

# Fundraising Inspiration



Benenden Charitable Trust

Ideas to help you  
start fundraising

# Contents

## Key information:

- 3 Why fundraise for us?
- 4 What is Benenden Charitable Trust?
- 6 Our fundraising
- 18 Top fundraising tips
- 22 Stay safe and legal
- 24 Money

## Ways to raise:

- 8 Get your friends involved
- 10 Challenge yourself
- 12 Get crafty
- 14 Get active
- 16 Get involved in the community

## Fundraising spotlights:

- 7 Men United March
- 9 Wine tasting evening
- 11 Walking challenge
- 13 Jose's Sock Monkeys
- 15 Running for charity
- 17 Midnight Walk
- 20 Pig Racing
- 21 Santa for a day
- 26 In memory of a loved one

# Why fundraise for us?

There are so many exciting and fun ways to raise money for good causes. This booklet includes some of the vast range of fundraising ideas out there, as well as some real life fundraising stories from members of Team Benenden to inspire you!

We hope you will consider helping raise funds to support the work of Benenden Charitable Trust – whether you're planning to take on a physical challenge, organise a non-uniform day at work, host a coffee morning or bake sale, the money you raise will make a huge difference to people suffering health related financial hardship.

**£50**

Raising £50 can help provide someone with the specialist equipment they need – such as a mobility scooter, stair-lift or profiling bed.

**£100**

Raising £100 can help give a family some breathing space until they can get their financial situation back on track.

**£250**

Raising £250 can help provide life-changing surgery or treatment in cases where the procedure is not available through the NHS or Benenden membership.

# What is Benenden Charitable Trust?

## More than 10 years of grant giving

Benenden Charitable Trust was formed at Benenden's centenary conference in 2005 to help in situations where a member's personal healthcare plan could not.

In our first 10 years, we have provided over £650,000 of grants. As awareness of the charity increases amongst the Benenden membership, so does the number of requests for assistance.

## How are we funded?

We welcome donations and money generated through fundraising from anyone wishing to support the work we do.

The Benenden Healthcare Society Limited ('Benenden') makes an annual contribution towards our grant making, and also covers the running costs of Benenden Charitable Trust.

Because our running costs are covered, 100% of the donations we receive go directly into the grants that we make to help people in need.



## Who do we help?

We can help members and former members of Benenden, as well as friends and family named on another person's membership. We also accept non-member referrals through our selected partner charities (Charity For Civil Servants, The Rowland Hill Fund and BT Benevolent Fund). At present, we are unable to accept applications from non-members directly.

## What can we help with?

If you're experiencing financial difficulties or distress because of sickness, infirmity, disability or any medical condition, we may be able to help financially.

Grants can be for a variety of needs such as helping with the cost of medical treatments not available through the NHS or Benenden membership, purchasing specialist equipment, or simply by providing some breathing space if your circumstances mean you struggle with everyday living costs.

The majority of our grants are under £1,000 but we can consider requests for up to £5,000.

# Our fundraising

## 10th Anniversary Gala Dinner

To celebrate our 10th anniversary in 2015, we held a Gala Dinner for 520 guests at the 2015 Benenden Conference in Edinburgh. Hosted by Scottish comedian, Andy Cameron, the evening featured a drinks reception, three course dinner and entertainment including a traditional piper and dance display by the Scottish Official Board of Highland Dancing.

To raise awareness of our work, we showed case-study videos made by people who have been helped by the charity. Fundraising activity included a raffle and prize casino, raising over £19,000 from the generous donations made by sponsors and guests.



## Team Benenden run the York 10k

In August 2015, thirty members of staff from Benenden's York office took part in the Run For All York 10K, raising over £3,500 for Benenden Charitable Trust.

2016 has seen the number of colleagues wanting to run for us grow to an amazing 65! It is so encouraging that so many Benenden staff want to get behind the work we do and we hope you will be inspired to support them.

**You can view all the team's fundraising pages here:**

[www.justgiving.com/teams/TeamBenenden2016](http://www.justgiving.com/teams/TeamBenenden2016)

# Men Utd March

In March 2016, Benenden's Head of Communications, Paul Keenan, joined York City Chairman Jason McGill and Sky Sports presenter, Jeff Stelling, plus a host of Sky TV pundits and fellow footie fans on the second leg of Jeff's Men Utd March.

