



CAPITAL FM'S

HELP A CAPITAL CHILD

APPEAL 2011

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).



HELP A
CAPITAL
CHILD

VISIT
capitalfm.com/helpacapitalchild



HI THERE!

Thank you for choosing to fundraise for our charity Help a Capital Child. This is your fundraising pack, which will provide information and ideas about what you could do to raise money!

This year Help a Capital Child is helping Teenage Cancer Trust to fund specialist units and care for young people with cancer. We want to help make sure that cancer doesn't stop these teenagers in their tracks and that they are given the best possible quality of life and chances of survival.

We can't do this without your support, so join in and make a difference. There are loads of ideas in this pack for raising funds at work, at school or home with your family and friends, to help you raise as much money as you can for Help a Capital Child.

I wish you the very best of luck with your fundraising, and remember the Help a Capital Child team are here to support you every step of the way so please don't hesitate to get in touch.

Thank you for your support!

Rich Clarke

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).

A GUIDE TO

FAILSAFE FUNDRAISERS!

FOR HELP A CAPITAL CHILD



HOW WE CAN HELP

This pack contains ideas to get you thinking about what event could work for you and our top tips on how to get started.

If you have an idea that you want to explore contact us and we will guide you through how to fundraise at your chosen event.

If you know what you want to do still contact us and let us know your plans, then we can send you out any suitable branded materials such as t-shirts and balloons, and feature any photos from your event on our website news section.

Contact us and we will guide you through how to fundraise at your chosen event.

Email: helpacapitalchild@capitalfm.com
Phone number: 020 7054 8395

ONLINE

Virgin Money Giving is a website which allows you to create your own online personalised sponsorship form for any fundraising event you may be doing.

Selling items on online auction site **eBay** is a simple way of raising money.

Twitter is an easy way to advertise the progress of your fundraising to all of your followers.

Facebook is a great way to promote your fundraising. Creating a group available to friends and family means that information can be easily given out about your fundraising work. Status updates are also useful for spreading the word.



TEXT TO DONATE

Text GIVE to 70100 to donate £5 to Help a Capital Child.

**Operator charges apply*

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).

CAPITAL FM's IDEAS FACTORY

GREAT WAYS FOR YOU TO RAISE FUNDS

FRIENDS AND FAMILY

- Afternoon tea party
- Capital FM House Party
- Car boot sale
- 'Come Dine With Me' event
- Film night
- Garden party
- Pamper party
- Race night
- Treasure hunt
- Sweepstake on the Big Top 40



AT SCHOOL

- Auction of promises
- Coffee morning
- Guess the number of sweets in a jar
- Non-uniform day
- School disco
- School fair
- School magazine
- Talent competition

AT WORK

- Cake sale
- Dress down day
- Family fun day
- Match-giving scheme
- Raffle
- Swear box
- Sweepstake
- Swishing
- Take your lunch to work day

GET SPONSORED

- Bath of beans
- Bike ride
- Give up...
- Head shave
- Record breaking attempt!
- Run
- Silence
- Swim
- Walk

IN THE COMMUNITY

- Car wash
- Collections
- Concert
- Dog walking
- Karaoke
- Open mic night
- Quiz night
- Speed dating
- Supermarket bag packing

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).



HELP WITH PLANNING A FUNDRAISING EVENT TO MAKE IT FUN & SUCCESSFUL

Often the simplest fundraising ideas reap the most rewards so there's no need to attempt anything too difficult! Here is a useful checklist of things to think about when planning your fundraising event...

- **Communication:** Use posters, emails, local press and company intranets to publicise what you're doing, why you're doing it and when it is...just tell as many people as you can.
- **Fundraising Expectations:** Make sure that you're realistic with your aims and what you expect to raise - if you raise more it'll be an added bonus!
- **Support:** Get as many people involved as possible to help you. Ask your friends, family, work colleagues and neighbours.
- **Pictures:** Remember to take lots of pictures of your fundraising and email the best pictures to us; we always love to see what our fundraisers have been up to and we'll post the best ones on our website.
- **Local Press:** Contact your local newspapers, your charity event might be just the sort of feature they are looking to run. Getting an article in a paper will ensure everyone knows about your event! Increase your chances of getting into print by including a photo.

Running your own event can be loads of fun and hugely successful! We think it is very important to make sure that fundraising does remain fun though, so make note of the things below to ensure you enjoy yourself!

