



# pepper

*care for children support for families*



# SCHOOLS FUNDRAISING PACK

steps to success



# Introduction

Thank you so much for choosing to support The Pepper Foundation. This pack is designed to provide you with all the information and support you need to organise a safe and successful fundraising event. We appreciate that some of the information covered in this pack may not apply to your event but they are worth bearing in mind when making decisions.

Schools play a vital role in The Pepper Foundation fundraising and the pupils, staff and parents come up with some brilliant and imaginative money-making ideas.

If you have any further questions please do not hesitate to contact the Fundraising Team on [0845 6755566](tel:08456755566) or email [info@pepper.org.uk](mailto:info@pepper.org.uk).

Thank you once again for supporting The Pepper Foundation.



# Why support The Pepper Foundation?

## How The Pepper Foundation Started

The Pepper Foundation became a registered charity in 1994 in memory of a young cancer victim. It is named after its first fundraising event, a performance of the Beatles' Sergeant Pepper album. As a result there is now a Pepper Summer Show extravaganza in Berkhamsted, Hertfordshire every year!

Today, the Pepper Foundation provides funds for The Pepper Children's Nurses managed by The Iain Rennie Hospice at Home Service (IRHH).

## The Pepper Children's Nurses

Our Pepper children's nursing team currently cares for over 30 children in the Herts and Bucks areas, all of whom have life-threatening or life-limiting illnesses. Our nursing and family support teams also provide vital support and counselling for other family members. Our nurses provide much needed professional and loving home care on a 24 hour, 365 days of the year on-call basis – at absolutely no cost to patients or their families!

## Fundraising for Pepper

The Pepper Foundation comprises of a Board of Trustees and Pepper Events Ltd Directors and with the exception of the Pepper Children's Nurses and a salaried administrator is completely run by volunteers.

Pepper receives very little statutory funding, so the vast majority of our budget has to be generated via donations or fundraising events. Just £5 would buy approximately 20 minutes of nursing care—£130 would pay for a day's nursing care.

All funds raised for Pepper are greatly appreciated!



# The Pepper Foundation is happy to help

## Charity of the Year

Choosing The Pepper Foundation to be your charity of the year is a fantastic way to support a local cause. Your school will be able to hold a number of fundraising events throughout the year. At the end of the year (or during it) we will come and talk to you about our service and how much it means to us that you have chosen Pepper as your charity of the year.

## We can come to your school

We would love to come to your school and talk in assembly about The Pepper Foundation, the work we do and how your fundraising will help us.

- If you would like someone to come to your school, please get in touch with us on [0845 675 5566](tel:08456755566) / [info@pepper.org.uk](mailto:info@pepper.org.uk)
- If you would prefer to give your own assembly or ask a teacher to talk about The Pepper Foundation, then we can provide you with further information and advice about The Pepper Foundation to help with your preparation.

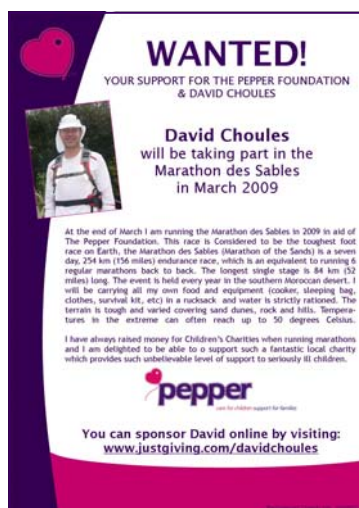


# The Pepper Foundation is happy to help

## How we can help make your event a success!

To maximise the success of your event we are happy to help you in any way we can. Please feel free to get in contact with the Fundraising Team at any time on 0845 6755566 or email [info@pepper.org.uk](mailto:info@pepper.org.uk). We can provide the following:

