YOUR FUNDRAISING GUIDE

HELP for HEROES

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WELCOME

to your Fundraising Guide

Thank you for choosing to do your bit and fundraise for us.
Your support has the power to change veterans and their families' lives.

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.



HOW **YOUR MONEY** HELPS

Every penny you raise matters. Whether you run a collection or organise a quiz evening, by doing your bit your way, you're helping veterans and their families get the support they deserve.

> **" 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 makes a real difference.



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

£25*
could contribute towards practical support and advice to someone navigating life after service.

£50*
could contribute to small essential living aids if not available through the NHS.

£80*
could go towards funding a one to one session with a specialist trained counsellor.

£100*
could help veterans build confidence, connection and resilience through sport.

£250*
could contribute to essential home adaptations for a veteran with mobility challenges.

*Figures have been rounded up to suit unrestricted funding applications/ask.

For more information visit h4hweb.com/ourimpact

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 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."



" 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."

BE VIRTUAL – ENHANCE YOUR FUNDRAISING 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.

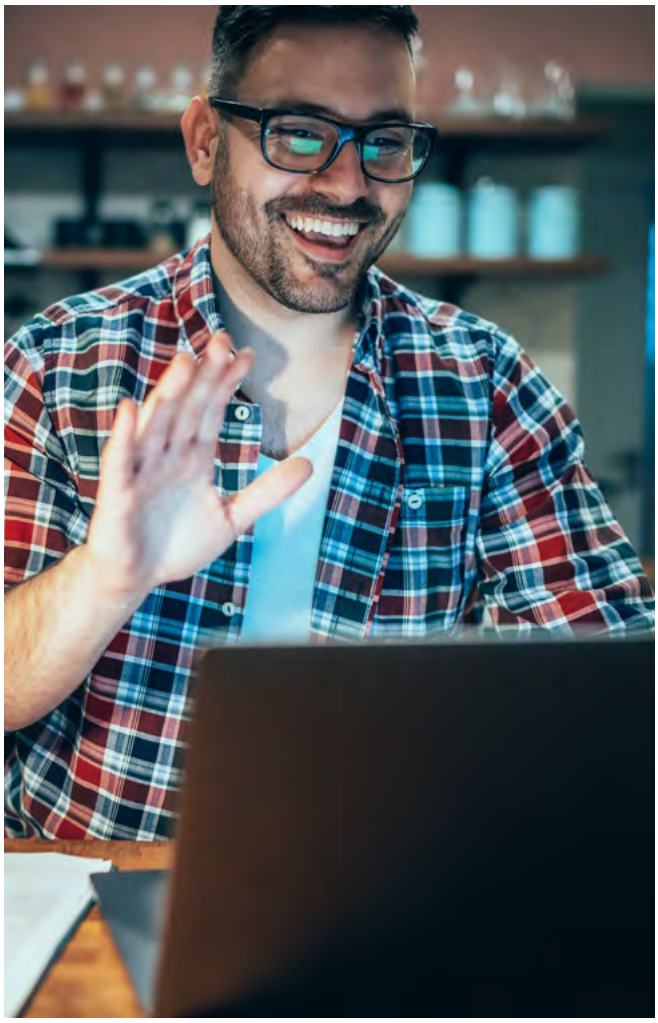
BE VIRTUAL – ENHANCE YOUR FUNDRAISING ONLINE

GET TECH SAVVY

There's a whole host of other ways to fundraise 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, 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.

MATCH FUNDING

HOW YOUR EMPLOYER COULD MAKE A DIFFERENCE TOO

Once you have decided how you are going to fundraise, you can request match funding from your employer.

In simple terms, this means your employer will match whatever you raise – doubling your fundraising total! This is then sent to the Charity directly to go against your original fundraising target. Each employer is different, so please do check if they have any rules or caveats around this.

What is match funding?

- Match Funding, or match giving, is a service offered by many organisations as part of their Corporate Social Responsibility (CSR) programme, to help employees boost their fundraising efforts by 'matching' the money they raise.
- Any company, big or small, may be able to offer a match funding scheme, so be sure to check with your employer to see if one is already in place, or if they would be interested in setting one up.
- Companies that offer match funding can pledge a sum of money relating to the amount their employee has fundraised for charity.
- Every organisation is different in what they expect from employees and will pledge to charity, but many will do this on a pound-for-pound basis.
- As a fundraiser for Help for Heroes, you are entitled to a Letter of Authorisation which confirms you have registered with the Charity. Simply give our Supporter Care team a call on **0300 303 9888** and we would be happy to help.