- Please remember that whilst running your own event could be very profitable, please avoid biting off more than you can chew as it is time consuming and financially risky if it isn't planned properly!
- Remember that public events that present any hazards for participants or spectators require you to have appropriate insurance cover.
- Make sure you have thought through your plans in detail, considering any cost implications.
- If your event is a sponsored activity ensure it is something that people are going to want to participate in.
- If possible, set up an event that revolves around the involvement of your workplace, your child's school, the local nursery, sports club, pub or bar to ensure you have a captive audience and can reach a large volume of supporters.
- If you're producing publicity material or tickets for your event, please seek our advice. There are guidelines regarding wording, text content and the use of our logos.

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).

TELL MORE PEOPLE YOUR PLANS

GET YOURSELF IN THE PRESS

IT'S EASY TO DO!



You may find that taking on this challenge is likely to be of interest to your local newspaper!

Before you contact the press make sure you have all the necessary information:

Who are you? They will want to know your full name, age, occupation and street/town name.

What are you doing/what have you done to raise the money?

When and where is the challenge?

Why are you raising money? They will want to know a bit about the charity - we can supply you with this information.

NEXT STEPS...

- Get the number for your local paper/s and ask to be put through to the news desk.
- Tell them the basic facts about your fundraising activity
- If the reporter finds the story of interest they will ask you to send in a press release.

Don't panic - this is easy to do! Keep to the essential facts, avoid any emotive language and keep the 5 W's in mind (who, what, when, why, where).

If you plan on using a photo then tell the reporter, and ask for the name of the correct person to speak to on the picture desk - using a photo increases your chance of going to print.

Getting your own local press coverage is very easy and will not only help raise the profile of the challenge and the charity, but will also help you to reach your fundraising target!

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).



THE UK'S NO.1 HIT MUSIC STATION

HELP A
CAPITAL
CHILD

VISIT

capitalfm.com/helpacapitalchild

SAMPLE PRESS RELEASE



HELP A CAPITAL CHILD

Always insert the date you send it here

MEDIA RELEASE: (INSERT DATE)

(INSERT WHERE YOU LIVE)

WOMAN/MAN/COMPANY (INSERT WHAT YOU ARE DOING - i.e. 'TO ORGANISE A CAPITAL EVENT/TAKES ON GREAT WALL OF CHINA')

Make your headline succinct & light hearted - have fun with puns & play on words!

This para should list key info: where, how what, when. It must reference everything that is in the title.

(INSERT NAME), of (INSERT WHERE YOU LIVE) has set [herself/himself] a challenge by (INSERT DETAILS OF WHAT YOU WILL BE DOING & WHERE - i.e. pledging to raise £XXX or holding a fundraising dinner) in (INSERT TIME FRAME/DATE), to raise money for 95-106 Capital FM's charity Help a Capital Child. (Add another line short to describe the event if relevant) [She/He/They] will (INSERT DETAILS i.e. host the event) on (insert date) at (location).

Be succinct & grab the reader's attention. It must be clear from this para what the release is about - this may be all they read!

[The (XX) year old (JOB TITLE / PROFESSION) / (Company Name)] hope(s) to raise an incredible (INSERT AMOUNT). (Add some more detail here about the news/event) & its objectives. The money will go towards funding Help a Capital Child projects which benefit teenagers and young people living with cancer.

This is where you can provide more detail to back up your title & opening para.

Add a quote. Make it about you, why you are doing this & what supporting the charity means to you.

(INSERT NAME) said: "..."

Head of Fundraising for 95-106 Capital FM, Kate Crabtree added: "We are so thankful to **(INSERT NAME)** for **[her/his/their]** support." This year Help a Capital Child is supporting Teenage Cancer Trust to fund specialist units within NHS hospitals across the country to ensure that teenagers don't have to stop being teenagers just because they have cancer.

We can provide you with a quote specific to your activity / release.

If you would like to **sponsor/support/join (INSERT NAME)**, please visit **(INSERT JUSTGIVING OR WEB LINK)**. If you would like further information on Help a Capital Child please call Aimee Hayhurst on 020 7054 8397 or visit capitalfm.com/helpacapitalchild

Finish the release with Ends & contact details

-Ends-

For further information please contact:
(YOUR NAME) / (YOUR TELEPHONE NUMBER) / (YOUR EMAIL ADDRESS)

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).



HELP A CAPITAL CHILD

VISIT
capitalfm.com/helpacapitalchild



KEEP IT LEGAL!