The group clocked up 34 miles in just under 12 hours as they marched from York City's Bootham Crescent to Leeds United's Elland Road. The walkers met for breakfast, prior to setting off and Paul recalls that – at that moment in time (8am) – the centre of Leeds seemed an awfully long way away!

The march was part of Jeff Stelling's aim to clock up 10 walking marathons in 10 days, from his boyhood club Hartlepool United to Wembley. Paul's part in the event raised £600 for research to help 'shift the science' and crack the three core issues of diagnosis, treatment and prevention which have been left unsolved for too long.



“Walking and talking with Jeff Stelling and his Sky TV colleagues was great for a football fan like me, and the camaraderie was first class. It was humbling to learn that some of the other men who were on the march were actually in the middle of treatment for Prostate Cancer so a few blisters and aching hips are nothing when you begin to unravel what Prostate Cancer sufferers are dealing with, and they just seem to get on with life!”

# Get your friends involved

Fundraising is more fun with friends, and there are lots of ways to enjoy it:

### Dinner parties

Invite friends or family to a dinner party at your home with an extra special menu. They can pay £10-£15 per head and you can plan a meal which allows you to make a good profit for your chosen charity – and it's also just a nice excuse for a good get-together! Why not pick a theme – a particular nationality or type of food, or dishes from your favourite film?

### Darts tournament

Set your sights on bullseye and keep the game serious, charging an entry fee to raise funds, or keep it fun and set challenges like throwing whilst on one leg and charge per throw. If you are (or know) a local darts champion why not charge a fee to play against them?

### Bowling night

Speak to your local bowling alley and see if they will offer you a special rate to help increase the amount you raise. Why not ask a local business to provide a prize? Charge an entry fee to friends (the more the merrier!) and enjoy a fun evening whilst giving to a good cause!

### Girls' Night In

Throw a party and get your female friends together. People get booked up quickly so get a date in the diary as early as possible. Once you've got the date, start to think about entertainment. You could have cocktails and canapés or a Mad Hatters tea party. You know your guests so choose what makes them tick!

### Sweepstake

Football tournaments and the Grand National present ideal opportunities to raise money. Charge each person an entry fee to pick a team or horse, and either use a percentage of the proceeds as the prize, ask a local company to donate the prize or offer a 'promise' such as you make the winner lunch and endless cups of tea all week! Everyone's a winner!

### Collection Box

Look after the pennies and the pounds will look after themselves! Your loose change collected in a jar or box on the sideboard can quickly add up. Offer visitors the opportunity to get rid of those heavy, annoying loose coins too!

# Wine tasting evening

Marion and Oonagh, members of Benenden's Projects team, took up a Talent Challenge set by their local church to raise as much money as possible from a starter fund of £10. All profit would be split between the church and individuals within their parish who were experiencing hardship.

The ladies arranged a wine tasting evening, charging the 30 attendees an admission fee of £10, which included

light refreshments and entry into the wine quiz to win what else... a bottle of wine! Additional funds were raised throughout the evening by holding a raffle.

The event was such a great success not only did they raise an impressive £350 but they have since organised another similar event, this time with the priest attending.

“ We were amazed by the response of parishioners and friends and we are really looking forward to the next challenge! ”



# Challenge yourself

Surprise your family and friends – and maybe even yourself – by taking on a challenge for charity:

## Skydiving

Certainly something that will raise eyebrows amongst your friends and there are plenty of companies offering the wild-at-heart the opportunity to train and achieve this amazing challenge. Simply search for “charity skydive” online.

## Give something up

The more it means to you, the harder it is to give up and in theory, the more you will raise... Put the money you save from giving up alcoholic drinks or chocolate for example, towards the good cause, and others will hopefully be impressed by your willpower and show their support by sponsoring you!

## Grow your hair / Shave it off!

This is a great double whammy – If you are a clean-shaven gent, first get everyone you know to sponsor you to grow an outlandish beard or moustache. And then get them to sponsor you again to shave it off!



