

Sustrans Fundraising Pack

Fun ways to raise money and get people travelling actively

October 2010



Sustrans is the charity that's enabling people to travel by foot, bike or public transport for more of the journeys we make every day. Our work makes it possible for people to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

To find out more visit or call: www.sustrans.org.uk 0845 113 00 65

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Fundraising for Sustrans

How you can help

Thank you for your interest in fundraising for Sustrans. Whether you're an individual, a company or you're involved with a local volunteer group, there are lots of ways to get involved with raising money to help us achieve our vision and, if you like, to help encourage more people to try walking and cycling more for their health and our environment.

Here are some ideas to get you started:

- request some **Sustrans collection boxes** and place them in local shops, pubs, gyms, bike shops, your workplace or wherever you can think of! Once you have got permission to place the box, you just need to check and empty it every few months and send us the proceeds. For more information on this, please contact Mel Cairns on 0845 838 0651 or email: Melissa.cairns@sustrans.org.uk
- organise a **sponsored walk, cycle or litter pick** – see our sponsored events guide for more information on how to do this, available from the events pages at www.sustrans.org.uk
- hold a **fundraising dinner party** – visit www.dinner4good.com/sustrans and invite your friends round for dinner through the site, then they are asked to make a donation to Sustrans when they accept the invitation and you all get to have great fun at your dinner party. Plan some fundraising games, quizzes or a mini raffle to raise more cash
- take part in a challenging organised event such as a **triathlon, marathon or hike** either on your own or in a team with friends and raise as much sponsorship for Sustrans as you can – let us know before the event and we can send you a T-shirt/running vest and some fundraising tips
- if you or your volunteer group are holding a stall at an event, think about running a **raffle, tombola, mini quiz** or other fundraising initiative on the stall, check your idea with the event organisers and then talk to bike/outdoor shops about providing prizes
- use your imagination and there are all sorts of fun ways to raise money and awareness at work, school, university, in social groups and with friends including **cake sales, bring and buy, quizzes, gigs, BBQs, sports days, karaoke** and much more
- if you work in a large office or attend a university campus for example, you could organise a **led walk or sports day** event at lunchtime to encourage people to get outside and active – you can ask for a voluntary donation and your employer might match the donation amount as well.



Remember, if you are already involved in volunteering for Sustrans, then think about how you can raise money while doing your usual volunteer activities and how the skills, experiences and interests shared by your volunteer group could be utilised for fundraising. If you're not already a volunteer, you could think about contacting your local group for help with your fundraising event and to see if they want to get involved. Email: volunteers-uk@sustrans.org.uk or call 0845 113 0065.

Fundraising for Sustrans

Decisions decisions

Decide **what you would like to do**, think about how long you will need to plan the event/activity and **decide on a date**. Try to **avoid clashing** with similar events or friends' charity fundraising. Ask friends, family, your employer and/or your local volunteer group to get involved.

Get in touch with the Sustrans Supporters Team (details on page 5) with details of your activity as we can provide support, advice and resources like a template press release, T-shirt, leaflets etc.

Check the legal and safety guidelines at www.how2fundraise.org and make sure you have **permission** from the proprietor of the premises/organiser of the event you're fundraising at.



Send the template **press release** to local newspapers and radio stations before and after your event.

Ready, steady, fundraise!

Think about how much money you would like to raise. This will depend on the kind of event/activity, how much effort you and others are putting in and how many people you think are likely to donate. **Set a fundraising target** and let everybody know about it!

Set up your online fundraising page (more info over the page), request your collection box, put up your posters, or whatever else you need to do to **publicise the event and collect in the money**.

Don't forget to **ask your employer or any other businesses** you have a close connection with, such as your gym, supermarket or bike shop, if they would like to sponsor you, match the amount of money you raise, donate a prize, venue or refreshments or help out in any other way. You could offer to include their logo on your sponsor form or posters, or mention them on your Justgiving page.

