

# Your Hft Fundraising Guide

Everything  
you need to  
organise your  
fundraising  
event



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**hft**  
Creative ideas  
Fulfilling lives



**Thank you for choosing to support and raise money for Hft. We hope this guide will give you all of the advice and inspiration you need to kick-start your fundraising and to have fun along the way!**

In this guide you will find:

- 3 The Hft Story
- 4 How your money helps
- 5 Shopping list
- 6 A-Z Fundraising ideas
- 7 Event plan and checklist
- 8 Online fundraising and top tips
- 9 Keeping it legal and safe
- 10 Paying in and gift aid
- 11 Other ways to get involved

## The Hft Story

Hft is a national charity that creatively supports more than 2,200 adults with learning disabilities across England and Wales to live the best life possible.

Services range from residential care to supporting people to live independently in their own homes – from a few hours a week to 24 hours a day. Hft also helps people with learning disabilities to make friends and develop relationships and to find work.

Established in 1962, Hft is funded in two ways: through local authorities, who fund vital support services, but also through donors, supporters and volunteers who enable us to find new ways to help more people thrive rather than just get by.

We put people with learning disabilities at the heart of everything we do. We work closely with them, their families and carers, and health professionals to make sure that their care and support is personalised to meet their individual needs.

We believe in a world where anyone with a learning disability can live the best life possible.

But we don't do it alone.



## Malcolm's Million

Malcolm, who has a learning disability, has walked one million steps to transform his health following a challenge set by support staff.

At an annual health check three years ago, Malcolm, who we support in Cornwall, was advised that it was very important for him to improve his health and fitness. Weighing 14 and a half stone, and with a family history of heart problems, Malcolm's doctor was concerned about his health. Malcolm was keen to take his doctor's advice and, together with his support staff, set about coming up with a healthy action plan.

Malcolm decided to take up walking and asked his support workers for help. Together they mapped out a route that Malcolm could navigate himself, and after a few practice laps with support staff, Malcolm was able to learn the route and complete it on his own. At first, Malcolm needed a little bit of encouragement, but he soon started to enjoy the challenge. Staff began to notice that not only was he losing weight but the walking was also having a positive effect on his mental health by reducing his anxiety. Before long, Malcolm was setting off for walks every day without any prompting.

Now that Malcolm was a serious walker, staff supported him to go shopping for a new pair of walking shoes. The team took him to different sports shops where he tried on many different pairs of shoes until he found the perfect fit. Sporting his brand new trainers, Malcolm proudly took to the streets once more. Shortly afterwards it was time for his next annual check up. Malcolm's weight was now down to just over 12 stone. A nurse checked his BMI and advised that according to his age, weight, and height, Malcolm's ideal weight would be around 11 and a half stone. Encouraged by his success so far, Malcolm now had a target weight to aim for.

Staff were eager to support Malcolm on his fitness journey, so they arranged for Malcolm to be given a Fitbit. With their support, Malcolm learned how to use the Fitbit to count his steps and was excited to see how many steps he had completed every day. Having daily goals really spurred him on and staff were very impressed with how much effort Malcolm was putting in. Seeing how determined he was, a member of staff suggested Malcolm take on a 'million steps challenge', which he accepted without hesitation.

To help Malcolm to understand such a big number, staff created a million steps chart, marking off every 25,000 step milestone with stickers. As Malcolm continued to smash his targets, the deal was sweetened with the promise of a big chocolate cake when he reached a million steps. Now, walking had become fun and Malcolm was not only feeling good but learning about the importance of diet and exercise. He was feeling proud of himself and wanted to show everyone that he could reach his target.

The day finally came when Malcolm took that fantastic one millionth step. Staff and friends were on hand to cheer him home and presented him with a certificate of achievement, and of course the chocolate cake! Malcolm is so proud of his great achievement, having walked the equivalent of 445 miles and losing three stone along the way. He has put his certificate on display in his room as a reminder of all his hard work and continues to keep fit and active in his new lifestyle.



## How your

# money helps

£2,500

could fund equipment and editing time for a news show led by people with learning disabilities for one year, providing them with a platform to share their stories and showcase their achievements.

£2,000

could transform a garden at one of our services into a tranquil space filled with sensory items, ranging from raised flowerbeds to textured paths and reflective items.

£1,000

could pay to put in place a Positive Behavioural Support plan, complete with sensory equipment suited to a person's individual needs, to enhance their life.

£800

could fund a club night, giving people with learning disabilities the opportunities to socialise and build new relationships.