Collections

Organising a collection is a great way to fundraise. There are a few things to bear in mind:

- Street Collections require a permit from the local council. We can help you get one of these.
- Collections in pubs, shopping centres, supermarkets etc. simply require the permission of the owner or manager.
- House-to-house Collections are governed by strict rules which vary from area to area and can make them more trouble than they're worth. Your council can help.

Get in touch if you want us to send you a collection bucket or tin!

Lotteries, raffles & tombolas

Lotteries, raffles and tombolas are a brilliant way to fundraise. They are governed by gaming law. Use this simple checklist to make sure you're doing things properly and you can't go wrong!

- All tickets are being sold during one event, or to people at one place of work (multiple buildings at one site are OK but multiple sites aren't).
- If tickets are being sold at an event, no money raised at the event is for private gain.
- No more than £500 of the proceeds will be used to purchase prizes.
- No more than £100 of the proceeds will be used to cover operational costs (i.e. printing tickets).
- Tickets are sold at the event/on the premises and the result is declared at the event/on the premises.
- There are no rollovers.

If your lottery, raffle or tombola ticks all these boxes then go ahead and get fundraising!
If not, don't panic - contact us for advice.

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).



HOW DO I PAY IN MY FUNDS?



1. Virgin Money Giving

It's quick, simple and easy for you to keep track of your fundraising and best of all it's the most cost-effective way to process your donation ensuring your money gets spent where it's needed most!

Visit virginmoneygiving.com and follow the easy on-screen instructions to set up your very own fundraising page to help promote your event and raise even more money. You can select one of our events from the drop down menu or set up your own. The money raised will be paid directly into our bank account so you don't have to worry about a thing!

2. Paying by credit or debit card

Please contact us either by phone or by email telling us your name, the donation amount and your account details, we can then process the information and send you a receipt.

Alternatively you can go to capitalfm.com/helpacapitalchild and make a secure donation online.

3. Paying in by Cheque

Cheques should be made payable to 'Help a Capital Child' and sent to: Help a Capital Child, 30 Leicester Square, London, WC2H 7LA. Make sure you include your name, address and the event it relates to on the back.

4. Bank Transfer

You can pay the money directly into our bank account. Please contact us for the details.

Contact us:

Please give us a call on: 020 7054 8395 or email us at helpacapitalchild@capitalfm.com

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).



HI THERE!

Thank you for choosing to fundraise for our charity Help a Capital Child. This is your fundraising pack, which will provide information and ideas about what you could do to raise money!

This year Help a Capital Child is helping Teenage Cancer Trust to fund specialist units and care for young people with cancer. We want to help make sure that cancer doesn't stop these teenagers in their tracks and that they are given the best possible quality of life and chances of survival.

We can't do this without your support, so join in and make a difference. There are loads of ideas in this pack for raising funds at work, at school or home with your family and friends, to help you raise as much money as you can for Help a Capital Child.

I wish you the very best of luck with your fundraising, and remember the Help a Capital Child team are here to support you every step of the way so please don't hesitate to get in touch.

Thank you for your support!

Rich Clarke

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).

A GUIDE TO

FAILSAFE FUNDRAISERS!

FOR HELP A CAPITAL CHILD



HOW WE CAN HELP

This pack contains ideas to get you thinking about what event could work for you and our top tips on how to get started.

If you have an idea that you want to explore contact us and we will guide you through how to fundraise at your chosen event.

If you know what you want to do still contact us and let us know your plans, then we can send you out any suitable branded materials such as t-shirts and balloons, and feature any photos from your event on our website news section.

Contact us and we will guide you through how to fundraise at your chosen event.

Email: helpcapitalchild@capitalfm.com
Phone number: 020 7054 8395

ONLINE

Virgin Money Giving is a website which allows you to create your own online personalised sponsorship form for any fundraising event you may be doing.

Selling items on online auction site **eBay** is a simple way of raising money.

Twitter is an easy way to advertise the progress of your fundraising to all of your followers.

Facebook is a great way to promote your fundraising. Creating a group available to friends and family means that information can be easily given out about your fundraising work. Status updates are also useful for spreading the word.



TEXT TO DONATE

Text GIVE to 70766 to donate £5 to Help a Capital Child.

**Operator charges apply*

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).