Think about the best way to **thank your donors and helpers**, either at the event or afterwards, from a simple thank you notice on a stall to a thank you email to everyone who has helped you. If you haven't reached your target you could also mention how much more you need to reach it.

How your efforts will make a difference

Every donation, large or small, will help us to achieve our vision of a world in which people travel in ways that benefit their health and the environment. In addition to raising awareness and potentially getting more people out and about on their bikes and feet, here are some examples of what your fundraising can achieve:

- £1 could pay for an info pack to inform and inspire one household to cycle more everyday journeys, improving their health and benefiting the environment
- £10 could pay for signage for 2 miles of the National Cycle Network, helping cyclists and walkers find their way
- £20 could pay for a walk leader to keep a walking group safe, inspired and motivated to improve their health and walk more of their everyday journeys
- £250 could cover the costs of one of our Volunteer Rangers for a year, enabling them to maintain a section of route, improve signing, represent Sustrans at meetings and events and a whole lot more
- £2500 could pay for a simple water fountain to improve the National Cycle Network

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Useful tips and resources

You might find these useful when organising an event, using collection boxes or when planning any other kind of fundraising initiative.

- www.sustrans.org.uk is the place to **learn more about what we do**, and find out more about cycling and walking facilities in your area with our **Sustrans near you** pages. You can also find out about **upcoming events** and read about other people's fundraising achievements on the events pages and **bag a bargain** in the Sustrans Shop.
- www.justgiving.com is a brilliant website which you can use to set up a **fundraising page** and personalise it with photos and updates and then send the link to all your contacts via email or Facebook – not just for sponsored events, you can use it for weddings, birthdays, anniversaries and other celebrations where you'd prefer a donation to Sustrans to a present. There are also heaps of tips and ideas on the website to get the most out of your Justgiving page.
- If you have any questions about legal requirements for fundraising events, Gift Aid, collection boxes, raffles, etc., please contact us in the first instance. However, **we recommend you visit www.how2fundraise.org for a wealth of resources on planning and running a wide variety of fundraising events** with all the information you need to maximise your fundraising potential and ensure you adhere to legal requirements too. There are how to guides for a range of events from sponsored walks to tombolas and tips from successful fundraisers all over the UK. You may also find www.hmrc.gov.uk/charities useful for tax and Gift Aid enquiries.



Effortless fundraising

It may be that you're too busy to organise a fundraising event or look after collection boxes at the moment, or your event is over you still want to help. Either way, use Everyclick and your internet searches and online shopping can raise money for Sustrans! Go to www.everyclick.com/sustrans, make Everyclick your homepage and use it for all your internet searches and Sustrans will benefit each time you click! Plus if you register with Everyclick and sign in before shopping online then Sustrans gets a donation every time you use the Everyclick online shopping portal.

Fundraising for Sustrans

We want to hear from you!

If you have any questions, you'd like to request leaflets, posters or other items, you want to give feedback on how helpful you have found this pack or if you are having trouble using or understanding any of the websites mentioned then please get in touch and we'll be happy to help.

Call Pru Comben in the Supporters Team on 0845 838 0651 or email: pru.comben@sustrans.org.uk



Paying in the funds

Once you have finished your event or activity and collected in all the funds you can, please complete the slip below and send it with your cheque or postal order for the total amount, and all sponsorship forms you have used, to our Freepost address below:

Supporters Team
Sustrans
FREEPOST BS 7739
Bristol
BS1 5FA

If you are unable to send a cheque or postal order, please call us on the number above and we can send you a paying in slip so you can pay the money into any branch of the Cooperative Bank.

Name.....

Address.....

.....

Email (if you would like the Supporter newsletters by email).....

Description of fundraising activity/event.....

Date of event/activity.....Location of event/activity.....

We would like to send you a thank you certificate and add you to our Supporters mailing list so you will receive our Supporters newsletters over the coming year and email updates about fundraising and events. We won't share your details with any other organisations.

Please tick here if you would prefer to be contacted by email only
or tick here if you do not wish to be contacted by Sustrans at all

