

YOUR FUNDRAISING GUIDE

HELP for
HEROES

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WELCOME

to your Fundraising Guide

**Thank you for choosing to fundraise for us.
Your support gives veterans and their families the support they deserve.
Right now, they need your support more than ever.
Since 2015, our income has dropped by half but the demand for our services remains high.**

We know that our amazing supporters are itching to get out there and raise money to keep our services going.

However you choose to fundraise, every penny you raise will be helping members of the Armed Forces community live well after service. So that they feel valued, supported, and recognised.

This guide will kickstart your fundraising journey, but if you have any questions please don't hesitate to get in touch.



1 HOW YOUR MONEY HELPS

Every penny you raise matters. Whether you run a collection or organise a quiz evening, your money directly helps our heroes and their loved ones.

“ Life has changed so much, but all the support we’ve had has had such a positive impact and we will be forever thankful for that. Help for Heroes and its amazing supporters, alongside support from others, have made that happen. They have such a special place in our hearts.”

Derek Derenalagi, veteran

We offer physical, psychological, financial and welfare support for as long as it is needed. Whether you raise £5 or £500, your donation will make a real difference.



Here are a few ways your fundraising could help our wounded veterans and their families:

£22

could help pay for one of our Case Management Team to reach out to a veteran in need of help.

£68

could pay for a veteran to have a one-hour session with one of our mental health counsellors, to help work through the difficulties that have put their life on hold.

£100

could give two veterans the opportunity to take part in sporting or fellowship activities and to feel part of the community again.

£206

could provide a wraparound knee brace for veteran in need of leg stability to take part in physical activities once again.

1 HOW YOUR MONEY HELPS

By fundraising with us you'll be helping veterans like Derek, who lost both his legs whilst serving in Afghanistan. Thanks to your support, he has overcome so many challenges – finding the strength to overcome unimaginable trauma to learn to walk again.

DEREK'S STORY

"During my second tour of Afghanistan in 2007, the vehicle I was in went over an Improvised Explosive Device (IED). It ripped our Land Rover apart and it took both of my legs with it.

"When I awoke from a coma nine days later, I saw Ana standing by my bed and I asked her what she was doing there. I thought I was still in Afghanistan. Ana showed me a picture of myself lying [there] without my legs. I remember staring at the ceiling and trying so hard to hold back my emotions and be strong.

"Adjusting to life without my legs was difficult and very traumatic for both of us. I was told I'd be in a wheelchair for the rest of my life, that I'd never walk again."

"When I stood on my bare stumps for the first time, a month later, it was a huge moment for me. And that's where Help for Heroes came in. They got me involved in sport as part of my rehabilitation, and they even funded the prosthetic legs that took me to the 2012 Paralympics. Competing at the Games was one of the proudest moments of my life.

"I've had so many opportunities through Help for Heroes. Ana and I have met some wonderful people through the Band of Brothers and Band of Sisters Fellowship groups, other injured veterans and their families. We share experiences and learn from one another.

"Life has changed so much, but all the support we've had has had such a positive



"Even after 14 years, I still suffer with phantom limb pain. My prosthetic leg sockets can cause blisters on my stumps, and I suffer with lower back pain, as having artificial limbs affects my posture. I suffer with mental trauma too – I have Post-Traumatic Stress Disorder (PTSD) and still experience flashbacks."

impact and we will be forever thankful for that. Help for Heroes and its amazing supporters, alongside support from others, have made that happen. They have such a special place in our hearts."

2 FUNDRAISING EASY AND REWARDING

Our supporters always go the extra mile in support of our heroes. Here's what a few of them have been up to. We can't wait to hear your stories.

FOUR SIMPLE STEPS

1
Choose how
you want to
raise money

2
Plan your
fundraiser;
set a date
and target

3
Have fun
fundraising!

4
Pay in your
donations,
celebrate your
achievement

JODY'S STORY

A female auto technician and MOT tester with a passion for saving classic cars from the scrap heap and getting them back on the road is breathing new life into a 1975 MG Midget which will be raffled to raise money for Help for Heroes.