## Spring clean car boot sale

Challenge yourself to have a good clear out and contribute to your target with the proceeds. Why not ask friends, family and neighbours if they have any unwanted goods too?

# Walking challenge

Unable to access the surgery she needed after a road accident, Caroline Reeves found the life-changing help she needed through her Benenden membership. After a consultation and MRI she was advised that she needed a knee replacement. Caroline was able to have this procedure as an NHS patient at Benenden Hospital in 2014.

“Since that day my life has completely changed and I can now walk independently with no pain in my knee” says Caroline. “I cannot thank my consultant, Mr Reddy, and the staff at Benenden Hospital enough for the care I received.”

Caroline has managed to rekindle her love of walking and following a nine-mile sponsored walk last year, she has set herself an even bigger challenge to complete a walk of 18 miles, donating 50% of her sponsorship to Benenden Charitable Trust as a thank you for Benenden playing a huge part in changing her life.



# Get crafty

If you're good at crafting, drawing, sewing or perhaps even baking – put your skills and passion to work and raise money in the process!

## Knitting

British weather means that knitwear is often in demand so use your needle skills to raise money. Decide how you want to sell your unique items; you could use online auction sites or set-up a stall at a craft fayre.

## Bake Sale

Make like Mary Berry and bake your way to fundraising success. Whether you run the event at work, school or your home, be sure to find out about any specialist diets (or perhaps just favourites) first to maximise sales!



# Jose's Sock Monkeys

“ I enjoy the smiles and stories the sock monkeys produce plus it's fantastic they consistently raise funds for so many charities. ”

Jose has raised over £800 over the years making sock monkeys for all occasions. From a pair of £1 knee high socks Jose makes two sock monkeys which she sells for a minimum donation of £5 each.

Such a simple and versatile idea has raised money for numerous charities including Macmillan, The Rotary Club, Breast Cancer Support and The Poppy Appeal to name a few.

When Jose is raising awareness and money for a specific charity she customises her creations to represent the charity, or personalises them for the individual who is making a donation and homing the sock monkey.

One of Jose's sock monkeys has pride of place on the reception at St Leonard's Hospice and she has made vampire sock monkeys for Halloween and Santa sock monkeys at Christmas to raise money for Benenden's chosen charities of the year. She has even made sock monkeys in memory of someone and sprayed the stuffing with their favourite perfume!

Jose is well known amongst colleagues as an amazing and inspirational lady, always giving up her time to help people and raise money for charity.



# Get active

There are lots of different ways you can get active to raise money and you get fit in the process:

### Running

The great thing about running is it's free, the basic kit is inexpensive, and almost anyone can give it a go. There are a great many of organised running events across the UK, from the untimed easy-going 5km distances of the Big Fun Run series, inclusive events like Run For All, to the more serious Great Run series and extreme challenges like the Tough Mudder – or even a marathon!

For those who need a theme or an excuse for silliness to get them moving, there are zombie runs, the Gorilla Run, Superhero events, the Santa dash, Run to the Beat – or night-time events like Electric Run to choose from. Simply book your places, tie your laces and get started!

### Walking

If walking is more your thing then you could head off into the countryside on your own or with friends and walk for charity. There are planned events which you can join, or lead the way by plotting your own route...

### Dancing

Things like Zumba-thons have become increasingly popular. If you or someone you know is a Zumba instructor, you could host one of these events. It's a great way to raise money and get extremely fit!

### Cycling

There's no arguing that cycling has become extremely popular in recent years, particularly in Yorkshire, with the Grand Depart and now the Tour de Yorkshire. Whether your preferred ride is a mountain or road bike, friends and family will often be more than happy to support you doing what you love for charity.

# Running the York 10k

“Running the 10k with Team Benenden has been a fantastic experience. There are people of all ages and abilities within the team and everyone is so supportive and encouraging. It’s a great way to raise money.”

Neil McCallum is Benenden’s Group Head of Commercial Propositions. Outside of work he is a keen runner, so when asked to be a part of Team Benenden in the York 10k, it was an easy decision.

In 2015 Neil was the fastest member of the team, completing the course in an impressive 40m 52s. Together with 29 other Benenden colleagues, Neil helped raise over £3500 for Benenden Charitable Trust.

