Thank you for taking your first steps in your fundraising journey for Carers Worldwide by opening this fundraising pack.

Since we started in 2012, our work has reached over 73,000 carers and family members. By 2022 we want to reach 150,000 carers and family members and can only do that with the support of fundraisers like you!

Whether you hold a one-off event, a regular event, a small event, or a large event - every pound raised will take us one step closer to meeting the needs of family carers in India, Nepal and Bangladesh. We will always spend your donations in a way that makes the maximum difference, putting your gift to use as quickly and effectively as possible.

In this fundraising pack you will find lots of ideas to get you started on your fundraising journey and important information about holding events and fundraising in general.

If you are unsure about fundraising for us and need some support then please contact Ruth Patil who will be delighted to help you and answer your queries: ruth.patil@carersworldwide.org or 07745 955682.
Here is an idea on how your money could support carers...

- **£50** could set up and run an emotional support group for carers for a year.

- **£100** could set up a home-based chicken-rearing business for a carer, generating much-needed income.

- **£250** could enable a community worker to be trained and provide counselling to carers, either face to face or via phone for 1 year.

- **£400** could organise a health camp for 50 carers and 25 persons with disabilities, providing advice and medication.

- **£1000** could establish and run a Community Caring Centre for 10 children with disabilities for 1 year, providing their carers respite time.
WAYS TO RAISE

In this section we have put together some fundraising ideas you can try...

**Curry for Carers:** Hold a virtual curry night for you, your friends and family from the comfort of your own home. Our toolkit provides you with a step-by-step guide on how to make the event a fundraising success. Check out the Virtual Curry for Carers Toolkit for further information.

**Special Occasions:** Whatever the occasion, by asking friends and family for donations instead of gifts you can make a real difference to the lives of carers and their families. Setting up a fundraiser is super quick and easy on Facebook and a great way to let everyone know about what you are doing. Click here to find out more about setting up a fundraiser on Facebook.

**Raffles:** Contact a variety of local businesses in your area and ask them to donate raffle prizes which can then be auctioned off to your office mates, neighbours, friends and family. You may wish to contact hairdressers, independent clothes stores, confectionaries etc. This could be great publicity for local businesses who may be struggling at the moment in light of COVID-19.

**Digital Detox:** In a time where we are all phone addicts, why not do a sponsored 24 hour digital detox, a harder challenge than you think. Or you could give up something else that you love for a week or month like chocolate or alcohol.

**Quiz or Bingo:** Organise a general knowledge quiz or musical bingo where the first one to guess the song wins. You can do this with work colleagues or with friends and family. Easy to do virtually over Zoom, Skype or Teams.

**Hottest Curry Challenge:** Take on a challenge! Do you or someone you know enjoy a really spicy curry? How about daring yourself or them to try some different types of spicy curries or chillies to see just how hot you or they can handle?

**Shave it or Grow it:** Could you get sponsored to shave your head or trim your long locks? Or do it the other way around and grow the ever-popular hipster moustache or beard.

**Slime Challenge:** Get a boss at work or a friend to be dunked with slime or sit in a bath of baked beans. Set it up to watch via Zoom and you don’t have to be part of the mess!

**Seasonal:** Fancy dress, fun games and raffles can all be themed around national holidays like Valentines Day, Halloween, Christmas or Easter. The possibilities are endless.
Preparation is key for any successful event. The sooner you get planning and spreading the word the better.

If you want to raise publicity for your upcoming event you can use our pre-event press release template to let your local press know what you are doing.

Alternatively, you may wish to contact your local press after your event has taken place to share your amazing results. You can use our post-event press release template for this purpose.

Don’t forget to post on your social media pages and tag us in (@CarersWorldwide) so that we can repost on our own pages.

You have permission to use our logo when promoting your event.
Collecting Donations

It’s easier than you think. You can set up an online fundraising page on Just Giving or Virgin Money. For offline donations you can download our sponsorship form. Some people like to do both!

Gift Aid

If you are fundraising online through JustGiving or Virgin Money, your supporters can tick the Gift Aid box and it will be taken care of. If you are collecting cash donations from an event you will need to ask each person directly if they are happy for us to claim Gift Aid on their donation. Our sponsorship form allows you to easily collect this information.

Paying in

After you’ve completed the hard work and held your successful fundraising event it is time to send all proceeds raised offline to us. There are three ways you can to do this:

Bank Transfer

Account number: 00022952 Sort code: 40-52-40 Account name: Carers Worldwide

Once you’ve completed the bank transfer, please email ruth.patil@carersworldwide.org to let us know the amount and date paid in.

Cheque

Please send a cheque payable to Carers Worldwide, along with any sponsor forms to: Carers Worldwide, 30 Lodgefield, Welwyn Garden City, Hertfordshire, AL7 1SD

Please include a short note to tell us the proceeds are from your fundraising activity!