Jody who started off working on cars, plant and machinery as well as carrying out inspections on HGVs, now runs two workshops – MNJ Autocare and MNJ Classics – both in Springhead, Oldham.

The MG Midget, which was donated by one of her YouTube subscribers, will be rebuilt as a one-off in a military theme and honour the late Queen Elizabeth II before being raffled (for £10 per ticket) on November 11, Remembrance Day, and the keys handed over to its new owner.

"The work we'll be doing is extensive, we didn't realise the sheer extent of what the car needed until we stripped it. Thankfully the engine is good and had a rebuild not so long ago but all the systems will be overhauled and 'MG Marshall' will be fabulously unique."

"My grandad, Randolph, who served in France and Germany in the Army was a father figure to me," she said. My father-in-law served as an engineering officer in the Navy for many years

and my partner, Matthew, served as a Gunner in the RAF Regiment and carried out many operational tours of duty around the globe."

Jody added: "I chose Help for Heroes as this year's charity as I wanted to show my gratitude to our veterans for their sacrifice and service."



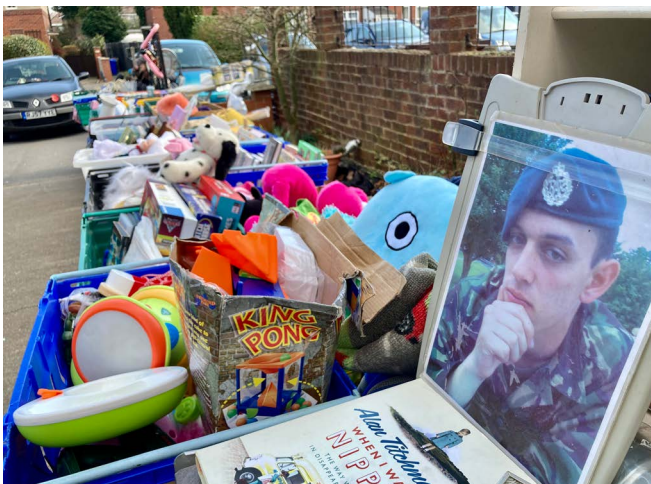
" He was a wonderful man, with a leg full of shrapnel that he loved to show people. I have all his military paperwork and medals that I cherish. His wife, my grandmother, Adeline, served in the RAF and I also have her military medals and dog tags that I'm so honoured to look after."

2 FUNDRAISING INSPIRATION

NICOLETTE'S STORY

Nicolette's son Christopher was killed in Afghanistan in 2007, and she knew she wanted to do something to keep his memory alive and help others. So she started holding driveway sales from her parents' front garden, spending up to 14 hours a day selling items donated by her local community. Over the years, Nicolette has managed to turn something ordinary into something truly extraordinary, raising an astonishing £122,000 from these driveway sales alone.

"In some small way I'm helping and I'm honouring Christopher and keeping him alive in my memories. I miss him so very much, he was such a wonderful, caring and talented young man."



"I fundraise for Help for Heroes because I can't help my special brave son who was killed but I can help other former soldiers in need."

Nicolette, fundraiser

2 FUNDRAISING IDEAS

TOP TIP

Set up a JustGiving page and ask those taking part to donate online. See page 14 to get started with Just Giving.

HOLD AN AFTERNOON TEA PARTY OR COFFEE MORNING

Everybody loves a piece of cake and our nation is famous for elevenses and afternoon tea. Why not host a virtual tea party or coffee morning? Or get together in the garden with friends and family? You can raise money by asking guests to donate the cost of their cuppa and treats. Or you could run a 'guess the weight of the cake' competition and put a donation box in a prominent place to boost your fundraising.

Take a look at our Bake for Heroes fundraiser on page 12 for even more ideas.

h4hweb.com/bakeforheroes



GET QUIZZICAL

Host an online quiz and invite participants to donate. There are lots of ways to make your quiz a bit different. Make it fancy dress and award extra points for the best dressed.

