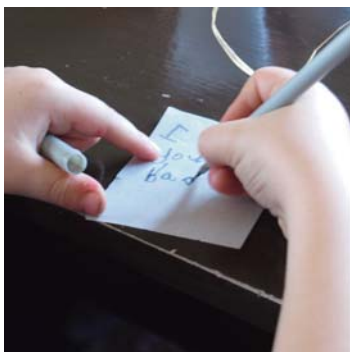




**Fundraising pack**

**Nelson's**  
**Journey**  
bringing back smiles to bereaved children



# One child every half an hour is bereaved of a parent in the UK\*

For every death by illness, road traffic collision, drug misuse, disaster, suicide and murder that you hear about, there are related families and children that need support.

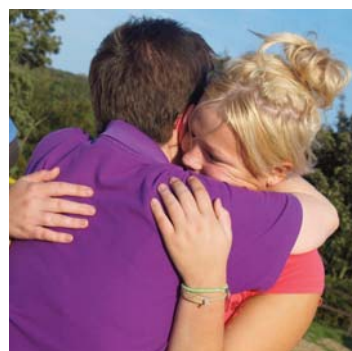
*"No child should ever feel 'that they are the only one,' or be alone in their grief"* Nelson's Journey.

Nelson's Journey is a Norfolk based charity that supports children and young people aged 0-17 years inclusive that have experienced the death of a significant person in their life. We aim to improve the emotional well being of the children in a variety of ways including therapeutic residential weekends and therapeutic 1:1 work; as well as guidance and education to parents, carers and professionals.

*"Nelson's Journey supported me after my Mum died. They came to visit and talked to me about my memories, feelings, how she died and what the funeral was like. Then I went away with Nelson's Journey for the weekend and met other children who had all lost someone special. I was very angry that Mum had left me and Nelson's Journey helped me to talk about my feelings which made me feel better. I didn't feel so alone anymore as I thought I was the only child who didn't have a Mum." Jack, aged 9 yrs.*

Every penny which we raise is invested back into Norfolk, we are a charity that is available to support every bereaved child and family within the county.

**We thank you for raising money on behalf of and in aid of Nelson's Journey and supporting bereaved children in Norfolk.**



**Nelson's Journey**  
bringing back smiles to bereaved children

**For further help and advice do not hesitate to contact us:**

**Email:** [enquiries@nelsonsjourney.org.uk](mailto:enquiries@nelsonsjourney.org.uk)

**Tel:** 01603 431788

**Nelson's Journey, Registered Charity No:** 1065775





# Event Planning

**This fun pack contains everything you will need when planning an event:**

- Helpful hints on what to consider when planning a fundraising activity
- Fundraising ideas to inspire you
- Keep it safe guidelines
- Fundraising poster
- Supporter press release
- Virgin Money Giving and Sponsorship forms
- Paying-in form



# Helpful hints on what to consider when planning a fundraising activity

## 1. Date and venue

When and where will you hold your fundraiser? Book any venue or equipment needed. If it is a community event, a weekend or school holiday could be advisable, if it is a work place event when will most people be in the office?

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## 2. Time to decide on a theme

Decide what to do. Whatever theme you choose make it fun and easy to participate in, the easier it is the more people will hopefully support you. Use our enclosed fundraising ideas to inspire you.

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## 3. Making money

Setting yourself a realistic fundraising target can help motivate you and others to raise as much money as possible. Get sponsored, ask family, friends and colleagues to sponsor you. Set-up an online fundraising page to make raising money easier – such as Virgin Money Giving and let Nelson's Journey know about your web-page (contact details on the back of this pack). Please do not collect money from door to door – this is illegal.

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## 4. Gift Aid it

Don't forget to ask for Gift Aid as it means more money goes to our charity.

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## 5. Promote your event

Use posters, emails, Facebook and Twitter, request to put an article in your community magazine, photocopy the enclosed press release and send it to your local paper and radio station to publicise your event.

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## 6. Who else can support your fundraising

Find out if your company will match the money you raise. There may be local businesses in your area that could offer support with raffle prizes, refreshments or displaying information about your event.

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## 7. Keep it safe

Charity fundraising is regulated by law. Please ensure you follow the enclosed guidance.

