

Fundraising pack



THANK YOU

Thank you for choosing to support Imara! This fundraising pack contains information that may help you in raising funds and organising events.

We wish you every success in raising funds. Your efforts will help us continue to offer early intervention support to children, teenagers, vulnerable adults and families after a disclosure of child abuse.

This pack includes:

- Fundraising ideas – ways to raise money for Imara
- Fundraising tips
- How to send us the money you raise
- Poster template

If you have any questions about fundraising for Imara, please contact info@imara.org.uk

What your fundraising could do

We rely entirely on grant funding and donations to deliver the service that we offer. Our work simply wouldn't be possible without people like you. No matter how big or small your donations are, they will always be put to good use.

£250

of the money you raise will allow a child to be supported throughout the Criminal Justice Process, by attending at video interviews, child protection medicals and helping them through giving evidence at court

£500

of the money you raise will allow a child to have a course of specialist ongoing therapy

£100

of the money you raise will allow a child to be supported throughout the advocacy process including health, housing and education

£100

of the money you raise will allow a child a Specialist Trauma Assessment to provide techniques for acute trauma symptoms such as flashbacks, sleep problems and anxiety

Fundraising Ideas



Take part in a challenging event

Sponsored runs, swims, bike rides and countless other challenging events take place all over the UK. Look out for local & national adverts and get your friends, family and colleagues to sponsor you.



Organise your own event or activity

You can do just about anything! Why not use our list below to get your brain ticking and get your family, friends, colleagues, school or club involved.

- Coffee mornings
- Cake sale
- Barbecue
- Book Sale
- Car wash
- Fashion show
- Swishing
- Car Boot Sale
- Sponsored diets, head shaves, beard growing
- Non-uniform and dress-down days at school or work
- Karaoke Evening
- Dinner Dance or Ball
- Bingo Night
- Golf Tournament
- Sponsored run, swim, sky-dive

Charity of
the year

Encourage your company to support Imara

If your company operate a charity of the year scheme or looking for a voluntary organisation to support, please email us at info@imara.org.uk and let us know how we can be put forward for selection.

Fundraising Tips and Hints

Getting Sponsorship

- Set a target and tell people about it. Aim High!
- Ask everyone you know – friends, work colleagues, family, school, neighbours, local businesses.
- Spread the word on social media – Facebook, Twitter and LinkedIn are a great tool!
- Ask for Gift Aid. Gift Aid increases the value of the money you raise by allowing us to claim tax on donations

Setting up a Fundraising Page on Local Giving

You can reach more people and raise more money by setting up an online fundraising page. When you fundraise for Imara. We will set up a Fundraising Page on Local Giving relevant to your fundraising event. All you will need to do is spread the word to your friends and family who can donate at a click of a button.

Tip: Link your Local Giving page to your Facebook or Twitter account.

We will also keep updating your Local Giving page by adding photos and progress reports for your supporters to see how you're getting on.

Keep us updated!

As stated in our fundraising agreement, we wish to remain updated on your progress. Let us know the details and how much you raised. Every fundraiser will get the opportunity to feature on our website and monthly newsletter.

We are here to support you every step of the way. If you have any further questions, please do not hesitate to get in touch.

#imarafundraising

When you're spreading the word on social media, don't forget to include #imarafundraising.

If you haven't already done so, follow us on twitter @imaraCIC and we will follow you back.

How to send us the money you raised



Online with Local Giving

When we've set up a page on Local Giving for you, all donations will be sent directly to us, so once your fundraising event is done, you won't have to do any chasing.



Cash

Please do not send cash through the post. If you would like to submit your cash donation, please drop us an email and you will be invited down to our office.



Cheque

Write a cheque payable to Imara CIC and send it along with any sponsorship forms to our office address.

BACS

BACS

Please contact Imara to make a BACS payment.





I'm raising money for Imara

Event:

When:

Where:



Fundraising Agreement

Thank you for fundraising in aid of Imara!

