



# Your Unity Fundraising Guide

Support

Raise Event Fun good

wanted

moneyevent charity

## Let's Start to Fundraise

Contents	Page
Why your Fundraising is important to Unity	3
The Difference your money makes to Unity and its service users	4
My Story – read about our service users' journeys	5,6
The A-Z of Fundraising Ideas	7
Your Fundraising Checklist	8
How to Promote your Efforts	9,11
Topping up your totals	10
Sponsorship Form Sample	12
Donation Form	13
Keeping your fundraising safe and legal	14
Event Poster	15
More Fundraising Ideas	16

## We are Unity

We are Unity (formerly Unity Enterprise). We are a Scottish Charity and Social Enterprise founded in 1989. Over the years we have provided a variety of support services to people who are vulnerable, disadvantaged or risk of exclusion across the West of Scotland.

We believe in fair and inclusive communities where everyone is valued and has opportunities to fulfil their potential. This takes many forms and we are always looking for new ways to support our fellow citizens and widen our impact.

## All Welcome!

## Why your effort is important

**1** *As of June 2017, there are an estimated 788,000 people in Scotland who are caring for a relative, friend or neighbour.*

*"8 out of 10 carers have felt lonely or socially isolated as a result of looking after a loved one"*

**2** This includes 44,000 who are under the age of 18.

Being a young carer tends to be associated with poorer health and well-being. This is true for self-reported health, long term conditions or disabilities and mental health conditions. This is likely to have implications for other areas of young carers' lives, such as education and employment.

**3** *People with learning disabilities are more likely to be exposed to common causes of poor health such as poverty, poor housing, and lack of employment, social isolation and discrimination.*

Only 5.3% of all adults with learning disabilities who are known to local authorities are in some kind of employment. These figures are in comparison to an overall Scottish employment rate of 75.2%

**4** **Socio-economic disadvantaged groups are at an increased risk of social isolation and loneliness.** Homeless, young mothers, those with poor physical and mental health, people with disabilities, children with few friends, those living alone, those who have been bereaved, men over 50, minority ethnic groups, and those from LGBTI communities

## The Difference Your Money Makes

**£5** provides a hot meal for people suffering food poverty and homelessness



**£10** helps provide person centred support for adults with learning disabilities and complex needs

**EMPOWER**

**£20** helps provide travel and training for befriending project volunteers to reach isolated carers



**£100** provides a school link worker to identify hidden young carers and offer support





# My Story

Giving our service users a voice

Margaret had to give up her job to become a full time unpaid Carer for her sister who suffers from Jacobsen Syndrome, a rare chromosome disorder.

She helps with day-to-day 24hr care including washing/bathing doctor appointments and social work meetings. South Ayrshire Carers Centre provides 1:1 and group emotional/social support with the monthly support group that runs at the Carers Centre.

Margaret has found it difficult to find respite for her sister. Her support worker at the Carers Centre has suggested pathways available and key contacts that could fit her needs. Margaret recently accessed the Creative Breaks funding the Carers Centre provides. Needing a small break from the demands of the caring role she managed to attend a relaxing Spa Break and found this of great benefit.

Support helped with the complicated process of Personal Independence Payment forms and with a blue badge application as she also has poor mobility.

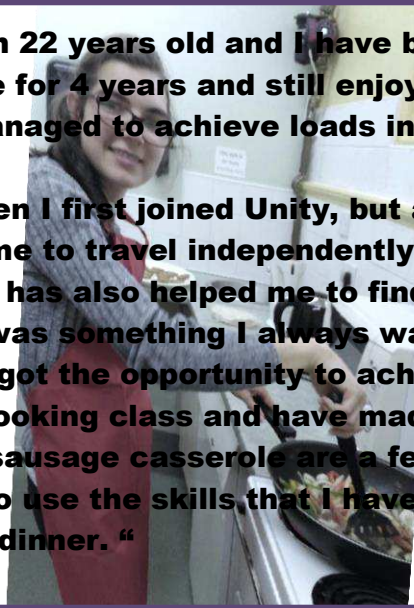
Margaret stated that the support she receives from the centre including the breakaway was