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## 8. Collect donations from your guests

People like to know where their money is going so why not tell them as you collect donations.

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## 9. After your event

**Send the Supporter Press release** to the local papers and radio stations, with some photos of your event and details of how much you raised.

**Thank people for coming** those attending your event and sponsoring you will have helped support bereaved children living in Norfolk, make sure they know that.

**Send in your money raised** with your completed paying-in form and sponsorship forms to Nelson's Journey, Trafalgar House, 4 Meridian Way, Norwich, NR7 0TA

# Fundraising ideas to inspire you

Sometimes thinking of an event to do that will raise money can be quite a challenge. Here are some ideas that may inspire you!

## Challenge events

Tandem skydive, UK three peaks challenge, abseil, marathon, London to Paris bike ride and Home2Rome banger rally.



## Sponsored Events

Long distance walk, fancy dress day, silence, healthy eating day (good idea for chocoholics!), bike ride, head shave, swim, no smoking, no alcoholic drinking and pancake flipping.



## Events where people pay to take part

Swap clothes and dress up and down days, sweep stake, quiz, raffle, treasure hunt, dinner dance, karaoke evening, race night, tombola, golf, cricket, football, touch rugby and tournament days.



## Other money raising ideas

Auction of promises, jail and bail, bring a pound to work day, coffee morning, car boot sale, jumble sale, cake sale, sell a service (wash a car), house party, talent show, theme days/nights and village fete, foreign currency collections.



**Nelson's Journey**  
bringing back smiles to bereaved children



# Keep it safe guidelines

**Charity fundraising is regulated by law. Please ensure you follow this guidance.**

## Street collections

If you plan to do a collection in the street you need to obtain a license from the local authority. This is a popular method of fundraising and so you need to apply for a license well in advance. If you wish to collect on a private property such as a shopping centre you must receive permission from whoever is responsible for it.

Door to door collections are illegal without a license. Nelson's Journey does not permit you to carry out such collections.

## Raffles

Small raffles held as part of a larger event are acceptable as long as tickets sales and the announcing of results takes place during the event and there are no cash prizes.

Larger raffles are where tickets are sold over a period of time before the draw takes place. This type of raffle must be registered with your local authority. A named promoter should be nominated to take responsibility for the raffle. If ticket sales exceed £20,000 you must register with the Gaming Board.

*For more guidance please check the rules with your local authority or the Gambling Commission.*

## Alcohol

A license will be required if you are selling alcohol at your event. This issue can be avoided if you hold your event within licensed premises or by asking a local pub to organise a bar at your venue.

## Food

Food safety laws apply when food is available, whether it is being sold or not. You should be aware of this and follow food hygiene guidelines which will be available from your local authority environmental health department.

## Risk Assessment

You should conduct a risk assessment to ensure that you have proper plans for the safety of participants. The Health and Safety Executive has further information ([www.hse.gov.uk](http://www.hse.gov.uk)).

## Nelson's Journey branding

All of your fundraising should make it clear that you are fundraising on our behalf, but that you do not represent our charity. You **MUST** include our charity name and our Registered Charity No: 1065775 on all posters and advertisements that invite people to participate or help. Please contact Nelson's Journey for guidelines and permission to use our charity logo.

## Transfer of funds

All funds collected should be sent to the charity within 4 weeks of collection. Expenses must not be deducted from the sums collected unless you have approved this with us and provided us with a receipt.



Please come along  
and help us raise  
lots of money

When:



Where:



What:

To see how your fundraising will help  
visit: [www.nelsonsjourney.org.uk](http://www.nelsonsjourney.org.uk)

Nelson's  
Journey  
bringing back smiles to bereaved children



You've helped raise lots of money for Nelson's Journey



Wow!

look what we've raised:

£

Thank you for supporting bereaved children in Norfolk

To see how your fundraising will help visit: [www.nelsonsjourney.org.uk](http://www.nelsonsjourney.org.uk)

**Nelson's Journey**  
bringing back smiles to bereaved children



## Supporter Press Release

Date of event:

Event name:

Name of fundraiser:

For further information contact:

Hopes to raise/has raised £ for children's charity Nelson's Journey  
by (eg cake sale, sky dive, 3 peaks challenge etc)

Fundraiser explains (ie More information about your event. Why you chose to raise money for Nelson's Journey? Why choose this type of fundraising event?)

