



Fundraising guide

Ideas and inspiration to
get you started



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Melanie's story

"I can't begin to express how grateful I am to Life for giving me somewhere to safely bring my little boy into the world. Although it has been tough, I could have ended up in a much worse situation. Living in a Life House has given me confidence to say how I'm feeling, to meet new people, and given me the confidence to push through any problems I am facing, because I know now I am strong enough to face anything."

*"I found a passion for cooking, for design, and made a good friend for me and my baby. This is all because **Life gave me somewhere I could be myself and grow as a person and a mother.** I have a long way to go, but I have been given the very sturdy foundations to build the rest of my life."*

"Thank you!"



Why we need your help

Life is a UK pregnancy support charity.

Through our services, we help tens of thousands of people each year meet pregnancy or pregnancy loss with courage and dignity so they can flourish.

Our services include:

- Free emotional help, counselling, and skilled listening via phone, text, email, or in person.
- Housing and community support around the country for mums and their babies.
- Free pregnancy tests and baby supplies.
- Crafting content that educates the public about pregnancy, pregnancy loss, and our work.

We're creating a world where no one faces pregnancy or pregnancy loss alone and we need your support to help us achieve this.

We're thrilled you want to join us and become one of our "Life Changers" by choosing to fundraise for us.

Whether you are aiming to raise £50 or £5,000, we're here to help with you every step of the way.

Whether you're a first-time fundraiser looking at how to get started, or if you're an existing supporter looking for new ways to raise money, this guide is packed with hints, tips, and inspiration!

If you have any questions or need some advice about your fundraising, get in touch! We'd love to hear from you.

**Call us on 01926 312272
(Monday to Friday, 9am to 5pm)**

**Email us at
fundraising@lifecharity.org.uk**

How your money helps

Every day, 50+ people reach out to Life for emotional and practical help about pregnancy or pregnancy loss.

Every month, Life gives skilled listening and counselling to 500-1,000 people affected by pregnancy or pregnancy loss.

Every month, 1,500+ people ask Life for a free pregnancy test.

More than 12,000 mums and babies have been housed by Life. At any one time, we're housing more than 200 mums and babies in our network of Life Houses.

This means that:

- £1 will provide one free pregnancy test.
- £35 enables us to keep our National Helpline open for an hour.
- £100 would be enough for us to purchase six Moses basket mattresses for a safer sleep for newborns.
- £500 would enable us to decorate/get a room ready for a new client to move into one of our Houses. Ensuring it's painted, has new bedding, mattress and curtains.
- £1110 is enough to support one of our Housing clients for a month.

"I would urge anyone who is struggling to please give Life a call and just like me, receive a warm and friendly listening ear, without any judgment."

- Life client

Making it happen: Your steps to success

Step 1 / Pick: Choose your fundraising activity. What would you like to do? If you need inspiration, have a look at our [fundraising ideas pages](#). Sometimes the best ideas are the simple ones – especially if this is your first time fundraising.

Step 2 / Plan: Whether it's big or small, you'll need to put some thought into planning your fundraiser. We can put you in touch with the fundraising team for advice, support, and any extra resources. We'd love to hear your ideas so get in touch at: fundraising@lifecharity.org.uk. Don't forget to check out our Safe & Legal section on page 11.

Step 3 / Promote: Now is the time to share far and wide – whether it's putting up posters or sharing on social media, make sure you do think about who you'll be asking for donations and how to share your fundraiser. This will be

a vital step to make your fundraiser a success.



Making it happen: Your steps to success

Step 4 / Time to shine: Your hard work is done ... wishing you a HUGE good-luck from us and we hope you enjoy your fundraiser!

Step 5 / Celebrate: You've done it! You've done something amazing – giving women and babies the best chance of life and a better chance in life. Share your success with friends and family to thank them for support by sharing on social media or doing a press release to your local paper. We can't thank you enough for your support!

Step 6 / Pay it in: Time to collect your donations! If you've used JustGiving, your donations will already be with us. If you've collected them yourself then there are plenty of ways to bank the money. You can find more information on our [website](#), or for further advice give us a call on 01926 312272, or email us at fundraising@lifecharity.org.uk.



Fundraising ideas

From coffee mornings to quiz nights, crafting to fashion shows, the choices for fundraising activities are endless. Check out our A to Z of fundraising ideas on our website and read on to hear about some of our supporters' favourite ways to fundraise. We'd love to hear about your ideas too, so please do get in touch. We're here to help!

How to raise £50

Donate a celebration: Birthday, anniversary, Christmas - why not ask for donations this year instead of presents?

Star baker: Inspired by The Great British Bake Off? Get creative in the kitchen and host your own bake sale or very own bake off competition.

Dress down or dress up: Whether it's a dress-down day at school or a fancy dress theme for the office, this easy fundraising idea is a still a firm favourite.



How to raise £150

Share your skills: Have you got a passion for knitting, crafting, cocktail making, Zumba, yoga, or something else? Maybe you could teach people how to learn your skill and ask for donations to take part!

Pub quiz: Test your friends, family, and colleagues with a quiz to raise money, in person, or virtually.

Bingo: Eyes down, it's bingo time! Charge your players an entrance fee that also covers their bingo tickets. Why not ask local businesses to donate some prizes?

How to raise £500

Skydive: Whether you're facing your fears or feeding your appetite for excitement, this is an amazing experience and a great way to fundraise.

