



CREATE ARTS.ORG.UK

**CREATE
FUNDRAISING PACK**



“AT A TIME WHEN THERE’S SO MUCH NATIONAL NEGATIVITY, TAKING PART IN SOMETHING LIKE THIS MAKES YOU REALISE WHAT A DIFFERENCE PEOPLE MAKE TO EACH OTHER.”

“I HAD SUCH A GOOD EVENING THAT I DON’T KNOW HOW TO PICK JUST A FEW HIGHLIGHTS. CERTAINLY FINDING OUT HOW MUCH MONEY WE HAD RAISED FOR CREATE WAS ONE, AND THE REACTION FROM THE AUDIENCE WAS VERY SPECIAL.”

DEAR FUNDRAISER

First thing's first: **THANK YOU** for choosing to support Create!

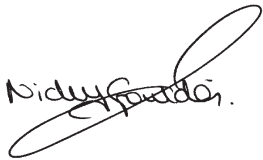
Your fundraising will help us in our mission to make society fairer by connecting the most disadvantaged people to the power of the creative arts. We know that unleashing creativity ignites imaginations, develops confidence and builds relationships.

Like setting off a firework, our professional artists light the touch paper and our participants discover new found self-belief and a desire to try more, do more and be more.

With your help, we can reach out to even more vulnerable people and provide them with opportunities to enhance their lives.

In order to help make your fundraising easy and enjoyable, whilst raising as much as possible, we've put together this pack in which you'll find lots of exciting ideas and tips on fundraising to reach (and maybe even surpass) your target. There's also advice on how to improve your fundraising page and maximise your donations through social media.

On behalf of all the children and adults whose lives will be transformed by your fundraising efforts – thank you, good luck and welcome to Team Create!



Nicky Goulder
Co-Founder & Chief Executive, Create



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**68% OF YOUNG CARERS ARE
BULLIED IN SCHOOL AND
EXPERIENCE OVERWHELMING
FEELINGS OF
LONELINESS
& ISOLATION.**

**YOUR SUPPORT COULD GIVE
ISOLATED YOUNG CARERS LIKE
GEMMA THE FREEDOM TO
EXPLORE THEIR CREATIVITY
AND EQUIP THEM WITH THE
SELF-ESTEEM AND SOCIAL
SKILLS TO PAINT THEIR WAY TO
A BRIGHTER FUTURE.**

“WHAT DIFFERENCE CAN I MAKE?”

Gemma's Story

Thirteen-year-old Gemma (not her real name) has been caring for her mother, who has multiple sclerosis, since she was just three. A typical week for Gemma includes household chores like washing clothes, food shopping and cooking, leaving little time to spend time with friends.

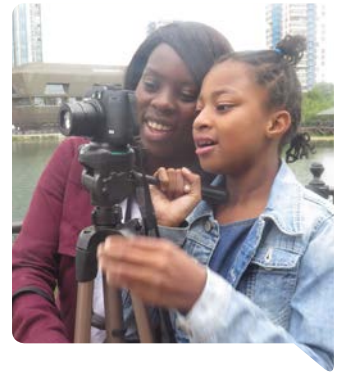
“There are times when my mum just breaks down and cries because it's so unbelievably hard for her. And that has a knock-on effect on me. I can't always talk about caring because not everyone understands.”

But during Create's photography workshops, I spoke to another young carer whose mum also has MS. She described it to me and it sounded a lot like how my mum gets. I felt like I could talk to her about it because she understands what it is I'm going through. Now I feel I can communicate and open up to people.”

£25 could provide young prisoners with creative materials to make storybooks for their children at home, strengthening the bond between father and child.



£250 could help fund a confidence-boosting photography project, allowing 12 young carers to build emotional resilience in the face of bullying.



£40 could bring the joy of music to children in hospital, reducing anxiety and stress, and helping them cope better with pain and medical procedures.



£500 could provide creative writing workshops for adults who have experienced homelessness, enabling positive self-expression.