- Individually designed posters, flyers and tickets (A5, A4 and A3)
- Pepper purple and pink balloons
- Pepper banners
- Collection boxes/buckets
- Personalised sponsor forms, on-line fundraising page
- Gift aid envelopes
- Letter of authority to fundraise on behalf of The Pepper Foundation
- Up-to-date leaflets and information on The Pepper Foundation
- Publicity through our website, as well as via our sister charity (The Iain Rennie Hospice at Home) website
- Media coverage and publicity where appropriate.
- Moral support
- A Pepper representative or speaker



**WANTED!**  
YOUR SUPPORT FOR THE PEPPER FOUNDATION & DAVID CHOULES


**David Choules**  
will be taking part in the  
Marathon des Sables  
in March 2009

At the end of March I am running the Marathon des Sables in 2009 in aid of The Pepper Foundation. This race is considered to be the toughest foot race on Earth, the Marathon des Sables (Marathon of the Sands) is a seven day, 254 km (156 miles) endurance race, which is an equivalent to running 6 regular marathons back to back. The longest single stage is 84 km (52 miles) long. The event is held every year in the southern Moroccan desert. I will be carrying all my own food and equipment (cooker, sleeping bag, clothes, survival kit, etc) in a rucksack and water is strictly rationed. The terrain is tough and varied covering sand dunes, rock and hills. Temperatures in the extreme can often reach up to 50 degrees Celsius.

I have always raised money for Children's Charities when running marathons and I am delighted to be able to support such a fantastic local charity which provides such unbelievable level of support to seriously ill children.

**pepper**  
and the children support for charity

You can sponsor David online by visiting:  
[www.justgiving.com/davidchoules](http://www.justgiving.com/davidchoules)



**pepper**

**CARERS WEEK  
COFFEE MORNING**

**Time:**  
Thursday 12th June  
10.30-12.30pm

**Location:**  
Brooks Lounge,  
Holy Trinity C of E Church,  
252 Amersham Road,  
Hazelmere,  
High Wycombe,  
Bucks,  
HP15 7PZ

Hosted by the Pepper Children's Nursing team.  
Everyone welcome to come and enjoy coffee, cake & chat.

If you would like to attend or would like more information  
please call the Pepper Paediatric Team on 01442 890222.

Free entry, donations for refreshments welcome

All proceeds go to  
The Pepper Foundation  
Registered Charity No: 1056423



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# Fundraising Event Ideas

## Non-Uniform Day

Non-Uniform days are popular with all pupils and are very easy to organise. All you need to do is decide on a date, let pupils know and ask for a donation in return.

## Wear the Wrong Trousers Day

Why not get the pupils to wear pyjama trousers with their shirt and tie and donate a pound?

## Pink and Purple Theme

Use the Pepper colours as a theme and ask pupils to wear something pink or purple for the day (even if it is just a hair band). Charge £1 and maybe give a prize for the best dressed pupil.

## Stage a Concert/Show

Concerts are a great way to involve the whole school as well as pupils' families and friends. There is also huge scope for ideas, for example, talent shows, pantomime, play, sponsored sing and musical recitals.

## Organise a Sale

An easy way to raise money and flexible when deciding what kind of sale to have, for example, cake, bric-a-brac, CD sale, chocolate tombola and colour themed sales.

## Plan a Collection

Collections are a simple and effective way of raising money and can be carried out at existing events or as an event on their own.

## Run a Charity Sporting event

Why not organise a fun run or sports day in aid of pepper? Girls vs. boys, staff vs. pupils netball match, football match and charge a small entry fee.

## Seasonal Events

Use national holidays as an opportunity to fundraise. Have a Christmas card competition, an Easter egg hunt or even a Valentine disco!

## Have a Quiz Night

You could organise a quiz for the pupils during a school day or invite parents and make it an evening event.



# More Fundraising Event Ideas!

## Penny Races

Each class collects pennies for a set length of time (a week or a term), with the class who collects the most winning a small prize at the end. A 'Penny Races' display can track progress as time goes on - it could even be the pennies themselves in plastic tubes, so you can see who has the most!

