



## Fundraising Pack



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## **Thank you for choosing to fundraise for React!**

This pack is designed to give you ideas for sponsorship and tell you a bit more about the fantastic work that React does for children in the UK.

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# React **FACTS**

**React stands for:**

**RAPID  
EFFECTIVE  
ASSISTANCE FOR  
CHILDREN WITH POTENTIALLY  
TERMINAL ILLNESS**

## **In a nutshell:**

React provides quick and practical assistance to improve the quality of life for children with life limiting illnesses, living in financially disadvantaged families throughout the UK.

## **Why is React important?**

Caring for a child with a potentially terminal or life-threatening illness can be an emotional and physical challenge. Unfortunately, the extra costs involved can make it a financial impossibility too.

Although some families receive the support of their local health authority, sadly they often face added expenses for which no statutory funding exists. This is where React provides the essential service that these families cannot afford.

## **What happens to money donated to React?**

Money donated to React could provide a specialist bed, sensory toys or a motorised wheelchair. React will consider any request, provided it is a 'basic essential need' and will improve the child's quality of life. React prides itself on keeping overheads to the bare minimum; so you can be assured the money you raise will go to those who need it.

## **Rapid, effective assistance**

When a child requires a high level of personal care, a broken washing machine or cooker is not just an inconvenience; it's a crisis! React places a high priority on responding to all applications in days or even hours.

# FUNDRAISING ADVICE

**The thought of fundraising can be a daunting one – but don't panic! Fundraising can be fun and rewarding. Here are some ideas and information to help you generate sponsorship support and set you on your way to fundraising success!**



## React

- **Include React literature**, posters and flyers in any letters you write asking for sponsorship or with invitations to any event you are organising to raise funds. Keep a newsletter to hand when you are asking for donations or sponsorship or carrying out a collection. If you need more copies of the newsletter then drop in to our office or give us a call on: **020 8940 2575**.
- **Know about React**. If you are able to tell people about the cause you are raising money for and why it is important then people will be more likely to support you.
- **Check you have our registered charity number, ensuring you use the correct registration number for your location: 802440 (UK) or SC038067 (Scotland)** on all materials you use in your fundraising.

## Planning

- **Don't just expect it to happen, plan for it!** Before you even start, sit down and work out where your sponsorship money is going to come from.
- **Think about your audience**. Take a minute to consider who it is you will be approaching; family and friends, colleagues, your company's customers and suppliers, or maybe clubs and groups of which you are a member. Plan events and fundraising that will suit them.

## Ask Everyone!

- **Do not be afraid to ask everyone you know**; friends, family, work colleagues, members of the sports team you play for, old school friends, your hairdresser! Remember, if you don't ask you won't get!
- **Start a new sponsorship form targeting a large amount**. Hopefully, this will encourage supporters to give more – or even some competition!
- **Never be afraid to ask people to sponsor you**. They can always say no! Remember React relies on people like you to continue with their excellent work.
- **Take your sponsorship form everywhere**. You never know when you may bump into someone who will sponsor you. Involve family and friends in different parts of the country and post a copy of your sponsor form to them. When people learn that you care about the cause you are supporting, they will be more likely to support you.
- **Text everyone in your mobile phone address book about your event**. This is a great way to get the message out there, whether you're asking for sponsorship, donations or inviting people to come to your event. Ask everyone to pass the message on to their contacts.
- **Branch out**; React can provide cardboard collection boxes. Give them to family and friends to put their spare change in. Ask your local pub or shop if they would be happy to keep one by the till or on the counter.

## Corporate Support

- **Start with where you work** – find out if your company offers matched fundraising. If your employer does not offer this, or you don't work, then find out if the scheme is offered by the companies that your family work for and if you could benefit.
- **Target local businesses and organisations** – this may be more successful than targeting large national companies as many will have specific charities they support each year.
- **Build on existing relationships.** If you have a link or contact with a company, however tenuous, expand on that. Write to them asking if they will be willing to sponsor you. Always get the contact name and address to send the letter to – you should be able to get this by phoning the main switchboard of an organisation. Follow the letter up with a phone call. Many companies receive letters every day asking for donations – make sure yours doesn't get lost in the pile!
- **Offer an incentive.** Think what you can offer the company in return for their support. Most companies are on the look out for good publicity - offer to mention them in any articles you may have in the local newspaper or interviews on the radio. Offer to wear their company logo on the event or say that you will write an article for their in-house newsletter.

## Publicity

- **Make your fundraising cause known to as many people as possible** – the more people who know the more money you will raise!
- **Word of Mouth** – this is one of the best ways to make your cause known. Tell everyone you can think of what you are doing and try and get all your friends and family to do the same.
- **Posters and Flyers** – these are a relatively cheap and simple way to publicise your cause and any event that you are organising. Display them everywhere you can think of – your windows at home, your place of work, your gym, your local pub... We can also provide you with generic posters of our logo and address. Call us on **020 8940 2575**.
- **Radio and Press** – local press is often interested in stories of people within their area, especially something a bit out of the ordinary. Send them a press release about what you are doing or a fundraising event you are organising. Make sure they mention how people can donate money to your cause or find out more about what you are doing. We have provided a press release template at the back of this pack but please do tailor it to suit you.

