

Fundraising for ARC 2020

Supporting parents and their families

Registered Charity No 1148653 | Scottish Charity No SC046380
Telephone: 020 7713 7356 Email: rebecca@arc-uk.org

Thank you for taking the time to support ARC.

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

Who we are

ARC is 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 their pregnancy when an anomaly is diagnosed in their baby.

What we do

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

- who are given a worrying antenatal test result
- who are told that their baby may have a very serious, or fatal condition
- who face difficult decisions about the future of their pregnancy
- supports parents no matter what decision they make about the future of their pregnancy

ARC's services include

- a National Helpline (0207 713 7486 or email info@arc-uk.org)
- a National Support Network of trained volunteers
- a range of information booklets, and a regular newsletter for bereaved parents
- a website www.arc-uk.org
- a moderated forum for bereaved parents to support one another
- in-house and regional tailored training 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, we rely heavily on donations and charitable contributions. We are very grateful for every donation we receive. By raising money in aid of 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 email rebecca@arc-uk.org if you need any more help and support – we'll be happy to help!



Fundraising ideas to get you started

Starting small...

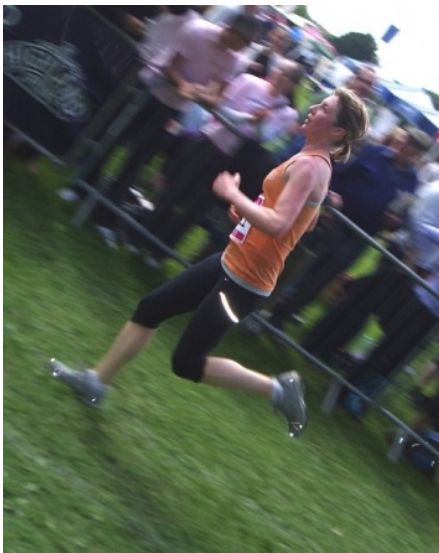
- Hold a coffee morning event and ask for a small attendance fee
- Sell cakes, cookies and other baked goodies in a bake sale to raise money for ARC
- Hold a jumble sale and your old, unwanted items could raise vital funds for ARC!



With friends...

- Organise a games night for you and your friends
- Or put together a treasure hunt – ask local businesses/restaurants to donate a prize
- Organise a charity pub quiz at your local pub

Something sporty...



- There are running events available for all runners, from beginners to pros; from a 5k fun-run to an ultra-marathon...pick one which you would enjoy!
- Or push yourself even further and take part in a triathlon – run, swim and cycle to raise money for ARC
- ARC has places available in the annual Prudential RideLondon cycle event; give the office a call if you are interested in taking part.

At work...

- Have a dress-down day in the office and ask people to donate to take part
- Hold a quiz night for your workmates

These are just a few suggestions for the kind of event you could hold to raise money for ARC; but the sky really is the limit! If you have an idea of your own then please do contact the office and see how we can help you.

Organising your event

- Allow plenty of time to plan your event, and ask friends and family to help.
- Check your event doesn't clash with other major events.
- Consider what could go wrong, and have a contingency plan.
- **Keep it simple** - and choose an activity you'll enjoy!
- What is involved? What do you need? Think about prizes, budget, publicity etc.
- Approach local shops and businesses for support. Ask for 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?"
- Can you advertise your event at work, in your in-house magazine, newsletter or email?

Getting it right

Fundraising is regulated by law and fundraisers need to follow certain procedures.

- Consider whether your venue is suitable 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. People under 16 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 numbers (1148653 and SC046380) on promotional materials and make it clear you are fundraising **in aid of** ARC and that you do not represent the charity.

Useful links

The following sites provide the most up-to-date health, safety and legal information for fundraisers:

www.hse.gov.uk - for health and safety information for England, Scotland and Wales

www.hseni.gov.uk - for health and safety information for Northern Ireland

www.rosipa.com – accident prevention information

www.sja.org.uk - First Aid info from St John Ambulance

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 – to find the contact details of your local council

www.gamblingcommission.gov.uk – for more information on running a raffle or lottery

Promoting your event

Word of mouth – tell everyone you know about your event. Put up your personalised event posters (at the end of this pack) on notice boards or in local shops (with permission!).

