



A national charity since 1911

A stylized illustration of laundry hanging on a white clothesline against a dark blue background. The items include a blue sneaker with white laces, a red jacket with a black abstract pattern, a blue t-shirt with a black abstract pattern, a red sock with a black abstract pattern, a blue pair of pants with black polka dots and white triangles, and a red sneaker with white laces. The items are hanging from a white clothesline with white clothespins.

# Fundraising Pack

# Fundraising is about doing something extraordinary.

## We know you can do it!

If you're reading this, you're on your way to becoming part of the action and helping the **11 million people** affected by deafness, hearing loss or tinnitus.

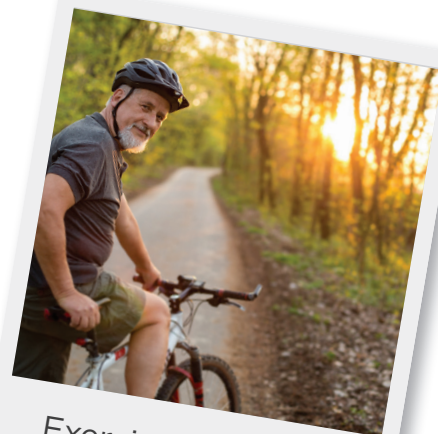
However big or small the challenge, we're here to support you every step of the way. So whether you're hosting a **silent disco**, organising a **bake sale** or **running a marathon**, you will shine with our help.



X'treme Challenge



Silent disco



Exercise challenge



Bake off



Oscar night



Coffee morning

# WITH YOUR SUPPORT

**We can create a world where hearing loss doesn't limit or label people, where tinnitus is silenced and where people value and look after their hearing.**

Communication is a basic human need, yet **11 million** people struggle with hearing loss every day. Action on Hearing Loss is the only charity in the UK dedicated to funding research to find tomorrow's treatments for hearing loss and tinnitus, and also supporting people today to live the life they choose.



**Good luck and thank you for being part of the action.**

# SOME SIMPLE STEPS TO SUCCESS

1

## **Pick an idea.**

From social evenings to sporting challenges, there are lots of ways you can raise much-needed funds. If sport isn't your thing, how about getting crafty or making some tasty cakes?

2

## **Plan your activity.**

Even the smallest activity needs some planning and preparation. The more prepared you are, the more fun you will have!

3

## **Pick something you enjoy doing and ask your friends, family and workmates what they think.**

You could even ask them to help you and approach community groups such as your local Rotary or Lions club for support.

4

## **If this is your first event, keep it simple.**

Check out our ideas throughout this booklet and on our website for further inspiration.

5

## **Aim to raise at least three times what you spend (so keep an eye out for all costs).**

You could even get raffle prizes donated for free.

6

## **Remember to tell everyone why you're fundraising**

An emotive story will always ensure fundraising success.



**Whatever you do, we look forward to thanking you for being part of the action and attempting your challenge – after all, actions speak louder than words!**



# Your support will make a real difference



**£20**

could pay for two hours of research into hearing loss causes and treatments



**£30**

could fund part of a Hear to Meet befriending session



**£50**

could fund a home visit to a hearing aid user with severe mobility problems



**£100**

could pay for 5 one-to-one support sessions for a hearing aid user



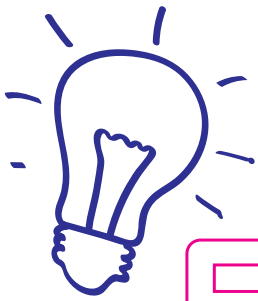
**£120**

could pay for 10 people to receive a personalised hearing profile by taking our Hearing Check



**£500**

could pay for some research to improve cochlear implant technology for people with severe hearing loss



# OUR TOP 10 FUNDRAISING IDEAS

**You'll have more success reaching your fundraising target if you break it down.**

Set yourself a goal, divide it into smaller amounts and plan several fundraisers to achieve each milestone. **For inspiration, here are our top 10 fundraising ideas...**

**1**

## **Collecting champions**

Write to your local council, or shopping or leisure centre, to apply for permission and a date to hold a collection. We will provide you with an ID badge and collection tins.



## **Get sponsored**

You could sit in a bath of beans, shave your head, give up chocolate, kick a bad habit, stay silent for a day – or come up with your own challenge!

**3**

## **Party time**

From discos to barn dances, everyone loves a good party. Charge for entry and add karaoke or silly games for more fun and fundraising!

**4**

**Quiz**

## **Quiz master**

Ask the manager of your local pub if you can hold a quiz. If they already run a quiz, suggest they hold one to raise funds for Action on Hearing Loss.

**5**

## **Get sporty**

Hold a sports day for friends and family in your local park and charge for entry to your very own mini Olympics. Prefer team games? Arrange a football, rounders or golf tournament instead.

**6****Community counts**

Approach local schools and ask them to have a dress-down day, organise a bring-and-buy sale at your local church – or ask shops to place a collection tin by their tills.

**7****Dine at mine**

Host a dinner party and ask people to donate for the privilege of eating your tasty dishes.

**8****SOLD!**

Have a clear-out and sell your unwanted items for a great cause.

**9****Supermarket sweep**

Apply for permission to hold a bag-packing day in your local supermarket. Bring some friends, pick a busy shopping day and get packing for small change.

**10****Coffee break**

Why not host a coffee morning, afternoon tea or a cake sale?



# HOLDING AN EVENT TO **FUNDRAISE**



**So you've decided to hold your own event. Whether you're planning a toddlers' tea party, a pub quiz or a grand ball, we're here to help.**

## **Set a date**

- Make sure you give yourself enough time to plan your event and pick the day of the week that'll work best for you.

