

# YOUR GUIDE TO FUNDRAISING FOR US

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Support and friendship  
for families

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Home-Start  
Aberdeen

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*Thank you for choosing to fundraise for Home-Start Aberdeen.*

We are one of the largest Home-Start schemes in the UK, supporting around 200 families and 300 children per annum. Our unique blend of emotional and practical support is delivered in families' own homes via our trained and committed volunteers. All funds raised for Home-Start Aberdeen go directly towards supporting local families who are vulnerable, or who may be suffering from isolation.

What your support means to us:

**£50 can...**

...pay for ten spaces at our Rising Stars group for local families who are in particular danger of isolation.

...fund five visits to vulnerable local families by a Home-Start volunteer.

...fund one baby massage session for up to ten new mums and their infants to encourage parent/child bonding.

**£100 can...**

...pay for a two-hour training session for new volunteers, including staffing and supporting materials.

...buy healthy snacks for families attending our Rising Stars group for a ten-week block.

...cover 20% of the costs of a bus to transport Home-Start Aberdeen families to our annual summer outing – often the only special summer activity they will enjoy.



# INDIVIDUALS & GROUPS

Would you, or a group of friends or club members, like to do something fun while raising funds for Home-Start-Aberdeen?

Decided that you'd like to support us but don't know where to start?

If so, look no further.

## FUNDRAISING 'TO DO' LIST

- 1 Choose your fundraising activity. Our A-Z on page 4 has lots of ideas.
- 2 Let us know what you're planning so that we can support you in any way we can. Key contact details are on the back cover.
- 3 Get set for sponsorship. Find useful links and sponsorship advice on page 6.
- 4 Tell the world what you're doing, using our promotional tips on page 7.
- 5 Stay safe and legal by consulting page 8.
- 6 Tell us how you got on. We love seeing your photos and video clips and can help you through the process of submitting your sponsorship funds.



# FUNDRAISING A-Z

**A** **Afternoon tea.** Host your own and ask for donations in return for attending. Our Friends of Home-Start Aberdeen also host larger fundraising afternoon teas. Why not offer your support, or buy a ticket?



**B** **Bake off.** Even if you don't have Nadiya's talents, consider getting busy in the kitchen and selling the results. Company bake sales tend to go down a storm.



**C** **Cycle** aka fundraising via pedal power. We are delighted that both groups and individuals have chosen to get on their bikes in support of Home-Start Aberdeen.

**D** **Donations day.** Unwanted items? Our charity shop might want them. Rope in your colleagues or neighbours and clear out your clutter. Our drivers can uplift from home or work addresses in Aberdeen (including Westhill).

**E** **Events.** We run a number of fundraising events throughout the year from afternoon teas to comedy nights. Grab your friends or family and come along.

**F** **Fun Friday.** If you're office-based, why not suggest that all staff pay a small fee to dress down at the end of each week?

**G** **Give up gifts.** If you're celebrating a big birthday or anniversary, request donations in lieu of presents.

**H** **Hair dare:** Dye it, shave it or do something different with your crowning glory for sponsorship.

**I** **Internet searches.** You can earn money for us by setting [www.everyclick.com/homestartaberdeen](http://www.everyclick.com/homestartaberdeen) as your search engine.

**J** **Join up.** If event management or fundraising are areas of interest, consider joining our Friends of Home-Start Aberdeen team.

**K** **Knit. Sew. Craft.** Then sell your items to raise some money. Dedicated crafter? Our charity shop is always looking for local hand-crafted pieces we can stock and sell.

**L** **London marathon.** Home-Start Aberdeen has an allocated charity space at this amazing event every five years. Runners who are selected from the ballot are also welcome to tackle the event on our behalf.



**M**

**Matched giving.** If your workplace operates a matched giving scheme, we'd be delighted to work with you to ensure your fundraising efforts go twice as far.

**N**

**No uniform day.** Schools often run these towards the end of term. Each pupil makes a small contribution for swapping their school uniform for casual clothes.

**O**

**Orange theme.** Adopt our charity's main colour for a day to raise awareness and some funds too. Orange outfits, orange food – the possibilities are endless.

**P**

**Pub quiz.** Would your local pub let you run a quiz? It's a popular way of bringing people together with teams' entry fees going towards a good cause.

