

# Fundraising for

# ARC

Antenatal Results & Choices ●

## Information Pack



**Helping expectant and bereaved parents & their families**

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# 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 & bereaved parents and their families.

We hope this information pack is useful and inspires you to do great things (large or small!)

## Some Information about us

ARC is the only registered charity which provides specialised support for bereaved & expectant parents and their families.

ARC was set up in 1988 as SATFA (Support After Termination for Abnormality) by a handful of parents and health professionals, employing a worker for two days a week.

In 1998 SATFA became ARC (Antenatal Results and Choices) in response to parents also wanting information and support about antenatal testing.

ARC has grown from those early days to become a highly respected support service for parents facing difficulties around antenatal testing and the future of the pregnancy when an abnormality is diagnosed in an unborn baby.

## Why Fundraise for us?

ARC is a difficult charity to promote; it confronts some of the most difficult aspects of parenthood for both parents and health professionals. ARC relies totally on donations and charitable contributions.

ARC provides non-directive, impartial information & support to expectant & 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 is made about the future of the pregnancy

ARC's services include

- a National Helpline 0207 631 0285
- a National Support Network of trained volunteers
- a range of information booklets, newsletters & audio CDs
- a website & on-line support [www.arc-uk.org](http://www.arc-uk.org)
- email support groups for parents
- individual & regional meetings for parents
- in-house & regional tailored training for health professionals
- literature for health professionals

ARC represents the views of parents to government, the media and policy makers



# What can you do?

## A-Z Guide to fundraising ideas for ARC

<b>A</b>	Anniversary-Bashes	Auction	Archery	Abseiling
<b>B</b>	Bike Across the UK	Bring & Buy	Belly-Dancing-Display	Buggy Race
<b>C</b>	Climb-A-Mountain	Coffee Morning	Cake Sale	Cabaret Evening
<b>D</b>	Donate-A-Days-Pay	Dress-Up-Day	Darts Tournament	Dress-Down-Day
<b>E</b>	Easter Egg Hunt	Eyebrow Shave	Ebay Sale	Eating Event
<b>F</b>	Five-A-Side Football	Fancy Dress	Fun Run	Fashion Show
<b>G</b>	Giving-instead-of-Receiving	Golf Tournament	Go-Kart Racing	Garage Sale
<b>H</b>	House Clearance Sale	Hair Shave	Home Baking	Hootenanny
<b>I</b>	Internet Shop <a href="http://www.buy.at/arc.uk">www.buy.at/arc.uk</a>	Iron Man Event	In Memory	Imbibing Event
<b>J</b>	Jousting	Jack-Ass	Jam Sale	Jelly Competition
<b>K</b>	Karaoke	Keep-Fit Day	Kissathon	Knitwear Sale
<b>L</b>	Left-handed Day	Legacies	Lottery	Lucky Dip
<b>M</b>	Motorcycle Meet	Memorials	Matched Giving	Marathon
<b>N</b>	Nautical Event	No-Knickers Day	Nominate a Charity	Name-the-Teddy
<b>O</b>	Open Gardens	Opera Evening	Online Shopping	Office Event
<b>P</b>	Pick-Up-Rubbish Day	Plant Sale	Parachute Jump	Payroll Giving
<b>Q</b>	Quiz Night	Queen-For-A-Day	Quad-Bike Race	Quibble-Free Day
<b>R</b>	Rowing Competiton	Raffle	Recyling Event	Recital
<b>S</b>	Sponsored Silence	Sponsored Fast	Sponsored Cylce	Slave-For-A-Day
<b>T</b>	TheGreatBritishDuckRace	Tombola	Triathlon	Tango Night
<b>U</b>	Underwear Party	Underwater Sports	Ugly Mug Competition	Urban Hike
<b>V</b>	Vehicle Rally	Variety Show	Valentine's Ball	Valet-For-A-Day
<b>W</b>	Wedding Celebrations	Walk-To-Work	Work Collection	Wine & Dine Night
<b>X</b>	Xtreme-Sports Event	Xmas Cards	X-Factor Night	Xmas Gifts
<b>Y</b>	Yard-of-Ale	Yacht Race	Yodelling Competition	Youth Games
<b>Z</b>	Zany Makeovers	Zodiac Party	Zoo Quiz	Zimmer Race