## **Find an ideal location**

- Consider the type of space and facilities you need and how many people you expect to take part. Pick a venue that is accessible to all and close to transport links. Don't forget to mention that your event is for charity – often, you'll be able to get the venue for a reduced rate, or even free of charge!

## **Budget**

- Calculate your costs. Try local businesses for sponsorship and set your target. Make sure your target is realistic but considerably higher than your costs. Then spread the word!

## **The legal bits**

- We want your fundraising to be great fun, but please ensure that whatever you and your friends do is both safe and legal. After all, when you're being super amazing, you need to be super safe. Do make sure you have all the right licences and insurance – and that you follow any health and safety requirements.



# A FEW MORE TIPS

## Collections

If you're thinking about doing a street collection, you'll need to get a permit from the local council. You need to be 18 or over to do a street collection in London and 16 or over everywhere else. Please do contact us if you're planning a collection – we'll need to send you official collecting tins and ID badges.

## Raffles

For small raffles that are part of a bigger event, you don't need a licence as long as you sell tickets and have prizes drawn at the event (no cash prizes). The same applies to private raffles where you're only selling tickets to members of a club. Tickets must not be sold by anyone under the age of 16.



For more guidance, please visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk).  
In Northern Ireland, please contact your local council for your licence.

## Work mate

Have you thought of asking your employer to match the amount you raise in sponsorship for your personal challenge? Many companies do this, so find out if your company is one of them – it's not only tax efficient for them, it also doubles the funds you raise.



Please get in touch with your local fundraising team. Contact details can be found at the end of this booklet.

# ONLINE FUNDRAISING

Creating an online fundraising page with a platform like JustGiving, is a quick and easy way to collect donations. It can save you hours of asking for support and collecting sponsorship money. People also tend to give more when donating online. GiftAid can automatically be added to any donation – meaning we get an extra 25p for every £1 donated.

**We suggest that you set a specific target figure on your fundraising page. You'll be able to monitor how close you are to achieving your fundraising goal and it will encourage your family and friends to donate, to help you get there!**

Think about adding your own story - it's a great way to share your experiences, to tell people why you're supporting Action on Hearing Loss and to encourage them to be passionate about the cause and your hard work too!

Remember to promote your online fundraising page in your email signature and on social media. Don't forget to mention **@ActiononHearing** so we can retweet you.

**[virginmoneygiving.co.uk](https://virginmoneygiving.co.uk)**

**[justgiving.co.uk/actiononhearingloss](https://justgiving.co.uk/actiononhearingloss)**

# How to promote your event or fundraising activity

## How to promote your event or fundraising activity

The more people who know about your fundraising efforts, the better your chance of hitting your fundraising target, raising awareness of hearing loss and maybe even inspiring others to join you and get involved as well.



We've put together three top tips to help you shout about your event...

### Hit the headlines

Fundraising events, no matter how big or small, make great local stories, so contacting your local newspaper or radio station is a great way to spread the word and attract more support. If you would like more help with this we can send you a press release template and can advise you on how to get in touch with your local media.

### Be social

Make the most of social media by sharing your story using images, text and video. Don't forget to tag us!

### Tell us more

We have a very active community and would love to share you fundraising story with other supporters. If you would like to write more about your experience, please get in touch (contact details are at the end of this booklet) and we will help make it a reality!

# **We hope this booklet inspires you and helps you to have a successful, fulfilling and fun experience.**

Once your fundraising activity is over and you've celebrated your success, thanked your supporters and collected your money, please send us the total amount you've raised. If you fundraise online, then it's all taken care of for you.

**Please find below your local fundraising team - they'll be delighted to help you.**

## **England**

Telephone: 0207 359 4442

Email: [events@hearingloss.org.uk](mailto:events@hearingloss.org.uk)

Facebook: Action on Hearing Loss

Twitter: @ActiononHearing

## **Northern Ireland**

Telephone: 028 9024 9462

Email: [fundraisingni@hearingloss.org.uk](mailto:fundraisingni@hearingloss.org.uk)

Facebook: Action on Hearing Loss Northern Ireland

Twitter: @hearinglossNI

## **Scotland**

Telephone: 0141 341 5350

Email: [fundraisingscotland@hearingloss.org.uk](mailto:fundraisingscotland@hearingloss.org.uk)

Facebook: Action on Hearing Loss Scotland

Twitter: @hearinglossSCO

## **Wales**

Telephone: 029 2033 3036

Email: [fundraisingwales@hearingloss.org.uk](mailto:fundraisingwales@hearingloss.org.uk)

Facebook: Action on Hearing Loss Cymru

Twitter: @hearinglossCYM



**Action on Hearing Loss** (formerly RNID) is the largest UK charity helping people who are confronting deafness, tinnitus and hearing loss.

We give support and care, develop technology and treatments, and campaign for equality. We rely on donations to continue our vital work.

To find out more, visit **[actiononhearingloss.org.uk](https://actiononhearingloss.org.uk)**

**Contact our free, confidential Information Line:**

|           |  |
|-----------|--|
| Telephone | 0808 808 0123  |
| Textphone | 0808 808 9000  |
| SMS       | 0780 000 0360<br>(standard text message rates apply)                               |
| Email     | <a href="mailto:information@hearingloss.org.uk">information@hearingloss.org.uk</a> |

 Action on Hearing Loss

 @ActionOnHearing

 actiononhearingloss

**Thank you for your support!**

**Some more ideas for being part of the action**

Pub quiz, Contact local press, Car boot sale, Sporting sweepstake, Bingo night, Curry night, Charity concert, Raffle, Auction, Collection tins, Football tournament, Garden party, Cake sale, Karaoke, Comedy club night, Afternoon tea, Christmas quiz, Abseil, Swear box, Tombola, Head shave, Guess the ?, Cooking competition, Yoga/fitness class