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## *thank you and welcome*

Thank you so much for fundraising for Care for the Carers. This guide has been designed to provide you with all the information you need to support your fundraising, but we are always here if you have any questions.

Care for the Carers was established in 1989 to support the needs of carers across East Sussex.

**Our mission is to represent East Sussex carers, enable their voices to be heard and provide services in response to what they need and want.**

A carer is anyone who cares for someone else – a relative, partner or friend – who couldn't manage without their help.

We deliver a number of services to support carers including information and advice groups, one-to-one support, specialised counselling, an activities programme and a Carers' Voices Network and Forum.

**Last year we supported over 8,000 carers across East Sussex** but there are so many more people out there that need our support.

We want to ensure that there is no one left to care alone – we cannot do this without your help.

We hope you find this guide useful. If you need any help with your fundraising activities please do get in touch with us by emailing [info@cftc.org.uk](mailto:info@cftc.org.uk)

***“To be honest, if Care for the Carers wasn't there for me then I would have gone under”***

## *facts about caring*

There are an estimated **6.5 million** unpaid carers in the UK, including **65,000** in East Sussex.

The number of unpaid carers in East Sussex has grown by **17%** in the last 5 years (compared to **11%** across England).

**27%** of people in East Sussex provide some form of unpaid care.

Unpaid carers save the UK economy an estimated **£132 billion** each year.

Over **80%** of carers say their caring responsibilities have a negative impact on their physical and mental health.

**40%** of carers have not had a day off from caring in over a year.

## *your support makes a difference*

**£5**

could give a new carer an essential information pack helping them to get support when they need it most.

**£15**

could provide refreshments for one of our groups or activities.

**£50**

could enable us to run a Carer Awareness session for a local group. Increasing their understanding of carers needs so they are able to provide the support they require.

**£100**

could create a support network for carers near you by helping to set up a local carers group.

**£500**

could fund a great day out for carers in your local area, reducing their stress and providing a break from their caring responsibilities.

**£1,000**

could contribute towards a former carers therapeutic group, run by two professional counsellors, helping carers come to terms with their loss and move their lives forward when their caring role ends.

## *the four C's of fundraising*

### ***Choose an idea***

**Have you already got an idea of how you would like to raise funds?**

If not don't worry – we can offer plenty of suggestions, whether you want do something active, social or crafty. Have a look on pages 6 & 7 for some inspiration.

### ***Cook up a plan...***

**Ensure you get the most out of your event by planning it well.**

Think carefully about what your event entails, where it will take place, how you will raise money and who you will invite.

Use our handy event planner – it's on pages 8 & 9 and available to download from our website [www.cftc.org.uk](http://www.cftc.org.uk)

### ***Create a buzz...***

**It's now time to let everyone know what you're doing to help unpaid carers!**

Social media is a great way to advertise your event – post to your friends on Facebook, Twitter and YouTube. Post pictures and videos if you can.

Don't forget to let us know about your event so that we can promote it too! Email us at [info@cftc.org.uk](mailto:info@cftc.org.uk).

There is more help with promoting your event on page 10.

### ***Commence the fun!***

**Now comes the fun part!**

Don't forget to enjoy your event, whatever it may be. Once you have finished, remember to thank those who attended and donated.

The money you have raised will support unpaid carers in East Sussex – thank you.



## *an alphabet of fundraising ideas*

### **A**

Afternoon Tea  
Arts and Crafts Fair  
Art Exhibition  
Auction

### **B**

Ball  
Bag Packing  
Bake Off  
Barbecues  
Bath of Beans  
Battle of the Bands  
Bike Ride  
Bingo  
Black Tie Event

### **C**

Cake Sale  
Car Washing  
Carol Singing  
Car Boot Sale  
Coffee Morning  
Comedy Night  
Concert

### **D**

Dance Event  
Dinner Party  
Disco  
Dress Down / Up Day

### **E**

Easter Egg Hunt  
Eighties Night  
Eurovision Party

### **F**

Face Painting  
Fancy Dress  
Fashion Show  
Fetes and Fairs  
Film Night  
Football Match  
Fright Night  
Fun Run

### **G**

Garden Party  
Give something up!  
Golf Day  
Guess the Weight of a Cake / No. of  
Sweets, etc