*“A lifeline, I don’t know where I would be without the South Ayrshire Carers Centre”*



**“My name is Iona Mclean, I am 22 years old and I have been attending Empower East Dunbartonshire for 4 years and still enjoying every minute of my time here and I have managed to achieve loads in my time here.**

**I couldn’t travel by myself when I first joined Unity, but all that has changed as unity has taught me to travel independently which has really boosted my confidence. Unity has also helped me to find some voluntary work in a nursing home, this was something I always wanted to do and I really enjoyed so I was glad I got the opportunity to achieve this goal. I have just recently started a cooking class and have made some great dishes; chilli, lentil soup and sausage casserole are a few of the dishes that I have made. I continue to use the skills that I have learned at home by helping out with preparing dinner. “**



(Some names have been changed to protect service user’s identity)



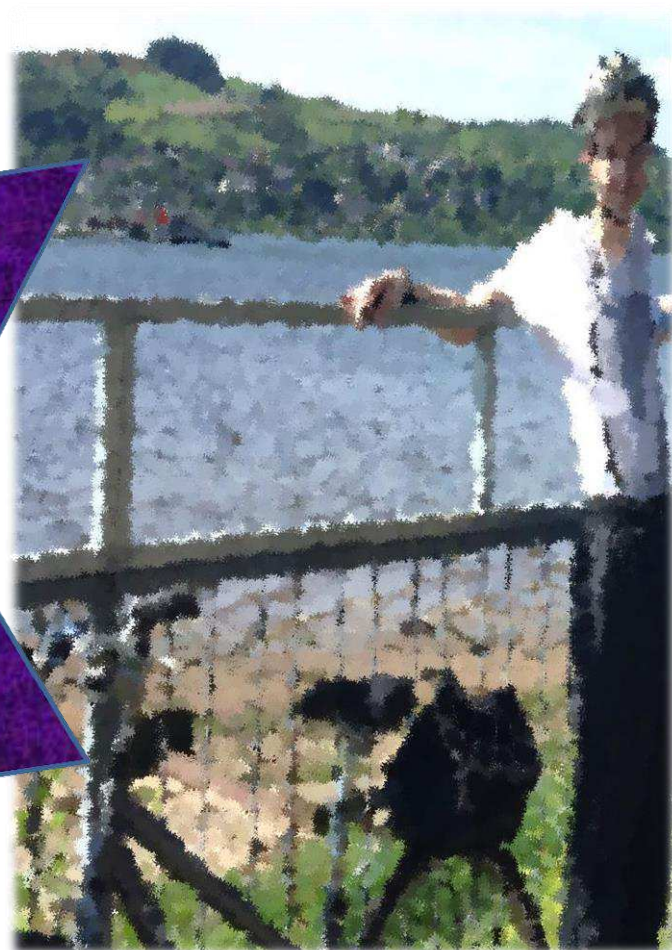
"My name is David Morris and I started at Unity Empower 3 years ago. I have made lots of new friends and I enjoy going out and about with the group.

Since I started I have learned how to cook, how to swim and even how to ride a bike. I am really pleased with myself as I was a bit scared at first but now I can do all three!

I really enjoyed learning to cook and I have made different kinds of meals like Cauliflower cheese, Chicken curry and Spaghetti Bolognese. I can now make these at home.

Learning to swim and cycle was a lot of fun and now I can swim 2 lengths without stopping. I also have my own bike now.

It has made me feel much more confident and now I know I can do what I want to do."



Christopher is a young man with an Autism Spectrum Condition which makes social interaction and new surroundings difficult for him.

He has a very keen interest in hospitality and has a talent for baking. His dream is to gain employment within a café. However, throughout his life he has been facing barriers and opposition and told that this would not be possible because of his disability.

Due to the characteristics of Christopher's condition, routine and planning are very important to him and changes to this greatly increase anxiety and distress, which can present in more challenging behaviour.

In the past, traditional services have often found this too challenging and have failed Christopher in his development. Empower have succeeded in supporting Christopher in his personal goals and development due to our unique holistic approach centre around the individual. Through, getting to know Christopher, the people who are important to him, his interests and aspirations we crafted a bespoke support plan. We were therefore able to create opportunities for Christopher to meet his goals, at his own pace within a realistic time frame.

