

# THE FAMILY HAVEN

Helping vulnerable families to a brighter future for over 28 years

## FUNDRAISING PACK

We have supported vulnerable families in our local community for over 28 years. We want to make sure we are around to support everyone who needs us for as long as they need us.

You could help us achieve this!

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 The Family Haven Gloucester

 @TheFamilyHaven

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## What we do

The Family Haven provides practical help and emotional support to vulnerable, 'hard to reach' families with pre-school children in Gloucestershire, many living in unsuitable accommodation and in poverty.

We aim to help families to develop the skills and confidence necessary for happier and more independent lives; broaden experiences, introducing fun and relaxation; develop parenting skills; improve physical and mental health; prepare children to benefit from school and reach out to the local community.

## We offer:

A welcoming day centre for families every week-day except Bank Holidays, including a registered nursery for pre-school children.

Some of the services we offer include: advice on housing, budgeting and benefits; trips and activities; parenting classes and personal development sessions; good meals and healthy eating programme; laundry facilities; counselling using active listening and a full nursery curriculum.

Our services, based on individual family needs, are confidential, flexible and non-judgemental. We respect families as they are, supporting their development now and for the future.

Whether referred by a Social Worker, Health Visitor or other professional, or recommended by parents who already attend The Family Haven, everyone is offered a one-to-one consultation to ensure they receive the most appropriate services for their family.

## How we make A Difference

I don't know what I would have done without The Haven. They've helped me through the worst times.

**Chantal (Mum)**

The Haven is really useful when you are on a budget. Helps you get out of the house.

**Ashleigh (Mum)**

Brilliant place to come all the staff are lovely and friendly. Wish every town had a place like The Family Haven.

**Jade (Mum)**

The staff at The Family Haven go out of their way to be helpful and supportive at all times, physically, emotionally and socially. I would have not coped without the ongoing support.

Please keep up the good work and your excellent staff. My family would have broken down without attending The Family Haven.

**Louise (Mum)**

I am grateful to use Haven services. It made a positive change in my life and my son's.

**Valerie (Mum)**

We really do help to make a difference to the lives of local families. Over 200 people access our services each year. We rely heavily on the kind donations from the local community and businesses. All donations go directly to support LOCAL people.

## Fundraising Ideas

It doesn't matter how you raise the money, a single event or a few small ones, ask family, friends and colleagues to help you. We have a few ideas which may be helpful to you.

A	K	Slave Auction
Antiques sale	Karaoke night	Sponsored swim
Auction of Promises	L	Sports event
<i>E.g. do someone's ironing, gardening, washing cars</i>	Ladies night / Pamper Eve <i>(mini treatments offered and stalls, charge entrance fee and then supply some food)</i>	Summer fete
B	Local charity lunch	T
Bake Sale	M	Tea!
Barn Dance / Ceilidh	Music – Local band DJ	Theatre night
Beetle drive	Marathon	Theme Night
Bingo night	Midnight walk	<i>E.g. Strictly Come Dancing, Race or Casino Nights</i>
Book sale	N	Tombola
C	Nature walk	Tournament
Campaign	Neighbourhood day	<i>E.g. Golf, Darts, Dominoes, Pool, Snooker etc</i>
Car boot sale	O	Treasure Hunt
Circus – be your own acts!	Office fundraising drive	U
Coffee morning	P	Uniform ( <i>get a local school to hold a non uniform day</i> )
Comedy night	Party, party, party!	V
Community day	Photograph competition	Variety Show
Cycle for charity	Picnic	Video competition
D	Plant sale	Village tour
Dance – local group	Product parties	Vintage clothes
F	<i>E.g. Pampered Chef, Body Shop at Home, Usborne books, Phoenix trading, Partylite</i>	W
Fashion show	Q	Sponsored Walk
Fun run	Quiet time (organise a sponsored silence)	Webb Ivory catalogue
G	Quiz Night	Wine Tasting
Garden Party	R	Winter support drive for families
Open your Garden	Raffle	X
H	Sponsored run	X-mas shopping evening
Half marathon	S	Z
Healthy Eating campaign		Zany events
Hobby Horse Derby		
I		
Ice skating		
J		
Jazz night		

Take a Big Challenge – see <http://www.charitychallenge.com/choose-your-challenge1.html?cid=3193> for ideas including trekking in Nepal, canoeing the Zambezi and more.

