



Antenatal Results & Choices ●

## FUNDRAISING INFORMATION PACK

Helping expectant and bereaved parents and their families

Registered Charity 299770  
Telephone: 020 7713 7356  
Email: [louise@arc-uk.org](mailto:louise@arc-uk.org)  
Address: 345 City Road, London, EC1V 1LR

Thank you for taking the time to support ARC.

We really appreciate your time and effort to organise or take part in an event for us. Your contribution will make such a difference to expectant and bereaved parents and their families.

## Who we are

ARC is a registered charity and the **only** national charity to provide specialised support for bereaved and expectant parents and their families. ARC is a highly respected support service for parents facing difficulties around antenatal testing and the future of the pregnancy when an abnormality is diagnosed in their unborn baby.

## What we do

ARC provides non-directive, impartial information & support to expectant and bereaved parents:

- who are given a worrying antenatal test result
- who are told that their unborn baby may have an abnormality
- who face difficult decisions about the future of the pregnancy
- supports parents no matter what decision they make about the future of the pregnancy

ARC's services include

- a National Helpline 0845 077 2290 or email [info@arc-uk.org](mailto:info@arc-uk.org)
- a National Support Network of trained volunteers
- a range of information booklets, and a regular newsletter
- a website [www.arc-uk.org](http://www.arc-uk.org)
- a moderated forum for bereaved parents to support one another
- individual and regional group meetings for parents
- in-house and regional tailored training for health professionals
- literature for health professionals

## Why choose ARC?

ARC does not find it easy to attract funding; it confronts some of the most difficult aspects of parenthood for both parents and health professionals. Because of this, ARC relies heavily on donations and charitable contributions.

We are very grateful for every donation we receive. By raising money for ARC you are helping to provide support for anxious, expectant and bereaved parents for as long as they need it.

Whatever you want to do, we hope this pack can offer inspiration, support and advice. And of course, you can contact the office on 020 7713 7356 or [louise@arc-uk.org](mailto:louise@arc-uk.org) if you need any more help and support – we'll be happy to help!

Some fundraising ideas to get you started...

<p><b>A</b> Auction</p>	<p><b>B</b> Bake Sale</p> 		<p><b>C</b> Coffee Morning</p>	<p><b>D</b> Dress-down day</p>
<p><b>E</b> Easter Egg Hunt</p>	<p><b>F</b> Fun Run</p>	<p><b>G</b> Games Night</p>	<p><b>H</b> Hair Shave</p>	<p><b>I</b> Iron Man Event</p>
<p><b>J</b> Jumble Sale</p>	<p><b>K</b> Karaoke</p> 		<p><b>L</b> Lucky Dip</p>	<p><b>M</b> Matched Giving</p>
<p><b>N</b> Name-the-Teddy</p>	<p><b>O</b> Office Event</p>	<p><b>P</b> Parachute Jump</p>	<p><b>Q</b> Quiz Night</p>	<p><b>R</b> Raffle</p>
<p><b>S</b> Sponsored Event</p>	<p><b>T</b> Triathlon</p> 		<p><b>U</b> University Challenge</p>	<p><b>V</b> Variety Show</p>
<p><b>W</b> Wine Tasting</p> 		<p><b>X</b> Xmas Card Donation</p>	<p><b>Y</b> Your own idea!</p>	<p><b>Z</b> Zumbathon</p>

## Organising your Event

- Give yourself plenty of planning time and delegate tasks to friends and family.
- Check the day doesn't clash with other major events such as the Cup Final.
- Make provision for weather changes!
- **Keep it simple** - and choose an activity you'll enjoy!
- What is involved? What do you need? Think about prizes, budget, publicity etc.
- Consider approaching local shops and businesses for sponsorship, raffle prizes etc. Ask for any cheques to be made payable to "ARC", and not out to you personally.
- Don't be afraid to be forward. Ask organisations "How much are you willing to sponsor me?" rather than "Will you sponsor me?"
- Think about where you work. Can you put a notice about your event in your in-house magazine, newsletter or email?

## Getting it right

Fundraisers are regulated by law and need to follow certain procedures.