This year, he is determined to get even faster. To motivate him in training for the event Neil is asking friends, family and colleagues to sponsor him a variable amount based on his finishing time!



# Get involved in the community

Having a busy lifestyle means you sometimes don't see as much of your neighbours as you would like. Raising money for charity can bring communities together, no matter how big or small the challenge.

## Car washing

This can be a good way to get children involved in fundraising. Ask your neighbours if they would like their car washing, with the donation given straight to charity.

## Supermarket bag packing

This is a popular one, so your local supermarket may have a waiting list for charities wanting to help pack at the tills. Once you have your slot, rally the volunteer troops and away you go!

## Pub Quiz

You could charge per team or per person. You could always ask the owner of the pub if they'd be willing to offer a prize. Don't forget your quizmaster as well!

## Blind Date Night

Ditch the online dating in favour of real life dating! Host your blind date night in a pub or local social club. You could ask local restaurants to donate meals to the winning couples. Charge entry per hopeful dater or ask for a donation on the door.

## Pig racing

Not as bizarre or messy as it sounds - see our Fundraiser Spotlight on page 20 for more details!

## Raffle

A good old raffle can often be a big money earner with relatively little effort. Why not contact local businesses and ask if they will be willing to put up a few prizes so you can hold a raffle in your local pub or social gathering each week with a different theme e.g. Meat Raffle, Wine Raffle, Leisure Raffle.

# Midnight Walk

For Member Services Adviser, Lois Unwin, taking on a Midnight walk seemed like an easy challenge... until she had to get up for work the next morning!

Dressed in 80's fancy dress, Lois, along with several other members of Team Benenden, set off at midnight and walkers were able to watch dawn coming up as they made their way round the 10 mile (or 5 mile) trek of York.

“ I really enjoyed the party feel of the whole evening, and the excitement of this being my first midnight walk. St Leonards is a charity close to my heart, so being involved felt very rewarding. ”

The walk was organised by St Leonards Hospice in York, a charity which Lois has a personal connection to. She managed to raise over £400 for them and is now thinking of other big ways to fundraise for next year.



# Top Fundraising Tips

## Set your target and share it

There is evidence that fundraising campaigns with a target raise more money than those without one. Once you've set your fundraising goal, tell everyone! Seeing how you're progressing helps inspire people to give generously.

## Spread the word

Tell all your friends, family and colleagues about it and don't forget to let us know too! Spread the news on social media and don't forget to use the hashtag #teambenenden. Remember that people don't always act on emails or social media immediately, so plan series of updates to send at various stages of your fundraising plan. Tell people why you're doing your event. Your personal reasons help motivate your supporters.

## Get in the press

Your local media can be a huge help. They want stories about what's going on in your area, and you want as much support as possible. Just send a simple press release to the local paper, radio or TV stations - they'll all be in your local directory. Make sure you include the details of how people can donate!

## Double Up

Lots of companies run a Matched Giving scheme, which could double the amount you raise. Find out if yours is one of them - and if not, why not suggest they become one? It's tax-efficient for them, too, which might help convince them!

## Time it right

Choose a date that works for you and your supporters and remember to give yourself enough time. Try to avoid clashing with other events which may be happening.

## Fundraise online

If you're taking on a challenge, set up a fundraising page online. This is easy to do - there are full instructions on the JustGiving website ([www.justgiving.com/en/fundraising](http://www.justgiving.com/en/fundraising)). Try and make sure the first donation on your page is a large one - this helps others following decide how much to give themselves! You can also add all your offline donations to boost your total.

## Fundraise offline too!

Carry a sponsorship form with you. Not everyone has access to a computer and some people like to sponsor in cash there and then so be prepared! Download one from [www.benenden.co.uk/charitable-trust](http://www.benenden.co.uk/charitable-trust)

### Share the good news

Around 20% of donations arrive after an event has been completed, so don't stop until you have contacted your supporters with news of your success, reminded those who haven't donated to do so, and asked others to donate in recognition of your achievement. Remind everyone why the money is being raised and don't forget to say a big THANK YOU!

### Don't be afraid to ask

Most people will give to charity but only when asked. So don't be afraid to ask people to sponsor you and explain what you are raising money for! We will happily send you some leaflets to hand out.

