FUNDRAISING PACK

Thank you for supporting Who Cares? Scotland

Charity number: SC026076
<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Browse our contents page to find what you’re looking for.</td>
</tr>
<tr>
<td><strong>Welcome</strong></td>
</tr>
<tr>
<td>Find out about our work and how you can help</td>
</tr>
<tr>
<td><strong>Ways to fundraise</strong></td>
</tr>
<tr>
<td>Here are some ideas to get you started!</td>
</tr>
<tr>
<td><strong>What your donation can do</strong></td>
</tr>
<tr>
<td>Find out where your money goes</td>
</tr>
<tr>
<td><strong>Hints &amp; Tips to help</strong></td>
</tr>
<tr>
<td>These will keep you safe, have fun and raise funds!</td>
</tr>
<tr>
<td><strong>Sponsorship form</strong></td>
</tr>
<tr>
<td>Photocopy this page and start fundraising</td>
</tr>
<tr>
<td><strong>Contact us</strong></td>
</tr>
<tr>
<td>Find our details to get in touch</td>
</tr>
</tbody>
</table>
Welcome

Thank you for deciding to fundraise for Who Cares? Scotland!

By supporting us, you will be helping Care Experienced people all across Scotland. There are around 15,000 children and young people in care in Scotland right now and there are many, many more who have experience of care too. Who Cares? Scotland makes an incredible difference to the lives of Care Experienced people in Scotland. From our incredible advocates and campaigning work to our local clubs and groups that we run, our vision is a lifetime of equality, respect and love and your support makes that vision a reality.

In order to help make your fundraising easy and enjoyable, we have put together this pack which has lots of exciting ideas and tips to help you raise as much as possible. There’s also sponsor forms and poster templates you can photocopy or download to help you get started. Whatever you choose to do, the team will be there to support you along the way.

Thanks to the money you raise Who Cares? Scotland can continue to be there to support Care Experienced people. Thank you.

Thank you.
Who Cares? Scotland is the only independent charity in Scotland representing children and young people in care. In 2018 we won the Overall Award for Excellence at the UK Charity Awards, because of our ability to bring about transformational change for Care Experienced children and young people.

With a vision of a lifetime of equality, respect and love for Care Experienced people, Who Cares? Scotland is sector-leading not only in the UK, but globally. Our ambitions and achievements have gained interest from as far as Australia, New Zealand, and the USA. Who Cares? Scotland is an ambitious, dynamic and energized charity that puts its members at the heart of everything they do.

Overwhelmingly, children are taken into care due to neglect and abuse – over 90%. However, when the state intervenes to protect them, what follows can be devastating. It’s a stark truth: what should be the best thing to happen to a child, can become the worst, often adding to the complex trauma already experienced.

The care system has been designed to keep children safe.

**In reality, what children really want and need is to be loved and cherished**

By connecting, Care Experienced young people can find both individual and a collective understanding as well as empathy in their shared experiences. United, they can use their shared experiences to challenge and improve the structures of care for themselves and others; thus, improving outcomes for future generations of Care Experienced children and young people.

Who Cares? Scotland provides the means and platform to elevate a movement of Care Experienced young people coming together to demand equality, respect and love.
Ways to fundraise

1. **Bake sale**
   A classic fundraiser. Roll up your sleeves and make some scones, cupcakes & brownies and sell them to your family and friends!

2. **Run a quiz**
   A Who Cares? Scotland favourite! Host a quiz with your friends, it could be in school, a pub or even over zoom. Charge a small fee to enter and make sure you have a prize for the quiz master!

3. **Set a challenge**
   Why not get sponsored to challenge yourself to do something for 30 days. Walk 15,000 steps (15 thousand young people currently in care right now)

4. **Dress down day**
   Ask your school, college or workplace to dress down or dress up.
What your donations can do

£5
Could send a Care Experienced person a Birthday Card, for some this is the only one they will receive.

£10
Could send a Christmas parcel to all of our members. This includes a Magazine, chocolate & a small gift.

£30
Could pay for a Care Experienced person's travel and food for them to attend one of our national activities.

£25
Could help us send our quarterly magazine to a Care Experienced person.

£50
Could pay for a Care Experienced person to come to our Christmas day dinner.

£100
By donating £100, you could pay for a Care Experienced person to get support and guidance from our helpline.
Hints & tips to help

Whatever way you choose to fundraise, it is important to us that it runs as smoothly as possible. Use our helpful hints and tips to ensure you are kept safe, have fun and raise funds!

- Give yourself plenty of time to plan your event!
- Start by setting a date that gives you time to promote your event or fundraising activity!
- Whether your fundraising takes place at home, online, at a venue, or a local space, ensure that it meets everyone’s needs.
- If you’re hiring a venue, ensure they have the correct licenses (don’t worry, we can help you with this).
- Always follow the correct health and safety procedures!

Most importantly... Ask us! We’re always here to help.

Checklist

Have you set a date?

Have you promoted your event?

Have you confirmed a venue?