If you want to fundraise without leaving the house, why not sign up to Give as You Live and fundraise whilst shopping online at no extra cost to you. This can earn quite a bit if you do your Christmas shopping or book your holidays online! [www.giveasyoulive.com/join/thefamilyhaven](http://www.giveasyoulive.com/join/thefamilyhaven). Or you could sign up to the Gloucester Lottery at [www.gloucesterlottery.co.uk/support/the-family-haven](http://www.gloucesterlottery.co.uk/support/the-family-haven) and chance your luck at winning £25,000 from as little as £1 a week.

A Calendar of Events can be found on our website [www.thefamilyhaven.com](http://www.thefamilyhaven.com) or contact the Team. Telephone: 01452 528692 or email: [Debbie@thefamilyhaven.com](mailto:Debbie@thefamilyhaven.com)

# Getting Your Event Started

## What is happening?

Be **unique** and be **different**. Coming up with something unusual will often help to grab publicity and gain attention. However, simple original events often raise the most money.

## When is it happening?

Check that other events organised in your area do not **clash** with yours and also consider school and public holidays.

## Where is it happening?

When choosing your venue consider: the size, the catering facilities, access by public transport and its accessibility for those with mobility problems.

## Who?

Decide whom your event appeals to and whom you will be inviting. Inviting people who you know will support your event or who have a personal connection to the event.

## How?

Try setting up a plan of who is going to do what and by when. How you are going to publicise your event? Could you write a Press Release? How can you raise other funds on the day of your event?

## Let people know about it!

You've spent hours buying, training, baking for your event – let people know it's happening! Be loud and be proud, get in touch with the local media, advertise in your local neighbourhood or get online but don't forget one of the best advertising methods is **word of mouth**. Tell everyone you know and ask them to do the same. These are all free ways in which you can maximise your fundraising potential and get your hard work noticed – More information to help you publicise your event is included under "Publicity"

## Let us know about your Fundraising

We like to know what our supporters are doing to raise vital funds for The Family Haven, so we ask that you complete a Fundraising Form and return it to us by post or email. This helps us to understand what events are taking place but more importantly gives us your contact details to ensure we say "Thank You". You can also let us know via our Facebook and Twitter pages!

## Publicity

**Shout about your event!** Whatever you choose to do, publicising your efforts will encourage others to help you. An article in your local paper will create awareness and interest. You can send your Press Releases (details of your event) free of charge to:

Gloucester Citizen Newsdesk E: [citizen.news@glosmedia.co.uk](mailto:citizen.news@glosmedia.co.uk) T: 01452 698821

Gloucestershire Echo Newsdesk E: [echo.news@glosmedia.co.uk](mailto:echo.news@glosmedia.co.uk) T: 01242 278081

Gloucester Review E: [stories@glosnews.com](mailto:stories@glosnews.com)

*Photographs can be sent, max size 1MB.*

BBC Radio Gloucestershire [radio.gloucestershire@bbc.co.uk](mailto:radio.gloucestershire@bbc.co.uk)

Heart FM [news.gloucestershire@heart.co.uk](mailto:news.gloucestershire@heart.co.uk)

Total Star (Cheltenham) [news@totalstar.co.uk](mailto:news@totalstar.co.uk)

BBC Points West [steve.knibbs@bbc.co.uk](mailto:steve.knibbs@bbc.co.uk)

Press releases should always include, **Who, What, When, Where** and **Why** you are fundraising in aid of The Family Haven.

## Social Media

Promoting your event using social media is a great way of telling the maximum amount of people about your event with the minimum effort. Set up a [Facebook](#) event page and invite your friends to share it. Maybe you could get [#HAVEN25](#) trending on [Twitter](#)? Remember however, all postings should reflect the [ethos](#) and [image](#) of The Family Haven; any inappropriate postings regarding your event can be removed.

## Fundraising Materials

We have resources to help make the most of your event:

[Our logo](#) - This must be used within our guidelines.

[Banners, Collection Boxes and Buckets](#) - We can lend you these branded items for your event.

