



FUNDRAISING GUIDE

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Battle Against Tranquillisers

www.bataid.org

Registered charity in England and Wales 1056508



Useful hints and tips for your fundraising

Your help will empower people to live free from the constraints of prescription drug abuse through our helpline, support groups and advocacy work.

Welcome to the team

Thank you for joining us to support adults and young people in the UK who are successfully reducing and eventually free from prescribed drugs.

“I’ve now been 6 months free. Colin (BAT Support Delivery worker) helped tremendously with support – he was always there to talk to”. *Service user, Bristol.*

"I really am me again. And I’m loving every minute of it!"

“My GP and Battle Against Tranquillisers worked together with me”. *Service user, South Glos.*

Useful tips

1. A to Z of fundraising ideas
 2. Raising money online
 3. Keep it safe and legal
 4. Contact mediia
 5. Don't forget to gift aid it
 6. Paying your money in
 7. Contact information & Fundraising Materials
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1. A-Z of fundraising ideas

- **A**uction, Antiques Sale or Road show, Art Exhibition
- **B**lind Date, Barn Dance, Bring and Buy sale
- **C**offee Morning, Car Wash, Concert, Curry Night
- **D**arts Tournament, Dress down Day, Disco Night
- **E**gg and spoon race, Exercise Classes, Easter Egg Hunt
- **F**ashion Show, Food demonstrations, Fishing Competition
- **G**uess the weight of ..., Games of Skills, Golf Day
- **H**ead Shave, Ice Skating, Joke-a-thon
- **K**araoke night, Kick a bad habit, Keep-fit classes
- **L**earn to ..., Line dancing, Language classes
- **M**astermind, Non-uniform day, Oh no Days! (not another coffee morning!)
- **P**lant sale, Poetry Competition, Pub Quiz
- **Q**uiz night, Questions games
- **R**ace event, Raffle, Record breaking attempt
- **S**ponsored Silence, Sell Services, Stay-A-Wake
- **T**alent contest, Three-legged race, Treasure hunt
- **U**niversity challenge, Volley ball, **W**alk to work
- **X**ylophone concert, Yoga-a-thon, **Z**ombie Party





Tell everyone!!

Once you've set your fundraising goal, **tell everyone!**

It will help you to stay motivated right up until the big day or goal, before you set the date, make sure you've given yourself plenty of time to get everything in place, let your your friends, family and colleagues know so they can put the date in their diaries.

Pick a day that is easier for people to remember, such as the weekend or at work where everyone is in the office. Spread the word, tell people why you're raising funds for Battle Against Tranquillisers, use social media, Facebook and Twitter are ideal for inviting and updating people.

If possible, write a blog about your progress, it just keeps your supporters involved and they may be able to help.

2. Make it easier with an online fundraising page

Raising money online couldn't be simpler. If you haven't already, set up an online fundraising page. You can go to <https://www.justgiving.com>

Your friends and family can sponsor you in a matter of minutes from anywhere and you don't need to spend time collecting money. It's easy to set up and manage. You can also use hard copy sponsorship forms that you can download from our website, giving friends and family other ways to support you.

If you are a UK taxpayer, online fundraising websites will automatically reclaim at least 25% in Gift Aid on your donation at no additional cost to you. Make your page as interesting as possible by adding photos, videos and letting everyone know why you're raising money for Battle Against Tranquillisers.

Share your page on Facebook and Twitter and email it to your friends and family. More and more donations are being made via social media so be sure to share a link to your page.

Set up your own Text code (only through JustGiving) and follow instructions, make it even easier for people to support you. It will mean that anyone can send a donation by text and it will be added automatically to your JustGiving total.

3. Keep it safe and legal

Useful websites

Food Standards Agency <https://tinyurl.com/k8z9ohv> has useful information on how to prepare food safely and hygienically

Health and Safety Executive <http://www.hse.gov.uk/> provides advice on keeping safe and legal

Institute of Fundraising <http://bit.ly/2txjUX4> information on the best ways to fundraise.

Collections

It is important to make sure the correct permissions are in place before carrying out collections. Private property, such as a supermarket or pubs, you must get permission from the owners/managers in advance. If you are collecting in public owned places, town centres and on the pavements, you must get a license by the relevant licensing authority, usually it's the local authority and/or the police.

Raffles, lotteries and prize draws

Small lotteries – raffle, tombola at a single event - if you run a raffle or tombola at your fundraising event, tickets can only be sold at the event, otherwise you will licence. Standard cloakroom tickets can be used to represent the 'chances' sold.

However, if you are holding the event on public property (and in Scotland, on private property where the public have unrestricted access), you will need to apply to your local council for a street collection

licence to be able to sell your tickets. For more information please go to <https://tinyurl.com/lrlzuy9>

Insurance

When you organise a fundraising event, you are responsible for making sure it poses no risk to others. That's why we would recommend you take out public liability cover for events such as a sponsored walk or sports event.

4. Contacting local media

Find out the deadlines for your local newspaper, local press usually like have a weeks' notice as they tend to have a diary of events. This is important if you want a photographer to attend your event.

If you want to send a press release, use email. It's a good idea to paste your press release into the main body of the email because reporters sometimes have technical problems opening attachments.

Write simple headline for your press release and put it in the 'subject box'

If you call your local newspaper or radio station, it's a really good idea to plan what you want to say.

If you want to send pictures, email them in 'jpeg' format, best to keep to no more than 2 photos as anymore may jam the reporter's inbox.

Remember to put your contact details on your press release, including your mobile number so they can contact you during the day.

5. Don't forget to gift aid it

If you are a UK taxpayer, you can increase the value of your donations by 25% and it won't cost you a penny. All you need to do is sign a Gift Aid declaration and we will be able to claim the extra cash from HMRC.

What is Gift Aid?

It's a tax efficient way of donating to charity. Gift Aid allows us to claim the basic rate of income tax (currently 20%) on a donation from a tax-paying donor, from HMRC. So, for every £4 donated, we can claim an additional £1.

How do I know if I am a UK taxpayer?

If any of the following apply to you, you're a UK taxpayer:

- Tax is taken from your salary before you receive your pay.
- You complete a self-assessment tax return form.
- You have recently paid capital gains tax, or expect to do so in the near future.
- You have taxable savings, a pension plan or investment income.

If you have signed a declaration in the past but no longer pay tax, please contact us on **0117 9663629** so your records can be updated.

For more information about Gift Aid go to <https://tinyurl.com/pqycdgp>

Gift Aid Declaration forms can be downloaded on <https://bataid.org/support-us/fundraising-resources>

6. Paying your money in

Once you've done the hard bit and raised the money, paying it in couldn't be easier.

If you've set up a Just Giving account, we'll receive your money directly.

If you've got a credit or debit card you can also pay online through our donate button on our website bataid.org

To pay by cheque, make payable to 'Battle Against Tranquillisers'. If your activity was sponsored, please include your completed sponsor form (to enable us to claim Gift Aid on your contribution) to:

Battle Against Tranquillisers
1st Floor, East Wing,
The Kingswood Estate,
Britannia Road,
Kingswood.
Bristol
BS15 8DB

THANK
YOU

7.

Resources & contact information



Don't forget that help is just a phone call or an email away. We will always be on hand to offer advice and support. If you have designed your own event or fundraising challenge and want to talk it through, or need sponsorship forms, information and collection buckets, get in touch — we would love to be a part of your journey!

Contact us on 0117 9663629



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