# Tips for making your day successful & enjoyable!

## Organising your event

- Make sure you give yourself enough planning time. Make Lists.
- Check the day doesn't clash with other major events e.g. family wedding, the Cup Final.
- Make provision for weather changes!
- **Keep it simple** – and ask family, friends and colleagues to help. Delegate & involve others.
- What will be involved? What will you need? Think about prizes, volunteers, budget, publicity etc
- List all the organisations or people that you have contact with. Consider approaching shops. Write to them and enclose an approval letter from ARC for your fundraising. Ask them to make cheques payable to "ARC", and not out to you personally.
- Write to suppliers of the company you work for, explaining what you are planning to do. Don't be afraid to be forward. Say "How much are you willing to sponsor me?" rather than "Will you sponsor me?"
- **Keep it safe** – fundraisers are regulated by law and need to follow certain procedures.
- Find out whether you need permission or a license from your local council.
- Consider access and escape exits for wheelchair users, people with mobility problems, impaired vision or hearing. Ensure you have a first aid kit and put someone in charge of first aid
- If your event involves the public you will need to ensure that you or the venue has 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 magistrate – but give enough notice.
- If you plan to sell food safety laws apply. You need to be aware of these and follow food hygiene procedures. Information can be obtained from you local authority environmental health department.
- Door-to-door collections need a licence – which you can get from your local council.
- Think about where you work. Is there an in-house magazine? Get an article put into it and encourage others to help you.

## Some handy websites for Health & Safety

[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk) – for more info on raffles and lotteries

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

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

[www.rosipa.org](http://www.rosipa.org) – accident prevention info

[www.sja.org.uk](http://www.sja.org.uk) – First Aid info

[www.foodlink.org.uk](http://www.foodlink.org.uk) – food safety info

[www.firekills.gov.uk](http://www.firekills.gov.uk) – for fire safety info

Contact your local council for details or the Health and Safety Executive on 0845 345 0055.

## Publicising your event

- **Promote your event to friends and colleagues** – email them, send info packs about ARC and your event, go on *Facebook* etc and spread the word!
- **Promote your event in your local area** – contact the local press and radio station, send out a press release, hand out flyers, put up posters. Consider having materials in large print for people with impaired vision.
- If you are part of a national organisation, phone or email your colleagues. Write to the CEO, try different departments and ask for support.
- Ask your company if they run a matched giving scheme.
- Tell people about what you are doing. Local newspapers are often keen on local events. If you are organising a fundraising event with a difference or you have a personal reason, this may persuade them to publicise your event.

## Publicising your event continued

### Examples of a Donation Request Example A

(You can Copy & Paste)

Dear [NAME]

Many people have asked why ARC? Well, sadly we had reason to come into contact with ARC last year. At the end of [DATE] our world fell apart when our baby was found to have [CONDITION] at the [XX] week scan. Given that [THIS/THESE] [ABNORMALITY/ABNORMALITIES] would have a serious affect on the quality of [HIS/HER] life (if indeed [HE SHE] survived the pregnancy).

Sadly we did not know about ARC at this time – they would have helped us to make sense of all the information and emotions we were trying to cope with. ARC would not have changed our decision but I know they would have made the worst time of our lives just a little more bearable.

