



HULL AND EAST YORKSHIRE
children's™
UNIVERSITY
FUNDRAISING PACK

HELLO,



Thank you for choosing to support Hull & East Yorkshire children's university - or HEYCU for short! Your support means so much to us and the children we work with. We have been active for 25 years, working to provide children living in the most deprived areas across Hull and East Yorkshire with unique learning experiences to help encourage learning, build self-esteem and inspire dreams for their future, as many don't have any.

Your fundraising will mean that we can continue to provide our unique learning experiences and reach even more children who need us. You'll make a real and lasting difference to these children's lives and we're so grateful for your support.

This Fundraising pack is full of everything you need to get inspired and get your fundraising off the ground. The team are also here to help should you need anything, you can find contact details on the back page.

Thank you so much, we can't wait to see what you achieve!

Rose James

CEO, HEY children's university



Igniting dreams for underprivileged children

Hull & East Yorkshire Children's University strives to give children living in disadvantaged areas of Hull and the East Riding the opportunities that they otherwise wouldn't have.

Through our unique Learning Experiences we give them the chance to discover their interest and talents.

We light up every path that they could take in life, showing them what's out there and help ignite dreams for the future.



Fundraising ideas!

Bake Sale / Bake off

Who doesn't love cake? Get your baking utensils together and host a bake sale at work, ask your customers to vote for their favourite.

Make plenty with £20

Think 'The Apprentice' and challenge yourself to fundraise as much as you can from £20. You'll be surprised how creative you can get.

Sweepstakes

Make the most of events that are already happening like the Euro's, World Cup, Olympics, Strictly Come Dancing or I'm a Celebrity. Sweepstakes are easy and fun, charge a price to enter and offer a prize to the winner!

Raffles / Tombolas

Collect donations of prizes and hold a raffle or tombola. Check the rules and regulations for hosting raffles.

Five a Side

Football boots at the ready, get some teams together and charge a price per team to enter. Don't forget a trophy or prize for the winner.

Quiz Night

Use your connections and host a quiz night at your local pub or cafe, charge an entry fee for teams and test your knowledge.

Come Dine With Me

Host a dinner party and charge a ticket price for your guests, theme your menu, try something new or your signature dish.

Games Night

Get everyone to bring a board game, or host a video game classics night. charge an entry fee and let the games begin!

Murder Mystery

These are lots of fun and you can find various providers or DIY options online. Will you figure out who dunnit?

Battle of the Bands

Are you or any friends in a band? Could they battle it out against one another? Host the night at a local bar and charge a ticket price for those attending.

Challenge Events

Running

Running shoes at the ready. Get fit and take on a run that's a challenge or just for fun. Couch to 5k, 10k, half marathons or an ultra challenge!

Step to it September

Challenge yourself to walk 10,000 steps a day in September and ask friends and family to sponsor you. Can you get a team together? Or theme each day with a different outfit and document it across your socials.

Skydiving

The ultimate challenge! Not everyone can say they've jumped out of plane, not everyone wants to - but if you are a thrill seeker then we'd love to hear from you.

Marathon your way

It doesn't have to be running and it doesn't have to be in one go. Do anything you want that will add up to 26.2 miles; cycle, job, swim, hop, skip or a mixture of the lot.

HEY Children's University have a calendar of challenge events with everything from Hull 10k to Skydiving. Chat to the team or visit our website to see what we have coming up.



Fundraising at School



There are lots of ways that students and teachers can make a difference by fundraising for HEYCU - we're all about making dreams for children who don't have any, your fundraising can make dreams come true!

From sponsored litter picking in your community, bake sales, to art auctions, dress down days, raffles, or a special sports day challenge just for the teachers.

We love big ideas here at HEY children's university
Get in touch with the team today.

Fundraising at Work



Your team can make a huge difference through fundraising. Maybe you are a team of 2 or part of a team of 50, maybe you work remotely or in an office. No matter what your work environment and make up looks like there are lots of ways that you can bring your team together through a common cause. Here are a few starting points to think about:

Could your team take on a Challenge Event?

Does your workplace offer 'matched giving'?

Do you have a charity committee who take the lead?

Can you nominate HEY Children's University as your Charity of the Year?