### Notes to editor

The online sponsorship page (eg Virgin Money Giving, Justgiving) for:  
is:

### About Nelson's Journey

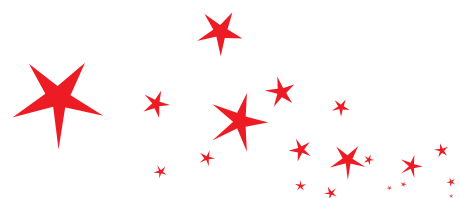
Nelson's Journey is a registered charity providing a service for children and young people aged 0-17 years inclusive, living in Norfolk, who have experienced the death of a significant person in their life. We aim to improve the emotional wellbeing of bereaved children by: increasing their confidence and self belief, providing education about the causes of death and enabling families to talk openly about their bereavement. We also provide opportunities to remember those who have died and help children to express and understand their emotions.

Nelson's Journey endeavours to 'Bring back smiles to bereaved children.'

It is currently estimated that 1 in 29 school aged children have experienced the death of a parent or sibling, in Norfolk this equates to approximately 3,825 children. This figure is significantly higher when pre-school children and 17 year olds are included. During 2010, 214 children from around Norfolk received a service from Nelson's Journey. The charity estimates that 280 children, living in Norfolk, experience the death of a significant person in their lives annually.\*

\*Statistics provided by the Childhood Bereavement Network

Registered Charity No: 1065775



# Sponsorship form

You will find a sponsorship form at the back of this pack which you can photocopy as many times as you like!

## Virgin Money Giving

Nelson's Journey is registered with this online sponsorship website. The site enables you to create your personal sponsorship page, upload photos and set a fundraising target (if you wish).

To set up your online fundraising page visit [www.virginmoneygiving.com/charities/nj](http://www.virginmoneygiving.com/charities/nj) and select the 'start fundraising' button. It is simple to set up and once active you can email all your contacts the link and they can sponsor you using paypal or a debit/credit card.



[www.virginmoneygiving.com/charities/nj](http://www.virginmoneygiving.com/charities/nj)





The above named is raising money for Nelson's Journey, a registered charity providing a service for children and young people aged 0-17 years inclusive, living in Norfolk, who have experienced the death of a significant person in their life.

**\*Gift Aid Information for Sponsors:**

If I have ticked the box headed 'Gift Aids?', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Nelson's Journey to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

[illegible]

**\* Gift Aid Information for Sponsors:**

If I have ticked the box headed 'Gift Aid?', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Nelson's Journey to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

[illegible]



## Paying-in

Please fill in the following details so we can thank you

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Fundraising Event: \_\_\_\_\_

Event Date: \_\_\_\_\_

Total collected: \_\_\_\_\_

**We would like to stay in touch and keep you up to date with what's happening at Nelson's Journey**

If you DO NOT want to receive this information please let us know by ticking this box ☐

If you are under 18 years old we need your parent/carer's permission to hold your information. Please ask them if this is okay and get them to sign this form so we can let you know about other events you may like to help with.

Parent/carer's signature: \_\_\_\_\_

Print name: \_\_\_\_\_

We will not disclose or share personal information supplied by you with any third party organisation without your consent.

### Checklist

Please send the following to the Nelson's Journey office as soon as possible:

1. Completed paying-in form (this page)
2. All sponsorship forms (so we can claim gift aid)
3. Cheque(s) made payable to Nelson's Journey for the money raised, with your name and address on the back (if you receive cash, or cheques made payable to yourself, please bank them and write a cheque to Nelson's Journey).



Registered Charity No. 1065775

Tel: 01603 431788

Fax: 01603 304873

[www.nelsonsjourney.org.uk](http://www.nelsonsjourney.org.uk)

Nelson's Journey, Trafalgar House, 4 Meridian Way,  
Norwich, NR7 0TA

The welcome at the beginning of this pack is based on a real case, but the name and age have been amended to protect the individual.