Website

You can make a payment directly through our website’s donate page. Please email Ruth (ruth.patil@carersworldwide.org) to confirm the amount paid in.
Sophie hosted a Curry for Carers evening at her local curry house:

"I decided to host a Curry for Carers evening at my local curry house with friends and family and raised £410. It was pretty easy to organise and so much fun on the night. The first thing I did was contact Carers Worldwide to see what fundraising materials they could provide, which included a template poster, press release, and collection tins. They also gave me some tips on how to make it a really successful night.

I contacted my local curry house who offered me a reduced price for a set menu (£10 per person). I then added an extra charge of £10 to make it £20 per ticket for the night.

To entice my friends and family to come along (apart from the delicious curry!) I contacted local businesses and got them to donate raffle prizes, which were coffee shop vouchers, a haircut at a local salon, and vouchers for local clothes store (independent shops are the best) which really boosted the donations on the evening.

On the night itself I took pictures, posted on my social media pages and tagged Carers Worldwide so they could repost. After the event I contacted my local newspaper to see if they could feature my curry night. I thanked the curry house, and of course transferred all the money that was raised to Carers Worldwide.”
Letter of Authority
We can provide you with a letter of authority showing that we are aware of, and support, your fundraising. This letter does not constitute official permission for any fundraising activities and you must obtain any permits/licences from relevant authorities. Please let us know if you would like a letter of authority.

Keeping your event safe and legal
Whatever you’re planning, it is important to make sure your event is safe and legal. It’s worthwhile checking out the Fundraising Regulator events information page.

Insurance and licences
Check with your local authority, they can tell you if you need to obtain any special licences for your event. If your event involves the public, you will need to consider Public Liability Insurance. Check with the venue first as they may already have insurance that covers your event.

Raffles
Raffles and lotteries are a great way of raising money, but it’s important to be aware of the legalities and whether you’ll need a licence for your event. Check with your local authority and check the latest information and advice at the Gambling Commission.

Food hygiene
Whether you’re having a BBQ or selling cakes, food safety laws will apply. To be on the safe side, check with the Food Standards Agency.
**Collecting money**
It is important to plan ahead when handling money at fundraising events. Where possible, it is advisable to have two people present when counting and handling money. Use a secure container/cash box for collecting money and keeping change. Take a safe route when leaving the event and be with another person or carry a personal alarm. Deposit money in the bank as soon as possible and contact ruth.patil@carersworldwide.org with the total raised.

You can check out the [Institute of Fundraising](https://www.instituteoffundraising.org.uk) for more information.

**Risk Assessment Guidance**
We recommend that you carry out a risk assessment, which means looking at what could cause you or your participants harm and checking you’ve taken the necessary precautions to prevent this from happening. It's a good idea to keep a record of the risks for your event, you can use our [risk assessment tool](https://www.carersworldwide.org) or develop one of your own.

**Your Data**
We always strive for best practice in our fundraising and communications and adhere to our legal obligations, including the General Data Protection Regulation 2018 and the Privacy and Electronic Communications Regulations 2003. We adhere to the regulations set by the Fundraising Regulator who actively regulates charities carrying out fundraising activities. We will never sell your data. If you ask us not to contact you in a certain way, we will respect this, unless it is a legal or administrative requirement regarding your donation.

Please note, whilst we are here to support you and will do everything we can to assist your planning, you are responsible for your event and Carers Worldwide cannot accept liability.
USEFUL LINKS

Here's a list of links mentioned throughout this guide...

- **Donate Page**: [https://carersworldwide.org/donate/](https://carersworldwide.org/donate/)
- **Events Information**: [https://www.fundraisingregulator.org.uk/code/specific-fundraising-methods/events](https://www.fundraisingregulator.org.uk/code/specific-fundraising-methods/events)
- **Facebook Fundraiser**: [https://www.facebook.com/help/332739730519432/?helpref=hc_fnav](https://www.facebook.com/help/332739730519432/?helpref=hc_fnav)
- **Food Standards Agency**: [http://www.food.gov.uk](http://www.food.gov.uk)
- **Gambling Commission**: [https://www.gamblingcommission.gov.uk/Home.aspx](https://www.gamblingcommission.gov.uk/Home.aspx)
- **Institute of Fundraising**: [https://www.institute-of-fundraising.org.uk/home/](https://www.institute-of-fundraising.org.uk/home/)
- **JustGiving**: [https://www.justgiving.com/carersworldwide](https://www.justgiving.com/carersworldwide)
- **Sponsorship Form**: [https://carersworldwide.org/wp-content/media/2020/10/Sponsorship-Form.pdf](https://carersworldwide.org/wp-content/media/2020/10/Sponsorship-Form.pdf)
- **Virgin Money**: [https://uk.virginmoneygiving.com/fundraiser-portal/](https://uk.virginmoneygiving.com/fundraiser-portal/)
- **Virtual Curry for Carers Toolkit**: [https://carersworldwide.org/wp-content/media/2020/10/Toolkit-for-Virtual-Curry-for-Carers.pdf](https://carersworldwide.org/wp-content/media/2020/10/Toolkit-for-Virtual-Curry-for-Carers.pdf)
Thank you for choosing to help us transform the lives of carers.

We wish you every success in your fundraising activities.

If you would like any further support or guidance please email ruth.patil@carersworldwide.org or call 07745 955682.