HELP A CAPITAL CHILD

VISIT
capitalfm.com/helpcapitalchild

CAPITAL FM's IDEAS FACTORY

GREAT WAYS FOR YOU TO RAISE FUNDS

FRIENDS AND FAMILY

- Afternoon tea party
- Capital FM House Party
- Car boot sale
- 'Come Dine With Me' event
- Film night
- Garden party
- Pamper party
- Race night
- Treasure hunt
- Sweepstake on the Big Top 40



AT SCHOOL

- Auction of promises
- Coffee morning
- Guess the number of sweets in a jar
- Non-uniform day
- School disco
- School fair
- School magazine
- Talent competition

AT WORK

- Cake sale
- Dress down day
- Family fun day
- Match-giving scheme
- Raffle
- Swear box
- Sweepstake
- Swishing
- Take your lunch to work day

GET SPONSORED

- Bath of beans
- Bike ride
- Give up...
- Head shave
- Record breaking attempt!
- Run
- Silence
- Swim
- Walk

IN THE COMMUNITY

- Car wash
- Collections
- Concert
- Dog walking
- Karaoke
- Open mic night
- Quiz night
- Speed dating
- Supermarket bag packing

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).



HELP WITH PLANNING A FUNDRAISING EVENT TO MAKE IT FUN & SUCCESSFUL

Often the simplest fundraising ideas reap the most rewards so there's no need to attempt anything too difficult! Here is a useful checklist of things to think about when planning your fundraising event...

- **Communication:** Use posters, emails, local press and company intranets to publicise what you're doing, why you're doing it and when it is...just tell as many people as you can.
- **Fundraising Expectations:** Make sure that you're realistic with your aims and what you expect to raise - if you raise more it'll be an added bonus!
- **Support:** Get as many people involved as possible to help you. Ask your friends, family, work colleagues and neighbours.
- **Pictures:** Remember to take lots of pictures of your fundraising and email the best pictures to us; we always love to see what our fundraisers have been up to and we'll post the best ones on our website.
- **Local Press:** Contact your local newspapers, your charity event might be just the sort of feature they are looking to run. Getting an article in a paper will ensure everyone knows about your event! Increase your chances of getting into print by including a photo.

Running your own event can be loads of fun and hugely successful! We think it is very important to make sure that fundraising does remain fun though, so make note of the things below to ensure you enjoy yourself!

- Please remember that whilst running your own event could be very profitable, please avoid biting off more than you can chew as it is time consuming and financially risky if it isn't planned properly!
- Remember that public events that present any hazards for participants or spectators require you to have appropriate insurance cover.
- Make sure you have thought through your plans in detail, considering any cost implications.
- If your event is a sponsored activity ensure it is something that people are going to want to participate in.
- If possible, set up an event that revolves around the involvement of your workplace, your child's school, the local nursery, sports club, pub or bar to ensure you have a captive audience and can reach a large volume of supporters.
- If you're producing publicity material or tickets for your event, please seek our advice. There are guidelines regarding wording, text content and the use of our logos.

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).

TELL MORE PEOPLE YOUR PLANS

GET YOURSELF IN THE PRESS

IT'S EASY TO DO!



You may find that taking on this challenge is likely to be of interest to your local newspaper!

Before you contact the press make sure you have all the necessary information:

Who are you? They will want to know your full name, age, occupation and street/town name.

What are you doing/what have you done to raise the money?

When and where is the challenge?

Why are you raising money? They will want to know a bit about the charity - we can supply you with this information.

NEXT STEPS...

- Get the number for your local paper/s and ask to be put through to the news desk.
- Tell them the basic facts about your fundraising activity
- If the reporter finds the story of interest they will ask you to send in a press release.

Don't panic - this is easy to do! Keep to the essential facts, avoid any emotive language and keep the 5 W's in mind (who, what, when, why, where).

If you plan on using a photo then tell the reporter, and ask for the name of the correct person to speak to on the picture desk - using a photo increases your chance of going to print.

Getting your own local press coverage is very easy and will not only help raise the profile of the challenge and the charity, but will also help you to reach your fundraising target!

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).



THE UK'S NO.1 HIT MUSIC STATION

HELP A
CAPITAL
CHILD

VISIT

capitalfm.com/helpacapitalchild

SAMPLE PRESS RELEASE



HELP A CAPITAL CHILD

Always insert the date you send it here

MEDIA RELEASE: (INSERT DATE)

(INSERT WHERE YOU LIVE)

WOMAN/MAN/COMPANY (INSERT WHAT YOU ARE DOING - i.e. 'TO ORGANISE A CAPITAL EVENT/TAKES ON GREAT WALL OF CHINA')

Make your headline succinct & light hearted - have fun with puns & play on words!

This para should list key info: where, how what, when. It must reference everything that is in the title.

