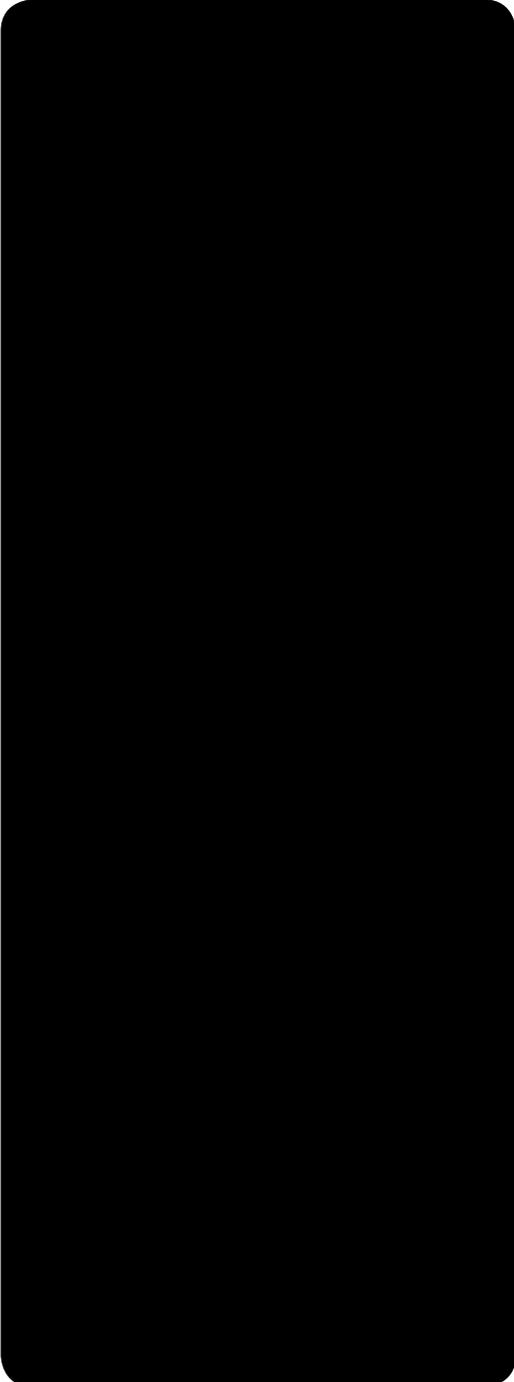


# Fundraising for Gingerbread

So you're ready to get fundraising for Gingerbread! First of all a huge thank you for your support - we're so pleased to have you on board.

Whether this is your first time raising money for charity or you're an experienced fundraiser, it can be difficult to know where to start to make your fundraising a success. But don't worry, because at Gingerbread, we're here to help! We've got everything you need to help kick start your fundraising and make sure you reach your target.



**The golden rule:  
Relax, be inspired and have fun!**

**“I saw the British 10K Run on Facebook  
and thought it would be a  
great idea to raise some money and  
also to get into shape for the summer!”  
Chloe , Gingerbread fundraiser**

# Five top tips for successful fundraising

## 1. Don't be afraid to ask!

## 2. Make your fundraising compelling

One in four families in the UK is headed by a single parent. Yet although single parenthood is now a normal part of family life, many single parent families continue to experience poverty, disadvantage and stigma. People don't usually choose to be single parents – it happens, generally lasts around five years and is a time when families need support, not blame.

Gingerbread is the charity for single parent families. By supporting me you'll be helping single parents across the country to receive expert advice and practical support as well as making it possible for their voices to be heard through Gingerbread's campaigning work.

## 5. Enjoy it!

Set yourself a challenge and go for it! It's for a great cause and we're behind you every step of the way.



# Fantastic fundraising events!

## For family and friends

- **Party time** – hold a party, BBQ or karaoke night at your home and charge an entrance fee that will act as a donation.
- **Belt tightening** – ask your friends and family to give up a luxury item from their weekly household shopping and donate the difference to you.
- **Sweet success** – hand out tubes of Smarties and ask your supporters to start filling them up with pound coins once they've eaten the sweets- one Smarties tube can hold up to £27!
- **Quiet night in** – arrange a fun night in for your friends and ask them to donate the money they would have spent if they went out.

## In the community

- **Cash in your attic?** – de-clutter your life and hold a sale at your town hall's jumble sale, your local car boot sale venue or your nearest children's centre, or sell things on eBay!
  - **Sell your skills** – you could offer to help people with housework, gardening or child-minding for a donation. What's your talent?
  - **Pack up your bags** – you could approach your local supermarket and help customers pack their bags for a small fee. We can provide a letter confirming you as a Gingerbread fundraiser.
- 
- **Matchy-matchy** – some companies have a policy of match-funding money that you raise for charity. Even if they don't, they might still be willing to make a company donation.
  - **Inside job** – publicise your event on the intranet or internal email system and ask colleagues to sponsor you. Don't forget to link to your fundraising page!
  - **Sugar high** – cure the Monday blues or celebrate Friday afternoons by selling cakes and biscuits.
  - **Dress for success** – ask your boss if you can hold a dress down day at work. Whether you choose fancy dress or just jeans, charge everyone who takes part and you could fine those who don't!
- 
1. Check out for **health and safety hazards** if holding an event at a public building or space. It's also advisable to find out if the venue holds a **public liability insurance**
  2. Some fundraising activities such as door-to-door, street fundraising or large-scale raffles require **permission from your local authority**
  3. Some fundraising may require participants under the age of 18 to get **permission from their parents or guardians**
  4. Last but most importantly **help the environment** and wherever possible organise to recycle rubbish at the event!

# **Paying in slip**

**Name**

**Address**

**Contact number**

**Email address**

**Tell us a bit more  
about your event**

**Why did you  
decide to take  
part?**

**Amount raised**



**Sponsorship forms enclosed**

**Thank you!**

# Sponsorship form

I ..... will be ..... to raise much

needed funds for Gingerbread, the leading charity for single parent families. Please sponsor me!

By ticking (✓) the Gift Aid section, you can make your donation go much further at no extra cost to you. This means that for every £1 that you give, Gingerbread can claim an extra 25p from the taxman. Most people in the UK are eligible to sign a Gift Aid declaration. Even if you are retired you are likely to be paying more than enough tax on your private pension, or on your savings to qualify.

Please read the paragraph at the bottom of the page overleaf before ticking the Gift Aid box\*.

First name and surname	Home address (this is essential to claim Gift Aid on your donation)	Postcode	Sponsorship	Date paid	Please tick ✓