If you are planning to raise money from the general public in support of Imara, we need to have a written agreement from you. This agreement is required by the Charities Act 1992 and the Charitable Institutions (Fundraising) Regulations 1994. It reflects the commitment of Imara to fundraise in line with the Institute of Fundraising Codes of Best Practice. Please refer to the Codes of Practice to help you plan your fundraising event.

Please read this agreement and then sign and return it to Imara before your fundraising event/activity.

1. General

I understand that in all of my fundraising I should make it clear that I am fundraising in aid of Imara but that I do not represent Imara

Imara is unable to provide insurance to those fundraising. Therefore, I understand that I must always consider if appropriate insurance cover is required for my fundraising activity

Imara does not accept responsibility or any liability for any loss or damage, or any death or personal injury, arising from this fundraising activity

I understand that I need to carry out a risk assessment to ensure I have proper plans for the safety of participants

2. Health & Safety

You must comply with the Health and Safety at Work Act 1974 and all other relevant subordinate legislation

If you are going to be carrying money around take care with personal security. Always use a safe route and always be accompanied and/or carry a personal alarm

If contractors, sub-contractors or external facilities are used, make sure they have the relevant experience and can demonstrate compliance with insurance and health and safety standards

The Health and Safety Executive has further information and guidance at: www.hse.gov.uk

3. Collections

I understand that I need a licence from the local authority and agreement from Imara to collect funds on the street, in a public place or by going from house to house

4. Raffles and Lotteries

I understand that there are strict laws relating to raffles and lotteries and that I should consult with Imara before organising a raffle or lottery. The Gambling Commission provides useful guidance at www.gamblingcommission.gov.uk

5. Events

I understand that I need to ensure that my event is organised efficiently and safely and that

Imara cannot accept any responsibility for my event nor for anyone who participates in it

I will ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected

I will check whether I need any special licence (e.g. public entertainment licence or a licence to sell alcohol)

I will ensure that my event is properly and adequately supervised

Where children (under 16 years) are involved I will ensure that I:

- a. Provide proper adult supervision
- b. Check that the child's parent/guardian have given their permission for their child to take part
- c. Provide Imara with signed copies of parent/guardian consent
- d. Carry out appropriate background checks if adults are to have unsupervised access to children

6. Publicity and Promotion

I understand that to make it clear that I am fundraising in aid of Imara I should use the following phrase
"In support of Imara, a 'not for profit' Community Interest Company"

All materials need to make it clear the amount that will be donated to Imara (e.g. "50p from the sale of this item goes to Imara" or "All profits from this event will be donated to Imara")

If you would like to use the Imara logo on your materials please get in touch and we will email you a copy with guidance on how to use it

7. Transfer of Funds Raised

Imara are registered on Localgiving and this is the preferred and safest method used to collect donations.

A suitable page relevant to your fundraising event, including photos, can be set up by making contact with Imara. Further information about how Localgiving works can be found at: www.localgiving.com

I understand that all funds collected/raised should be sent to Imara within 4 weeks of the event/collection. If you are not able to do this, then you must inform Imara

If expenses are to be deducted from the sums collected (ideally this should be kept to an absolute minimum) I must have this approved by Imara, keep appropriate records and receipts and all promotional materials must make this clear

All donations should be returned by cheque made payable to Imara CIC. For alternative ways to transfer funds e.g. BACS, please contact Imara

Never send cash in the post

If you would like to discuss your fundraising plans or have any questions about fundraising for Imara, please contact us at: info@imara.org.uk

If you would like further information and guidance in relation to fundraising you can also contact the Institute of Fundraising on www.institute-of-fundraising.org.uk Please refer to the Codes of Practice to help you plan your fundraising event.

Once you have read and understood this fundraising agreement, please sign and date two copies and return one copy Imara.

Print Full Name: _____

Signed: _____ Date: _____

Return this form to:

Imara
202 Mansfield Road,
Nottingham
NG1 3HX