£100 could give isolated older people the stimulation and health benefits of being active through a dance programme with others in their community.



£1,000 could help break down the barriers that keep young people with and without disabilities apart, through music workshops in which friendships can flourish.



PHENOMENAL FUNDRAISING IDEAS



BAKE YOUR WAY TO SUCCESS

The bake sale is a classic fundraiser that cannot fail! Our website is brimming with excellent downloadable materials to help you on your way: everything from posters to invitations to colouring-in bunting.

Try Create's favourite red velvet cupcake recipe- available on the Community Fundraising page of our website.



COMPETE TO BE THE HOST WITH THE MOST

Invite your friends to take part in a "Come Dine With Me" style event and see who among you is the top chef.

Gather together three to seven friends. Each friend pays a small entry fee and takes it in turns to host a three course dinner party. At the end of each night, the guests secretly give marks out of ten. At the final dinner party, the host with the highest combined score is crowned champion.



AUCTION OFF YOUR TALENTS AND SKILLS

Do you have a special skill that's much in demand? Maybe you can service a bike or give guitar lessons. Maybe you're willing to take on a task that others don't want to like doing the gardening or washing a car.

Let your friends and family know that your services are up for auction and that the money raised will go to a good cause. Keep prospective bidders updated whenever a new bid is made to up the ante!



TEST YOUR ENDURANCE TO THE LIMIT

This fundraising method is not for the faint-hearted!

Take on a fun run, bike ride or endurance challenge and ask your friends, family and colleagues to support you with a donation.

Or test your nerve with a nail-biting skydive or bungee jump.



QUIZMASTER

Host a quiz at your work, pub or community centre. Use the downloadable posters on our website to get the word out and charge each player a small fee to take part.

You can generate free quiz questions on [this great website](#).



SSSHHH!

A sponsored silence is a sure-fire way of raking in the cash, especially if you're known as a bit of a chatterbox!

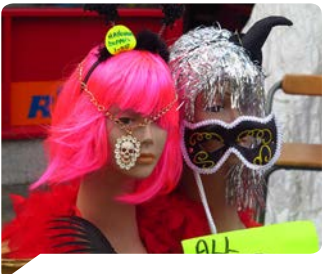
It's also a great opportunity to explore other forms of communication, which is something we try to do through the creative arts. You could try drawing instead of speaking or communicate through the medium of mime!



FANCY DRESS

Organise a fancy dress day at work. Charge your colleagues a small fee to dress up and double it for anyone who doesn't take part. Make sure you get your boss involved!

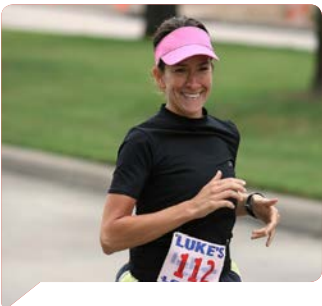
Dress as your childhood hero, bad-taste and under the sea are all great themes.



SET UP YOUR OWN THRIFT SHOP

Ask around for any unwanted clothes and sell them on as vintage garments at work or online.

Exercise your creativity by upcycling drab clothes. Then you can market them as one-off designer pieces!



SPORTS DAY

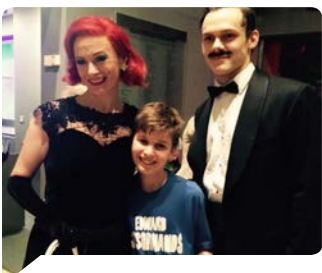
Relive the dizzying high of winning an egg and spoon race at a grown-up sports day.

Charge colleagues, friends or family an entry fee and divide up into teams as you take on the sack race, three-legged race, tug of war, bean bag balance race and welly throwing.



COCKTAIL EVENING

Invite your friends, neighbours and family round for an evening of cocktails. Ask each person to make a small donation and to bring their favourite spirit. Then work together to come up with creative new concoctions!



SHOWCASE YOUR TALENTS

Put on a talent show and invite amateur singers, dancers, musicians and magicians to take part.