### Remember to Gift Aid it

Any UK tax payer who donates to you can include Gift Aid, which means the taxman adds 25% to their gift. That's another £1 for every £4 you raise!

It makes a huge difference. So please make sure any UK taxpayers tick the Gift Aid box on your sponsorship form, and include their full name and home address including postcode - we need all this information to claim the Gift Aid.

Download a sponsorship form from [www.benenden.co.uk/charitable-trust](http://www.benenden.co.uk/charitable-trust)

*giftaid it*



# Pig Racing

Benenden staff get involved with raising money for a wide range of good causes, and Member Services Adviser, Jenny Holtby, is no different.

When she found out that a local football team, Hamilton Panthers, needed to raise money to build a new clubhouse, she stepped up to the challenge.

Jenny organised and ran a Pig Racing event - which isn't quite as strange as it sounds! The event consisted of racing battery operated pigs, which could be bet on for a donation per race and bought at the end of the evening with all proceeds going to the football club.

“ We held the event at a local pub, who were more than happy to welcome parents of the team members plus family and friends. We had a really successful day and raised around £600. ”



# Santa for a day

In December, Santa visited the staff at Benenden in York. Well, maybe not the real thing but there was a certain resemblance!

Matthew McGregor from the Member Enrolment and Loyalty Team (MELT) dressed up as Santa for a full week to raise £197 for St Leonards Hospice, a local charity in York.

Matthew was only meant to be Santa for one day but was so dedicated to the challenge that he ended up doing it for the full week, as well as going to the pub, to and from work and manning the reception desk at Benenden all in fancy dress!



“ This year I’ve been growing my beard. I’m going to dress up as Santa again at Christmas but this time I’ll have a white beard to go with it. I’d like to raise £250 this time round. ”

# Stay legal

If you're fundraising, it's important to make sure you stay safe and that you're playing by the rules. The following are the basics of making sure your fundraising is legal.

## Logo and wording

Make sure any publicity materials, including tickets and posters include the wording: "Raising funds in aid of Benenden Charitable Trust, a charity registered in England and Wales. Registered charity number 1106287."

We cannot authorise you to act as an agent for, or on behalf of Benenden Charitable Trust, so your fundraising and publicity materials must not say that you represent us.

You are welcome to use our logo to make people aware that your fundraising activity is in aid of Benenden Charitable Trust. Please email [charitabletrust@benenden.co.uk](mailto:charitabletrust@benenden.co.uk) to request a copy of our logo.

## Gambling

If you are organising a lottery such as a raffle, tombola or sweepstake you need to be aware that there are strict laws concerning what you can and cannot do. For the rules relating to England, Wales and Scotland look at the Gambling Commission's website at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) and for Northern Ireland, the NICVA publishes guidance at [www.nicva.org](http://www.nicva.org).

## Licences

Some things require a licence, such as:

- alcohol or entertainment, including recorded music
- doing a public money collection
- putting up banners or signs in public areas.

If you are planning to sell alcohol at a public event, you must check if the venue is licensed, if you need to obtain a temporary license, contact your Local Authority for advice.

## Food Hygiene

For current food hygiene regulations, visit [www.food.gov.uk](http://www.food.gov.uk)



# Stay safe

If you are organising your own event, we recommend that you draw up a plan in advance, thinking about these topics.

## Location

make sure your venue is accessible to disabled participants and that you have all the permissions you need to use the route or location.

## Insurance

Think about what insurance you need to cover your activity. If your event involves the public you will need to have Public Liability Insurance. Check with the venue first as they may already have insurance that covers your event. Benenden Charitable Trust cannot provide insurance for your fundraising activities.

## Risk Assessment

The Health and Safety Executive has lots of information on undertaking a risk assessment on its website at [www.hse.gov.uk](http://www.hse.gov.uk). You must have a proper assessment that shows what you have done to consider the safety of all participants.

## Fire Safety & First Aid

Consider what first aid provision, fire safety procedures, evacuation procedures, training and equipment might be needed.