£500

could buy an adapted bike, giving people a chance to exercise and spend time enjoying the outdoors.

£350

could pay for someone to have an epilepsy sensor installed in their bed, meaning staff can be alerted quickly if a seizure is detected.

£200

could fund a video doorbell system, helping to allow someone to live safely and securely in their own home.

£100

could pay for a key safe, giving someone the freedom to leave the house without worrying they'll forget their keys.

£50

could provide someone with a one cup kettle that helps them safely make a cup of tea without needing the assistance of a support worker.

£25

could fund a member of the Luv2meetU team to support two people on their first date.





# A-Z Fundraising ideas



There are a huge number of tried and tested ways of raising money, such as running marathons, cake sales, pub quizzes, and more that you can try. Or, with a little time and thought your own idea can be turned in to an exciting event. So, why not take some inspiration from our incredible supporters who have already raised money for people with learning disabilities with the great ideas you'll find in this guide?

- A** Auction, Apple Bobbing, Afternoon Tea, Aerobics
- B** Bingo, Bake Sale, BBQ, Bonfire Party, Bike Ride, Bag Pack, Burpee Challenge, Birthday Fundraising, Bake Off
- C** Coffee and Cake, Car Boot Sale, Car Wash, Collection, Cake Stand
- D** Dressing Up, Dinner Party, Dance-a-thon, Dog Walking,
- E** eBay, Easter Egg Hunt, Exercise Class/Challenge, Eurovision Party
- F** Fancy Dress, Fun Run, Face Painting, Father's Day, Film Night, Facebook Fundraiser
- G** Garden Party, Garage Sale, Games Night, Game-a-thon, Give up Something, Guess the Weight/Number in Jar etc
- H** Hftea Party, Hook a Duck, Head Shave, Halloween Party, Hiking
- I** International Food Festival, Ironman Challenge
- J** Jumble Sale, Jazz Night, JustGiving page, Jokeathon
- K** Karaoke, Knitting, Kick your Habit

- L** Loose Change, Lottery, Lucky dip, Livestreaming (gaming challenge)
- M** Marathon, Mother's Day, Music Night, Mobile Free Day, Murder Mystery
- N** Non-Uniform Day, (Girls/Boys) Night In, Night time Walk, Name the Teddy
- O** Online Fundraising, Olympics, Odd Sock Day, Open Mic Night, Office Party
- P** Pub Quiz, Pancake Competition, PJ Day, Press-Up Challenge, Plank Challenge, Poker Night
- Q** Quiz Quiz Quiz, Quit Something
- R** Raffle, Race Night, Read-a-thon, Run
- S** Spin-a-thon, Sky Dive, Sports Day, Sponsored Silence/Swim, Swear Jar, Santa Dash, Sweepstake, Superhero Day, Spring Clean (sell unwanted items etc.)
- T** Treadmill Challenge, Treasure Hunt, Tea Party, Tombola, Teddy Bears Picnic
- U** Unwanted Gift Swap/Sale
- V** Valentine's Day, Vegan Challenge, Virtual Collection, Video Game Competition
- W** Wig Day, Wimbledon, Walk, Wear XXX Day
- X** Xmas Present Wrapping, Xbox challenge, Xmas Jumper Day
- Y** Yes Day, Yoga-thon
- Z** Zumba-thon, Ziplining

# Event plan and

# checklist

Remember, the key to successful fundraising is to do something you enjoy and you are guaranteed to have fun! Here are some top tips for planning your fundraising whether you are throwing a party or baking cupcakes.

## Make a plan

Decide what type of fundraising event you want to do, when you are going to do it, who you are going to invite and how much you want to raise. Set yourself targets and review your progress.

## Do your research

Think about who you can ask for donations - talk to friends, family, colleagues and neighbours - you never know who will be able to help you with your fundraising ideas and sponsorship.

## Register your fundraising idea

We'd love to hear more about what you're doing to raise money. Tell us all about your plans by registering your fundraising event with us: [hello@hft.org.uk](mailto:hello@hft.org.uk)

## Tell your fundraising story

Tell everyone why you are fundraising for Hft - shout from the roof tops about the difference Hft makes for people with learning disabilities. Once people understand the impact Hft can make you will be surprised how positive and helpful they can be.

## Raising your sponsorship money

Get everyone you know involved and explore every opportunity. Involve your friends, family, local community through local newspapers, groups and clubs.

## Go online

The best way to kick start your fundraising is to set up an online giving page: [www.justgiving.com/hft](http://www.justgiving.com/hft) remember to add your minimum sponsorship target, photos, videos, updates and most importantly to share with your supporters!

