

Fundraising
Pack

Fundraising Pack

All you need to know about raising money for Post Pals, so we can keep putting smiles on these and many other children's faces





Information About Post Pals

Vikki George and three friends started Post Pals in 2002. All four of them had ME and receiving cards and messages from others had brightened their days.

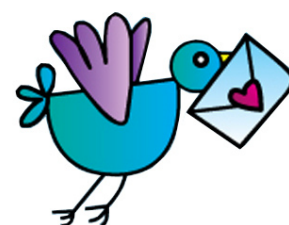
They decided to set a website from which people could send cards and small gifts to children with life-limiting conditions. The website featured five children at first, all of whom had cancer.

Children between the ages of two and 18 can apply to join Post Pals. To be eligible for Post Pals the child needs to have a serious or chronic life-threatening illness.

Post Pals is currently helping over 60 children known as 'Pals'. The Pals have a range of conditions including cystic fibrosis, muscular dystrophy, intestinal failure, epilepsy and various types of cancer, such as neuroblastoma and leukaemia. Post Pals also includes their siblings between the ages of two and 16, as it can be just as hard for them dealing with their brother or sister's illness and difficulties.

Post Pals has received a Queen's Award for Voluntary service. Vikki has also received a number of awards for all the work that she does for the charity. TV and radio presenter Fearne Cotton is our patron, and helps to spread the word about Post Pals. We have received widespread publicity through programmes including BBC3's Russell Howard's Good News and Channel Five News. This has meant that more people are sending post to the Pals and more children are applying to become Pals.

Post Pals runs completely on voluntary donations and therefore relies on people raising funds for us. Can you help us to keep creating smiles?



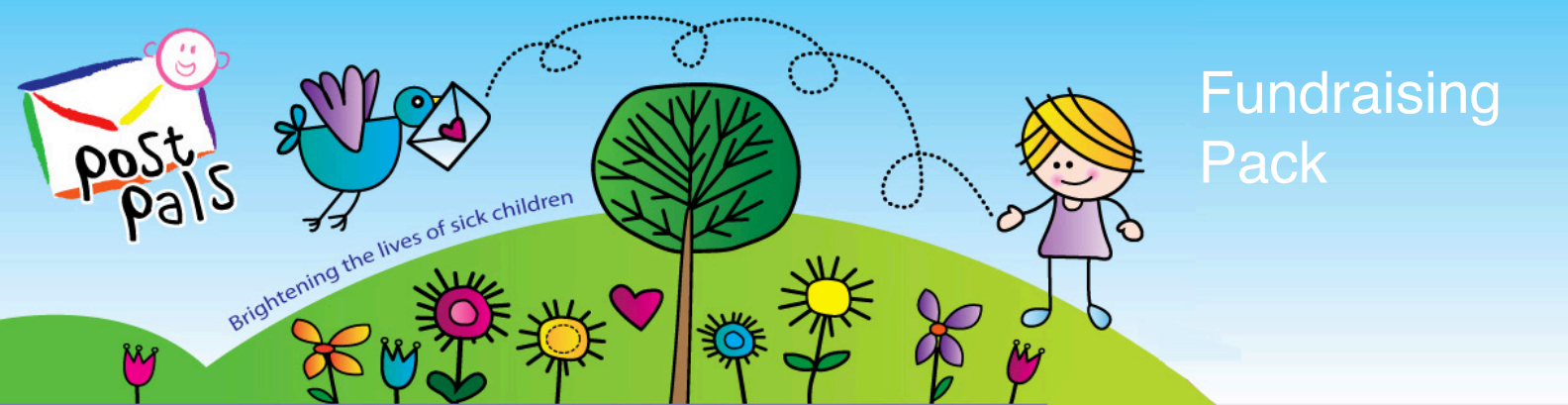


What Your Money Is Used For

All the money raised will be used to benefit the pals and their siblings. Here are some examples of how the money raised will be used:

- To send regular cards and gifts to all Pals and their siblings
- To send birthday cards and gifts, as well as Christmas cards and gifts to all Pals and their siblings
- To send cards and gifts to Pals and siblings going through a difficult time
- To purchase specific items for individual Pals, such as those isolated in hospital, craft packs for a young child or a weighted blanket for a child with autism
- To organise a special treat for a Pal such as a visit to a theme park, a ticket to see a show or a limousine ride
- To purchase Chemo Ducks for Pals undergoing chemotherapy. These are soft toy ducks that come complete with a central line or portacath, pyjamas, and a matching bandana for both the duck and the child. They can be used to explain to the child what is happening as well as being a companion for them throughout the treatment.