## Children at your event

Make sure children are properly looked after and have permission to take part from a parent or guardian. Adults looking after children should have carried out appropriate checks. See the Government's website [www.gov.uk/disclosure-barring-service-check/overview](http://www.gov.uk/disclosure-barring-service-check/overview)

## Disclaimer

Please be aware that Benenden Charitable Trust cannot accept responsibility or liability for any loss or damage, or any personal injury or death arising out of any fundraising activity, including liability as a result of negligence.

# Money

## Collecting money

- to collect money in a public place, you must get permission
- to collect in the street you need a licence from the local authority, which will have some rules for your collection
- door-to-door collections are illegal without a licence. Speak to your local authority to apply for one
- to collect on private property, such as a shopping centre, you need permission.

## Handling money and keeping safe

- where possible have two people around when money is being handled and counted
- collect cash using a secure container e.g. a sealed container for a collection or a secure cash box for change
- when carrying money around take care. Always use a safe route and always be with someone and/or carry a personal alarm
- if you are confronted by someone demanding the money, do not put up a fight, hand them the money straight away and report the matter to the police
- put money in the bank as soon as possible.

## How to send your money to us

Please remember to send us the money you raised within two weeks following your event. The quicker you send us your money the quicker we can put it to good use.

If you have collected cash please do NOT send it by post. To send us your money, please send a cheque or postal order and a Benenden Charitable Trust money return form to:

**Fundraising Team**  
**Benenden Charitable Trust**  
**Holgate Park Drive**  
**York**  
**YO26 4GG**

Don't forget to enclose your sponsorship form(s) so we can claim Gift Aid on the donations!

You can download a money return form from [www.benenden.co.uk/charitable-trust](http://www.benenden.co.uk/charitable-trust) or call us on 0800 414 8450\* to request one.

If you're raising money online with JustGiving, all the money is automatically sent to Benenden Charitable Trust. So you can just concentrate on celebrating your achievement – and perhaps even thinking about your next one!

## Raise money by text

Using JustTextGiving is so quick and simple for anyone with a mobile phone to donate. There's no additional charge on top of the amount your sponsors want to donate either. Benenden Charitable Trust receives your donation, plus 25% Gift Aid if your sponsors add it.

You're bound to attract more donations using JustTextGiving. All you need to do is set up your unique text code.



## How to set up a unique text code

You will need an active JustGiving online page before you can set up your unique text code. If you haven't got a JustGiving page already you'll find full instructions at [www.justgiving.com/en/fundraising](http://www.justgiving.com/en/fundraising).

Once you've set up your unique text code, put it on all your fundraising materials such as flyers, t-shirts, posters and on your social media pages. Give it out to everyone you speak to!

For more information and to download your free text giving support pack, go to [www.justgiving.com/justtextgiving](http://www.justgiving.com/justtextgiving)

# In memory of a loved one

Jess Long works within the Facilities team at Benenden. Her mum sadly passed away in 2015 which had a devastating impact on the family. Throughout her mum's illness, Jess felt the care and support that the family received from St Leonard's Hospice and Macmillan was exceptional.

To help Jess through the grieving process, she decided to fundraise to give something back to both charities.

So far she has volunteered to pack shopping bags at Marks and Spencer, organised a raffle with her work colleagues and used her skills as a nail technician to provide friends with Shellac nail treatments, raising a total of £700.



“ The support we were given as a family has made me appreciate all the work these charities do. My mum was also my best friend and I'm going to keep raising money for them in her memory. ”

We hope this booklet inspires and helps you to have a successful and fun experience. If you would like to talk to our team about your event or fundraising idea, you can call **0800 414 8450\***.

**Contributors:**

Amanda Shaw  
Caroline Reeves  
Jenny Holtby  
Jess Long  
Jose Linnane  
Lois Unwin  
Lorraine Musgrove  
Marion Hall  
Matthew McGregor  
Neil McCallum  
Oonagh Donnelly  
Paul Keenan  
Rebecca Keenan  
Thomas Craigen

Discuss your fundraising with one of our team



**0800 414 8450\***



**charitabletrust@benenden.co.uk**

\*Please note that your call may be recorded for our mutual security and also for training and quality purposes.

Benenden Charitable Trust is a company limited by guarantee. Registered in England and Wales, number 05213807. Registered charity number 1106287. Registered office, Holgate Park Drive, York, YO26 4GG.