Email – email friends and colleagues asking for support. 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.

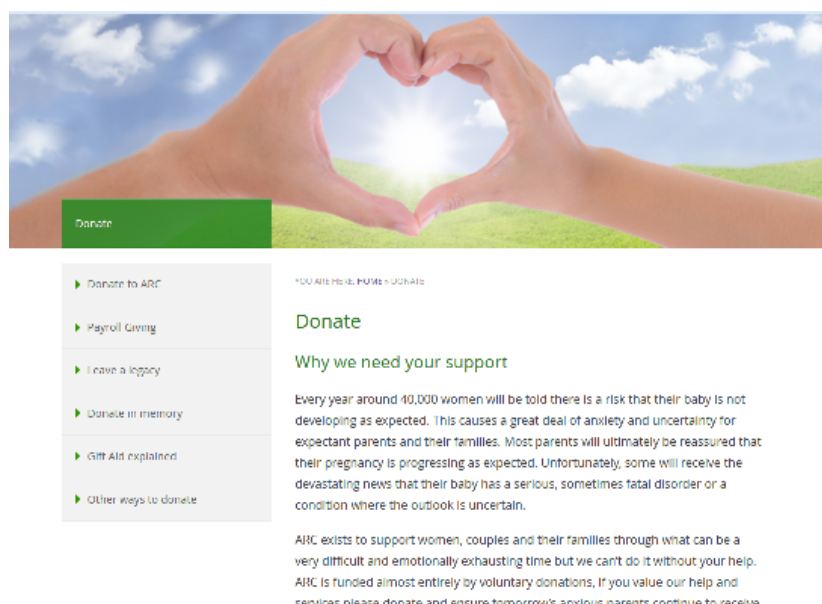
Local media – they may be interested in your event, particularly if you have a personal reason for fundraising. If you are interviewed, contact ARC for help with any questions they ask. **Know your facts** – be enthusiastic and well informed about why you are fundraising for ARC and why people should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

Getting your money to ARC

Use our online donation page – www.arc-uk.org/donate



Set up an online giving page – you can now set up a fundraising page directly through ARC's website, thanks to Charity Checkout. Visit our website here <http://bit.ly/2wpmFx7>. Pages can be set up quickly and easily and friends and family can donate money straight away. You can personalise your page with

your own photos and text explaining your reasons for fundraising for ARC, and give more information about your event.

Alternatively, we recommend using Virgin Money Giving (www.virginmoneygiving.com) to set up an online donation page.

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 online giving sites take a small amount of each donation as a handling fee; however, Virgin Money Giving is completely not for profit, so more of the donations will reach ARC. You can find out more about the fees charged on their website.

Send us a cheque – if you have collected sponsorship money in person, pay the total in to your own account and send a cheque payable to ARC, to 12-15 Crawford Mew, York Street, London, W1H 1LX along with the donation form at the end of this pack. Don't forget to allow ARC to claim Gift Aid on your donation by sending us your sponsor forms.

Transfer the money to ARC's account – contact Rebecca in the office on rebecca@arc-uk.org or 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 rebecca@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 rebecca@arc-uk.org.

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Updated August 2020



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 40,000 expectant mothers are told there is a risk their baby may have a fetal anomaly. 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 nameSurname.....

Address.....

.....Postcode.....

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

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By signing this form, I confirm that I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

Signature Date

Part B

BANK MANDATE FOR A DONATION

Name of your bank

Address of your bank

.....Postcode.....

Please credit ARC

Your Bank Sort Code - -

Your Account No

Payable to: ARC, (Account 65625501, Sort code 08-92-99), Co-operative Bank, PO Box 250, Delf House, Southway, Skelmersdale, WN8 6WT

BANK: Please quote reference No: / /

Part C

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

Name

Address.....

..... 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: 0845 077 2290 admin: 0207 713 7356 email: info@arc-uk.org web: www.arc-uk.org