Or include a photo round, such as 'guess how old I am in this picture' or 'where was this photo taken'? There are many ready-made quizzes online so you can do your own thing – or you can use our very own Big Hero Quiz, which you can find out more about on our Fundraising Tools webpage h4hweb.com/fundraisingtools

You could even boost your fundraising by introducing fines for unsporting behaviour, or for the team with the lowest score.

**PLEASE SEE
PAGE 19 FOR
FUNDRAISING
GUIDELINES**



DRESS UP DAY

Persuade your colleagues to have a dress up day at work. Ask them to make a suggested donation of £2, with a prize for the best fancy dress. Whether you're working in the office or from home, this is a fun way to feel connected and break up the week. After all, who doesn't want to see their boss turn up in the office or pop up on screen in full costume?

2 FUNDRAISING IDEAS



GIVE UP AND GIVE BACK

We all have bad habits we'd like to do something about. Could you go without something you love for a month or two? This might be chocolate, alcohol, meat, crisps... anything. Why not set up an online giving page and ask your friends, family and colleagues to sponsor you? Or you might prefer to simply donate the money saved by abstaining. You could see some real health benefits for yourself, too.

DECLUTTER AND DONATE

Why not have a declutter with your family and then offer these items up for a donation. You could hold a yard sale, use your social media to offer items to your local community, or you could sell on eBay and donate the proceeds:

ebayforcharity.org/uk/get-involved/sellingfor-a-charity/

ACTS OF KINDNESS

Offer support within your local community in return for a donation: car washing, some light gardening or even baking. A great way to support our heroes and your local community at the same time.



SKILL SHARE PARTY

What secret skills do you or your friends and neighbours have? There's bound to be a fantastic cook, a budding artist, a yoga guru or a creative crafter within your community. Why not have an online class to share the skills and ask people to donate to attend? The possibilities are endless.



2 FUNDRAISING IDEAS

CURRY NIGHT

Holding a curry night is a great way to keep connected with others. Instead of ordering from your local takeaway, why not make your own curry, get friends and family to do the same and join you for lunch or for an evening meal. Each person can pay £5 to join, or whatever they feel comfortable donating.



DO YOU DARE?

Are you brave enough to take a challenge live on social media? Ask your family and friends to think up some fiendish challenges for you in exchange for a donation, then complete your challenge live on camera.



REPLICATE AN ICONIC CHALLENGE

Ever fancied doing an iconic challenge such as John O'Groats to Land's End or the Great Wall of China? You can sign up to an organised challenge or why not create an event of your own and get sponsored to do it?



2 FUNDRAISING IDEAS

DONATE YOUR BIRTHDAY OR CELEBRATION

Turn your birthday into a fundraiser and invite family and friends to make a donation to us in your name.

Facebook fundraisers are a popular way to do this. Visit facebook.com/fund/HelpforHeroesOfficial and select Help for Heroes to get started with your birthday fundraiser.*

VIRTUAL BINGO NIGHT

Everyone loves a good bingo night, so why not host an online bingo fundraiser in the comfort of your own home? You can use a website like myfreebingocards.com to play a traditional game with a virtual caller or nominate a friend or family member to be your caller. Simply ask each person to pay £5 to take part, or whatever they feel comfortable donating.

If bingo isn't your thing, and you prefer word games or card games, there's a variety of ways to play online.



TOP TIP

Ask about Matched Giving

Lots of employers will run a matched giving scheme, which could double your fundraising total. Speak to your HR team or manager to find out if this is something you could do. Our Supporter Care Team can send you a letter confirming you're fundraising for our veterans to support this.

*We'll receive any Facebook fundraising as a one-off donation from you, so unfortunately we can't add this to your overall total if you are fundraising towards a challenge.

2 FUNDRAISING IDEAS

HELP FOR HEROES FUNDRAISERS

HELP for HEROES STEP 2 IT

Walk, skip, run, wheel or even dance your way to 10,000 steps every day, or a daily distance of your choice, for 30 days. Take on your daily target in one go or break it up – all steps count.

Visit h4hweb.com/step2it to sign up and download your free fundraising resources.