Christopher has now gained qualifications and training in catering and hospitality since joining us and was given a placement with our support employment programme which he has thrived in. Christopher no longer needs support in his role; he really enjoys working and has a great sense of pride and achievement.

We have witnessed his confidence and self-esteem grow, and are now proud to say he has been offered a work placement at our Social Enterprise Spoon Café.

## A to Z of Fundraising Ideas



**A** is for Abseiling, Afternoon Tea or an Auction **B** is for Baking, a Bike or a Bungee Jump from a height. **C** is for a Car boot, Copper Coins Collection and Coffee Morning's. **D** is Dressing Down, Donations for a raffle or auction or Doughnut Sales. **E** is a once in a lifetime Expedition, Easter Egg Hunt or an Eating Competition. **F** for Fun Runs, Five a side football and a Fast Day. **G** can you Guess the baby? **H** is a Household Clearance, a Halloween Party, while a sponsored Hike will get you fit. **I** is to Involve everyone. **J** is for Juicing, Jumping and Jogging. **K** is for Karaoke, social Knitting group or Kicking the habit. **L** is for Living Below the poverty line. **M** means Matched Giving or Money Boxes. **N** is never giving up. **O** is for an Outward Bound trip, Odd jobs or Office Collection Day. **P** is for Pampering, Parachute Jump and Payroll Giving. **Q** is for Quizzes and Quiet Zones. **R** is Running, Race Nights and Round ups. **S** is for Sweepstakes, Sports events and Stalls. **T** for Tombola and Ten Pin Bowling. **U** is for those Unwanted gifts, Urban guided walks and of course **U** is for **Unity**, together we can make a difference. **V** is for Volunteering, Valentine's Day and a **Visit to spoon cafes** to support Unity through our Social Enterprise. Book it as a venue to hold a party, gig or our meeting room. **W** is walking or a World Cuisine day. **X** is for Xylophone Party or maybe just an X Factor Night Competition. **Y** is for having a Yes day. **Z** is for Zip Wire.

(More great ideas on page 16)





# Your Fundraising Checklist

Here is our checklist of things that you might want to consider before, during and after when planning your fundraising activities or event. This is only a rough guide and you may want to add to it, to help you on your fundraising journey.

**What are you planning to do?** ☐ There's so much you can do to fundraise for Unity. Find the right idea for you at [www.unity-enterprise.com/fundraise](http://www.unity-enterprise.com/fundraise) or look at our A-Z of ideas.

**Who, What, Why, Where, When.....** ☐

Make sure you plan the date, time and location of your fundraising in advance. How long will it take to set up? What do you need to bring? Do you need tickets? Also, keep in mind timings like elevenses or tea time if, for example, you're planning a bake sale.

**Got your team together?** ☐

Recruit your friends, family and colleagues. Fundraising is always a lot easier, and more of a laugh, in a group. Get friends or workmates in on the fun with our Event Poster and then set a nice big, fat fundraising target to get everyone motivated

**Spreading the Word** ☐

From our Branded Unity Posters, to emailing, posting on Facebook and Twitter or creating an advert in your workplace newsletter or intranet there are lots of ways to spread the word.

**A Big Change is possible from Your Small change in the workplace, business or at home** ☐

Make sure that everyone knows how a big change is possible for our service users, from even a small amount of change. Use our Big Change is possible from your Small change Poster to highlight where your sponsors money goes. Request at [Unityhq@globalnet.co.uk](mailto:Unityhq@globalnet.co.uk)

**Paying in the cash you have raised to make a big change** ☐

It's time to put your fundraising efforts to work in helping change someone's life. You can request a bank Giro Slip from Unity. Fill in the form on page, pay by credit or debit card by calling the Finance Team on 0141 552 2611 or your Mydonate online page which is paid directly to us

**Fundraising Agreement to keep everyone happy** ☐

Unity wants to make sure that all fundraising activities including your efforts in raising funds Unity are within the Fundraising Codes of Practice. See our easy guide on page 14. If you are unsure about any of your fundraising activities please contact Kirsteen on 0141 552 2611 or email [Unityhq@globalnet.co.uk](mailto:Unityhq@globalnet.co.uk)