### **H**

Hallowe'en Party  
Head Shave  
Hook A Duck

### **I**

It's a Knockout  
International Evening  
Indoor Games

**J**

Jazz Night  
Jumble Sale  
Joke-a-thon

**K**

Karaoke  
Knitting Marathon

**L**

Limbo Competition  
Line Dancing  
Lunch

**M**

Marathon Event  
Masked Ball  
Messy Hair Day  
Murder Mystery

**N**

Name That Teddy  
Netball Tournament  
Non-Uniform Day

**O**

Open Garden  
Obstacle Race  
Office Olympics

**P**

Pamper Day / Evening  
Parachute Jump  
Pyjama Day

**Q**

Quiz Night

**R**

Race Night  
Raffle  
Rugby Match  
Running Events

**S**

Santa's Grotto  
Silent Auction  
Sponsored Silence  
Sports Day  
Street Party  
Swimming Event

**T**

Talent Show  
Teddy Bear's Picnic  
Tennis Match  
Themed Party  
Treasure Hunt  
Tug-of-War

**U**

Ultimate Challenges  
University Challenge

**V**

Valentine's Party  
Variety Show

**W**

Waxing  
Walks  
Wine Tasting

**X**

X-Factor

**Y**

Yogathon

**Z**

Zumbathon

## *event planner*

**1**

### *Event ideas*

#### **List possible ideas to help you decide on an event**

##### **Need some inspiration?**

Have a look at pages 6 & 7 – they are packed with ideas!

**2**

### *Budgeting*

#### **How will your event raise money?**

Make sure you set a budget and stick to it as closely as you can. Aim to raise at least three to four times the cost of the event.

- **JustGiving** - If you need support setting up your JustGiving page please contact us
- **Sponsorship** - You can download sponsorship forms from our website [www.cftc.org.uk](http://www.cftc.org.uk)
- **Raffles**
- **Collection buckets**

**3**

### *Dates and times*

#### **When will your event take place?**

Time your event so that as many supporters as possible are able to attend and get involved.

**4**

### *Venue*

#### **Where will your event take place?**

Think about how much space you will need and how long your event will last.

Investigate some possible venues and then visit them to help you make your final decision.

5

## *Advertising*

### **How will you let people know about your event?**

#### **Social media**

Facebook, Twitter, Instagram, Snapchat, Pinterest.

**Let us know** and we can share on our social media too.

#### **Posters**

we have some you can download from our website.

#### **Press Releases**

Let people in the local area know.

6

## *Supplies*

### **What will you need on the day?**

**List down all the things you will need** to make sure your event runs smoothly.

**We can provide some resources for you** like collection tins, banners and leaflets so get in touch.

7

## *Legals*

**Make sure you have all the information you need to stay safe and legal.**

Please read carefully our useful information on page 11.

8

## *After the event*

### **Congratulations, you did it!**

Remember to thank everyone who supported your fundraising and to send us all the money you've raised.

Fundraising like yours helps us to continue to provide support to unpaid carers in East Sussex.

**Thank You!**

## promoting your event



### Social Media

Facebook, Twitter, Instagram, Snapchat, Pinterest – any social media you advertise your event on. Add pictures, videos and hashtags to let people know what you are doing, why and how they can support you. Ask your friends to share your activity on their social media – *go viral!* Let us know, so we can share too!

### Posters and Flyers

Use our poster template which can be found on our website. Ask shops to put them in their windows, ask if you can distribute them at work, ask your friends to display them and put them anywhere you can think of.



### Press Release

Local papers like local stories. Get in touch for a copy of our press release template to let them know what you are doing and why, and don't forget to send some photos! Why not invite them to your event?

### Tell Us

We love to hear what people are doing to support us! Email us at [info@cftc.org.uk](mailto:info@cftc.org.uk), let us know what you are planning and we will support you in any way we can.



## *useful information*

### **Responsibility**

**When fundraising for Care for the Carers it is important to make it clear who you are raising funds for.** This can be done by displaying 'In Aid Of' on all promotional material and at the event.

### **Raffles**

**If you are holding a raffle at your event make sure you understand the law.**

A small raffle will not require a licence providing tickets are only sold on the day of the event, they are all sold for the same price, prizes do not total more than £500 and it is made clear who is running the raffle. More information can be found at [www.legislation.gov.uk](http://www.legislation.gov.uk).

### **Risk Assessment**

**It is important to carry out a risk assessment** before any activity/event. Identify any hazards and risks that you need to consider and take any action needed to prevent these. **Ensure you have first aid cover** for the scale of your event. If you are unsure you can **check with your local council.**

### **Licences**

**Check with your local authority** to see if you require a licence for your event. Licences may be required for public entertainment, collection and alcohol. Make sure you have permission from the

council or landowner for any events in public places.

### **Collections**

**House to house and public street collections are illegal without a licence.** Please do not organise these types of collections.