HELP for HEROES HERO UP

Join the online fundraising community and game for good! Take on a gaming challenge of your choice and ask for sponsorship. Or set yourself milestones in exchange for donations, and live-stream the action so your friends and followers can share in your victory.

Visit h4hweb.com/heroup to find out more and to download our fundraising tools.



BAKE FOR HEROES

Many of us knead to take time to relax. What better way than to unite with friends and family than over a slice of cake? Baking remains a popular fundraiser and we've made it as easy as pie with our fabulous free fundraising pack.

Visit h4hweb.com/bakeforheroes to find out more and sign up.



2 FUNDRAISING IDEAS

THE POWER OF PUBLIC COLLECTIONS

Looking to get out and about when you're fundraising? Holding a public collection is a great way to top up your total. To get started, follow the advice here and give your fundraising a massive boost!

Request permission

If you're collecting in a public place, such as your local high street, you will need to obtain a public collection licence or permit from the local authority. If you're planning to hold a collection on private property, such as shopping centres, railway stations and sports stadiums, you will need to obtain written permission from the owner or manager. When approaching them it's best to tell them exactly what you want to do on their land and what you're fundraising towards. The more information you can provide, the better chance you'll have of receiving a positive response. Don't forget to check if you need public liability insurance. You'll also need to register your collection with us with us by contacting our Supporter Care Team. There's more information on p19.



Don't be shy

Stand in view of the public where they can easily approach you without being in the way. Tell them why you are fundraising and thank those who donate.

Have fun

A smile goes a long way, and if you're having fun, people will be more likely to ask about your fundraising and offer a donation. Why not consider an eye-catching hat, a festive outfit or even fancy dress while you're collecting? It's a great way to raise a smile and get the conversation started.

**CONTACT
OUR SUPPORTER
CARE TEAM TO
ORDER YOUR
COLLECTION TIN.**

Please refer to additional communications we may send from time to time for the most up-to-date rules and regulations.

3 BE VIRTUAL GO ONLINE

GET STARTED WITH JUSTGIVING

If you're looking for friends, family and colleagues to sponsor you, setting up an online giving page is the quickest way to get started. Simply head to justgiving.com/helpforheroes and hit the 'fundraise for us' button. You'll have your own page in no time, ready to be personalised.

Share, share and share again

Whether it's in your email footer, on social media or direct via text message, sharing your JustGiving page is easy. The more people you tell about your page, the more likely you are to generate some amazing sponsorship.

TOP TIP

Did you know?

Each personal photo you add can boost your sponsorship by 15 per cent, and each time you share your online giving page to Facebook it generates an average donation of £5!

And the best bit?

Any money raised through your page will be sent directly to us, so you don't need to worry about managing money or paying in donations.

Set a target

Pages with a fundraising target raise around four per cent more than those without. It's worth being ambitious – you never know who'll be inspired to pledge more when they see how much you're aiming for. Why not lead by example and kick things off with a donation to yourself?

Share your story

You're asking your friends, family and colleagues to sponsor you, so personalise your page and tell them why you're supporting us. Post regular updates or photos showing what you're up to, so everyone can share your successes. It all brings your page to life and shows the effort you're putting in, which could encourage more donations.

Sponsorship forms

If you're looking for ways to encourage donations from those who aren't online, then a sponsorship form is a great way to keep track of your offline donations. We will send these to you when you register your fundraising event with us, or you can also visit our website to download as many copies as you need: h4hweb.com/fundraisingtools

Shout out to your supporters

Everyone likes to feel appreciated, so send a quick thank you to anyone who sponsors you.

Tell us about your page

Let us know you've set up your page and make sure all your sponsorship is recognised as part of your wider fundraising efforts. That way, we can say thank you for your incredible support. You can add any cash or cheques you've received as offline donations to your page, so that everyone can see your grand total.