- Find out if you need permission or a licence from your local council for your event.
- Consider access for wheelchair users, people with mobility problems, impaired vision or hearing. Provide a first aid kit and put someone in charge of first aid.
- If your event involves the public, make sure you have public liability insurance. Check with the venue as they may have insurance cover.
- You or the venue must have the necessary licences (music, sale of alcohol, late night etc.). You can get a temporary licence from your local council – but give enough notice. You must also ask their permission if you wish to hang signs or banners promoting your event.
- You need to inform the police if you wish to hold an event outdoors.
- If you plan to sell food, safety laws apply. Be aware of these and follow food hygiene procedures. Contact your local authority environmental health department for information.
- Door-to-door collections need a licence from your local council. Young people under 16 are not permitted to collect door-to-door.
- Raffles and lotteries are a great way to fundraise, on their own or during an event. However, strict laws govern how they are run. Lotteries are in general regulated by the Gambling Commission.
- Include ARC's logo and registration number (299770) on promotional materials and make it clear you are fundraising *in aid of ARC* and that you do not represent the charity.

## Useful information

[www.hse.gov.uk](http://www.hse.gov.uk) - for health and safety information for England, Scotland and Wales

[www.hseni.gov.uk](http://www.hseni.gov.uk) - for health and safety information for Northern Ireland

[www.rosipa.com](http://www.rosipa.com) – accident prevention information

[www.sja.org.uk](http://www.sja.org.uk) - First Aid info from St John Ambulance

[www.food.gov.uk](http://www.food.gov.uk) - food safety information from the Food Standards Agency

<http://firekills.direct.gov.uk/index.html> - for fire safety information

[www.directgov.gov.uk](http://www.directgov.gov.uk) – to find the contact details of your local council

[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) – for more information on running a raffle or lottery

## Promoting your event

**Word of mouth** – a great way to spread the word. Tell everyone you know about your event. Put up your personalised event posters (at the end of this pack) on notice boards, in local shops (with permission!) and anywhere you think it will be noticed.

**Email** – email friends and colleagues asking them to support you. Let them know **why** they should support you, and **how** they can sponsor you. Include a link to your fundraising page if you have one. If you're in training, send regular emails to update your supporters on your progress.

**Social media** – use Twitter and Facebook to reach a wider audience. Post links to your fundraising page, explain why you're fundraising for ARC, and keep your friends and followers updated on your progress.

**Local media** – they may be interested in your event, particularly if you have a personal reason for fundraising. If you are interviewed, contact ARC for help with any questions they ask. **Know your facts** - be enthusiastic and well informed about why you are fundraising for ARC and why people should sponsor you.

Consider writing a press release for your local media. Some tips to remember are:

- Keep it short! Don't write more than two pages and keep paragraphs brief.
- Try to summarise your fundraising story in the first paragraph.
- Make sure you explain Who, Why, What, Where, When and How?
- Make sure you include your contact details on the press release.
- Send it in good time, particularly if you want a photographer to attend. Give at least a week's notice.
- Email your press release; you can usually find contact details in the newspaper.

Alternatively, you could adapt this example press release for your event:

### **For immediate release: (DATE)**

#### **CHARITY CYCLIST'S FUNDRAISING SUCCESS**

#### **Turning the Wheel from Tragedy to Triumph**

A family tragedy prompted [NAME] to take on one of the toughest physical challenges of his life. Last summer [NAME] and wife [NAME] lost their first child before it reached full term. [NAME'S] response was to get on his bike to support the many parents making difficult decisions about undergoing antenatal testing. He is aiming to raise £ [XX] for ARC (Antenatal Results and Choices), a national charity that gave him and his wife so much help, by participating in the [EVENT NAME]. The commitment meant a radical change to his fitness and cycling habits – until then a gentle commute to work and short runs around London at weekends. Looking back on gruelling training rides throughout last winter, [NAME] says: "What kept me going was the thought of all the people who rallied round to support us during that difficult time, not least ARC."

On [DATE] he embarked on the arduous circular route, which includes 11,000ft of climbing. [NAME] feels he has learned hugely from the experience of taking part in the event: "What I will get out of this far surpasses the effort I put into achieving it. Besides, I like to imagine that during the toughest moments there was a little unborn spirit always egging me on. ARC has done so much for us; it's time I did something for them."

Each year 35,000 expectant parents are told there is a risk that their unborn baby may have an abnormality. ARC offers support to anxious, expectant and bereaved parents and their families and works with health professionals to improve the quality of services provided. To sponsor [NAME], go to [www.justgiving.com/NAME].

## Getting your money to ARC

Once you've completed your event and collected all your sponsorship money, how can you get the money you have raised to ARC?

Set up an online giving page – you can use JustGiving ([www.justgiving.com](http://www.justgiving.com)) or Virgin Money Giving ([www.virginmoneygiving.com](http://www.virginmoneygiving.com)) to set up an online donation page. Pages can be set up quickly and easily and friends and family can donate money straight away. You can also personalise your page with your own photos and text explaining your reasons for fundraising for ARC, or giving more details of your event; this is a very good way of increasing support and maximising your donations.