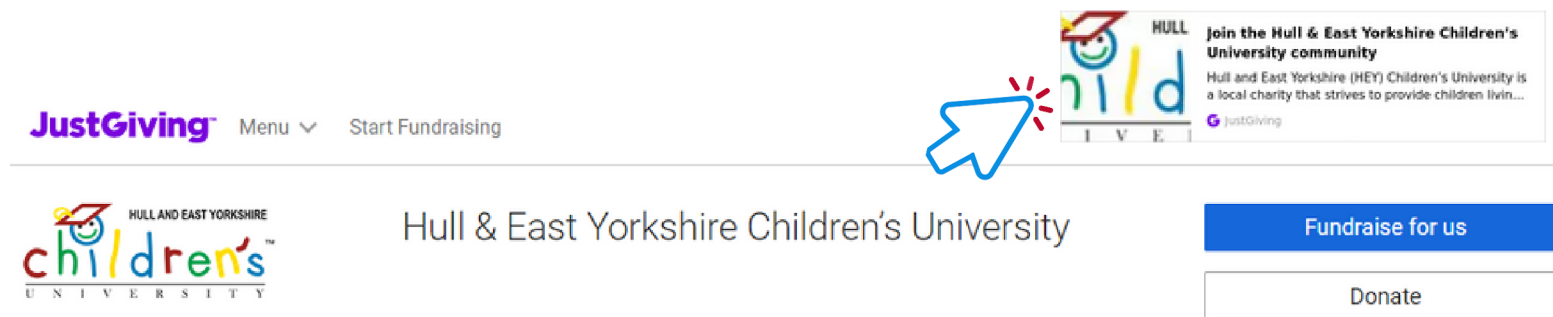
Could you host one of our collection tins?

CREATE AN ONLINE FUNDRAISING PAGE

The easiest way to collect donations is via an online platform like JustGiving or Enthuse.

Use your preferred platform and search for Hull & East Yorkshire Children's University to ensure that your donations will come directly to the charity.

Below is a link to our JustGiving page that will help you get started, then follow the steps below to make the most of your page. If you don't have an account with JustGiving you will need to make one to create your page.



1. Create your page, **make it personal**. Let people know who you are and what you're doing then when they land on your page they know all they need to know. Add a photo too - then they know it's definitely you.
2. If you have an idea of how much you want to raise then **set a target**, it's a great visual aid for people to see how well you are doing. If you smash your target and reach it, then up it in the edit section! People love helping to reach a target - if it's already reached they are less likely to donate.

3. **Keep it up to date**. You can post updates and pictures to keep your supporters in the know of how you've been fundraising.
4. If you receive any **offline donations** like a cheque or cash (give these direct to the charity) you can add 'offline' donations in the edit section and it will show on your overall amount.
5. If people are donating as individuals they can click **gift aid** to enable the charity to claim an extra 25p for every £ donated. It really adds up.

6. **Share it!** People need to know where they can find your page to donate so share it far and wide.
 - Add a link to your email signature
 - Share the link across your socials
 - Share it with friends and family, don't forget all the Whatsapp groups you're in.
 - The more people who see it the better so don't be scared to share it.

Gift Aid

Gift Aid is a great way to boost your fundraising. It is a tax relief allowing UK charities to reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer. There are some rules to remember but if you have any questions just ask the team and we can clarify things for you.

The things to remember are that Gift Aid should NOT be claimed when:

- Making a donation in return for tickets, including raffle tickets or goods/services.
- Making a donation on behalf of someone or a group of people. It is only deemed eligible from an individual.
- Making a donation on behalf of a company. However a company can claim tax relief on the donation when donating directly to the charity.

giftaid it

Liability

If you are hosting an event in aid of your fundraising please ensure you have the appropriate liability insurance in place if required and you will also need to complete any necessary risk assessments to ensure the health and safety of all attendees.

When advertising any external fundraising events please be sure to use our **'In aid of'** logo which we will send to you along with your other fundraising materials.

If you are ever unsure about any of the above please get in touch and we will help you as best we can in terms of planning your events.



Raffles and Lotteries

Some raffles or lotteries require a licence from the Gambling Commission to make it legal. Please don't be put off holding one, you just need to make sure you're doing it a certain way but again the team are here to help so please just give us a shout and we can go through your plans to ensure you are not breaking any rules.

The important thing to remember is that you **DO NOT** need a licence if you are:

- selling physical tickets on a single set of premises that are a workplace or business
- sell physical tickets at an event

ALL ONLINE lotteries require a licence.

Fundraising Materials

We have a stash of fundraising materials that you can use to promote and enhance your fundraising:

- Sports t-shirts & vests
- Collection buckets
- Event bunting
- Charlie the mascot
- Printable posters
- Sponsorship forms
- Exercise bike

Getting your fundraising to us

If you've set up a **JustGiving page** any donations made there will come directly to the charity and so there is nothing for you to do.

Write a cheque and post it to the office - remember to include a note so we know who it's from.

Please make cheques out to
Hull & East Yorkshire Children's University

Bank transfers are a great way to get any donations that aren't on an online platform. Remember to use an identifiable reference and let one of the team know that you are sending it so we can keep track of your total.

A member of the team can provide you with the charities bank details when needed.



MEET THE FUNDRAISING TEAM



REBECCA SLOW

Community & Events Fundraiser
Email: R.Slow@hull.ac.uk



SARAH BRODIE

Partnership Manager
Email: S.Brodie2@hull.ac.uk

FOLLOW US:



@heychildrensuni



/hullchildrensuni



@childrensuni



Hull & East Yorkshire Children's University