3 BE VIRTUAL GO ONLINE

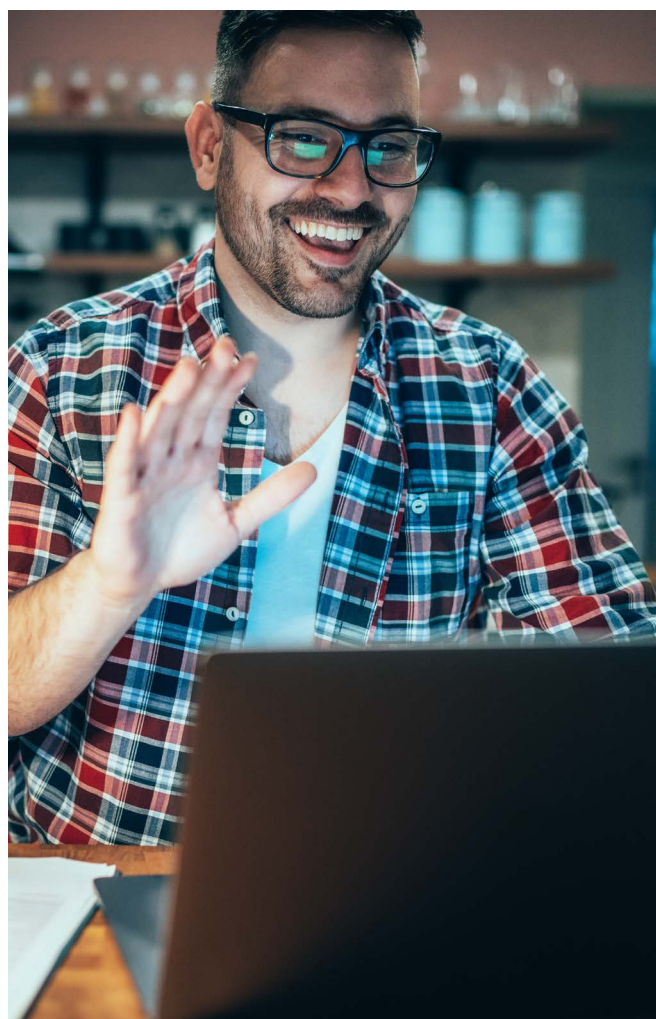
GET TECH SAVVY

There's a whole host of other ways to get fundraising online right at your fingertips. Here are a few online ideas to help get you started.

Go Live on Instagram or Facebook

This is a great way to show your contacts on social media how and why you're fundraising, or even invite them to join you virtually while your event takes place. If you're an Instagram user, you can find guidance at

help.instagram.com on how to get started, and if Facebook is more your thing, check out their step-by-step guide facebook.com/help



Set up a Zoom call

If you're planning a virtual event such as a quiz, curry night or Bingo, Zoom is a fantastic way to bring all your participants together. You can find out more and set up a free account on Zoom's website zoom.us

Twitch

If you're a keen gamer or planning a Hero Up challenge (see page 12 for details) consider using Twitch to live-stream all the action and ask your followers for donations. Visit the Twitch website twitch.tv/p/en/about/ to find out more.

4 CHOOSE US AS YOUR CHARITY PARTNER

Whether you or your colleagues work remotely or in an office or site-based location, why not consider us as your charity partner? Many organisations choose us as their charity of the year, from large UK and regional companies to local clubs and societies.

You will have a dedicated account manager who will support you every step of the way, working with you to develop a fundraising plan and helping you meet your corporate social responsibility needs and objectives. Most importantly you, your colleagues or staff can have fun in the process.



Interested?

We'd love to work with you. Email: corporate@helpforheroes.org.uk to find out more.



5 PROMOTE YOUR FUNDRAISING

Hopefully, you've found tonnes of great fundraising ideas in this guide, but don't forget to promote what you're doing and tell people about it. The more people who know about your fundraising, the more money you'll raise so it's worth investing time in getting the word out there.

TOP TIP

Did you know?

20 per cent of sponsorship can be donated after an event. Don't be afraid to share your success with friends and family when you're done and dusted.

APPROACHING YOUR LOCAL PRESS

To spread the word, think about getting interest from your local newspaper, radio station or TV news channel.

To get them interested, talk about YOU... that's what makes your fundraising story stand out. Are you doing something quirky or attempting a record? Perhaps you have a celebrity on board or there's something that makes your event particularly challenging.

