

**THE DEAF HEALTH
CHARITY
SIGNHEALTH**

FUNDRAISING PACK

Fundraising with SignHealth

This booklet is packed with suggestions of ways that you can fundraise for SignHealth as an individual, as well as tips and ideas to help plan a successful fundraising event. Whether you're a cake baker or a gamer, whatever you decide to do, every pound you raise will help fund the life-changing services SignHealth provides. With your help we can improve Deaf people's health and wellbeing.

Getting started

You're revved up and ready to go but not sure where to begin? Here are six simple steps to make your fundraising easy...



Step 1

What, where and when?

Choose a fundraising activity and map out the details, like when it will take place and whether it will be in-person or online. If you need inspiration then we have some fundraising ideas in this pack. You could take part in an event individually or you could organise an event for your friends and family.

Step 2

Set a target

Decide how much you'd like to raise, and tell everyone! Setting yourself a target is the best way to stay motivated and work towards your goal.

Step 3

Decide how you want to collect the money

You could set up an online donation page like JustGiving. This is simple to do and will help you to stay on track, share your progress and make it easy for people to make donations. Be sure to personalise the donation page with details of the event, your fundraising target and why you're raising money for SignHealth. Alternatively, you could ask people to donate directly through SignHealth's JustGiving page: justgiving.com/signhealth

Step 4 Reach out to local businesses

If you're organising an event then consider contacting local businesses to see if they might be able to help promote the event or provide a donation. You could even reach out to local celebrities.

Step 5 Make some noise on social media & in the local press

Be sure to spread the word amongst your friends and family. Don't be shy – shout about the amazing work you are doing to help Deaf people. Facebook, Twitter and Instagram are all perfect for updating people on your progress, sharing pictures, inviting people to your event (if you're holding one) and asking for a helping hand.

Try to use your social media platforms to tell a story about why you're fundraising for SignHealth and how your preparations are going. Post regular updates and don't forget to link to your JustGiving page if you have one. Fundraising events, no matter how big or small, make great local stories. Contacting your local newspaper or radio station is a great way to spread the word and attract more support.

Step 6 Take part and have fun

Have fun, and don't forget that we're here to support you! Keep us in loop, tag us on Facebook, Instagram and Twitter so we can support you. Choose from some of the hashtags below:

[@SignHealth](#) [#TeamSignHealth](#) [#Fundraise4Wellbeing](#)

Your fundraising stories are an invaluable way for us to show the impact of our work. If you have a story to tell and you're happy for us to share it to inspire and inform others, please email us along with any photos to:

fundraising@signhealth.org.uk.



FUNDRAISE AS AN INDIVIDUAL

Personal challenges and challenge events

If you would like to support SignHealth but do not want to organise an event, then why not raise money by setting yourself a personal challenge instead. You could create a bespoke goal like walking from one part of the country to another, or you could enter one of the many organised challenge events that take place each year.

There are lots of marathons and half marathons that take place in the UK each year. They are perfect fundraising opportunities as well as great for emotional wellbeing.



Popular marathons

- London Marathon
- Rock 'n' Roll Liverpool
- Edinburgh Marathon
- Brighton Marathon
- Belfast City Marathon
- York Marathon
- Snowdonia Trail Marathon
- Royal Windsor River Trail Run
- Brecon Beacons Trail Challenge
- Richmond Marathon

Popular 1/2 marathons

- Great North Run
- London Landmarks Half Marathon
- Swansea Half Marathon
- BathHalf
- Richmond RunFest Half Marathon
- Ironbridge Half Marathon
- The Big Half (London)
- Chester Half Marathon
- Cardiff Half Marathon
- Sheffield Half Marathon

If you're not quite ready for a marathon or half marathon then you could look into doing a 5k or 10k. You're sure to find one near where you live. There are also park runs that take place each week in over 700 hundred locations.