Promote your Efforts



- Create a Fundraising Facebook page for your event and invite your friends. Ask them to like and share
- Tweet about your event, with a link to information about your event, an event picture or your online fundraising page & include @unityen
- 'Like' and post about your event on our Facebook page [www.facebook.com/unityen/](http://www.facebook.com/unityen/)
- Local Press are always on the lookout for local people doing something exciting, so don't be afraid to get in contact! Include all the important information you want others to know about your event. The more interesting and unique your story, the more chance you'll get covered.
- Advertise your event at work, school or university, in a newsletter, bulletin, email or poster
- Tell your friends and relatives about your event –through word of mouth, emails or social media. Ask them to pass it on to their friends and colleagues too
- Mention your event in your email signature. Link this to an online fundraising page
- Donations can be made via our Facebook Donations Options



## Top up your Totals

Your fundraising activity is planned and you're keen to get your event raising bundles of cash. Here's some extra ways to help topping up your total with a few ideas to get your friends, family, neighbours and colleagues digging deep. It's also a way of getting out and about to promote your activity.

**Tell your story** - If you are doing a personal challenge, tell people about the why and how? A blog or documenting your experience via social media can build up big followings, and find that donations come in from not just personal contacts but friends of friends and even strangers.

**Pre – Sell** - Sell tickets ahead of the event – that way you get the funds even if the person decides not to come on the day.

**Sponsorship** - Consider approaching local businesses to sponsor you. In return for a donation, you can offer them advertising opportunities on printed materials, within your event promotion and at the event itself.

**Get your work on board** - Ask your employer to support you either by making a donation or holding an event for employees like a dress down day or cake sale or a Unity collection box. Some larger companies offer matched funding for fundraising activities their staff take part in; ask the HR department to see if they offer this.

**Raffles and Auctions** - Raffles and auctions are great for raising some extra money at any type of event. You don't need loads of prizes. If you are struggling for raffle prizes, hold a table game instead? Everyone puts in £5.00 and the winner from the draw keeps half (the rest to Unity). Raffles are strictly regulated, so to stay within the law please ensure that all tickets are sold at the event location during the event itself. If you are doing an auction, make sure you remind people about the charity and the difference the donations will make just beforehand so people dig that little bit deeper

**Gift Aid** - Ask people to tick the Gift Aid declaration on the sponsor form. For every £1 donated the charity can get an extra 25p.

**Sponsor Form** - Take your sponsor form with you wherever you go and don't be afraid to ask. Every penny counts and soon mounts up.

## REMEMBER TO THANK PEOPLE FOR THEIR SUPPORT



# Spreading the word on Facebook and Twitter

Maximise the amount you raise by making sure that as many people know about your event by using our Facebook and Twitter Tips.

## Facebook Tips



1. Get your Facebook friends to share and like your post
2. Images are great for attracting attention
3. Include the Unity link [www.unity-enterprise.com](http://www.unity-enterprise.com), for people who want to learn more about our projects before donating
4. Write less than six lines as the seventh line onwards on Facebook is hidden unless facebook-ers click
5. Newsfeeds can get busy on facebook and therefore a post may get lost. It's a good idea to post a couple of reminders.
6. Remember to post a big thankyou after the fundraising.

### Sample Facebook Message

I will be taking part in the 26 mile Great Glencoe Challenge for Unity [www.unity-enterprise.com](http://www.unity-enterprise.com)) I am raising funds to provide a hot meal for those in food poverty. Support by donating (Link to donation payment) or by sharing this post.

## Twitter Tips



1. Request to retweet gains more attention
2. If adding a photo/link in a tweet, write less than 118 characters to fit into one tweet.
3. Include the Unity Twitter name @Trongate46 for people who want to learn more before donating
4. Trending hash tags are great in your tweet for a wider reach.

### Sample Twitter Message

Make the message short and tell people what action to take. Always provide the donation payment link at the end of the message.