[Branded Merchandise](#) – We can supply Silver Jubilee Recipe books for you to sell at your event.

[Sponsorship Forms](#) – Download a form from our website or contact us to request a form. T: 01452 528692 or E: [Debbie@thefamilyhaven.com](mailto:Debbie@thefamilyhaven.com)

[Online Fundraising pages](#) – Make it easy for everyone to donate, even if they can't come along on the day. Set up an online donation page and give a reason to support you. Contact us if you need help getting started. We are registered with BT My Donate

(<https://mydonate.bt.com/event/startFundraising.html>), Everyclick

<http://www.everyclick.com/fundraising> and Just Giving [www.justgiving.com/family-haven](http://www.justgiving.com/family-haven) - BT My Donate take the lowest commission fee.

All forms of publicity must clearly state that you are fundraising “in aid of The Family Haven”.

## Keeping Your Fundraising Safe and Legal

Having decided on your fundraising activity, you must ensure that your event is [safe](#) and [legal](#).

- ♥ [Collections](#) – Public, street or house to house collections (which includes going from business to business) must have a [licence](#). You also need to obtain permission from the [owner](#) or [manager](#) when a collection takes place on private property.
- ♥ [Donations](#) – The person that is collecting donations should be someone that you [know](#) and [trust](#). If children are collecting donations, make sure they are supervised at all times.
- ♥ [Licences](#) – You will need a [licence](#) if you are planning to sell [alcoholic drinks](#) or have a [street collection](#). Please check with us or with your local council if you are in any doubt. T: 01452 528691
- ♥ [Lotteries and Raffles](#) – Rules change depending on the size of your event. If you hold a raffle at your [work place, club or your house](#) there is [no](#) need to obtain a licence. For larger raffles please contact your local council/authority to check.
- ♥ [Food](#) – To check the rules around food hygiene visit [www.food.gov.uk](http://www.food.gov.uk)
- ♥ [Events](#) – You should conduct a [risk assessment](#) to ensure that you have proper plans for the safety of participants.

The Health and Safety Executive has further information ([www.hse.gov.uk](http://www.hse.gov.uk)). Please ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing and standards of behaviour expected.

Ensure that your event is properly and adequately supervised. Where children are included, this includes: providing proper adult supervision, checking the parent/guardians have given their permission for their child to take part. Carrying out appropriate background checks if adults are to have unsupervised access to children.

Consider what insurance cover you need for your event. Check whether you need any special licence e.g. a public entertainment licence or licence to sell alcohol. The Family Haven cannot accept any liability for any accidents or loss of property, so please ensure any fundraising events you hold are safe and legal for everyone taking part.

## Gift Aid

Please ask donors/sponsors to sign a Gift Aid Declaration to enable us, and higher rate tax payers, to claim tax back from the Government, increasing the overall benefit to The Family Haven (£1 becomes £1.25). We can provide you with gift aid forms/envelopes.

## Collecting the money

The main aim of your fundraising is to raise much needed funds to help make a difference to the lives of LOCAL people. There are things you can do to make your fundraising that little bit easier:

Try to collect as much money as possible in **advance**.

Try to collect outstanding money **as soon as possible**. If you leave it too long, people may have forgotten and their enthusiasm may have waned.

**Don't** try to do too much on your own, recruit friends to help you. They may be able to take sponsor forms around to people they know or may even be willing to help with the organisation of your event.

**Don't** be afraid to ask for sponsors. People are full of **surprises** and are often willing to contribute to your cause. However, unless you approach them they won't be able to help.

All funds collected should be sent to the charity within **2 weeks of collection**.

Expenses must not be deducted from the sums collected unless you have approved this with us and provided us with a receipt.

## Paying the money in

You can pay the monies directly into our bank account, details below, but **please let us know you have done this** and let us have your contact details to ensure we can "Thank You". (If an online fundraising page has been set up, please include those details too).

Cheques should be made payable to "The Family Haven".

CAF Bank

Account Name: The Family Haven

Sort Code: 40-52-40

Account No: 00018913

Alternatively you could post or deliver the money personally.

Thank you for deciding to fundraise in aid of The Family Haven.

We look forward to hearing about your event.

Good Luck!

**All at The Family Haven**