**Q**

**Quit a habit** you know is bad for you (like smoking) and donate the money saved towards Home-Start Aberdeen.

**R**

**Run** (you don't need to be fast). Put your best foot forward and take part in any organised running event to raise funds along with your heart rate.

**S**

**Shop** at our Home-Start Aberdeen charity shop in the heart of the city. All profits go directly towards supporting local charities.

**T**

**Text donations are simple.** Type 70070, then the message HSAB30 and the amount you'd like to donate.

**U**

**Unwanted items.** One person's trash is another's treasure. Please consider donating rejected or duplicate gifts to our charity shop.

**V**

**VirginMoneyGiving** make it easy for us to accept either one-off or regular donations online. Visit <http://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1007988> to find out more.

**W**

**Walk this way.** Coastal or hill walks are an ever-popular – and most enjoyable – way to raise funds. Why not brave Bennachie on our behalf?

**X**

**Xmas shopping.** (OK, we cheated!) If you're buying gifts online, you can go through <https://www.giveasyoulive.com/> to ensure that a percentage of your spend is donated to Home-Start Aberdeen, at no additional cost to you.

**Y**

**Ythan Challenge.** Our fundraisers are an intrepid lot. Events such as the Ythan Challenge, The Beast Race and Tough Mudder can all be used as fundraising opportunities.

**Z**

**Zumbathon.** If you're an instructor of this fun sport, or you regularly attend a class, why not organise a zumbathon for Home-Start Aberdeen?

# Get set for SPONSORSHIP

Once you've decided how you'd like to raise funds, the next stage is to set yourself up to receive sponsorship.

The following simple steps should help:

- 1 Register your fundraising effort or initiative at <http://uk.virginmoneygiving.com/giving/>  
Home-Start Aberdeen is registered with VirginMoneyGiving, so it should be easy to select us as your beneficiary charity.
- 2 Photocopy the sponsorship form at the end of this booklet to approach potential supporters who are not online. No access to a photocopier? Email us on [admin@homestartaberdeen.org.uk](mailto:admin@homestartaberdeen.org.uk) to request spare copies.
- 3 Encourage those closest to you to donate first to get the ball rolling.
- 4 Ensure that your sponsors know to tick the Gift Aid box if they are tax payers. This allows Home-Start Aberdeen to claim back the tax, making your fundraising efforts go even further.
- 5 Drop us a note on [admin@homestartaberdeen.org.uk](mailto:admin@homestartaberdeen.org.uk) or call us on **01224 693545** to let us know what you are doing, and when. That way, we can support your activities (see the 'Promote your efforts' section on page 7 for further information).



# promote your efforts

You've chosen your event and you're ready to receive sponsorship – now what? The next stage of the process is to let everyone know what you're up to.

Here are some handy hints below:

- 1 **Fundraising.** We're often able to include fundraising efforts within the events section of our website. All we need is a bit of background information about what you're doing, including any official event title, date and timings. It's also lovely if you can provide us with a photograph of yourself and any other fellow fundraisers – particularly if your activity involves advance training.

Email [admin@homestartaberdeen.org.uk](mailto:admin@homestartaberdeen.org.uk)  
or telephone **01224 693545** with the information.

- 2 **Social media user?** Twitter, Facebook and other social media channels are a great way of letting all your contacts know what you are up to. Remember to include the link to your online fundraising page in your updates. Home-Start Aberdeen has active social media accounts on Twitter, Facebook and LinkedIn. We are happy to support your efforts by liking, sharing and retweeting!

- 3 **Resources.** Depending on how you are raising funds, you may be interested in obtaining collection cans/buckets, or T-shirts for your event. Our mascot has a busy schedule but is delighted to support events when he can. Please give us as much advance notice as possible of your requirements.

- 4 **Publicity.** If you're planning to use the Home-Start Aberdeen logo across any of your posters, please let us know so that we can ensure you have the correct version. Likewise, if you intend to issue a press release, please get in touch so that we can help you, if required, with a quote from a Home-Start Aberdeen representative.