Eg. Hi All, I'm doing #greatglencoechallenge #26miles on 30 Jul for Unity @Trongate46 #sponsorme & RT thanks {donation payment link}



# Sponsorship Form

**SAMPLE – PLEASE  
REQUEST OFFICIAL  
FORM**

**Unityhq@globalnet.com. Thank You**

Make every £1.00 worth 25p more at no extra cost to you. Just tick the box and Gift Aid can make a big difference to your donation (Gift Aid Logo)

Title	Initials	Surname	House Number or Name	Postcode	Date of Donation	Your Donation	Gift Aid (please tick)
Mr	A	Jones	46	G1 5ES	22/06/17	£50.00	✓
Please fill in your name and home address in your own writing otherwise we can't claim gift aid – Thank You							
Total							
Date Paid to Unity							

12 | Your Unity Fundraising Guide

# Donations Form

Please use this form to donate money raised from Your Event. You can also donate via MyDonate at <https://mydonate.bt.com/charities/unityenterprise>

About Your Donation (Tell us about what you did to reach your target)

I would like to give a gift of £

Your Details

Title

Name

Home Address

Postcode

Email Address

We promise to always keep your details safe and we will never sell or swap your details

**Please return this form with your gift to: Unity, 46 Trongate, Glasgow, G1 5ES**

Thank You for Supporting Unity

Please make your

☐ Cheque ☐ Postal Order Payable to: Unity Enterprise

## Thank you for your Support

## Keep your event Safe and Legal

Fundraising is great fun as well as knowing you are working to change people's lives but there are some regulations and laws to ensure everyone is protected Don't worry though: we've broken down this need-to-know info for you and if you have any queries please contact Kirsteen on 0141 552 2611 or email [Unityhq@globalnet.co.uk](mailto:Unityhq@globalnet.co.uk)

### Collections

Collections are a great way to raise money, However if you're planning a collection that takes place in a publicly owned place then this is governed by strict legal requirements and must be licensed by a Public charitable collection permit (Scotland). Before you approach your Local Authority for a license, please advise us of your plans and await our approval. Licenses are not required on privately owned land – but you still need the permission of the owner or business. Collecting house to house or business to business (including pub to pub) is subject to stricter regulations. We therefore do not endorse these collections by our supporters.

### Data Protection

Make sure any electronic or paper records you keep about people involved in your fundraising event comply with the Data Protection Act. As a rule of thumb, don't keep information about people any longer than you need to, and don't share information or data about someone without their permission.

### Food Safety

Home baking and bake sales are a great way to raise money so, take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. No one likes a poorly tummy, especially as a reward for raising money for Unity.



## Remember to have Fun



# I'm fundraising in support of



## Event

When

Where

For further details contact me:

Name:

Tel:

Email:

## More Fundraising Ideas.....



Abseiling off the Titan Crane in Clydebank. Afternoon Tea or Auctioning off some of your time.

Baking and selling it in school, work or your local community, getting sponsored to use a Bike

instead of the bus or car or a Bungee Jump from a height. Car boot sale. Cash in your old belongings or organise your own sale, and charge for tables. Copper Coins Collect 1p and 2p in our home collection box or have a Coffee Morning

Organise a coffee morning and catch up with friends, family or colleagues. It's also a great way to get to know your community. Dressing Down in work and asking people and companies for prize Donations for a raffle or auction. A

Doughnut Sale is a great idea, with Supermarkets selling 5 for 50p you can sell them for a fundraising profit.

Expedition such as Kilimanjaro while raising funds or an Easter Egg Hunt or an Eating Competition, chillies, onions or beans! Fun Run, arrange your own or join an organised event. Look at our running events on the unity site. Five a

side football challenge your colleagues, friends or teachers to a five a side tournament as part of a football fundraiser. Each team pays to play. Fast day. Show solidarity for those living in food poverty. Donate the cost of your

food for the day. Guess the baby?(from photos) a great game in the office and at birthday parties Do a twist on the classic baby photo game by collecting some baby photos of famous celebrities. Give it up! Get sponsored to go

without something. Donate the money that you save, set up a sponsorship page on MyDonate or use the sponsorship form in the pack. Gift Aid it! Add an additional 25p to every £1 raised, by completing the Gift Aid Box. Household Clearance, selling off unwanted items or a Halloween Party, while a sponsored Hike will get you fit.