If you are a veteran, or have friends or family whose time in the Armed Forces has inspired you to fundraise for us, it's worth sharing your motivation. Or is there something about the issues that veterans face that mirrors your own life experience? Your personal story could be what clicks with a journalist – just make sure you're comfortable with sharing your story.

We have a press release template with step-by-step advice on how to approach your local media. Download it from our website at h4hweb.com/fundraisingtools

Alternatively, if you'd like to get in touch about your upcoming plans, contact our Supporter Care Team on **0300 303 9888**.

WORKING YOUR SOCIAL NETWORK

Social media is a brilliant string to add to your fundraising bow. It's a great way to keep friends and followers up to date with progress and to build a buzz around your fundraising, so keep sharing your photos and videos.

GET TAGGING

Don't just tag your contacts in your posts so they can easily spread the word, share your fundraising updates with us too. We love it when you tag us so we can celebrate your amazing activities.



Facebook [@HelpforHeroesOfficial](https://www.facebook.com/HelpforHeroesOfficial)



Instagram [@helpforheroes](https://www.instagram.com/helpforheroes)



Twitter [@HelpforHeroes](https://twitter.com/HelpforHeroes)

Hashtags are another great way to encourage engagement and join trending topics. Keep them relevant and current and avoid using too many! **#HelpforHeroes #StrongerTogether**

5 PROMOTE YOUR FUNDRAISING

PUT UP POSTERS

If you're holding a community event, check if you can put posters up in local shops and venues. We have ready-made posters you can download from our website h4hweb.com/fundraisingtools to promote your fundraising.

GIFS AND STICKERS

GIFs and stickers are animated files you can use on social media, either by searching when you're posting, or by downloading them from our Giphy channel. They're a brilliant way to interact with your supporters, leave comments to keep your newsfeed 'live' and add some fun to your posts.

To see our full collection of GIFs and Stickers, visit giphy.com/help_for_heroes

WE ARE FUNDRAISING FOR OUR HEROES


FUNDRAISING IN SUPPORT OF **HELP for HEROES**

NAME OF EVENT

detail of event...

Contact information...

Every penny raised helps wounded veterans and their families recover and get on with their lives.

 Registered with FUNDRAISING REGULATOR
Help for Heroes is a charity registered in England and Wales (1120920) and Scotland (SC044984)



6 IMPORTANT THINGS TO CONSIDER

TICKING ALL THE BOXES

Fundraising is exciting, rewarding and lots of fun but it's also important that it's safe and legal for everyone involved. Here are some things you need to be aware of:

Raffles, lotteries & prize draws

Raffles, lotteries and prize draws are a great way to boost your fundraising – everyone loves the opportunity to win something! Small raffles that are part of a bigger event don't need a licence as long as there's no cash prize and you're not spending more than £500 on prizes. You're only permitted to sell tickets at one location, on one day at the same event as the prize draw and the results are announced at the event or afterwards.

If you are selling tickets to a wider audience over a longer period of time, or you want to hold other types of raffle in different locations, you will need to have tickets printed and adhere to a number of rules. Please check the latest advice from the Gambling Commission at [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)

Event insurance

The support we can provide towards your fundraising event unfortunately cannot be extended to us accepting any responsibility or liability or providing any required insurance.

If you are unsure, contact an insurance company to check you have the correct cover for your event. The different types of insurance you may need to consider include:

- **Public liability insurance***
- **Event cancellation insurance**
- **Travel or health insurance**
- **Damage to property owned, hired, or borrowed**

*Don't forget to ask if you are covered under a venue's own public liability insurance or whether you need to organise your own and allow enough time (at least a month) to apply for this.

If you need help understanding the cover or licences that you require, please give us a call on **0300 303 9888**.

