

*“Thanks to Coram
I feel settled and
safe”*




Coram:
Fundraising Pack

proudly supporting

coram

better chances
for children
since 1739



“I don't feel scared anymore”

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THANK YOU!

We are so pleased that you have agreed to support Coram through your fundraising challenge. This pack is designed to give you lots of fun and achievable ideas to help you reach your fundraising target with as little stress as possible. We have also included further information on Coram along with top tips and ideas for fundraising.

As well as this pack **the Coram Team** is on hand for advice and guidance, whenever you need this. You can contact us at corporate@coram.org.uk or 020 7520 0339.

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Who we are

Founded in 1739, Coram is the UK's first children's charity. For more than 275 years we have been improving children's lives, and giving them what matters most – the chance to feel loved, safe, to have the confidence to make choices, and build the skills they need for a brighter, better future.

The world has changed a lot since Coram was first established, but too many children are still alone and at risk, marginalised at school, or without a safe and permanent place they can call home. Coram provides the care and support today's children need to feel safe and loved, and to take responsibility for their own lives.

Who we help

Today, Coram works with more than a million children, young people and families every year, across the UK, delivering a range of critical services to help improve children's lives. From creative therapies for traumatised children, to supported housing for care leavers, we create better chances and a brighter happier future.

We also reach thousands more children through our specialist partners including Coram Children's Legal Centre; offering free, expert legal advice to thousands of families, whilst our schools based Coram Life Education programme delivers health and drug education to a further 800,000 school children every year. Coram Voice helps children in care to know their rights & get their voice heard. For more detailed information on our work please visit www.coram.org.uk.

Coram
adoption
successful for
99% of children



"I think the biggest thing is his confidence. He has really come along in such massive ways"
- Clare, whose son had music therapy





How you can help?

There are lots of ways in which you can fundraise for Coram, from running a barbecue, picnic or car boot sale to organising a dress down day at work or school. It's easy. All you need is some time and energy!

If you don't have the time to organise your own event why not take part in some already established events such as the London Marathon or do a parachute jump! For further information on current events Coram is running and the chance to engage in them, please visit our website at www.coram.org.uk/ways-you-can-get-involved/challenge-yourself

How your support can help?

Everyday Coram offers help and support to vulnerable children and young people across the UK. Even small donations from your fundraising activities can make a big difference to a young person's life.

£10

Will pay for **two children** to benefit from Coram Life Education for one year, helping them to understand how to make healthy choices as their lives develop.

£25

Will pay for a participation meeting for a group of young people who are leaving care, providing them with the skills and information needed for their transition into independence.

£50

Can help cover the costs of finding and training adoptive parents to give a child in care a new chance in life.

£100

Will pay for a session of intensive music therapy, helping children express themselves and overcome barriers to learning.



90p

Of every pound is spent directly on our services.



86%

of young people are in education, employment or training 6 months after leaving Coram's Supported Housing

Getting started - fundraising ideas

There are plenty of ways to fundraise for Coram aside from asking people for direct donations. Here are some of our ideas to do with friends, family and your local community. Remember if you need any more ideas you can always contact the Corporate Partnerships Team at Coram.

Fundraising activities

- Organise a dress down themed day at work
- Hold a raffle
- Ask your colleagues and friends to sponsor a 24 hour silence
- Sell cupcakes at work
- Go to a car boot sale, or sell your unwanted items on eBay
- Ask for donations instead of birthday or Christmas presents
- Sell vouchers which entitle people to one favour from you
- Take on a sponsored sporting activity, fun run, 10k, marathon, skydive to fundraise for Coram.

TOP TIPS FOR FUNDRAISING

Spread the word

Tell as many people as possible what you are doing - an obvious one, but the more you ask, the more you will get! Email friends, family, business contacts, colleagues etc. about your planned activities early to ensure their support.

Get Online

Set up an online giving page as soon as possible. This makes donating easy and allows you to keep track of the individual supporters and encourage people to forward on your online page to their friends and family.

Speak to your employer

Some companies have matched giving, meaning they will donate an amount equal to what you have raised (up to a set amount). Even if they don't, they may allow you to organise your fundraising activities at work, or promote them using internal communications or your intranet.

Make it personal

People are more willing to give if they can see you are passionate about a cause. They are generally sponsoring and supporting you, not the charity, so it will help if they can understand why this is important to you.

