



FUNDRAISING PACK SPONSORED EVENTS

steps to success



Dear Supporter

Thank you so much for deciding to take part in a sponsored event on behalf of The Pepper Foundation.

This Fundraising Pack is designed to help you get the most out of your sponsored event. We appreciate that a lot of these points may not apply to your event but they are worth bearing in mind when planning your fundraising.

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. Pepper receives very little statutory funding, so the vast majority of our budget has to be generated via donations or fundraising events.

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.

Thank you once again for choosing to support us.

The Pepper Foundation Fundraising Team



Pepper is happy to help!

How we can support you!

To maximise the success of your fundraising challenge we are happy to help you in any way we can - we can provide the following:

- Personalised sponsorship forms
- Fundraising web page
- Personalised pledge cards
- Personalised business cards
- Sweepstake form
- Gift aid envelopes
- Individually designed posters and flyers (A5, A4 and A3)
- 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 possible.
- A Pepper Foundation t-shirt or running vest to wear on the day
- Thank you letters to your sponsors on request
- General advice and moral support!



Please feel free to get in contact with the Fundraising Team at any time to request the above items on 0845 6755566 or email info@pepper.org.uk

Postal Address

Pepper Fundraising
52a Western Road
Tring
Hertfordshire
HP23 4WW

Pepper Fundraising
PO Box 334
Berkhamsted
Hertfordshire
HP4 1UL



Top tips for raising sponsorship

START AS SOON AS POSSIBLE

Carry your sponsorship form with you at all times.

ENLIST THE HELP OF OTHERS

Why not set family, friends and work colleagues the challenge of collecting £10 each towards your sponsored event? Get them to help you do the hard work!

WRITE LISTS OF KEY CONTACTS

Make a list of all your family, friends, work colleagues, sporting or social associates. If it helps, list them in separate sections and decide how best to ask them to sponsor you.

ONLINE SPONSORSHIP

www.justgiving.com enables charity supporters to design an online sponsor form in minutes. Whether you create your own, or we do it for you, your sponsors will be able to donate safely and tax-effectively, from anywhere in the world. Your personal site will record all online sponsors, and you will be notified every time someone sponsors you.

EMAIL AUTO-SIGNATURE

Mention your event at the bottom of your emails. Add something like 'I'm taking part in The London Marathon! Would you like to sponsor me?' to raise awareness of your event and add a link to your justgiving page if you have one.

FACE-TO-FACE

It's more difficult for sponsors to say no if you're standing in front of them. But if you can't meet them, you might like to ask for some of our personalised business cards, like mini sponsor forms, to be left at their desk. Consider using a tear-off slip.

MATCHED FUNDING

Ask the boss if the company would match your sponsorship pound for pound, or even if they would round your total up to the nearest ten, or hundred pounds.

HAVE A HIGH PROFILE

Contacting your local newspaper or company newsletter helps raise awareness of your venture and The Pepper Foundation's vital work. We can help you with this - just request our press release factsheet!

AND FINALLY, BE PROUD

The Pepper children's nursing team cares for children in the Herts and Bucks area, all of whom have life-threatening or life-limiting illnesses. Pepper receives very little statutory funding and so relies heavily on fundraising and donations; as they do not charge patients or their families for their service.



Top tips for collecting sponsorship

Some people find it easier to collect the sponsorship as it's pledged, to save having to go back to ask donors to put their hands in their pockets afterwards. If you prefer to complete the event first, work logically down the list, asking people to pay the amount they pledged.

Perhaps the top tip of all is that you should always carry your sponsor form with you because you never know when you'll bump into a sponsor!

How do you send your sponsorship to The Pepper Foundation?

There are different ways of sending us your sponsorship. You could use one or a combination of the ways below:

- You could wait until you've collected the whole amount before posting one covering cheque to us. It can take a while to collect everyone's pledges though, so your cheque might not reach us until some months after the event.
- You could send the money to us as you collect it. If you choose to do this then please follow these steps:
 1. Enclose cheque/s with a covering note stating your name and the sponsored event.
 2. Enclose copies of the sponsor forms highlighting those sponsors you have collected money from on this particular occasion.
- If you use the online funding pages at www.justgiving.com, we receive the money you have raised electronically. We will keep a tally of the amount you've raised and add it to any money you raise in other ways.

Please do not...

- Please do not send cash by post as it is not safe.
- Please do not open a bank account using the Pepper Foundation name in order to pay in cheques made payable to us, even when you intend to send us one cheque for the total at the end of your fundraising. This is illegal. Cheques made payable to the Pepper Foundation must be sent to us by post or paid into our account directly.

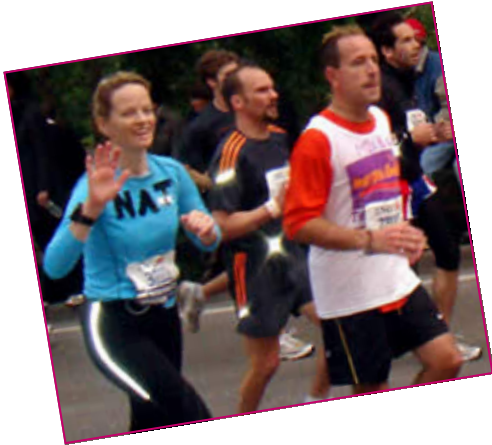
Please note that if your sponsors are tax payers and they wish us to reclaim tax paid on their donations then they can indicate this on the form by ticking the Gift Aid box. They must also individually complete the form with their full name and address. We can then reclaim the Gift Aid on their behalf (currently 28p in every £1 given). This can significantly boost your total sponsorship money raised.

Please note cheques should be made payable to the Pepper Foundation with your name written clearly on the back, and sent to the usual address (page 2)





care for children support for families



Thank you for supporting us

**We look forward to hearing
about your event!**

