



ABILITY · EQUALITY · INDEPENDENCE

# CORPORATE FUNDRAISING PACK



# Hello!

Thank you for choosing to find out more about supporting Grace Eyre. We want to ensure that, if you choose to work with us, the partnership is mutually beneficial.

As a charity that supports people with learning disabilities and/or autism from Brighton & Hove and across Sussex, supporting us will help you to achieve your corporate social responsibility goals by having a positive impact on people in your local area.

Our services are offered free from discrimination, but we can only do this with the financial support of people and businesses in our local area. Approximately 80% of our funding comes from local council – the rest must be raised through fundraising activities.

Our goal is to be there for anyone who requires our services and support.

We can only do this with your help.

**To find out more, please contact Corporate Fundraising by email at [fundraising@grace-eyre.org](mailto:fundraising@grace-eyre.org)**

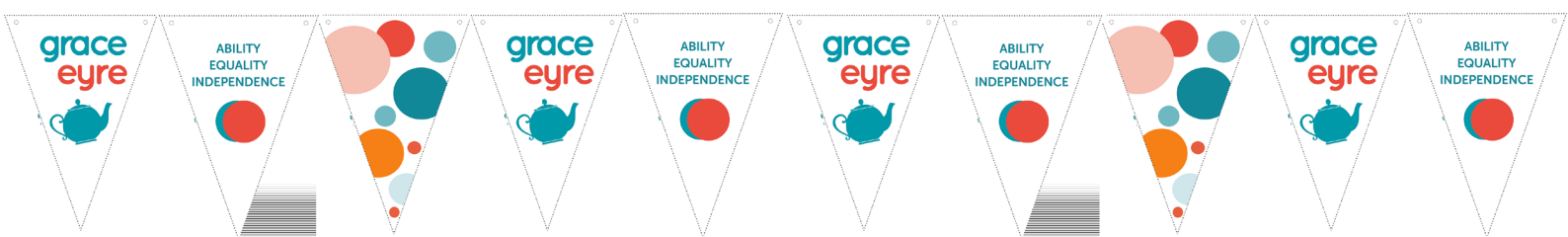


## How you can support us

We have found that corporate partnerships work best when we find ways that you can support us whilst fitting around your business objectives and skills. You could choose to support us just for one fundraising event or as your Charity of the Year.

### Your support could include:

- Hosting a fundraising event in your workplace or local community
- Installing collection boxes in your staff rooms
- Run a payroll giving information campaign, encouraging staff to sign up to making regular donations from their pay to us
- Match funding for any staff who complete a personal fundraising challenge
- Sponsor one of our events
- Providing a team of volunteers for a Grace Eyre event
- Volunteering at Grace Eyre – this could be an hour, a day or even a week – we will work alongside you to find the right opportunities for your business



**For suggestions on hosting  
your own fundraising event,  
visit [www.grace-eyre.org](http://www.grace-eyre.org)**



## **What we can do for you:**

- We have a dedicated Corporate Fundraiser to support you through your journey and make sure that your fundraising is a success
- Provide resources for promoting your event
- Give a presentation to staff about Grace Eyre and how our fundraising can make a difference

## **In addition to the above, if you choose us as your Charity of the Year, we will provide:**

- Complimentary use of our beach hut on Hove promenade
- Your business name published in our Annual Report and Accounts
- Cheque presentation opportunity with Eva Eriksson, CEO or the Chair of Trustees
- Your name published on our website as a corporate supporter.

**£25 could organise a local outing, giving people with learning disabilities the chance to make friends**







## **Fundraising – make the most of it**

If you choose to fundraise for us, here are some tips for raising as much money as possible.

### **Set a target**

This will help to give your fundraising a focus.

### **Make it unique**

People enjoy taking part in something new and interesting – try to think of ways to make your event different.

### **Social Media**

Share what you are doing with your business followers via Facebook, Twitter, Instagram and LinkedIn – this will show people how much you care about the community.

### **Advertise**

We have poster templates that you can download, add information about your event and print to make sure people know what is happening. Just visit [www.grace-eyre.org](http://www.grace-eyre.org)

### **Gift Aid**

If your event is sponsored, you can raise 25p more for every £1 you raise. If your sponsors are tax payers, ask them to tick the Gift Aid box and provide their address on your sponsorship form to make the donation go that bit further.



## Local press

Send a press release to The Argus with information about what you are doing and why you are raising money for Grace Eyre.

## Fundraising materials

We have materials that can help you with your event, including:

- Stickers • Banners • Leaflets • Collection tins and buckets



# **Fundraising – keep it legal**

## **Your fundraising literature**

If you are designing posters or leaflets to promote your event, please make sure that you use our logo and include our registered charity number: 102192. The logo can be downloaded from our website.

## **Food and Alcohol**

If you're providing food and drink it is worth visiting the Food Standards Agency for guidance on preparing food. Caterers will also need to provide their food hygiene certificates and Public Liability Insurance. Visit <https://www.food.gov.uk/> for more information

## **Raffles**

There are strict rules surrounding the running of raffles. If you are selling raffle tickets over a long period of time, you will need to notify Grace Eyre as it will run under our licence. These raffle tickets will need to be pre-printed – we can help you with this. Please contact us for more details. However, if you are selling and drawing tickets on the same day then the rules are more relaxed. You can run one of these raffles without a licence where:

- Tickets are only sold at the event
- You do not spend more than £500 of the ticket sale income on prizes
- The winners are drawn at the event or after it has finished

## **Street collection permits**

If you are planning on holding a collection in the street as part of your fundraising you will need to apply for a Street Collection Licence from the local authority. Visit [www.gov.uk/street-collection-licence](http://www.gov.uk/street-collection-licence) for more information. You are not permitted to collect cash door to door.

## **Insurance**

If your event involves the public, you will need to make sure that you have Public Liability Insurance. Your venue may already have this so check with them first.

## **Health and Safety**

If you are organising a large scale or physical event you will need to make sure that you have first aid cover.

Organisations such as St John's Ambulance ([www.sja.org.uk](http://www.sja.org.uk)) or the British Red Cross ([www.redcross.org.uk/first-aid/get-first-aid-cover-for-an-event](http://www.redcross.org.uk/first-aid/get-first-aid-cover-for-an-event)) can help you to decide the type of cover you'll need.

## **After your event**

1. Celebrate how much you've raised
2. Thank everyone that has helped
3. Send us the money – you can pay in through our website [www.grace-eyre.org](http://www.grace-eyre.org) using the donate button, call us to make a card payment or send us a cheque. If you raise money through JustGiving, this money will come directly to us
4. Return any equipment that you have borrowed from us
5. Let us know if you would like to make a cheque presentation at Grace Eyre and have some photos taken.
6. Feel proud of the impact you have made on a local charity through all of your hard work!

**Thank you for supporting Grace Eyre.**



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**We could not do what we  
do without your support.**

[www.grace-eyre.org](http://www.grace-eyre.org)

Registered Charity Number: 1020192