I contacted ARC a couple of [MONTHS/YEARS] after the termination when I was struggling to cope with the grief of losing as baby as well as the guilt of making such a decision. The people on the helpline as well as the support groups ARC put me in touch with were invaluable in getting me back on my feet. We all hope that we'll never be in a position where we'll need the support that ARC offers, but there are so many parents who do. I hope that by raising funds for ARC today we can help them to reach and support more parents who sadly find themselves in similar circumstances. Whilst being a small charity (receiving just £80,000 in donations last year), ARC have provided vital support in helping us through our devastating loss. ARC deserves all the money they can get for their future work, and to help other parents like us going through such a difficult time.

Please be generous and dig deep to help us raise money for this supportive charity. Any donations you can make are so gratefully received. Thank you again for your support.

### Examples of a Donation Request Example B

(You can Copy & Paste)

Dear [NAME]

[XX] years/months ago, whilst I was [XX] weeks pregnant, my husband and I were in the unimaginable position of having been given a diagnosis of [a] serious abnormality/ties] in our baby.

Fortunately for us, the midwives who looked after me knew about ARC, and ARC's fantastic support got us through the worst few weeks of our lives thus far, making the decision to end the pregnancy and going through the process and the terrible grief that followed.

I have since had [NUMBER] healthy children, now nearly [AGE] and [AGE] (our miracles). ARC were there supporting me through those very anxious pregnancies, and the antenatal testing process.

We want to help repay ARC in some small way for all the times they have been there for us – which is why I am writing to you for your support in helping me raise funds for ARC in whatever way you can.

I write to you not to tug at the heartstrings, but just to show you in black and white, how much ARC is needed. They have been there for me over a [NUMBER] year period and I sincerely hope that with your help they will be there for many years to come to offer the support that is sadly, so vitally needed to parents like us who receive such devastating news, whether or not they choose to continue with the pregnancy. Whilst being a small charity (receiving just £80,000 in donations last year), ARC have provided vital support in helping us through our devastating loss. ARC deserves all the money they can get to help other parents like us going through such a difficult time.

Please be generous and dig deep to help us raise money for this supportive charity and some vital research.

Thank you for taking the time to read this.

Yours faithfully

- If you are creating your own publicity materials please make it clear that you are fundraising in Aid of ARC and that you do not represent the charity. Suggested wording could be "[Your name/event] raising funds in aid of ARC Antenatal Results & Choices". You must also include ARC Registered Charity No 299770. Please remember to forward a draft to [info@arc-uk.org](mailto:info@arc-uk.org) before publication.

## Publicising your event continued

- Contacting your local press or radio station is a great way to get publicity for your event and at the same time letting others know about what ARC does. If you decide that you are happy to be interviewed by them contact ARC for help with any questions journalists might ask.
- At your local press ask for the news desk or the editorial team, explain what you are doing and request the name of the journalist responsible so you can address your press release and communication. If you get press coverage, please send us a copy for our newsletter.
- Call your local radio station, ask for the news desk and send them your press release to them or a named programme host inviting them to contact you.
- Call your press or radio contact to confirm they received your information and ask if they are interested in covering your event.

## Your Press Release

- Include a photo of yourself in action. If not, ask the newspaper to send a photographer to take a photo for you.
- Include your contact details, your web page address, and the contact details of ARC at the bottom of your press release.

*Please keep copies of any media activity and include them when you return your sponsorship to the office.*

## Example of a Press Release

For immediate release: (Date)

### CHARITY CYCLIST'S FUNDRAISING SUCCESS

#### Turning the Wheel from Tragedy to Triumph

A family tragedy prompted [NAME] to spend nine months in training 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 help raise money to support the many parents making difficult decisions about undergoing antenatal testing.

He is aiming to raise £xxxx for ARC (Antenatal Results and Choices), a national charity that gave his wife and him so much help, by participating in the [EVENT NAME].

The commitment meant a radical reappraisal of 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] with 1,000 riders 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, now it's time I did something for them."

Each year 35,000 expectant mothers are informed that there is a risk that their unborn baby may have an abnormality. ARC offers support to bereaved parents and their families when their baby dies and works with health and social care professionals to improve the quality of services provided.