## Download your fundraising resources

We've got lots of fundraising ideas and inspiration, as well as a whole host of different resources for you to download: [www.hft.org.uk/do-your-own-fundraising](http://www.hft.org.uk/do-your-own-fundraising) and help make your event the best it can be.

## Thanking

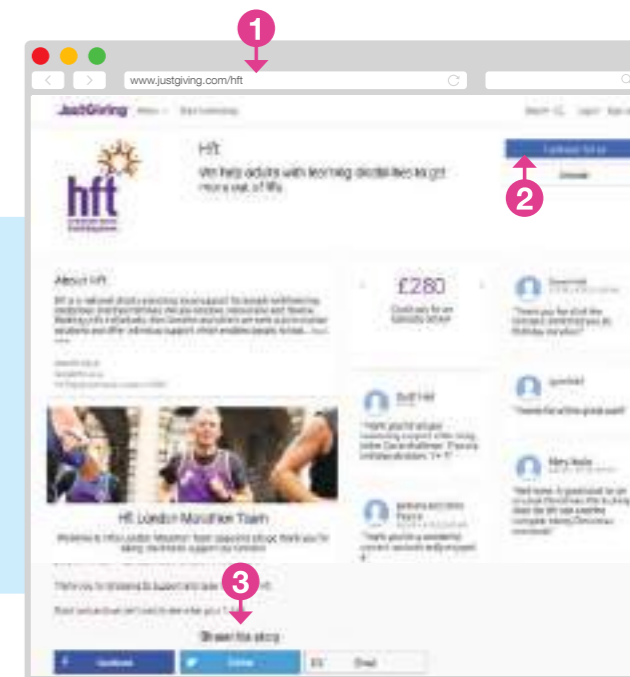
Don't forget to thank everyone that has helped you.



## Online fundraising

Having your own personal fundraising page allows you to concentrate on your fundraising event, while collecting money and Gift Aid declarations are taken care of automatically. Not to mention it's a simple way to reach dozens, hundreds or even thousands of people! It gives them a secure way to sponsor you using their Credit or Debit card, wherever they are in the world.

Hft's preferred online giving site is JustGiving as it's easy to set up and offers helpful tools to make sure your fundraising is as successful as possible.



## How to create your perfect JustGiving Page:

1. Visit: [www.justgiving.com/hft](http://www.justgiving.com/hft)
2. Click on 'fundraise for us' button in the top right hand corner and follow the instructions to create your own page
3. Once created, share, share, share!

## Top Tips Creating the Perfect Page

### 1. Upload a photo

They say a picture tells a thousand words so uploading lots of photos is one of the easiest and most effective ways of personalising your page. When your supporters first visit your page, greet them with a picture of yourself.



### 4. Email

Add your JustGiving link to your email signature so your friends, family and work colleagues can click straight through and donate as soon as they receive an email from you.



### 2. Set a target

Setting a target is a great way of motivating yourself, but it's also great for encouraging your supporters. Letting them know that they are getting you ever closer to your goal may just encourage them to give that little bit more.



### 3. Tell Your Story

Fundraising is a story so use your JustGiving page to tell people why you are supporting Hft and what it means to you.



### 6. Say Thank You!

Saying thank you is super important and there is plenty of ways you can say thank you to your supporters and acknowledge how their support has made an incredible difference. You can update the story on your page, send emails out to your donors, Tweet a thank you and update your social media status.



## Keeping it legal!

## Keeping it

safe!

There are a number of guidelines you need to know about when fundraising for Hft, if you are ever unsure please call or email our Supporter Care Team: [0117 906 1699](tel:01179061699) or [hello@hft.org.uk](mailto:hello@hft.org.uk)

### Raffles and lotteries

Raffles held at social events within a 24hr period do not need a licence as long as the raffle is not the sole reason for the event, tickets are only sold on the premises and the winners are drawn and announced at the event.

If you've decided to organise a raffle or lottery, it's very important that you review the relevant legal requirements before you get started to ensure that your activity is legal and compliant. For more in-depth information please check out our How to run lotteries and raffles guidelines.

[www.hft.org.uk/get-involved/fundraising-ideas/](http://www.hft.org.uk/get-involved/fundraising-ideas/)

### Food and drink

When food is sold at events, even if you are only providing on a one-off basis, there must be adequate facilities to prepare, every person involved in the preparation and serving must have a basic understanding of food hygiene and the food must be served safely.

If you are selling alcohol at your event you must get an alcohol licence from your local authority.