Gift Aid

Make sure you tell people to Gift Aid their donations, and give them the option if you are using paper sponsorship. For Gift Aid, we need the person's home address and postcode and a box ticked that they agree to Gift Aid their donation.

Secure it!

If someone says that they will sponsor you, make sure they do! Sending out email updates on how your activity, training or event is going can work as a gentle reminder to those who haven't yet supported you.

9 in 10

school children visited by Coram Life Education better understand drugs and alcohol risks

Helping children
make healthy choices



94%

of vulnerable children communicate better after having Coram creative therapy



Fundraising Events

Organising your own event can be a great way to raise money. Charge friends, family and colleagues £5, £10 or £20 to attend to raise money whilst having a fun day or evening at the same time.

Fundraising events;

- Organise a football tournament for friends, family and colleagues
- Host a “Come Dine With Me” themed dinner party at your house
- Invite friends over for a Games Evening of Kerplunk or Hungry Hippos!
- Hold a cheese and wine tasting evening
- Organise a pub quiz night
- For those with musical friends, organise a charity gig
- Host a pool or darts competition in your local pub
- Arrange a bring and buy sale
- Organise a charity walk, go-karting or sporting event
- Take part in a Challenge Event for Coram

Please make sure that any event you do is legal and safe and does not require any special licence. If you need any advice, please give us a call. If necessary, we can also provide proof to local businesses that you are fundraising for charity.

TOP TIPS FOR EVENTS

Spread the word

Local businesses may be able to donate prizes for our raffle or your employer to host fundraising events at work.

Number crunch

Think about how much you would hope to raise from one event and how many people you would need to do it. For example, you could make £150 from 50 colleagues paying for a cupcake each, or you could make £200 from 10 friends paying £20 for dinner and a film at your house.

Keep things simple!

You don't want to tire yourself out before the event has even started. Plus there is less risk involved in events that don't cost much to organise.

Plan, Plan, Plan

If you are organising an event there will be lots of detail you need to think about to ensure it runs smoothly. It is always best to start earlier than you might think necessary. Once you have your date put together a check list of actions with deadlines and who they should be completed.

Know your audience

Who are you approaching? Think about different groups of people that you could get involved. This could be family, friends, work colleagues, fellow students, your local pub, sports club members etc. Tailor your event to suit who you know will attend. Think about how you can promote the event, through internal communications at work, local shops, pubs etc.



“He looked up at me, with those big brown eyes, smiled and jumped into my arms”
- Ryan, adoptive father



More confident parenting for
98%
on our parenting programmes



Spreading The Word

It is important to publicise your fundraising activities and events as much as possible. There are many ways you can do this, big and small. Here are some suggestions:

At work...

Adding a link to any online e-giving pages you may have set up, at the end of your personal and work email signatures spreads the word with absolutely minimal effort. It is also a subtle way of asking people you may not have otherwise approached.

You can publicise your efforts through a staff intranet, or by putting up our poster in the staff kitchen. The poster has been left blank so that you can fill in details of your fundraising event, or e-giving page.



Social Media

Social media can be an extremely valuable tool in driving up your fundraising total. It is a quick and easy way to reach hundreds of people. Provide regular updates on your event or activity progress, particularly as the date of your activity draws near, to remind those who haven't yet supported you. Make sure you include a link to any online giving pages, so that people can get there with one easy click!

It can also be helpful to share 'links' to the Coram website, so that people learn more about what we do and why we are your chosen charity.

If you haven't already, please join the thousands of followers that @Coram has on Twitter and Facebook. Our friendly Communications Team who look after our social media accounts will say 'hello' to you online and help you promote your fundraising.

Local Community

Local newspapers and radio stations are often interested in community fundraising stories. Maybe you are planning a really interesting fundraising event, maybe you are completing a sponsored run in a costume, or maybe there is a story you want to share about why you chose to run for Coram.

Telephone the newspaper or radio station, find out which journalist would cover your story and ask for their contact details. Then email them with a press release, preferably with a photo as well, and follow up with a phone call a few days later.

We can email you a template press release if you would like to contact your local media. Please get in touch with us at corporate@coram.org.uk or 020 7520 0339. We can also give you advice about personalising the press release.