Does the venue have the correct licenses?
Setting a target & budget

Here are more helpful hints to help you set a target and a budget:

• Have an **estimate** of how much money you aim to raise

• Work out the **costs involved**. Do you need to pay for venue hire? A costume? Food and drink? Prizes?

• Make sure any money raised is **kept safe**, and given to Who Cares? Scotland as soon as possible after your event or activity.

• You may want to set up a **JustGiving page** to help you keep track of your donors and donations.

• Ask Who Cares? Scotland for a **fundraising letter of permission**, which you can show to venues or local businesses to help gain discounts or gain donations from local salons, restaurants, and sports clubs.

**Checklist**

- Have you set a target to raise?
- Have you researched Who Cares? Scotland?
- Have you worked out all costs?
- Have you contacted Who Cares? Scotland about anything you need?
Tell us about your fundraising challenge!

Your fundraising target

£

Thank you!

SPONSORSHIP FORM

Personal details

Name

Email

Address

Postcode

Phone No:

Who Cares? Scotland can reclaim the tax on donations from UK taxpayers – Gift Aid. Gift Aid is an income tax relief that benefits UK charities. Gift Aid is reclaimed by the charity from the tax the donor pay for the current tax year. Gift Aid increases the value of each donation by turning £1 donated into £1.25. At no extra cost to you or your sponsors!

Fundraising made easy!

The easiest way to collect your donations is by setting up your own Just Giving fundraising page at justgiving.com/whocaresscotland. Raising money online is quick and easy for both you and your sponsors and the money raised is sent directly to us. If your sponsors give you cheques or cash, you can transfer the money from your own account into your Just Giving page using a credit/debit card.

Make all donations go the extra mile!

Who Cares? Scotland can reclaim the tax on donations from UK taxpayers – Gift Aid. Gift Aid is an income tax relief that benefits UK charities. Gift Aid is reclaimed by the charity from the tax the donor pay for the current tax year. Gift Aid increases the value of each donation by turning every £1 donated into £1.25. At no extra cost to you or your sponsors!

If your sponsors are UK taxpayers, don’t forget to ask them to Gift Aid their donations. Just ask your supporters to write their full name, home address, postcode, and to tick the Gift Aid box overleaf. The address is needed to identify the sponsor as a current UK taxpayer.

Next steps:

Please send or hand in the completed sponsorship form at our National Office, Who Cares? Scotland, 40 Wellington Street G2 6HJ.

If you are collecting the donations from your sponsors offline, you can pay the money to us by cheque payable to Who Cares? Scotland or postal order at your local Post Office. Please send all cheque and postal orders to the address above. Alternatively, you can come and hand in the cash at our National Office. Please don’t send cash in the post.

Donate to change the lives of Care Experienced people!

£10

Could send a Christmas parcel to all of our members. This includes a Magazine, chocolate & a small gift.

£30

Could pay for a Care Experienced person’s travel and food for them to attend one of our national activities.

£50

Could pay for a Care Experienced person to come to our Christmas dinner, including food, transport & presents.

www.whocaresscotland.com | fundraising@whocaresscotland.org
**Who Cares? Scotland, registered charity no: SC026076**

**Are you a UK taxpayer? If your answer is yes, make your donation go the extra mile at no cost to you with Gift Aid.**

Please provide your full name, home address, postcode and tick the 'Gift Aid' box so Who Cares? Scotland is able to claim tax back on your donation. Please avoid using business or 'care of' addresses as we cannot claim Gift Aid on these. One simply tick increases the donation by 25% and turns every £10 donation into £12.50, a £20 donation into £25 or £100 donation into £125!

Get in touch!
Visit whocaresscotland.org/fundraising phone 0141 226 4441 or email fundraising@whocaresscotland.org

Please let us know if you want to cancel the ‘Gift Aid’ declaration, change your name/home address or no longer pay sufficient tax on your Income/Capital Gains.

---

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Postcode</th>
<th>Total amount (£)</th>
<th>Date paid</th>
<th>Enter email if you wish to receive updates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Bloggs</td>
<td>40 Wellington Street,</td>
<td>G1 1PZ</td>
<td>£50</td>
<td>31/05/2021</td>
<td><a href="mailto:jbloggs@gmail.com">jbloggs@gmail.com</a></td>
</tr>
<tr>
<td>(example)</td>
<td>Glasgow</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If I have ticked the box headed ‘Gift Aid’ I confirm that I am a UK tax or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below; given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Remember: You must provide your full name, home address, postcode & “Gift Aid for the charity or CASC to claim tax back on your donation.

**Total received**

---

* Don’t worry, we will never write to you. We just need your address for Gift Aid Purposes.
** We promise to only email you 6 times per year.
Thank you for fundraising for Who Cares? Scotland. With your support, we can achieve a lifetime of equality, respect and love for all Care Experienced people.

We are fundraising for a Lifetime of LOVE by...
Contact details

For more information, please contact our Fundraising team.

Tel: 0141 226 4441
Email: Fundraising@whocaresscotland.org

For general enquiries, contact us at:

Tel: 0141 226 4441
Email: hello@whocaresscotland.org

Who Cares? Scotland
40 Wellington Street
Glasgow
G2 6HJ

And lastly...
Thank you!