To sponsor [NAME] online, simply go to the following page [[www.justgiving.com/NAME](http://www.justgiving.com/NAME)]

## Fundraising tips

- Use of the ARC name and logo in your publicity.
- Be enthusiastic and well informed; know exactly why you are fundraising and who you are fundraising for.
- Remember to get your sponsors to allow the **Gift Aid** to be claimed.

## Gift Aid

Add over 28% to the value of donations made to ARC.

For people who pay UK tax, even if they live overseas, Gift Aid is a very simple way to increase the value of their donations. If they donate £10.00, that gift will be worth £12.82 to the charity with Gift Aid.

If you are holding a fundraising event where people are making donations, these may be eligible for Gift Aid. You can either use a Donations Form which can be downloaded from our website, or you can ask the fundraising team to send you some for your donors to complete.

All we need to claim Gift Aid, at no cost to you or your donor is:

- for them to tick the Gift Aid box on the donation/sponsorship form
- for them to provide a valid home
- for them to be UK taxpayers

Gift Aid may not be claimed on:

- Pin badges, keyrings, wristbands or any other similar items, Raffle tickets, Tickets for events
- Keep your sponsors updated on your progress. Email them, set up a blog.



# Setting up a fundraising page online

We have accounts with *Justgiving.com* and *mycharitypage.com*'s easy online fundraising services, and suggest you give one a try! They provide interactive and easy-to-use online fundraising tools to help people raise money and donate without fuss. No more dealing with cash and cheques, no more chasing up friends after the event. They also deal with **Gift Aid** automatically, one less thing for you to think about allowing you to concentrate on other areas of your fundraising.

### What does it do?

They provide you with a personal fundraising page which:

- Contains a message from you (with a photo, if you like)
- Displays your personal target and how much you've raised to date
- Lists the donations you've received
- Provides you with a facility to email people you know with a link to your page where they can donate securely and tax-efficiently by credit or debit card.
- Sends money directly to our bank account, so there is no need for you to contact us.
- Emails a thank you (which you can personalise) to anyone who makes a donation to your page and can also alert you by email each time you receive a donation.

# How to set up your fundraising page

On *justgiving*:

- Type [www.justgiving.com/arc/raisemoney](http://www.justgiving.com/arc/raisemoney) into your web browser.
- Click on 'Create Your Page'.
- Choose an appropriate event type from the selection displayed or the drop-down list.
- Follow the step by step instructions set out by Justgiving.
- If you do have any problems with setting up your page, you can contact the really helpful and friendly Justgiving Helpline on 0845 021 2133

On *mycharitypage*:

- Or go to [www.mycharitypage.com](http://www.mycharitypage.com) – type in 'Antenatal Results & Choices' in the search box, then click donate and follow the instructions to create your fundraising page.
- Personalise your page – add your own photograph and text. Make sure your page communicates the reason you have chosen to raise money, and why you believe your chosen charity deserves support.
- Tell everyone you know. Email your family, friends and colleagues with a link to your page, but don't forget other groups of potential supporters: former colleagues, old school and college friends, fellow members of a church, club or PTA — you may be surprised how many would like to sponsor you. Encourage them all to pass on the message to anyone else that might support your chosen charity. Include everyone you know abroad.
- Keep your page updated. It takes more than one round of emails to reach one's target. Post updates on your progress. Let supporters know how much you've raised so far. An email update is interesting for those who've already supported you and a nudge for those who haven't
- Change your email signature at work and/or at home after your name and title etc; add a line at the bottom including the address of your web page.
- Personalise your thank-you email and use this opportunity to ask supporters to pass on your web address to anyone else who might be interested in sponsoring you.

