chance to get sponsored. Make sure everyone fills in their full details and also tick the gift aid box if it applies to them. Try and collect the donations as you go along – it will make it much easier for you when you need to send them back to us.

# OUR TOP IDEAS FOR FUNDRAISING SUCCESS

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There are so many ideas out there to help you reach and even exceed your fundraising goals! These are some of our favourites:



## SWEEPSTAKE

Sweepstake competitions are a great way to raise money for Henshaws. They are easy to set up and a fantastic opportunity to get your friends, family and colleagues involved in supporting your fundraising. You can create a sweepstake for just about anything; from guessing the finish time in your challenge, to the winner of a reality TV show. Just follow these guides for a successful sweepstake:

- ✓ Decide the competition for your sweepstake.
- ✓ Set the price of each entry e.g. £3.
- ✓ Ask your family, friends and colleagues to make a donation for their
- ✓ They can pick a possible result from a hat or you can give them one at random.
- ✓ Whoever guesses correctly wins a prize (you can decide what this is!)

entry.



## CAKE SALE

It's an oldie, but a goodie! Cake sales can be held at home, school or at work; but wherever you hold your cake sale, it's sure to be a great fundraiser.

- ✓ Don't forget to order your free fundraising materials for your event, such as balloons or leaflets. There is an order form in your pack, simply fill it in and email it to [fundraising@henshaws.org.uk](mailto:fundraising@henshaws.org.uk) to let us know what you need.
- ✓ Decide where and when you want to hold your event – try to make sure as many people as possible can make it and if you're having it at work, ask if you can use a central space at lunchtime or even go desk to desk to boost those cake sales!
- ✓ Don't forget to promote your event as widely as possible – use your posters to get the word out as well as social media and email.
- ✓ Ask all of your friends, family and colleagues to get involved– whether they donate their own favourite baked treats or help you out on the day, many hands make light work.



## QUIZ NIGHT/RAFFLE

There's no better way of putting the fun in fundraising than with a quiz night and raffle – everyone loves showing off their knowledge and the buzz of hoping to win a prize!

- ✓ **Get it right from the get go.** To keep things simple we advise that you sell your tickets and draw the raffle on the same night as the quiz. However if you are planning on selling your tickets in advance, get in touch with the fundraising team and we can advise you how to do this legally.
- ✓ **Secure amazing prizes.** To put it simply, the better the prizes the better the quiz. Use your connections with family and friends, particularly those working in leisure, retail or hospitality! If you are going to write to companies for prizes, let the fundraising team know and we will provide you with a template letter to help you as well as top tips on who to approach.
- ✓ **Tickets.** We will be able to provide you with the tickets for your raffle so make sure you let us know in plenty of time. It is important you get the details of everyone who enters, just in case they are not there when the raffle is drawn.
- ✓ **For more information on holding a raffle or quiz night,** email [fundraising@henshaws.org.uk](mailto:fundraising@henshaws.org.uk) and we can send you your free guide.



## SUPERMARKET BAG PACK

We know it is hard to keep going back to your friends and family for donations, so why not try a supermarket bag pack? You can help pack customers' shopping in return for a donation, which can be a very effective public fundraising event. Here are our top tips for making your bag pack a huge success.

- ✓ **Be prepared.** You need to have the permission from the supermarket to do this so make sure you ask well in advance as their diaries will fill up early. You will have the most success if you do this in writing but it is good to phone up beforehand to get the name of the charity coordinator. Ask the fundraising team if you would like a template letter to send out – we're always here to support you.
- ✓ **Round up your Henshaws army.** Make sure you get lots of helpers for your event. Work out beforehand how many tills there are and how long you are planning on being there (we recommend at least 6 hours to get the most out of it). Find out how long each helper is willing to stay and you will then be able to come up with a timetable for the day – don't forget to rota in breaks!
- ✓ **Stand out.** We have lots of materials to help you so once you have your date booked let us know. We will be able to give you Henshaws t-shirts, buckets and stickers to draw attention to your supporters. If you really want to be seen, why not wear fancy dress?



These are just a few ideas to get you started but we're sure you have plenty of your own! For support or advice with your fundraising or for more ideas please do get in touch with our fundraising team on [fundraising@henshaws.org.uk](mailto:fundraising@henshaws.org.uk) or by telephone on **0161 786 3656**.

# SAFE + LEGAL = SUCCESSFUL FUNDRAISING

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You will be sure to have fun in whatever fundraising you choose to do – that’s what it’s all about after all! This information is to guide you on making sure that you follow the rules and legislation surrounding fundraising to protect yourself, other fundraisers and also Henshaws – please do get in touch with us if you have any questions as we will be more than happy to help.