Planning An Event

Although every event will be different, there are a number of things to consider:

What:

Decide what kind of event you want to hold. If you are stuck for ideas, our A-Z of fundraising events should help.

When:

Decide when to hold the event. Consider the weather and the time of year the event will take place.

Make sure that your event does not clash with other events in the area or with events on television, such as the Cup Final.

Make sure that any equipment you need will be available.

Where:

Choose an appropriate venue, bearing in mind the facilities available, access for the disabled and parking capacity.

It is also important to bear in mind local bylaws, safety concerns and the effect that the event may have on those in the vicinity.

List tasks and delegate:

Get family, friends and colleagues to help with planning the event. Form a committee if necessary.

List the tasks that need completing then delegate them to your helpers, making sure that they know what is required of them.





Planning An Event

Promote your event:

Display colourful and professional-looking posters in shop windows, libraries and public places.

Send personal invitations to those individuals or groups who may have a particular interest in your event.

Hand out leaflets giving details of the event.

Advertise your event on local radio and in the local newspapers.

Use social networking sites to promote your event. Post Pals' Facebook, Twitter and Blogger links can be found on our website.

On the day of the event:

Gather all helpers together and make sure that everyone is aware of their role. Try to ensure that the event runs smoothly and that problems are rectified as soon as possible.

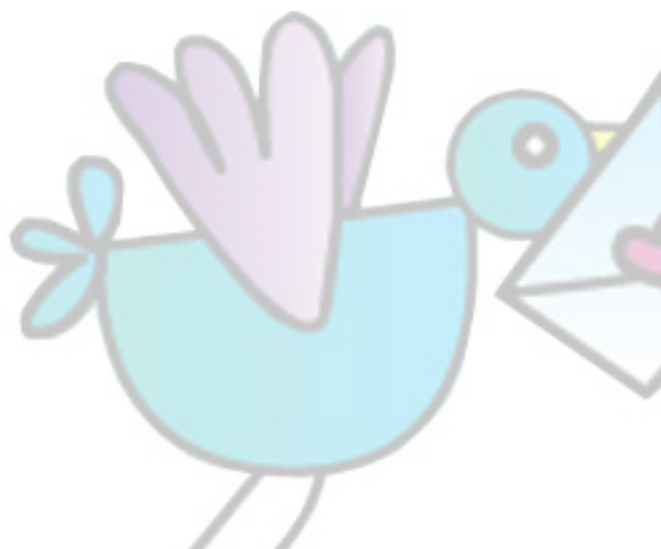
Ensure that any games and competitions are organised fairly. If any prizes are to be given make sure that these are readily available.

Liaise with the press if you have arranged for them to attend.

After the event:

Keep accurate records of any money received.

Thank everyone involved.
Celebrate!





A-Z of Fundraising Ideas

If you are stuck for ideas on what to do to raise money for Post Pals then take a look at our A-Z of fundraising ideas.

A

Antiques fair
Auction
Arts/Crafts stall or fair
Aerobic-a-thon

B

Barbeque
Balloon race
Bring and buy sale
Bridge evening

C

Car boot sale
Car washing
Coffee morning
Cake bake

D

Darts tournament
Disco
Duck race
Dance marathon

E

Easter party
Easter egg hunt
Egg painting
Expert talks

F

Fancy dress party
Fashion show
Fun run
Fill Smartie tubes with coins

G

Garden party
Golf day
Guess the number,
(i.e. sweets in a jar)
Give up a vice, i.e. smoking

H

Head shaving
Horse racing night
Halloween party
Highland games

I

It's A Knockout competition
Ice cream and movie night
Italian evening
International themed evening

J

Jumble sale
Jazz night
Jigsaw puzzle marathon
Jog-a-thon

K

Karaoke
Knobbly knees competition
Kite flying

L

Line dancing
Lego building competition
Limbo competition



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M

Magic show
Murder mystery event
Music quiz
Movie night

N

Netball tournament
New Year party
Non-uniform day
Nearly new sale

O

Obstacle course
Odd job day
Open garden / house

P

Parachute jump
Pet show
Pool competition

Q

Quiz night

R

Record-breaking attempts
Race night
Read-a-thon

S

Swim-a-thon
Salsa evening
Sponsored anything!
Sports day

T

Talent competition
Treasure hunt
Tennis tournaments
Teddy bear's picnic

U

Un-groomed day
Unwanted gift sale

V

Variety show
Valentine's ball

W

Welly-throwing competition
Wine tasting evening
Whist evening
White elephant stall

X

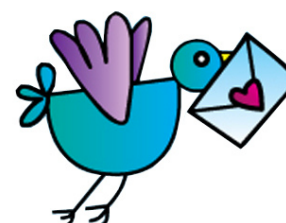
Xmas ball
Xmas pantomime

Y

Yoga-a-thon
Yo-yo competition
Yodeling competition

Z

Zany clothes day
Zoo quiz
Zodiac reading





Fundraising Regulations

Depending on the type of event being organised certain regulations may need to be followed:

Street collections:

If you want to collect donations in the street then you need to apply for a Street Collection Permit from the District Council.