### Online fundraising more info

- **What is a widget?** A widget is like a mini version of your fundraising page which you can use to spread the word about your page. You can put it on your own personal website, a blog or get friends and family to stick it on their websites. It's made in Justgiving colours, and shows how you're progressing towards your target, with a groovy thermometer that moves.
- **What is a badge?** A badge is a simple button that links to your fundraising page. It doesn't have as many features as the widget, but it's far more fun than using a text link to your page.

Unlike the widget, you can paste a badge into your email signature in Outlook, which is a great way of making sure everyone you email knows about your page. You can also use our badges on all sites where our widget doesn't currently work.

You can find them in the same section as the widget, just click '*Promote this Page*' on any *Justgiving* fundraising page and you'll find the code you need.
- **Why would I want to use widgets and badges?** The idea behind widgets and badges is that they are an eye-catching, colourful and fun way of promoting your fundraising page. They can be displayed anywhere online – on your own personal website, a business website, your employer's site, in your email signature, your blog or on social websites such as *MySpace*, *Facebook* and *Bebo* etc. They attract people's attention more than a text link would and should drive more people to your page, so increasing the number of people who sponsor you.
- **How do they work?** The widget or badge has code embedded in it, so when someone clicks on it they will go straight to your *Justgiving* fundraising page where they can sponsor you.
- **How do I use them?** You need to copy the widget or badge's code and paste it into the code of your website, in the appropriate place. The image will then appear on your website.

To find the code you need, log in to your *Justgiving* account with your username and password. Click on the '*Your fundraising pages*' tab, then click on the link to the page you want to promote. Click on '*Publish your page with a fundraising widget*'.

On this page you'll see our widget and, if you scroll down, several versions of our badge, all in striking Justgiving colours.

Next to each you will see some code in a box. Choose the widget, or the badge you like best, copy this right piece of code and paste it into your website code. Don't forget to save the page, and that's it!
- **Where do widgets and badges work?** You can display a widget on nearly all blogs or personal websites. At present there are some issues with *MySpace* which we're looking into (the widget shows up but the 'donate' button doesn't link through) and *Bebo* is currently a closed network so it won't show up there for now. As for *Facebook*, there's a whole separate application especially for *Facebook* users which you can add here: <http://apps.facebook.com/justgiving>
- **What is a blog?** A blog is an online diary; a simple website that you update regularly with news about your life, work or a subject that interests you. If you don't know what a blog is, it's safe to say you don't have one. But even if you don't, one of your friends or relatives might have their own site or blog and be willing to display a badge or widget for you.
- **How do I put a badge in my email signature?** To put a badge in your email signature in *Outlook* you need to copy the badge code and paste it into the code behind your signature. You may not be able to do this on work email accounts if there are strict security settings or if you're on a networked system like Citrix.
- **Where do I find widgets and badges?** Click '*Promote this Page*' on the top right on any *Justgiving* fundraising page and you'll find the code you need. There are several designs to choose from. Alternatively, log in to your account, click the '*Your fundraising pages*' tab and click the link to the fundraising page you want to promote. Click on '*Publish your page with a fundraising widget*'. You'll find all our widgets and badges on this page, with the code you need to copy.

## Fundraising Tips continued

### Other Online Fundraising

***[www.justgiving.com/arcantenatal](http://www.justgiving.com/arcantenatal)***

- Make a regular or single donation
- Set up your own fundraising page and collect sponsorship for whatever activity you are doing – from climbing Kilimanjaro to commemorating a special event
- Gift Aid collection will be arranged for you

***[www.buy.at/arc.uk](http://www.buy.at/arc.uk)***

- Do your shopping on line and let the retailers do the donating!