## Useful online links:



Website: <http://www.homestartaberdeen.org.uk/>

Facebook: <https://www.facebook.com/HomeStartAberdeen>



Twitter: <https://twitter.com/homestartabdn>



LinkedIn: <https://www.linkedin.com/company/home-start-aberdeen>

# Stay safe and legal

Fundraising can be fantastic fun but it's important that everybody is safe and that any planned activities comply with the relevant regulations.

**Top tips for keeping your fundraising safe and legal:**

## Fundraising events

There's a lot to think about when you organise an event. Ensure that your venue is accessible to all and complies with health and safety regulations. Carry out a full risk assessment and check that your fellow organisers and participants are fully briefed.

Events involving children should be fully supervised. Permission to participate should be gained from parents and guardians. Appropriate background checks should be carried out on any adults in supervisory roles.

Find out whether you will need insurance cover or any special licenses. Your venue and the local council should be able to assist.

## Public collections

We discourage public can collections as there are complex legalities associated with these. To carry out a collection on the street or on public property you must obtain a licence from the local authority.





## Raffles & Lotteries

Rules surrounding raffles and lotteries are complex; again, you should contact the local authority to check current regulations.

Some general rules for smaller raffles that may take place, for example at coffee mornings, include:

- Ticket sales and the announcement of results must be held during the event.
- All tickets should be sold at the same price, with no discounts for bulk buying.
- Tickets should not be sold to anyone under the age of 16.

If you are in any doubt about your raffle format, please conduct the necessary checks with the local authority.

## FOOD-related fundraisers

If you are serving food as part of your fundraiser, it must comply with current food hygiene and safety regulations. Visit the Food Standards Scotland website for further guidance.



## Final Countdown

Always ensure that at least two people are present when the money raised is being counted.

The above information is not exhaustive. If you have any concerns or queries about your event, please resolve these before proceeding. Home-Start Aberdeen cannot accept any responsibility for independent fundraising events, nor for anyone who participates in these events.



## FUNDRAISING FOLLOW UP

Phew! The hard part is over and now it's time for congratulations and putting your wonderful funds to work.

Once you've caught your breath, here are a few ideas to help you out:

### Submitting your sponsorship money

There are a few ways you can do this:

#### By cheque

Cheques should be made payable to Home-Start Aberdeen. These can be handed over in person (we love to meet our fundraisers!) or sent via post to:

**Home-Start Aberdeen**  
**1A Alford Place**  
**Aberdeen**  
**AB10 1YD**

#### By bank transfer

Contact us on **01224 693545** or email **admin@homestartaberdeen.org.uk** and we will provide you with the relevant details to make a direct bank transfer.

#### Online

Any funds raised via VirginMoneyGiving will be automatically transferred to our bank account following your stipulated cut-off date for donations.

## Great effort

We are grateful to each and every one of our supporters. Please make sure you pass on your details to us - we like to acknowledge all efforts on behalf of Home-Start Aberdeen.

Provided you are comfortable with us doing so, we are also delighted to share any photographs, totals raised and challenges overcome with our own audiences. We really couldn't do what we do without you!



# BUSINESSES

We are very grateful to companies who support our work and we try to offer a variety of ways for them to do so. Many of the ideas in our fundraising A-Z are relevant for corporate groups too – please take a look for inspiration.

Your organisation may have its own goals in terms of corporate social responsibility (CSR). We recognise this and are delighted to work with you to help you achieve these.

The information below may also be particularly useful for businesses of all sizes who would like to deepen their involvement with Home-Start Aberdeen.



## Nominated Charity

Your organisation may wish to consider making Home-Start Aberdeen its nominated charity for a period of a year, or more. A longer-term arrangement such as this provides lots of opportunities for employee engagement.

If your company is interested in making Home-Start Aberdeen its nominated charity, our team members will meet with you to discuss ways in which we could work together throughout the course of our partnership. Examples might include – but are not restricted to – volunteering opportunities for staff, clothing collections for our charity shop and participation in sporting or other novelty challenges.

Home-Start Aberdeen representatives can visit and present regularly to your staff about our latest work and progress. We can also provide display materials, collection cans and Home-Start Aberdeen T-shirts to support your efforts on our behalf.

If you require a structured plan to work to, we can help you to develop a programme that supports your own CSR goals. If desired, we can also help you to promote your organisation's involvement with Home-Start Aberdeen.