## COLLECTIONS

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For collections on private property such as supermarkets, you must have the owner’s prior permission. If you are planning your collection on public land such as in a town centre, you will need to apply for a collection licence from the local authority. There is only a limited amount of licences for each area so make sure you ask in plenty of time. The local authority will have its own rules on charity collections so make sure you read all of the information carefully.

If you want to place a collection tin in a shop or restaurant for example, to raise money for your challenge, please let the fundraising team know. You will usually just need the owner’s permission to do this.

There are strict rules around house to house collections and Henshaws do not support these for individual fundraising. If you would like more information about these, please get in touch with us.

Please do let us know if you are planning on holding a collection just so we can check our local Henshaws fundraisers aren’t holding one at the same time.

## CASH HANDLING

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Here are our top tips for handling money at fundraising events:

- ✓ Make sure you have a secure and sealable container for your cash during the event – use a lockable cash box where possible. The fundraising team can also supply you with sealable cash bags.
- ✓ Always count the money in a private place rather than on display and where possible have two people around when money is being handled and counted. Ask our team for a cash breakdown sheet to help you keep track of your total when handling large amounts of money.
- ✓ When travelling with cash such as back to a vehicle after the event, try to use a safe route and always be with someone if you can. Bank the money or deliver it to your nearest Henshaws office as soon as possible.
- ✓ Remember, your safety is of paramount importance so never put yourself in any unnecessary danger. If you are confronted by someone demanding the money, do not put up a fight, hand them the money straight away and report the matter to the police.

## EVENTS

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If you are thinking about holding a bigger fundraising event such as a quiz night or maybe even a fashion show, there are a number of things to consider. It is always best to get in touch with us as soon as you know what you would like to do and we will then be able to send you our ‘planning an event’ guide. This includes advice for keeping your event safe and legal in areas such as insurance, licences, risk assessments and much more!

## GIFT AID

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Every gift made to Henshaws has the potential to be worth more at no extra cost to your supporters, just by them simply ticking the Gift Aid box if they are eligible. This can be done on your JustGiving page as well as on a paper sponsorship form. Please know that Gift Aid provides a significant source of income to allow us to help hundreds more people affected by sight loss and other disabilities. As well as this, you can also include any Gift Aid claimed on your donations towards your fundraising total.

If you have a charity place in one of our events and the charity is paying towards the cost of your place in the event, you need to let your supporters know that you have received a benefit from Henshaws. As you have received this benefit we cannot claim Gift Aid on sponsorship from certain people connected to you such as any closer relatives i.e. mother, father, grandparents etc. You should let your supporters know the details below; either verbally or by copying this information on to your JustGiving page:

“Henshaws charity is contributing to the cost of my event. These costs will not exceed 50% of the minimum sponsorship pledge that has been made which is £XXX. As I am receiving a benefit, any sponsorship payments made by connected persons (i.e. family members) will not qualify for Gift Aid and therefore the gift aid box should not be ticked.”

If you need more information on who qualifies as a ‘connected person’ or on these Gift Aid rules in general please get in touch with our fundraising team who will be happy to help and send you more information.

*giftaid it*





## WHAT'S NEXT?

Most of our fundraisers see a huge spike in donations the week after their event so now's the perfect time to tell people how it went and to collect those sponsorship pledges to reach and even exceed your fundraising target. If we can get your sponsorship as soon as possible we can put it straight to work to help the people who use our services to build skills, develop confidence, and look forward to a more positive future. It would be great if we could have all sponsorship in to us within one month of the date of your event.

Any money raised on JustGiving or other online giving pages comes directly to us so all you have to do is keep promoting your page. Here's how you can send in any offline donations:

**Phone:** call 0300 222 5555 and donate by credit or debit card.

**Post:** send a cheque made payable to 'Henshaws' to Henshaws, 4A Washbrook House, Lancastrian Office Centre, Talbot Road, Stretford, Manchester, M32 0FP

**Online:** visit our website [henshaws.org.uk/donate](https://henshaws.org.uk/donate) and donate by credit or debit card – don't forget to mention the name of your event!

Whichever way you choose to send in your offline donations, don't forget to send in your sponsorship forms too as we can claim Gift Aid on any eligible sponsorship donations which can potentially increase your total by 25%.



# THANK YOU!

Fundraisers like you are helping Henshaws stay at the forefront of the services we offer to our college students and service users, and we cannot thank you enough.

If you need anything from us or have any questions at all, please do not hesitate to get in touch with us - we will be only too happy to help.