## Collecting your Sponsorship

- **Collect it as you go.** Whenever possible we would advise you to collect sponsorship money from your supporters when they pledge it and fill in the sponsorship form. If you don't do this you may find it very difficult to get some of the promised money leaving you with less than you expected.
- **Say thank you!** Always thank your supporters, both on your behalf and ours. If you have any special supporters please do let us know and we will be more than happy to send them a thank you and/or receipt. All fundraising volunteers will receive a certificate of congratulations for their time and efforts.

### Getting your money to React

- **Send money in as you collect it or save it up for a big cheque at the end!** We are happy to receive your sponsorship money as and when it suits you.
- **Cash:** Please do not send cash through the post. If you have collected cash and are unable to bring it into the office then please send a cheque for the amount.
- **Cheque:** Please feel free to send cheques and accompanying sponsorship forms through the post or alternatively drop into the office.
- **Credit/Debit Card:** Call us on **020 8940 2575** to pay your sponsorship by credit or debit card.
- Anytime we receive an instalment of your fundraising we will get in touch to let you know that it has been safely received.
- Please let us know when you have sent in the final amount and we will present you with a certificate to proudly display to all those who helped you achieve your goal.

*giftaid it*

Gift Aid is a brilliant way to raise extra funds. By asking each taxpayer to give their full name and address, including postcode, when they fill in their details on your sponsorship form, we can claim an element of tax for every pound you give!

### How far could your donation go?

- |               |   |
|---------------|---|
| <b>£25</b>    | Could provide a mattress protector for a child with incontinence                    |
| <b>£50</b>    | Could provide a gravely ill child with a specialist support cushion                 |
| <b>£100</b>   | Could provide desperately needed medical replacement bedding                        |
| <b>£200</b>   | Could provide a much needed holiday at one of React's holiday homes                 |
| <b>£500</b>   | Could provide a washing machine and tumble dryer for a child with low immune system |
| <b>£1,000</b> | Will provide vital sensory equipment to provide stimulation.                        |
| <b>£2,000</b> | Could provide an essential specialist sleep system.                                 |

# A TO Z OF FUNDRAISING IDEAS

- Auction of Promises** Get people to donate a promise of their time, use of their belongings, or to donate a gift. You can even ask people to auction themselves as 'servants for the day'.
- Bungee Jump** Sponsor a friend or colleague to take the jump of a lifetime, or better still, do it yourself!
- Birthday Presents** Tell all your family and friends not to buy a present but to give you money instead. This also works at Christmas.
- Car Boot Sale** Have a clear out and sell your unwanted goods at a car boot sale. Friends will usually donate items to sell too.
- Cycle Ride** Have a sponsored cycle ride and raise money for React while enjoying the wind in your hair.
- Cricket Match** Have a knockout contest and charge people to join a team. Charge admission to all your spectators and sell refreshments.
- Cake Stall** Bake a few cakes or get a friend to help and sell them to your work colleagues or school friends to have with their morning coffee.
- Coffee Morning** Have a coffee morning at home, get your friends and neighbours round for coffee and a chat.
- Dogless Dog Show** Charge your friends and colleagues to send in a photo of their pet. Then judge them in different categories i.e. prettiest dog, waggiest tail, woolliest coat etc.
- Dinner Dance** A good band and some good food for a good price. Organise a raffle and/or an auction.
- Dress Down Day** Have a dress down day at work. Charge everyone a couple of quid to wear their jeans to work or dress up in black tie or ball gown.
- Expert Seminar** Use an expert or well known personality who is prepared to donate their time to give a talk or performance. Charge admission, have a break to sell refreshments and auction a signed book or autograph. Sports personalities are good.
- Fashion Show** Ask a local store to put on a show in conjunction with your company.
- Gladiators** Have a fun day and charge teams to take part in a competition Gladiators-style knockout league.
- Give it up** Give something up for a month and donate all the money saved and raised to React. If this seems a bit too much then try it for a week!
- Halloween Ball** Sell tickets to a fancy dress Halloween Ball or children's party.
- It's a Knockout** Challenge your clients and other companies or schools to a friendly 'It's a Knockout' Competition.
- Ironing** Take in ironing for friends and family in return for a donation to your charity.
- Just a Minute** Have a sponsored game show with no repeating, hesitating or deviating.