Casino night: A great reason to dress up, place your bets, and raise money for a good cause. Local event companies might be able to rent out tables for card games and other casino games.

Promoting your event

Spread the word about your fabulous fundraiser and get everyone talking about it!

Social media can help donations soar: Tell people what you're doing and share your JustGiving page, if you have one. Post in group chats you're part of and ask friends to donate. Create a Facebook event or start a hashtag on Twitter or Instagram. Take photos of your fundraiser to share afterwards and thank people for donating – it means a lot and might remind someone else to donate too!

Let your local newspaper or radio know about your event: Send them a press release with all the details. If you'd like a press release template, get in touch! Lots of local media websites have calendars where you can add the date and details too.

Posters and invites: These are the perfect way to let your community know what you're planning. Put the posters up at work or school, add them to community notice boards, or ask supermarkets, local shops, and cafes to display them for you. Get in touch with us for templates.

Listings: Event listings and 'what's on' guides in your area can help you let people know what you're planning.

Top tip: Don't forget to include the basics – *what's* happening, *when*, *where*, *who* it's for, and *how* people can support you.

Keeping it Safe and Legal

Whatever fundraiser you're planning, it's vital that you make sure everything is safe and legal. These basics will help you make sure your event runs without a hitch:

Raffles: Raffles are a great way to raise funds, but get to know the legalities beforehand. Find the latest advice and guidance at gamblingcommission.gov.uk

Serving food: Food hygiene is really important. Whether you're selling cakes or putting on a three-course dinner, food safety laws apply. Check in with food.gov.uk to make sure you know what to do.

Insurance: Insurance and licensing are your responsibility. We're here to help, but it's your event and we can't accept any liability. Check whether you need any special licences with your local authority.

Licensing: You may need a licence for street collections, raffles, playing live music, displaying banners, or selling alcohol. Your local council website should detail which events need a licence and how to apply.

Health and safety: Follow health and safety rules by completing a risk assessment. Your venue might have one for you to fill in. If you're organising a big event, you might want to consider a first aid provider.

Taking photos: If you plan to take and use photos publically of other people at your fundraiser, please make everyone aware, either by putting posters up, telling them beforehand, or at the event.

Under 18s: If you're under the age of 18, you'll need to get permission from a parent or guardian to raise money for Life.

We're here to help: There's lots more information about licences, insurance, and health and safety on our website.

For more information or if you have any questions on fundraising or keeping things safe and legal please contact us on fundraising@lifecharity.org.uk or 01926 312272.

You can also visit our website at getinvolved.lifecharity.org.uk



Collecting your donations

You've got your idea, you're planning your event – but how do you collect donations? There are lots of options so you can choose the one that works best for you.

JustGiving: A JustGiving page is usually the best way to let people know you're raising money and explain why. Visit [justgiving.com/lifecharity](https://www.justgiving.com/lifecharity) and follow the instructions to set up your page. JustGiving is straightforward and secure; the money you raise will come straight to Life.

Sponsor forms: A sponsor form is an alternative to JustGiving and will help you keep track of donations before you collect them in later. Get in touch and we'll send you one!

Targets: Remember to add a fundraising target – JustGiving says this can help you raise up to 46% more money!

QR codes: QR code so people can donate using their phones. Most online giving platforms, including JustGiving, let you do this.

The gift of Gift Aid: Gift Aid allows donors to contribute an extra 25% – at *no* extra cost to them! Make sure people complete the Gift Aid declaration on your sponsor form or JustGiving page when they donate. Check out the things you can and can't claim Gift Aid on at [gov.uk](https://www.gov.uk)

Employer matching: Ask your employer if they can match your fundraising total.

Make it personal: Make your page personal to you and share it with family, friends, and colleagues. Share updates about how your fundraising is going. Add photos and information about why you're fundraising.

Paying in your money

You'll find details of how to pay in on our website, including our cash handling guidelines. Any donations made through your JustGiving page will be sent directly to us (even ones made after your event) so there's no need to chase anyone.

If you have collected cash, the first step is to count it up and pay into your own bank account. Then, make out a cheque to Life and send the cheque and any sponsor forms to:

Life
4 Tancred Close
Leamington Spa
Warwickshire
CV31 3RZ



The difference you make

You've done it! By raising money for Life, you've helped to help create a world where no one faces pregnancy or pregnancy loss alone!

Has your fundraising inspired you to do more? There are lots more ways to get involved:

Plan your next fundraiser: If you've enjoyed this one, why not plan another? Use one of the suggestions in this guide or get creative with an idea of your own.

Take on a challenge: It could be a skydive, a run, a walk – there are so many options. See our website for more information.

Volunteer with us: We've got lots of opportunities, so get in touch to find your place as part of Life family.

Shop for good: Donate while shopping through Easy Fundraising, or visit one of our charity shops to donate or pick up a bargain. Find your local shop on our website.

Lotteries: Join a lottery today and start making a difference! You'll be in with a chance to win up to £25,000 each week while directly contributing to Life! Go to unitylottery.co.uk/causes/life/

Charity of the year: Does your company, club, or school choose a local charity of the year? If so, maybe you could nominate Life!

To talk more about these ideas or other ways to get involved, reach out to the Fundraising team on fundraising@lifecharity.org.uk or 01926 312272 (Monday to Friday, 9am to 5pm).



A huge thank you!

Together we can help create a world where
no one faces pregnancy or pregnancy loss
alone