## INDIVIDUAL FUNDRAISERS

Unable to enter into a longer-term partnership agreement? There are still plenty of opportunities to hold one-off fundraisers, as detailed on the pages earlier. Many of these initiatives are particularly suitable for company teams and include:

### Fit for work

If your business is large enough, you may wish to organise your own charity run, cycle or walk to raise funds. Alternatively, groups of colleagues have raised money for us by entering events that are organised by others, such as the City of Aberdeen Baker Hughes 10K. Note: You can still raise funds for Home-Start Aberdeen even if we are not one of the official charity partners.



### In-house initiatives

Excellent for team morale, these types of fundraisers include bake sales, dress down days (or dress in orange or purple for Home-Start Aberdeen), raffles, bring and buy sales, and sponsored weight loss/wellbeing programmes.

## EVENT SPONSORSHIP

Sponsorship of a specific event on the Home-Start Aberdeen calendar may suit your organisation. Throughout the year, we usually organise both a summer trip and Christmas party for Home-Start families. Funding for this type of event is greatly appreciated.

Our Friends of Home-Start Aberdeen also co-ordinate fundraising events, such as afternoon teas and comedy evenings, throughout the year. A number of specific sponsorship opportunities are available in connection with these.

Please email [admin@homestartaberdeen.org.uk](mailto:admin@homestartaberdeen.org.uk) if your organisation would like to be kept informed about event sponsorship opportunities.



## GIVE AS YOU EARN (GAYE)

Give As You Earn is the most popular payroll giving scheme in the UK. It allows your staff to donate regularly through their pay packet in a tax-efficient way.

More information on how to register your company for Give As You Earn is available at [www.cafonline.org](http://www.cafonline.org)

## SKILLS-SPECIFIC SUPPORT

As the needs of the families we support become more complex, so do the training requirements of our staff and volunteers. In order to continue to deliver a high quality of service, Home-Start Aberdeen needs to maintain its training and development commitment. Examples include attending workshops on the Scottish Government's early years collaborative methodology, participating in the Home-Start conference and training programme, and mandatory child protection training for new staff and trustees. Funding towards any, or all, of these training requirements would be of great assistance.

## PROJECT-SPECIFIC SUPPORT

In addition to our core service of visiting vulnerable or isolated families in their own homes, Home-Start Aberdeen runs a number of projects. These include the charity's own Rising Stars group. This weekly group runs during term time in the city centre. It offers parents and children who are in particular danger of isolation the opportunity to meet and have fun. Support is always welcome to cover the costs of room rental, play leaders and resources (healthy snacks, craft materials, toys etc.).

Home-Start Aberdeen also runs a Recipe for Life project to provide families with advice and support on healthy living. There are often additional opportunities for support associated with this project, which has been running successfully since 2010.



## Volunteering

Does your organisation allow staff time off for volunteering as part of its corporate social responsibility (CSR) programme? If so, Home-Start Aberdeen offers a variety of volunteering opportunities. These could be connected with helping out at specific events (bucket rattlers, face painters, etc.), contributing to the work of our shop (either on the shop floor, as a collections driver, or in a supportive role), becoming a Home-Start Aberdeen trustee, or undergoing training to become one of our home visiting volunteers.



## Services in kind

Financial contributions are not always feasible, however you may have skills, services or products within your organisation that you wish to offer. We host our own and other related training workshops within our headquarters at 1A Alford Place. We are keen to ensure that these training facilities and meeting spaces are well-equipped and fit-for-purpose. This is important for our volunteers' overall learning experience and may also be useful if we choose to hire out the space to raise additional funds.

Please let us know if your organisation could help in this way and we will send you a list of current requirements.



## Get in touch

Contact us to arrange an informal chat about how your organisation can get involved with Home-Start Aberdeen.

**Georgette Cobban**  
Scheme Manager

**T** 01224 693545

**E** [gc@homestartaberdeen.org.uk](mailto:gc@homestartaberdeen.org.uk)





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Home-Start Aberdeen's Blooming Big Aberdeen friendly bench is located in Hazlehead Park, beside the children's play area. It is part of a Big Aberdeen initiative driven by ACVO TSI and Aberdeen City Council to raise awareness of the support and services provided by the city's third sector organisations.