6 IMPORTANT THINGS TO CONSIDER

Rules on refreshments

Whether you're doing a bake off, a curry night or an afternoon tea, you must make sure your food is safe and clearly labelled. Government advice on food safety and food hygiene can be found at gov.uk/food-safety-your-responsibilities and food.gov.uk/

Using our logo

If you or a third party would like to use our logo, pictures or reference the Charity on any fundraising materials please contact us. This includes books, CDs etc. that you may want to create. It's important that you get our permission before you commit to anything or allow our logo to be used for marketing purposes. It's also important to use the correct logo. For more information, contact our Supporter Care Team on **0300 303 9888** or email fundraising@helpforheroes.org.uk.

Data Protection

You'll need to make sure that your fundraising stays within data protection laws. Don't worry – it's not as daunting as it sounds! It's mostly about protecting people's names, contact details, photographs and other personal information.

- **Only collect, store and use the minimum amount of data you need for your purpose e.g. name and contact number for a raffle**
- **Don't keep extra data if you don't need it**
- **Store data securely and destroy it as soon as it is no longer needed**
- **Ask for consent if taking photos and inform people how they will be used**

Detailed guidance can be found at fundraisingregulator.org.uk/guidance/topics/data-protection

Business promotions

If your business would like to run a promotion to generate funds to support us, you will need a written agreement. Please contact our Supporter Care Team so that we can prepare a simple agreement for you.

6 IMPORTANT THINGS TO CONSIDER

Gift Aid *giftaid it*

If you are a UK taxpayer, Gift Aid is a simple way to increase the value of your donation. We can claim 25p from the Government for every £1 donated, at no extra cost to you or your sponsor.

For personal donations:

To get started, you'll need to complete a simple Gift Aid declaration form, which can be found on our website h4hweb.com/giftaid

Gift Aid can be paid on your personal donations, which means it does not apply to:

- **Donations paid on behalf of a group or someone else**
- **Public collections**
- **A donation in return for a raffle, event or auction ticket**

Fundraising

Gift Aid declarations need to be obtained from each donor if they wish to Gift Aid. To allow you to do this we recommend Just Giving's website or using our sponsorship forms which can be downloaded here h4hweb.com/fundraisingtools

Challenges

If you're taking part in a challenge and the cost of the event is part of your fundraising target, there are some things to consider when applying for Gift Aid.

Visit h4hweb.com/giftaid for more information.

When we claim the Gift Aid unfortunately it cannot be added to your fundraising total, because it's not sent to us on an individual basis by the Government. However, it's a fantastic way to support veterans and their families, with no costs to you or your sponsor.

If you have question or want to order Gift Aid slips and envelopes, please get in touch with our Supporter Care Team on **0300 303 9888**. Alternatively, check out gov.uk/donating-to-charity/gift-aid for more advice.

6 IMPORTANT THINGS TO CONSIDER

Paying in your donations

Your fundraising efforts really will make a difference and the earlier we receive your donations, the sooner we can put them to good use. There are several ways you can pay your money in:

Online

If you have set up an online page with JustGiving, your donations will come directly to us but do let us know when your fundraising has finished so we can thank you for your hard work. Please email fundraise@helpforheroes.org.uk to tell us.

By post

Download our donations form from h4hweb.com/donationform or send us a cheque, made payable to Help for Heroes, to:

Help for Heroes Donations Team
14 Parkers Close
Downton Business Centre
Salisbury SP5 3RB
Wiltshire

By phone

Alternatively, count the cash you've collected and make a card payment over the phone. Simply call **0300 303 9888**, quoting your event registration number.

At the bank

You can pay in your raised funds over the counter in any branch of Lloyds or by bank transfer to our Lloyds account (note, residents of Scotland, please use Bank of Scotland):

Account Name: Help for Heroes
Account Number: 03524452
Sort-code: 30 90 21-90-21

DON'T FORGET

to write your event registration number on the paying-in slip along with your name and address. Send a copy of the slip to fundraise@helpforheroes.org.uk so we can send you a thank you!

THANK YOU

We rely on your generosity for the majority of our income. Your support means more than ever to our veterans and their families.

“ To everyone who supports Help for Heroes I’d just like to say a huge thank you. You’re not just changing lives, you’re saving lives. You’re incredible!”

Paul Colling, veteran

Thank you again.