Want to be inspired by fundraiser Michelle Darragh and how she asked her employer, Mondelez at Cadbury World to match fund and get involved.

Click on the following link:
Fundraising Idea - Match Funding

PROMOTE YOUR FUNDRAISING

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.

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**.

helpforheroes.org.uk/about-us/faqs/

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.



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.

@HelpforHeroesOfficial

@helpforheroes

@HelpforHeroes

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

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**







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.

Please click on the following link to find out in more details on our Fundraising Pre & Post Frequently Asked Questions web page:

helpforheroes.org.uk/about-us/faqs/

If, you still have further questions please contact our friendly Supporter Care Team on **0300 303 9888** who will be more than happy to help you.

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.

IMPORTANT THINGS TO CONSIDER

UK GAMBLING

If you're planning a raffle, prize draw, or lottery, be sure to follow UK gambling laws:



- **Event Raffles (Incidental Lotteries)** – If tickets are sold **and drawn on the same day at an event**, no licence is needed. Prizes must be awarded at the event.
- **Advance Ticket Sales (Small Society Lotteries)** – If selling tickets **before an event or online**, check with your local authority as a licence **may** be required. At least 20% of proceeds must go to charity.
- **Online Raffles & Social Media Draws** – Selling tickets online or via social media is **classed as gambling** and requires a licence, so we advise against it.
- **Competitions & Free Prize Draws** – If entrants **answer a question** or enter for free, no licence is needed.

For full guidance, visit **gamblingcommission.gov.uk** or check with your local council.

The Gambling Commission license, regulate, advise and provide guidance to the individuals and businesses that offer gambling in Great Britain, including the National Lottery in the UK.

PAYING IN YOUR DONATIONS

Your fundraising efforts really will make a difference and the earlier receive your donations, the sooner we can put to good use. There are several ways you can pay your money in. We want to make it as easy as possible for you.

You can pay online, over the phone, by post or any Lloyds Bank. Further details can be found on the Fundraising Post Events Frequently Asked Questions web page:

https://www.helpforheroes.org.uk/about-us/faqs/

THANK YOU

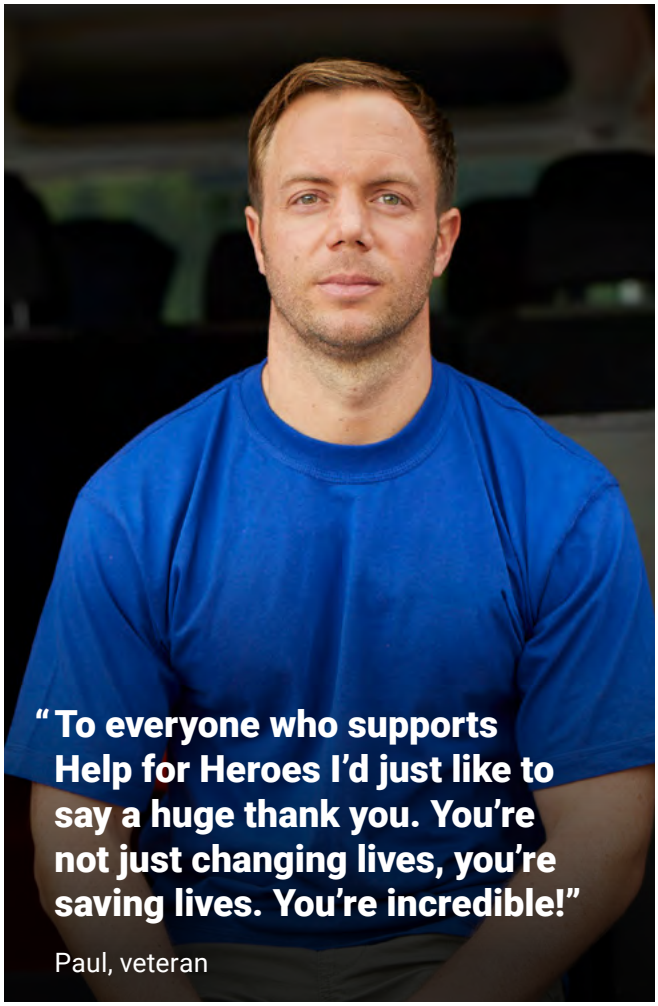
We rely on your generosity for the majority of our income.
Your support means more than ever to our veterans and their families.

Thank you again.



"I want to thank all Help for Heroes fundraisers and supporters. Without you, the charity wouldn't be able to provide life-changing support services that lifts people out of isolation."

Vicki, veteran



"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, veteran

HELP for HEROES

helpforheroes.org.uk

0300 303 9888

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