



b:friend

# Fundraising Guide



# A huge thank you for choosing to support **b:friend**

We are a small charity making a big impact, and your contribution will make a massive difference to the lives of vulnerable and isolated older neighbours.

**No one should have no one.**

Those who are socially isolated are more likely to experience loneliness - a real and growing problem that affects physical and mental health. Older people experiencing loneliness have an increased likelihood of stroke, coronary disease, depression and cognitive decline: e.g., a 64% increased chance of developing clinical dementia (Holwerda et al, 2012).

b:friend supports over 1,000 lonely and socially isolated older neighbours across South Yorkshire, Derbyshire and mid-Nottinghamshire every year. We combat loneliness by pairing older neighbours with volunteer befrienders who pop in once a week for an hour for a chat and a cuppa. We also run weekly Social Clubs to boost our older neighbours' well-being and community connections, with activities from dancing and games to crafts and cultural appreciation sessions.



# How your fundraising can help:



£65 could pay for vital DBS background checks for five volunteers



£200 could provide an isolated older neighbour with a weekly social connection for a whole year



£500 could pay for over 30 new befrienders to receive important training on key issues including Safeguarding, Lone Working and Health & Safety in the Home



£1,500 could enable us to deliver over 10 full social club sessions, including refreshments and activities such as drumming, chairbics or a murder mystery afternoon



£2,000 could offer weekly support to 10 isolated older neighbours for a year



# WE LOVE PINK & PURPLE!



Our charity's colours of pink and purple are a great way to theme your fundraiser! Make your event an opportunity to get together and connect with others just like we do here at b:friend. Raising awareness of befriending and the impact it has on individuals and communities in helping combat feelings of isolation and loneliness.

**Fundraise at school, work, with friends or with your local group.**

## Get Inspired!

Here's some pink and purple-themed ideas.....

Make a donation to wear pink or purple clothes. Have a competition for the 'best dressed' person or team.



Hold a bake sale with lots of pink and purple cakes. Give out awards for the best decorated.

Tombolas and raffles are great with pink & purple prizes!

Organise a walk or run where everyone wears pink or purple



Anything can be transformed into a pink and purple theme..... quizzes, sweepstakes, movie nights or pamper nights. Even a lunch or dinner party can have a colourful theme.

For those brave enough, get sponsored to dye your hair pink or purple (or wear a wig)

The ideas are endless.....



# Here's a short guide to make your fundraising fun & easy.

## Make a plan

Decide what you're going to do – hopefully you've been inspired by our ideas.



## Register your event

Contact us on [fundraising@letsbfriend.org.uk](mailto:fundraising@letsbfriend.org.uk) to tell us what you are doing. We can support you with your event and help promote your fundraising.

## Set a date and venue

Who are you inviting and how are you going to promote your event? Social media is a great way to tell everyone about your fundraising. Tag us on your Facebook, Twitter and Instagram posts and definitely take lots of photographs! Create a poster to advertise your event. Email us for some free Pink & Purple printable resources [fundraising@letsbfriend.org.uk](mailto:fundraising@letsbfriend.org.uk)



## Keep it legal

### Insurance

b:friend does not have third party insurance so if your event involves the public you need Public Liability Insurance. If you're hiring a venue check if the venue has this already.



### Licencing

You may need a licence if you are planning to hold a raffle, lottery or auction, provide alcohol or collect money in public. You can find this out from your local council. A small raffle can be held without a licence if tickets are only sold on the same day your raffle is drawn as part of your event.



# Make it easy to collect donations

Why not set up a Just Giving page so people can donate online, or we can send you sponsor forms or a collection box. Don't forget to ask for Gift Aid it adds an extra 25% that we can claim from the tax man at no cost to you!

*giftaid it*

[Click here to create a Just Giving page:](https://www.justgiving.com/letsbfriend)

<https://www.justgiving.com/letsbfriend>



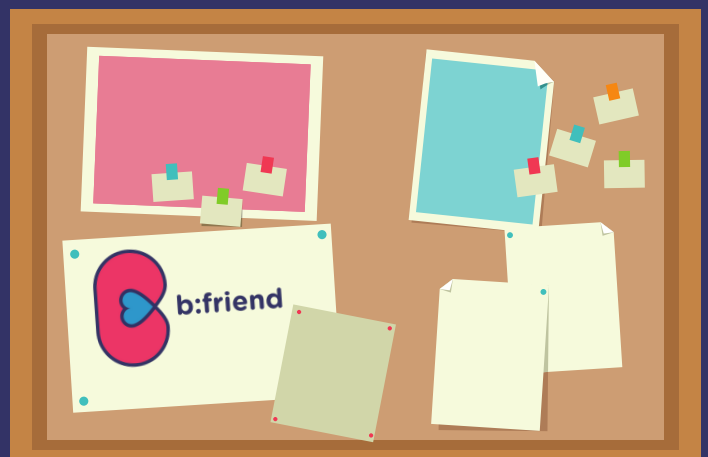
Did you know that you can raise almost 50% more in sponsorship by setting a target? Set a goal to keep yourself motivated and boost your fundraising efforts.

## Company support

Some companies operate a matched-giving scheme for employees. Ask your HR department if your company does this.

Consider asking a company to sponsor your event or make a donation so they can benefit from the positive publicity.

If you're holding the event at work, can you use your company's intranet, internal email, noticeboards, or newsletter to promote your event?





# SHOUT ABOUT IT!



1, Spread the word - Share your fundraiser on WhatsApp, Facebook and other social media channels to reach more people. If using Just Giving they have easy sharing tools to promote your fundraiser.

2, Invite friends directly to donate through your Just Giving page.

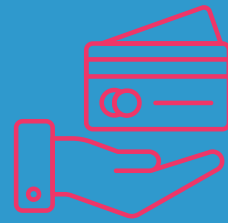


3, Add your event details or Just Giving page link to your email signature, and let friends, family and colleagues know about your fundraiser.

4, Some people may only donate on the day of your big event, or even a few days after. Don't forget to snap and share photos of all your activities. Let your supporters know how much you raised and thank them for donating.



# Paying in



Just Giving is a simple and convenient platform for both fundraisers and supporters, and they're set up to collect Gift Aid on our behalf. We highly recommend using that as your main fundraising platform.

If you receive any cash donations, you can pay it in via one of the methods below. Please let us know beforehand if you are sending any monies so we know it is coming from you for your fundraising. Add a message if donating on the b:friend website or PayPal such as 'Jo's pink and purple dinner party'. Please do not send any cash in the post.



Donate on the  
b:friend website:  
[www.letsbfriend.org  
.uk/donate/](http://www.letsbfriend.org.uk/donate/)



PayPal:  
[paypal.me/letsbfriend](https://paypal.me/letsbfriend)



## Don't forget

For sponsored events all your sponsors who donate cash will need to fill out their details in their own handwriting on your Sponsorship form. Please remember to return the forms to b:friend to enable us to claim Gift Aid to boost your fundraising total.



We will be with you every step of the way and would love to hear about your efforts. Tag us in your posts on social media:



@bfrienders



@\_bfriend



lets.bfriend



b:friend

### ANY QUESTIONS?

We're here for you . Please contact Helen on:



[fundraising@letsbfriend.org.uk](mailto:fundraising@letsbfriend.org.uk)



07563 698 530

And finally, from all of us at



b:friend :

**YOU'RE AMAZING!**

We hope you have a fantastic  
time at your event.

*Thank you & good luck!*