You can then sell tickets to friends and family of the talented participants.



HOW TO FUNDRAISE ONLINE

You may want to set up an online fundraising page to create a quick and easy way for your supporters to donate. Here's how.

1. Log in to **your JustGiving account**, if you don't have an account you'll be prompted to set one up
2. Click on 'Start Fundraising' at the top of the page and type in Create
3. Let us know what you're doing to raise money. Are you taking part in an organised event (like a 5k), celebrating a personal occasion, raising money in memory of someone or taking on a personal challenge?
4. If you're taking part in an organised event, search for and select the right one. If you can't see the event listed, select 'Doing your own thing' at the end of the list of options
5. Finalise your selection. Tell us if you're doing an event or challenge in memory of someone. Is the charity contributing to the cost of your fundraising? If you'd like to stay up to date with your charity's news, as well as our own, make sure the boxes remain ticked
6. Choose your JustGiving web address – this is the link that the whole group will be sharing with friends and family for them to donate to the page. It's best for your web address to include your team name
7. Click 'Create your page'.

If you want to set up a team fundraising page or have any questions about online fundraising, contact us on eliza@createarts.org.uk.

Your Activity Details

Play around with this section of your fundraising page and try to write something personal that will connect with your friends, family and supporters. Feel free to use the following text to inspire you:

Hi everyone! This [month] I'll be [details of the event].

I'm raising money for Create, a charity that makes society fairer by connecting the most disadvantaged people to the power of the creative arts. The charity works with everyone from young carers and children with disabilities to older people living with dementia and homeless people – so it's a really worthwhile cause.

I've chosen to take on this exciting challenge but the vulnerable people that Create works with don't choose the challenges they face on a daily basis. Big or small, your donations will make a huge difference to the lives of children and adults across the country:

£10 could buy materials to enable disabled and non-disabled children to create a sculpture together.

£25 could give five homeless adults a book of the poetry they have written.

£50 could enable a young patient to participate in an interactive music workshop whilst in hospital.

£100 could enable a young carer to take part in four photography workshops with her friends.

I really appreciate your support. Thank you for your donation."



SOCIAL MEDIA

Taking your fundraising appeal to social media is a great way of bringing those donations in and inching closer to your target. We're here to support your fundraising in any way we can, and that includes boosting, re-posting, liking and sharing your appeals on social media.



TWITTER

- Our twitter handle is @CreateCharity. Use #TeamCreate in your tweets to connect with other fundraisers.
- Keep an eye out on trending topics. Is there a way you can add your campaign to the conversation?
- Don't forget to recognise your donors! Just type @ + their username in your tweet and select their profile from the dropdown box.



FACEBOOK

- Our Facebook page is Create charity.
- Let your friends know about your fundraising through status updates. Tag those who you think might donate in your updates and link to your fundraising page.
- Let your friends know how close you are to your fundraising goal and thank friends when they donate to you (Just type @ + their name; then select their profile from the drop down box). This may spur others into donating!



LINKEDIN

- Just like on Facebook and Twitter, LinkedIn allows you to post status and links on your profile. Posting updates and fundraising messages to your connections is a great way of promoting your fundraising to a large number of people.
- Explain what your challenge is, why you are participating, what your fundraising goal is, and provide a link to your page.

TOP TIPS FOR MAXIMISING SPONSORSHIP

- Tag Create in your fundraising updates, and we'll help to promote your achievements and get those donations rolling in.
- We regularly post stories and pictures from our workshops on social media. Sharing these with your friends and family is a powerful way of showing them the extraordinary impact of your fundraising efforts.
- Use lots of pictures! If you're taking on a race or cycle, share snaps as you train. If you're holding a bake sale, share snaps as you bake. Did you know that tweets with images get 150% more retweets?
- Adding a link from your personal email signature to your fundraising page is a great way of raising awareness of your campaign.
- Be sure to thank your supporters online.
- Ask your boss if you can add a link to your fundraising page in your email signature; and add one to your private email signature too! Maybe your colleagues would be happy to add your link as well!



