

FUNDRAISING



This fact sheet has been written by parent carers for parent carers.

These days, with resources being very tight, families are increasingly using fundraising as a way of accessing therapies, operations, equipment, holidays and other forms of support for their child that statutory agencies cannot provide. It can be a time-consuming process so we have produced this factsheet to give you some hints and tips to hopefully make this fundraising easier and as successful as possible.

Grants

There are a number of organisations that provide grants to individuals and families in need of various types of support. Each has their own criteria and competition for funding can be fierce. However, there are some things you can do that may increase your chances of success:

- Pay close attention to the grant maker's criteria and tailor your application accordingly.
- Ensure you provide all the supporting information your grant maker requests.
- Include a supporting letter of endorsement from a professional, for example, a doctor, teacher or social worker.
- Avoid the use of jargon or technical language – grant makers are notorious for their love of plain English.
- Explain what else you have done to raise the funds you need, including requests made to statutory services.
- Make your application as presentable as possible. A well-presented application is much more likely to meet with success.

The Family Fund

The Family Fund awards over £30 million in grants annually to families of severely disabled and seriously ill children. You can apply for funding to cover the costs of replacing or buying furniture, clothing, bedding, kitchen appliances, sensory toys, computers or tablets, a family break, or maybe something to help with college for 16 and 17 year olds. The items must directly benefit your child. The Family Fund do not offer grants for therapies, services or equipment that are the responsibility of health, education or social care to provide.

The fund apply their own disability criteria so it is worth checking on their website to see if your child would be eligible before you apply. You also need to be in receipt of one of the following: Universal Credit, Child Tax Credit, Working Tax Credit, Income-based Jobseeker's Allowance, Income Support, Incapacity Benefit, Employment Support Allowance, Housing Benefit and Pension Credit. For further information please visit: www.familyfund.org.uk.

Community Fundraising

The most popular way to raise funds is through various small fundraising events and activities that families can use to engage friends, family, colleagues and the local community. Whilst some appeals try to go for the big hit – using a celebrity to attend a posh dinner for example – this can be a risky approach and in our view, little and often is a more assured way of reaching your target. The following



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activities are examples of the type of activities that other families tell us have worked well as fundraisers for them:

- sponsored walks, fun-runs and bike rides
- fun days at your local pub
- coffee mornings
- quiz nights
- mufti days at your child's school or dress down days at work
- garage sales and car boot sales
- gig nights and concerts
- online giving and crowd-funding

Visit www.justgiving.com/en/fundraising/fundraising-ideas for other suggestions.

Publicity and PR

Using the local media can be very effective in raising the profile of your appeal and attracting local people, business and groups who want to give to your appeal or help with fundraising. If you would like help in drafting a press release for your appeal please contact Reaching Families project at info@reachingfamilies.org.uk

Getting the support of a registered charity

Having the support of a registered charity can make all the difference to an appeal, as in many cases charities can help with promotional materials, fundraising advice, online giving and reclaiming Gift Aid on donations, which can make a huge difference in reaching your fundraising target sooner (Gift Aid is paid at 25% on donations by UK registered tax payers).

There are a number of charities that specialise in supporting families with individual appeals, see 'Ask about' below. It may also be worth asking the local branch of your Golden Lions or Rotary Club (or similar) if they can sponsor your appeal. If they are a registered charity they may be able to help.

Ask about

- **Buttle Trust** – for children and young people in crisis: www.buttleuk.org.
- **Caudwell Children** – family support services, equipment, treatment and therapies for disabled children and their families across the UK: www.caudwellchildren.com.
- **Dreams Come True** – for children and young people with serious and life limiting conditions <http://dreamscometrue.uk.com>.
- **Tree of Hope** – for children who need specialist medical surgery, treatment, therapy and equipment: www.treeofhope.org.uk.

Further Reading

- **Making Sense Of It All** – includes further information on applying for grants and a directory of over 50 grant makers – www.reachingfamilies.org.uk/guides.htm.
- **Disability Grants** – online directory of grants under various categories: www.disability-grants.org.
- **Other sources** – local branches of Lions Clubs: www.lionsclub.org, Rotarians: www.rotary.org, Round Table: www.roundtable.co.uk and Masonic Lodges: www.sussexmasons.org.uk.
- **Turn 2 Us** – online directory of grants and benefits: www.turn2us.org.uk.