Involve everyone, ask everyone you know to help out, a sponsored Indoor Rowing competition or an International Day at school or in the workplace, dress up, bring food and play music from your favourite country. Juicing, have a juicing day in the office, jumping in to the most beautiful mountainous ravines and rivers with a canyoning

organisation or setting up a local Jogging group. Karaoke event, starting a social Knitting group or Kicking the habit, give something up and donate the money. Living below the poverty line. Get sponsorship or donate the difference for living on a maximum of £5.00 a day, involve family friends and colleagues. Lunch take a packed lunch for the

week and donate the difference. Matched Giving - Whether you are raising money in the office or outside of work, ask your employer about matched giving. Money Boxes for the home, Office, local shop, our volunteers will collect when full. N is never giving up; the smallest gesture can add up to great amounts. Outward Bound-Spend the night

in the open with friends or an organised survival course. Odd jobs in your neighbourhood or Office Collection Day - Fundraising activities for the office could include; Bake Sales, Office Olympics, dress down day or perhaps take

breakfast orders and set-up your own tea trolley. A morning coffee could make for workers happy to sponsor you and of course our collection boxes. Pampering. Are you a trained beautician, masseuse, hairdresser? Use your skills.

Auction off an appointment. Parachute Jump with one of the many charity jump organisations where you can jump for free if you raise a minimum amount. Payroll Giving. Most big employers offer a direct deduction to the charity of your choice. Quizzes, Hold a quiz in school, work or a social night. Use half the entry fee as a prize. Have a

Quodrophenia themed day, or night with 60's music and dress or Quiet Zone – can you have a sponsored silence in school. Running a short distance or a marathon. Set up your page on MyDonate. Race Nights are great fun with

small totes which add up. Round up a pound keep the coppers from your change it all adds up. Sweepstakes. Who will win a tournament, football, tennis, the Oscars the X factor or on which day of the week or date in the month will

a baby be born? Give a donated prize or percentage of takings to the winner. Sports events, do you belong to a sports club? Why not persuade them to hold a charity day? People could pay to enter a competition. Tombola. Get

friends and family to donate gifts and organise tombola. Only numbers ending in 0 or 5 will win a prize! Like a raffle, adding tombola to your fundraising event is a really easy way to make money for charity. Ten Pin Bowling alleys

often have special rates for big groups & charity evenings. Unwanted gifts that can be sold or used in a raffle. Urban guided walks are a great way to show off your knowledge about the city you love. You can even pop into the Spoon

Cafes for refreshments and of course U is for Unity. Together we can make a difference. Volunteering with Unity and a Valentine's Day - Lots of single friends and a penchant for matchmaking? Then organise a singles event from

speed-dating to a full blown Valentine's ball. The best part of this is that even if you don't get a love match you know that people can go home happy knowing they have supported such an important cause. Visit spoon cafes and

support Unity through our Social Enterprise. Book it as a venue to hold a party, gig or our meeting room. West Highland Way, Walk up Ben Nevis or just leaving your car at home and donating the savings there are lots of

challenges for different abilities. A World Cuisine day in the office. Draw out your country in a lucky dip and bring in the food of that country. Win a day off! Ask your boss to donate a day off to raffle for colleagues. X Factor Night

Competition Yes day, Say yes to everyone's demands (within reason!) and ask people to sponsor you to do so. Zip Wire - Adrenaline junkie or willing to face a fear? There's zip wires up and down the country, days arranged over the

River Clyde and all offer a different experience, so do your research and find the challenge that is right for you (and most likely to encourage friends to sponsor you).

**EMPOWER**



# A Big Thankyou

£5 provides a hot meal for people suffering food poverty and homelessness

£10 helps provide person centred support for adults with learning disabilities and complex needs

£20 helps provide travel and training for befriending project volunteers help to reach isolated carers

£100 provides a school link worker to identify hidden young carers and provide them with support



A registered Charity (SC20039) Company Limited by Guarantee (120777)

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Tel; 0141 552 2611

[www.unity-enterprise.com](http://www.unity-enterprise.com)

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## This image shows a single sheet of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.



18 | Your Unity Fundraising Guide