<b>Karaoke Evening</b>	Ask a local pub to host one for you and charge an entrance fee or a donation to participate.
<b>Lunch Money</b>	Ask all your colleagues to bring in sandwiches for their lunch and donate money saved to React.
<b>Masked Ball</b>	Everybody wears a mask of his or her choice. Have a competition to guess “who’s who”.
<b>Murder Mystery Evening</b>	Invite friends to a murder mystery evening. When you have finished, pass the props on to a friend who can have a party of his/her own, donating the money to React.
<b>Night In for the Charity</b>	Ask your friends to stay in for an evening and donate the money saved to React.
<b>Open Garden</b>	Open your garden to the public for an afternoon in the summer. Selling afternoon tea and plants that you have grown from seed adds to the fundraising.
<b>Outward Bound</b>	Suggest a staff away-day with an element of fundraising. Look out for forthcoming trips which could be potential charity days.
<b>Party</b>	Invite all your friends to a party, and ask them to make a donation for the price of their ticket.
<b>Publicity</b>	Send a press release to all your local papers asking for sponsorship from companies and individuals.
<b>Quiz Night</b>	Challenge different departments or branches to a friendly inter-company quiz, with prizes for the best team, most inventive answer, wooden spoon etc.
<b>Raise Your Age</b>	Ask the children at your local school to raise their age in pounds. A great way for younger children to learn about charities.
<b>Sponsored Event</b>	Swim, slim, head shave – ask your colleagues and friends to raise sponsorship money for you in a fun way.
<b>Treasure Hunt</b>	...by car or on foot in your local area. A challenging and fun way to raise big money.
<b>University Challenge</b>	Collect together teams who attended the same or nearby universities and hold a challenge to see which university comes top.
<b>Variety Show</b>	Round up your talented friends and tread the boards- charging for admission of course!
<b>Walks</b>	Organise a walking tour to some interesting places in your town. Involve a local historian to make your walk truly unique.
<b>Wine Tasting</b>	Invite an ‘expert’ or local wine dealer to bring along a few cases of wine and donate some of the proceeds of his sales to the charity.
<b>X-Files Party</b>	...or any other themed evening with fundraising top of the menu of course.
<b>Your Own Lottery</b>	Works exactly the same way as the National Lottery, only you have a better chance of winning!
<b>Z...</b>	Your own fundraising idea beginning with Z!



## USING THE MEDIA

**Newspapers always want stories! Inform the media in your area of the challenge you are undertaking – you may wish to use the draft press release on the next page as an example.**

### MAKING CONTACT

**Think** about all of the potential press in your home and work areas, the papers you receive and those in the local newsagents. Call the News Desk and tell them who you are and what you are doing to raise money. Photographs are the best form of publicity.

**Check their deadline**, i.e. when they need the details to ensure it's in the next edition.

### WHAT TO SAY

**Send a press release.** For help with this see page 10. News Editors will start to trim the advert from the bottom up so make sure the key points are contained in the first paragraph. **Keep it brief** and keep your release to one side of A4. Include your daytime contact information in "Notes to Editor" at the bottom of the page. Include a telephone number for people to call to pledge support – ask the journalist to ensure that it is printed.

***Please feel free to offer React's telephone number: 020 8940 2575  
as a point of clarification if necessary.  
Do not forget to give the charity registration number: 802440  
If you live in Scotland: SC038067***

**Hopefully you will receive calls for further information and possibly a photo.** If you are happy to have your picture in the press then let them know. If you have good quality, relevant photos then include them with your press release. **CONTACT US FOR A REACT T-SHIRT TO USE IN PUBLICITY SHOTS OR USE OUR LOGO TO PRODUCE YOUR OWN.**

### PRESS TIPS

**Aim to gain support from the main circulation papers** but don't forget the smaller ones and freebies, they can all give you valuable coverage.

**Use the draft press release to get across your initial message** then work on additional ideas that the media may wish to focus on i.e. your training, fundraising ideas, important donations etc.

**Give your story an angle** – include some interesting details about yourself or the event that will make your story unusual.



# PRESS RELEASE TEMPLATE

## Title of Event

### LOCAL MAN/WOMAN/GROUP CAUSING A REACT-ION!

**React is a national children's charity based in Kew which provides quick and practical assistance to improve the quality of life for children with life-limiting illnesses and their families.**

On the [date].....[name]..... will be taking part in ..... to make a difference to the lives of children with potentially terminal illnesses living in financially disadvantaged families throughout the UK.

.....commented: "I am/we are doing this event because ..... I/we are delighted to be able to take part and raise money for such a worthy cause. It is important to me to support React because....."

If you would like to give an incentive reward to help ..... reach their target and raise vital funds for React, please call ..... to sponsor him/her/them.

**[Don't forget to attach a photograph]**

#### Notes to Editor

There can be no greater tragedy than to be told your child lives with an illness which will shorten his or her life. **React (Rapid Effective Assistance for Children with potentially Terminal illness)** exists to improve the quality of life for children with life-limiting illnesses who are living in families experiencing financial hardship.

React has been helping children with potentially terminal illnesses since 1989. React provides practical, vital and varied assistance including domestic equipment such as washing machines and beds, communication and mobility aids, specialist medical equipment, a much needed family holiday in one of it's mobile homes in the UK and sadly, assistance for funerals expenses and memorial headstones.

**React – Rapid Effective Assistance for Children with potentially Terminal illness.**

**– Press release ends –**

For further information on React please contact us on  
020 8940 2575 or alternatively email [react@reactcharity.org](mailto:react@reactcharity.org)  
[www.reactcharity.org](http://www.reactcharity.org)

Charity Registration Number: 802440 (UK) / SC038067 (Scotland)