(INSERT NAME), of (INSERT WHERE YOU LIVE) has set [herself/himself] a challenge by (INSERT DETAILS OF WHAT YOU WILL BE DOING & WHERE - i.e. pledging to raise £XXX or holding a fundraising dinner) in (INSERT TIME FRAME/DATE), to raise money for 95-106 Capital FM's charity Help a Capital Child. (Add another line short to describe the event if relevant) [She/He/They] will (INSERT DETAILS i.e. host the event) on (insert date) at (location).

Be succinct & grab the reader's attention. It must be clear from this para what the release is about - this may be all they read!

[The (XX) year old (JOB TITLE / PROFESSION) / (Company Name)] hope(s) to raise an incredible (INSERT AMOUNT). (Add some more detail here about the news/event) & its objectives. The money will go towards funding Help a Capital Child projects which benefit teenagers and young people living with cancer.

This is where you can provide more detail to back up your title & opening para.

Add a quote. Make it about you, why you are doing this & what supporting the charity means to you.

(INSERT NAME) said: "..."

Head of Fundraising for 95-106 Capital FM, Kate Crabtree added: "We are so thankful to **(INSERT NAME)** for [her/his/their] support." This year Help a Capital Child is supporting Teenage Cancer Trust to fund specialist units within NHS hospitals across the country to ensure that teenagers don't have to stop being teenagers just because they have cancer.

We can provide you with a quote specific to your activity / release.

If you would like to **sponsor/support/join (INSERT NAME)**, please visit **(INSERT JUSTGIVING OR WEB LINK)**. If you would like further information on Help a Capital Child please call Aimee Hayhurst on 020 7054 8397 or visit capitalfm.com/helpacapitalchild

Finish the release with Ends & contact details

-Ends-

For further information please contact:
(YOUR NAME) / (YOUR TELEPHONE NUMBER) / (YOUR EMAIL ADDRESS)

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).



HELP A CAPITAL CHILD

VISIT
capitalfm.com/helpacapitalchild



KEEP IT LEGAL!

Collections

Organising a collection is a great way to fundraise. There are a few things to bear in mind:

- Street Collections require a permit from the local council. We can help you get one of these.
- Collections in pubs, shopping centres, supermarkets etc. simply require the permission of the owner or manager.
- House-to-house Collections are governed by strict rules which vary from area to area and can make them more trouble than they're worth. Your council can help.

Get in touch if you want us to send you a collection bucket or tin!

Lotteries, raffles & tombolas

Lotteries, raffles and tombolas are a brilliant way to fundraise. They are governed by gaming law. Use this simple checklist to make sure you're doing things properly and you can't go wrong!

- All tickets are being sold during one event, or to people at one place of work (multiple buildings at one site are OK but multiple sites aren't).
- If tickets are being sold at an event, no money raised at the event is for private gain.
- No more than £500 of the proceeds will be used to purchase prizes.
- No more than £100 of the proceeds will be used to cover operational costs (i.e. printing tickets).
- Tickets are sold at the event/on the premises and the result is declared at the event/on the premises.
- There are no rollovers.

If your lottery, raffle or tombola ticks all these boxes then go ahead and get fundraising!
If not, don't panic - contact us for advice.

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).



HOW DO I PAY IN MY FUNDS?



1. Virgin Money Giving

It's quick, simple and easy for you to keep track of your fundraising and best of all it's the most cost-effective way to process your donation ensuring your money gets spent where it's needed most!

Visit virginmoneygiving.com and follow the easy on-screen instructions to set up your very own fundraising page to help promote your event and raise even more money. You can select one of our events from the drop down menu or set up your own. The money raised will be paid directly into our bank account so you don't have to worry about a thing!

2. Paying by credit or debit card

Please contact us either by phone or by email telling us your name, the donation amount and your account details, we can then process the information and send you a receipt.

Alternatively you can go to [capitalfm.com /helpacapitalchild](http://capitalfm.com/helpacapitalchild) and make a secure donation online.

3. Paying in by Cheque

Cheques should be made payable to 'Help a Capital Child' and sent to: Help a Capital Child, 30 Leicester Square, London, WC2H 7LA. Make sure you include your name, address and the event it relates to on the back.

4. Bank Transfer

You can pay the money directly into our bank account. Please contact us for the details.

Contact us:

Please give us a call on: 020 7054 8395 or email us at helpacapitalchild@capitalfm.com

Help a Capital Child is an appeal run by Global Charities, registered charity number: 1091657 (England & Wales) and SC041475 (Scotland).