### **Insurance**

**You are responsible for your event.**

It is important that you have public liability insurance for any events that involve the general public. If your event is being held at a venue with its own public liability insurance please check that it covers your type of event. Care for the Carers cannot accept liability for any fundraising activities or events.

### **Consent**

**If any children are helping at your event** or you take any pictures of children please make sure you have parental consent. When taking pictures please ensure you have consent. Please contact us for a copy of our photo consent form.

### **Food Hygiene**

**Ensure you follow food hygiene laws** if you are selling or providing food at your event. Your local council will have information on food hygiene for events.

***If you are unsure of anything then  
please get in touch with us***

## *your donation*

**Thank you for fundraising for Care for the Carers.  
The funds you raise will support unpaid carers across East Sussex.**

### *Online Giving Page*

#### **You can fundraise for us online via JustGiving**

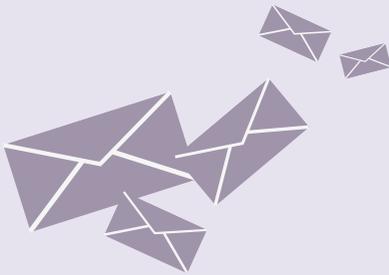
Setting up a personal fundraising page is the easiest way to raise funds for Care for the Carers. Add personal stories, pictures, videos and updates to your page and link it to your Facebook and Twitter account to really build up your support. Supporters can donate online quickly and easily, they can leave you a message of support or remain anonymous. Best of all your donations are sent directly to us meaning you can put your feet up after your event .



### *By Cheque*

Please bank the cash you have raised and send a cheque made payable to Care for the Carers to the following address:

**Care for the Carers  
Highlight House, 8 St Leonards Road  
Eastbourne, East Sussex BN21 3UH**



### *Gift Aid*

If you are a UK taxpayer, you can increase your donation through Gift Aid at no extra cost to you. By ticking the Gift Aid box, Care for the Carers can reclaim tax on your donation from the Inland Revenue. This makes your donation worth 25p more for every £1 you give.

Please remember to ask sponsors to tick the gift aid box when sponsoring you.

Gift aid forms can also be downloaded from our website.

*giftaid it*

## *tell us about your event*

### **We would love to hear about your event!**

Please get in touch and let us know how you got on.

Don't forget to send some photos!

Email us at [info@cftc.org.uk](mailto:info@cftc.org.uk) or call us on 01323 738390

**or complete the form below and send it to:**

Care for the Carers, Highlight House, 8 St Leonards Road,  
Eastbourne, East Sussex BN21 3UH

Name	
Address	
Postcode	
Telephone	
Email	
I/We have raised	£ <input type="text"/>
Please tell us what your event was	

I enclose a cheque made payable to Care for the Carers

I have sent my donation to Care for the Carers online

Can Care for the Carers use your fundraising experience for promotion?

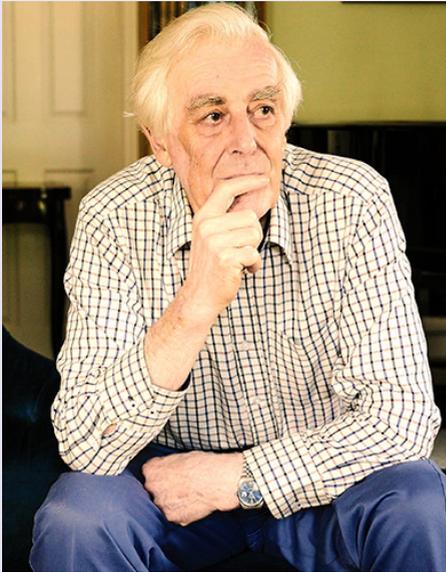
Yes  No

We would like to keep you up to date with our work and our fundraising.

Would you be happy to receive communications from us by?

Email  Text message  Post  Phone





“Sixty years together, and it’s so different now. We came and went and did as we pleased, thought it would go on forever, but it’s so sudden, it’s overtaken us.” **Ian**



“If I’ve got issues, I can go straight to Care for the Carers, and they’ll give me the practical advice to deal with them.” **Charlotte**

***Thank you  
for your support***

***www.cftc.org.uk***

Care for the Carers  
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Email: [info@cftc.org.uk](mailto:info@cftc.org.uk)  
Tel: 01323 738390  
Charity No. 1074906

 [careforthecarers](https://www.facebook.com/careforthecarers)

 [@care4thecarers](https://twitter.com/care4thecarers)



***No one left to care alone***