## Sponsored Events

You could run a sponsored silence, book club, spell-a-thon or anything else at all. Your class could even be sponsored to jump the height of Everest on the school trampoline!

## Promise Auction

You could auction off promises - how much would it be worth to get your headteacher to clean your classroom in a pinny?

## Charity Shop Fashion Show

Instead of a usual fashion show, get students to buy an outfit from their local charity shop for a modest budget to make a fabulous outfit. The clothes could also be donated back!

## Hold a Fete or Fun day

Include the whole school, their family, friends and the local community by holding a fete or fun day in aid of IRHH.

## Treasure/Scavenger Hunts

## Discos

## Karaoke event

## Car Washes

This is just a start - no doubt your students will have even more ideas. Remember, the more enthusiastic your students are about running a charity event, the more involved they'll become!

## Get in touch!

Whatever you decide to do, we will be here to help so please do not hesitate to contact the Fundraising team on [0845 6755566](tel:0845 6755566) / [info@pepper.org.uk](mailto:info@pepper.org.uk)



# Planning an event

Here are some tips on how to get the most out of your event:

## Aim high:

- Be realistic about your target - but aim high!
- Break your target into bite-sized chunks
- Be creative

## Plan your event:

- **Decide** what, where, and when your event will be
- Plan everything you'll need to do before, during and after the event and stick to your deadlines!
- Work out how much your entrance fee is and how much you'll need to spend to run the event to make sure you're in the black!
- Check your planned date doesn't clash with anything in the school timetable, or anything in the local area that might stop everyone getting involved

## Recruit helpers:

- Get other teachers, members of the PTA or governors involved to help, as well as your students.
- Ask people if they'll be responsible for particular parts of the event.
- Everyone can help with promoting the event - putting up posters, selling tickets or gathering sponsorship

## Promotion:

- Is the event something the local press would be interested in? If so, give us a call and we'll help with information about Pepper and can help suggest where to send it.
- If parents are invited, send flyers home with students, advertise on the school railings, or anything else to make an impact!
- Refer to page 2 for a full list of materials pepper can provide you with to boost your event.

## On the day:

- Make sure everyone knows what they have to do
- Ensure you have a secure means to collect money
- Take photos, and ask for permission for Pepper to use them as well, if appropriate.
- Enlist help to tidy up afterwards!
- Relax, enjoy the event and have fun!



# Keeping things Legal!

## Venue - things to think about

- Is there disabled access?
- Is there sufficient lighting and toilet facilities?
- Is there adequate parking and will you need car parking stewards?
- Is there a safety capacity at the venue? If so do not exceed it.
- Ensure the venue is vacated at the agreed time and any residents nearby are not disturbed.

## Be safe

- Ensure there are no trip hazards
- Make sure there is suitable access for emergency vehicles.
- Make sure there is a first aid box.
- Designate a member of the team to call the emergency services if needed
- Consider whether you will need to bring in outside first aid cover, for example, St Johns Ambulance, depending on numbers attending the event.

## Food

- It is important for anyone selling or handling food to do it safely and hygienically. Ideally, at least one helper should have a Foundation Level Food Hygiene certificate.

## Risk Assessment

It is important that a risk assessment form is completed for all events, Pepper can provide you with a risk assessment form on request.

## Insurance

Make sure you have adequate insurance in place before holding your event.

## Other legalities

- Remember to get parental permission for children under the age of 16 yrs to help you at your event.
- Any fundraising material should state 'In aid of The Pepper Foundation, Registered Charity Number: 1056823'. Contact the Fundraising Team on [0845 6755566](tel:08456755566) or email [info@pepper.org.uk](mailto:info@pepper.org.uk) for our logo to use on printed materials.





Cavendish School 'Wacky Week'



Chipperfield School of  
Dance perform  
The Nutcracker



Haresfoot  
School  
Sleepover &  
Chinese Ball



**Thank you for supporting us  
We look forward to hearing  
from you!**