Other popular challenge events

- Hadrian's Wall Cycle-Walk-Cycle
- Cycle Coast to Coast (Whitehaven to Sunderland)
- Yorkshire Three Peaks Guided Ascent
- Lake District 3000s
- Ben Nevis - Summer Ascent
- Welsh Three Peaks Challenge
- Three-Day Three Peaks Challenge
- Thames Moonlight 10 Walk
- Chiltern 50 Challenge
- Ironman Wales (Pembrokeshire)

London Marathon

SignHealth has places in the London Marathon up for grabs. Why not apply for one and have an unforgettable experience knowing you're helping to make a huge difference to Deaf people. You'll get a high level of support in an electric atmosphere.

Take the lead from one of our fundraising super stars who used social media to help smash the £1700 target for the London Marathon. By posting updates with photos and news of their training and fundraising, they inspired friends and family to dig deep and raise a whopping £4,724.70, which increased to £5,147.13 with the help of Gift Aid.



Virtual London Marathon

If you miss out on the real-life event you can apply for the virtual marathon event which would happen on the same day either via SignHealth or via the London marathon ballot. If you're lucky to get a place there you can still choose to support SignHealth. The next date for the London marathon is on 4th October 2022, check SignHealth's website and social media for the application opening dates.



FUNDRAISE AS A TEAM

Fundraising at work

From finance teams to marketing departments, there are fundraising opportunities for everyone in the workplace. You and your colleagues could try out one of our three quick wins to raise money for SignHealth.

- 1 Turn everyday activities into a fundraising opportunity.** You could: host a breakfast, hold a baking competition or get a team together and take on a challenge event. If your team work remotely then you could adapt these ideas to work in a virtual environment.
- 2 Get sponsored to give something up.** From alcohol, to that daily 3 cups of coffee, to chocolate or meat - what are you willing to sacrifice?
- 3 Find out about payroll giving** – www.payrollgiving.co.uk.

You can also ask your employer to match what you fundraise pound for pound!



Cake bakes and afternoon teas

Are you a big Bake Off fan? Why not add a competitive edge to your love for all things tasty. Host your own contest and ask people to pay to enter, bake or judge. You can do this however you like: a creative breakfast, coffee morning or a very sophisticated afternoon tea. You could also auction off the show-stopping recipes at the end.



Themed events

Are you a gamer, a gin connoisseur or a film fanatic? Or maybe you love a good boardgame? Invite your friends for a quiz night, a gaming marathon, movie night, a wine tasting experience or a foodie feast.

Simply choose your theme, get together a group of like minded people (or friends you want to convert) and raise money - the easiest way is charge for inclusion in the event or encourage donations.

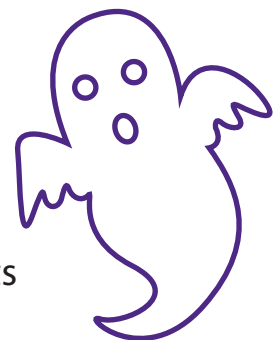
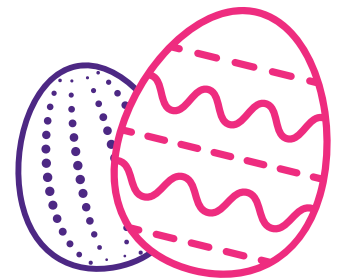
Stars and show-offs

Why not make it a bigger event and throw a party - perhaps contact local businesses to donate some prizes. You could hold a talent show, a karaoke night or a fancy dress competition. You could charge for entry to the contest and sell tickets to watch the show (in-person or online).



Seasonal inspiration

Give your fundraising a twist with egg-cellent Easter ideas, spooky Halloween fun and cracking Christmas festivities. Put together some cryptic clues and organise an Easter egg hunt in a local garden or park, or hold a Monster ball with creepy canapés. If Christmas is your thing, some good old-fashioned Christmas charades goes down a treat.



Added extras: If permitted, ask your local pub if you can pop a collection box on the bar when they're holding big seasonal events like Christmas parties.