Informing the police:

If you are expecting more than 100 people at an event then it is necessary to contact your local police force so they can organise officers to direct traffic or carry out other duties.

Food and drink:

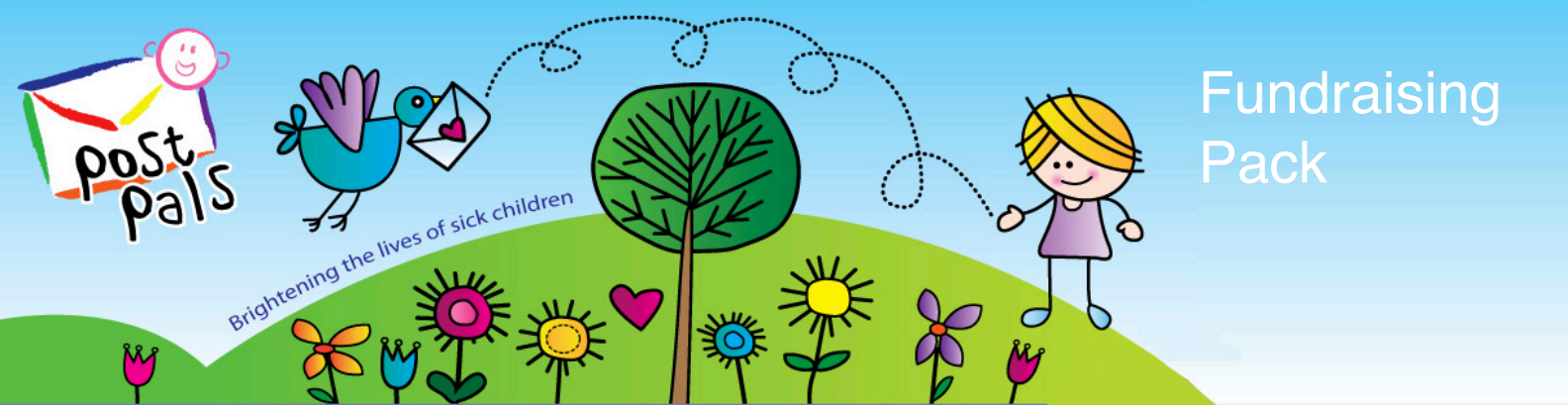
There are a number of regulations regarding the serving of food at events. If you are planning on serving food then you should contact your Local Authority.

If you plan to sell alcohol, you need to obtain a liquor licence from your local Magistrates Court.

Small lotteries:

Small lotteries such as tombolas or raffles do not need to be registered but have to be part of an exempt entertainment such as a dinner dance or fete. Certain conditions have to be met, such as no cash prizes, sales of tickets and announcements must take place during the event and no more than £250 must be spent on prizes. Further information can be obtained from Post Pals or the Gambling Commission.





The Help We Can Offer You

Post Pals can help you with:

- Providing information about Post Pals
- Give advice on how to organise events including legal requirements
- Give advice on drawing up sponsorship forms, or creating online sponsorship pages via Just Giving
- Give advice regarding publicity of your event
- Provide a letter from Post Pals stating that you are raising money on our behalf
- Send you Post Pals postcards to distribute, if required
- Send you a downloadable copy of our logo which you can put onto sponsorship forms, advertising, etc.

If you need help with any of the above or you have any other queries please contact us by sending an to fundraising@postpals.co.uk





Where To Send Your Money

We are really grateful for any money that you raise for us and all of it will be used to put smiles on the faces of sick children and their families.

Money raised can be sent to us in the following ways:

By Post:

A cheque made payable to Post Pals can be sent to:

PO Box 278
Leatherhead
Surrey
KT23 4WN

Online:

Money can be donated to us using PayPal. Please see the Donate page on our website for details. You can also fundraise online for us through www.justgiving.com. Post Pals has its own page under the charity section. Please contact us or see our website for details.

Bank Transfer:

Please contact us if you would like our bank details in order to make a transfer.

Finally, sit back and relax, and know that these children and others are smiling because of you.

Charity Number: 1137175