### Collections

You will need a licence or a permit from your local

town or county council or Metropolitan Police if you want to hold a street collection, house-to-house collection, pubs, offices or any other collection in a public place. We will supply you with 'street legal' sealed and numbered collecting tins/buckets. Just remember no open buckets or cans even if they have our name on it!

### Public liability insurance

Your event is not covered under Hft's Public Liability Insurance and therefore we are not able to accept liability or responsibility for anything that might happen to people or property. If you are planning an activity that involves the general public you will need to source your own public liability insurance.

### Entertainment

Live music - a license is not required to hold a live music event unless your event falls between the hours of 11pm - 8am or if your audience is over 500 people.

### Useful websites about fundraising

Chartered Institute of Fundraising:

<https://ciof.org.uk/>

The Charity Commission:

[gov.uk/charity-commission](http://gov.uk/charity-commission)

The Fundraising Regulator:

[fundraisingregulator.org.uk](http://fundraisingregulator.org.uk)

Gambling Commission:

[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

## Paying in and

Gift Aid

Every gift, large or small, gives people with learning disabilities choice to live the best life possible.

### Online

Pay quickly and easily online using your debit or credit card. Visit [hft.org.uk/donate](http://hft.org.uk/donate) then underneath 'One-off donations' click on the 'Donate' button and complete the form. Remember to also post us your sponsorship forms so that we can claim Gift Aid on all eligible donations.

### Pay by post

Send us a cheque payable to Hf Trust Ltd and send to: Hft, 5/6 Brook Office Park, Folly Brook Road, Emersons Green, Bristol, BS16 7FL  
Please do **NOT** send cash in the post.

### Pay by phone

Make a payment over the phone with your debit or credit card. Contact our Supporter Care Team on 0117 906 1699 who will be pleased to help.

### Pay in at a bank

Lloyds Bank Bristol Branch / Account Name: **Hf Trust Ltd.**  
Account Number: **01262850** / Sort Code: **30-00-01**  
**Reference:** please use your surname and fundraising activity as the reference.

Please ensure you follow the above guidance carefully as this will help save admin time.

**Please do not send cash in the post!** Remember to include any sponsorship forms (unless you created an online giving page) as every one pound you raise could be worth an extra 25p to Hft sponsors have ticked the Gift Aid section.

### Further Information:

If you need further information to pay in your donation, please contact our Supporter Care Team on [0117 906 1699](tel:01179061699) or email [hello@hft.org.uk](mailto:hello@hft.org.uk)

### Gift aid it – It only takes a tick

Please encourage all of your sponsors to tick the Gift Aid box. This means that your efforts will go even further!

Thanks to Gift Aid, Hft can claim an extra 25p for every £1 you donate, at no extra cost to you, from the tax you have already paid. The same applies to your sponsors all you have to do is let us know.

### Supporting Hft using Gift Aid:

If you have been sponsored by others in your fundraising, please send us your completed sponsorship form which will allow us to claim Gift Aid. Each donation must have a full name, address and postcode and the Gift Aid box needs to be ticked on your sponsor form.

If you have an online giving page then just tick the Gift Aid box and ask your sponsors to do the same if they are UK taxpayers. If you are raising money as a group of people, each person needs to provide their name and address details and agree to Gift Aid.



# Other ways to get *involved*

Help us give adults with learning disabilities by doing something amazing. We have many different ways of supporting Hft and we would love your support.

You can become a regular giver, volunteer, corporate partner, campaigner or leave a gift in your will, funding partnerships and supporting our vital campaign work.

Contact us: Supporter Care Team

- 0117 906 1699
- Hft, 5/6 Brook Office Park, Folly Brook Road, Emersons Green, Bristol, BS16 7FL
- [hello@hft.org.uk](mailto:hello@hft.org.uk)
- [www.hft.org.uk/fundraising](http://www.hft.org.uk/fundraising)
- [facebook.com/Hftlearningdisabilities/](https://facebook.com/Hftlearningdisabilities/)
- @Hftonline
- @hftlearningdisabilities

And finally, lots of luck with your fundraising, your support really does make an incredible difference to people with learning disabilities and we couldn't do it without you.

**Thank you!**



Registered with



FUNDRAISING  
REGULATOR

Company number



Data & Marketing  
Association

Registered charity no. 313069  
0117 906 1699 | [hello@hft.org.uk](mailto:hello@hft.org.uk) | [www.hft.org.uk](http://www.hft.org.uk)  
Patron: HRH The Princess Royal  
Company registered in England No. 734984



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