Virtual fundraising

Most of the ideas in this pack can be adapted to work online if you would prefer for the event to take place via a video conferencing platform like Zoom. Some things work better than others virtually. Quiz nights, wine tasting and gaming marathons are particularly well suited to a virtual environment.



If you're planning a virtual event then here are a few tips:

- 1** Choose a suitable video conferencing platform. Make sure the platform can handle the number of people you are expecting and that the session can last long enough (on some platforms you might need a paid subscription to host longer sessions). The best known platforms are Zoom or Skype, but you can try other providers like Crowdcast and GoToMeeting/Webinar.
- 2** Make sure you test the platform carefully and that all the invitees know how to use it. There are lots of how-to videos online that you can share
- 3** Have a plan for technical glitches, for example if the internet drops out or someone vital can't log in (like the quizmaster). You could make a list of potential things that could go wrong and then write a message for each in advance. You can then send the message to your audience should one of the problems occur without having to panic during the event.
- 4** Remember to have a link directing people to your online fundraising platform like JustGiving.
- 5** Use your social media channels to promote the event.

A-Z OF FUNDRAISING

Still stuck for ideas? Here's an A-Z of virtual fundraising activities that will help or at least inspire you.



A

Afternoon tea



B

Board games party



C

Cake competition



D

Dog walking



E

Endurance challenge



F

Football match
(gaming competition)



G

Gaming marathon



H

Halloween fancy
dress contest on Zoom



I

International party
on Zoom



J

Jigsaw fest on Zoom



K

Knitting competition



L

Ladies' lunch



M

Marathon - sign up!
Murder mystery party



N

Nature trail walks



O One of the peaks challenges



P Pizza and pyjama party
Pamper session
Pancake party



Q Quiz night



R Readathon
Ramble
Raffle



S Sponsored run



T Tombola game



U Unwanted gift sale



V Virtual bingo
Virtual variety show
Virtual ideas galore!



W Wine tasting evening



X Xbox tournament
Xmas party



Y Yogathon



Z Zumbathon

Thank you for your amazing support!

Whatever you decide to do to fundraise for SignHealth, don't forget to have fun and good luck! Your fundraising efforts help to ensure that more Deaf people get the same opportunities as hearing people. We are very grateful for all your hard work.

Submitting your funds

Once your fundraising activity is over and you've celebrated your success, thanked your supporters and collected your money, please send us the total amount you've raised.

If you're fundraising online, the money is automatically sent to us so you don't need to do anything.

If you collected donations in cash, you can pay it in through our website: www.signhealth.org.uk/get-involved/donate. Alternately you could send us a cheque for the amount, made payable to SignHealth.

Send all cheques to: **Fundraising Team, SignHealth, CAN Mezzanine Ltd, 49-51 East Road, London, N1 6AH**. Please include your name and the fundraising event you took part in.

We'll make sure your amazing fundraising efforts make a real difference for Deaf people.

The small print

Some events require health, safety and legal considerations. If you hold a fundraising event you will be responsible for the health and safety of all involved. The Institute of Fundraising and government websites have useful information on this.

SignHealth branding: When advertising your event, be sure to tell people you are raising money for SignHealth.

Insurance: If you're organising an event yourself, it isn't covered by SignHealth's insurance programme. So you may need to arrange your own insurance if appropriate, unless covered by your own home insurance or by the venue for example. Also, for any contractors, sub-contractors or external facilities used – make sure they have the relevant experience and can demonstrate evidence of the relevant insurance cover. SignHealth is not liable for any loss or injury arising out of the event or its organisation.

Food hygiene and alcohol: Please be very careful when handling food and work to basic rules for safe preparation, storage, display and cooking. A licence is needed if you serve alcohol at your event. For more information, contact your local authority.

Remember, we are here to help. If you have any questions please get in touch with us at fundraising@signhealth.org.uk or call 020 3947 2600

SignHealth is a registered charity, no. 1011056.
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