Gift Aid can be added automatically and the donations come straight to ARC, so there's no need to worry about chasing sponsors for payment, or sending the money to us. Be aware that both sites do take a small amount of each donation as a handling fee; however, Virgin Money Giving is completely not for profit, so if you use this site, a greater proportion of the donations will reach ARC. You can find out more about the fees charged on the JustGiving and Virgin Money Giving websites.

Send us a cheque – if you have collected your sponsorship money by hand, pay the total in to your own account and send a cheque, payable to ARC, to 345 City Road, London, EC1V 1LR along with the donation form at the end of this pack. If you are a UK taxpayer, please don't forget to allow ARC to claim Gift Aid on your donation. For ARC to claim Gift Aid on your donation, you must be a UK Income or Capital Gains taxpayer. You must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that ARC will reclaim on your donation for that tax year. Other taxes such as VAT and Council Tax do not qualify. ARC will reclaim 25p of tax on every £1 that you donate.

Transfer the money to ARC's account – contact the office on 0207 713 7356 for our bank details.

## After your event

We would love to see photos of your fundraising event, and use them in our newsletter or on our website to inspire others! Please send them to the office, along with the form at the back of this pack, or email them to [info@arc-uk.org](mailto:info@arc-uk.org).

## Finally...

Thank you very much for choosing to fundraise for ARC. Without your support, we could not continue to provide support to anxious, expectant and bereaved parents at a time when they need it most. Whether you raise £10 or £1000, every penny we receive will make a big difference.

Don't forget that if you have any questions about organising an event or fundraising for ARC, you can always contact the ARC office for help, on 0207 713 7356 or email [louise@arc-uk.org](mailto:louise@arc-uk.org).





## **Please support my event**



**Raising funds in support of ARC Antenatal Results and Choices – the only national charity to provide non-directive support and information to expectant and bereaved parents throughout and after the antenatal screening and testing process.**



Each year 35,000 expectant mothers are told there is a risk their unborn baby may have an abnormality. If you value the help and support we give, please help to ensure expectant & bereaved parents can receive the same support.

Please complete Part A and either Part B or C, and ensure that our work continues for parents who need our help

**Part A**

First name .....Surname.....

Address.....

Town.....County.....Postcode.....

Tel.....Email.....

*giftaid it* By signing here, I confirm I am a UK Income or Capital Gains taxpayer. I have read this statement and want ARC to reclaim tax on the donation detailed here. I understand I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax ARC will reclaim on my gifts for that tax year. I understand taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Signature ..... Date .....

**Part B BANK MANDATE FOR A DONATION**

Name of your bank .....

Address of your bank .....

Town.....County.....Postcode.....

**Please credit ARC** .....

Your Bank Sort Code   -   -

Your Account No

**Payable to:** ARC, (Account 10887900) Barclays Bank plc (20-71-74), Soho Square, PO Box 11345, London W12 8GG

**BANK: Please quote reference No:**   /   /

**Part C** Please accept this donation to help expectant and bereaved parents and their families

Name .....

Address.....

Town ..... County ..... Postcode .....

I enclose a sterling cheque/postal order (made payable to ARC) for £.....

Please Debit my \* Visa/Mastercard/Visa Debit/UK Maestro card for £..... (\*delete as appropriate)

Card No

Start   /   Expiry   /   Issue No   Security code (last 3 digits on back)

Helpline: 020 7631 0285 admin: 020 7631 0280 email: [info@arc-uk.org](mailto:info@arc-uk.org) web: [www.arc-uk.org](http://www.arc-uk.org)  
Please return this form to: ARC, 345 City Road, London, EC1V 1LR



## Photo Release Form

As part of raising awareness of ARC and increasing fundraising, we would like to feature photos of ARC members who have fundraised for us on our website or in our quarterly newsletter for members. This may include an image you have sent to us.

In order to comply with the Data Protection Act, we seek your permission to allow us to use your image on our website or in our printed publication.

At no time will your full name or identifying information appear beside your photograph. We may give photos general labels such as 'ARC members taking part in *(name of fundraising event)*'.

By signing below, you agree that ARC (Antenatal Results and Choices) may use your photograph in their newsletter or on their website. You should understand that the photos appearing online can be viewed by anyone throughout the world, but that ARC **will not** provide any identifying information alongside your image.

*I am over 18, and I give permission for my image to be published.*

Print name: .....

Signature: .....

*I am the parent or legal guardian of the following child(ren) under 18 years of age, and I give permission for their images to be published.*

Child's name: .....

Parent's name (please print): .....

Parent's signature: .....