***[www.everyclick.com/arcantenatal](http://www.everyclick.com/arcantenatal)***

- Make a donation to ARC
- Set up your own fundraising webpage
- Choose *everyclick* as your search engine and effortlessly raise funds for ARC each time you search the internet

***[www.mycharitypage.com/charity\\_info.php?cid=1106](http://www.mycharitypage.com/charity_info.php?cid=1106)***

- Make a donation to ARC
- Set up your own fundraising page and web blog, collect sponsorship and gain access to to fundraising tips

***[www.facebook.com/pages/Antenatal-Results-Choices-ARC/24366323129](http://www.facebook.com/pages/Antenatal-Results-Choices-ARC/24366323129)***

- Become a fan of ARC and help raise our profile
- Let others know of your fundraising activity by posting a message or uploading photos

***[http://donations.ebay.co.uk/charity/charity.jsp?NP\\_ID=11737](http://donations.ebay.co.uk/charity/charity.jsp?NP_ID=11737)***

- Sell your unused or unwanted goods on line and donate a percentage of your takings to ARC

***[www.doitforcharity.com](http://www.doitforcharity.com)***

- Lists fundraising activities which you can take part in to raise funds for ARC

***[www.greatrun.org](http://www.greatrun.org)***

- Lists running events all over the UK

### Raffles and Lotteries

- Raffles and Lotteries are a great way to raise funds for ARC either on their own or to bring in extra money at an event. However, you must be aware that the rules on lotteries and gaming are fairly complex with strict laws governing how they are run. Lotteries come in many forms and are in general, regulated by the Gaming Board.
- There are two types of lottery that can be held without the permission from your local authorities, the police, the Gaming Board or anyone else.
- Small Lotteries which are run during an exempt entertainment (a bazaar, sale of work, fête, dinner dance, sporting or athletic event or other entertainment of a similar character, i.e. not being an event in which the lottery is the main attraction). No more than £250 may be used from the proceeds of the

## Fundraising Tips continued

lottery for the purchase of prizes and no cash prizes may be awarded. The value of donated prizes is unlimited. Although there are no regulations governing the printing of tickets, tickets must only be sold within the time and place of the entertainment. All money must be donated to ARC.

- Private lotteries require tickets to be printed in conformity with the Act. The principal restriction on private lotteries is that no publication of the lottery is permitted outside the premises of the organisation or group of people for whom the lottery is being promoted. The sale of tickets must be confined to people living or working in the same premises or who belong to a society that exists for purposes other than gambling. All money must be donated to ARC.
- The other type of raffle is one that is required by law to be registered. This is a society raffle and enables tickets to be sold over a period of time to the general public. It is run by a group of people and must be registered with your local authority or the Gaming Board (usually costs about £30). There are strict rules regarding the administration of a society raffle:
- The maximum price you can charge for each ticket is £2
- You can register with the local authority as "NAME raising money for ARC ", but you must not register as "ARC".
- You must abide by the authorities rules on what must be printed on the tickets
- You must follow the authorities rules on how to administer the raffle
- Organizing a society raffle does require you to keep financial records. Please check the rules carefully with your local authority.

## Some handy websites for Health & Safety

- [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk) – for more info on raffles and lotteries
- [www.hse.gov.uk](http://www.hse.gov.uk) – for health and safety info for England, Scotland and Wales
- [www.hseni.gov.uk](http://www.hseni.gov.uk) – for health and safety info for Northern Ireland
- [www.rospa.org](http://www.rospa.org) – accident prevention info
- [www.sja.org.uk](http://www.sja.org.uk) – First Aid info
- [www.foodlink.org.uk](http://www.foodlink.org.uk) – food safety info
- [www.firekills.gov.uk](http://www.firekills.gov.uk) – for fire safety info
- Contact your local council for details or the Health and Safety Executive on 0845 345 0055.

## and finally...

- **Let ARC know about your event.** We can provide you with a letter of approval for your fundraising to give to businesses who may donate prizes.
- **After the event,** thank everyone involved & give yourself a pat on the back for doing a great job!

The logo for Antenatal Results & Choices (ARC) features the letters 'ARC' in a large, bold, blue, handwritten-style font. The 'A' and 'R' are connected, and the 'C' has a long, sweeping tail that extends to the right.

Antenatal Results & Choices ●