PRESS COVERAGE

Getting press coverage from your local paper is a great way to maximise your fundraising efforts. Below are some of our top tips to getting some great exposure. Local newspapers love to report on fundraising efforts of people in their area.

TOP TIPS

If you have time, it is a good idea to ring the paper. You will need to contact the news desk; call the switchboard and ask to be put through to news. If there are options please choose news, or they may call it editorial.

If it's a daily paper, try not to call in the middle of the day. If it's a weekly paper try not to call the day before it is published.

Newspapers often put contact email addresses for their journalists or editorial on the outer cover of the newspaper (first two pages or last two pages).

It's a good idea to have pictures of yourself (maybe ask a friend to take some). You can also use some of our stock images as well which you can download by clicking on the link on this page.

WHAT NEXT

Send the information about your fundraising by email, wait for a few days and then ring your contact to find out if it has arrived and whether they need any more information. Quite often they will ask you to send it again as journalists are always incredibly busy.

The journalist may want to ask you more details, so be prepared to explain why you are taking part, a bit about Create and let them know if you have any link to one to the participant groups which we work with.

It's ok to ask the journalist when the story might appear. They may even offer to send you a copy, but please do try and look out for it and be sure to let us know about any coverage too.

HOW TO DESCRIBE CREATE

We try to use specific language when talking about Create. Have a look at this short paragraph below. You can send this to the journalist to describe what we do or put them in touch with our Press office (details at the bottom of the page).

Create is the UK's leading charity empowering lives through the creative arts. Their focus is on engaging the most marginalised participants in inspiring, sustainable arts programmes in areas where provision is poor and engagement in the arts is therefore low. They prioritise their work with seven participant groups: young patients; disabled children and adults; young and adult carers; schoolchildren in areas of deprivation; vulnerable older people; young and adult prisoners and marginalised children and adults. Every project helps to create a society that is fairer, more caring and more inclusive.

If you have any questions about getting press coverage or want to refer a journalist to our Press team then get in touch by emailing info@createarts.org.uk or phone 020 7374 8485 or have a look online at createarts.org.uk/mediacentre



GIFT AID IT!

- If possible please make sure that you give your supporters the opportunity to Gift Aid their donation.
- If you have downloaded a Sponsorship Form from the Community Fundraising page of our website make sure your supporters tick the Gift Aid box.
- If taking donations through Virgin Money Giving, remind your friends and family to check the Gift Aid option.

giftaid it

WHAT IS GIFT AID?

Gift Aid is an income tax relief designed to benefit charities and Community Amateur Sports Clubs (CASCs). If you're a UK taxpayer, Gift Aid increases the value of your charity donations by 25%, because the charity can reclaim the basic rate of tax on your gift – at no extra cost to you. This means that Gift Aid gives us an extra 25p for every £1 donated!

HOW TO PAY IN

So you've collected a bucketload of cash. What's next?

Deposit the money at your bank and then transfer the funds to us using our bank information (on the right).

You can send cheques to:
Create
3rd Floor,
14 Austin Friars,
London
EC2N 2HE

Alternatively, you can donate via our website:
<https://createarts.org.uk/>

BANK INFORMATION

Bank:

The Co-operative Bank

Account Name:

Create (Arts) Limited

Bank Account Number:

65637528

Sort Code:

08-92-99

AND FINALLY ...

You've set up your fundraising page, contacted your friends, family and colleagues and explored potential fundraising options. So what's next?

Tell us all about your plans! We'll share your fundraising news through through social media, so be sure to follow us on Twitter and like our page on Facebook.

We would love to share your efforts with our supporters, so please get in touch if you're planning any fundraising activities or have messages you'd like to share.

We're here to support you, so if you need any advice, materials for your fundraising (posters, flyers etc.) or just want to catch up, please call us on 020 7374 8485 or contact us on grace@createarts.org.uk.

So from the entire Create Team:

Thank you and good luck!

