

THANK YOU!

If you're reading this, then you've decided to dedicate some time to supporting BulliesOut and we are extremely grateful. The valuable work that the BulliesOut team carries out wouldn't be possible without help from people like you.

The most important thing about fundraising is to choose an activity you'll enjoy. To inspire you, have a look through the A-Z section of the enclosed brochure. Fundraising doesn't have to be a huge commitment. Why not incorporate it into activities you'd be doing anyway, like holding a birthday party. You may also want to consider holding one of our 'Full of Beans' coffee mornings or joining us on our trek to Kilimanjaro.

GETTING STARTED

Helping young people improve their lives is a serious matter. But raising funds to enable it to happen can be a lot of fun. We've learnt that the key to fruitful fundraising is to use simple ideas that appeal to you. So this pack is designed to share some recipes for success and some tried and tested methods that will make others happy to help children and young people affected by bullying.

GET YOUR FACTS STRAIGHT

- BulliesOut was established in May 2006 and provides help, support and information to individuals, schools, youth and community settings affected by bullying.
- BulliesOut deliver a series of core programmes designed in direct response to the needs expressed by our beneficiaries.
- In 2011, our volunteers dedicated over 4500 volunteering hours to the work of BulliesOut
- Our projects:

Online Mentors
Hand of Courage Creative Workshop
Peer2Peer Mentor Training
Say No To Bullying interactive Workshop
Cyber Bullying Workshop
e-Learning Information for Parents/Carers
Young Ambassador Programme
Information Publications

The Difference You Can Make:

'Becoming a mentor at school has enabled me to help and support those who are being bullied. I have become more understanding since becoming a mentor and my confidence has grown'. Sammi, 15, Neath

GET ONLINE TO GET ON TARGET

HARNESS THE POWER OF THE INTERNET

The internet has made many everyday tasks easier and faster. The same is true for fundraising. You can send a personal message and gather cash at the click of a button, so the time you would have spent contacting people individually is free for planning your fundraising activities!

JUSTGIVING

BulliesOut has teamed up with the online fundraising service Justgiving. It uses a simple step-by-step method that allows you to create an online page about you, your activity and the work of BulliesOut. You can include a photo and your page will total the monies you have raised and collect the GiftAid too! It is simple to set up and you could be up and running in your coffee break! To get started, go to www.justgiving.com/bulliesout/raisemoney

STAND OUT FROM THE SPAM

The internet allows rapid communication, but it pays to think twice before hitting 'send'. Keep the tone friendly. Mention something that shows you are making a sacrifice (e.g. the time you're putting in to get fit before a trek). Don't be afraid to send a couple of reminder emails, but include some news to make it a softer request – or add a link to the BulliesOut Gazette <http://bit.ly/spBsYf>

REMEMBER TO KEEP IT SIMPLE:

The quicker people grasp why you are fundraising and the easier you make it to donate, the more pledges you will receive. Emphasise that any amount is welcome. It's best to use a blanket email for friends and family. Acquaintances and 'cold' contacts respond better to a letter followed up by a phone call.

The Difference You Can Make:

'I showed my mum your online forum and she sat with me and read what I was writing. I found it easier than telling her and I am now in a different school and it's great. Thanks for listening.' Gemma, 12, Wales

SPREAD THE WORD

The key to simple but effective fundraising. Tell people:

- WHAT you are doing
- WHEN it is happening
- WHERE the venue is
- WHY you are doing it

LOCAL AREA

We can send you blank posters for you to fill in. Try to display them in 'high traffic' zones - your local corner shop, library, community centre, reception at work etc

LOCAL MEDIA

Newspapers will fall gratefully on a story supplied in a press release format. Send it to the right editor about two weeks before any specific event. Offer to provide photos and don't be afraid to send in a write-up afterwards. Get your story on the air waves too - why not offer to be interviewed on your local radio station?

WE CAN HELP

Keep us posted - we often use interesting fundraising stories in our publicity to encourage other people to put on their own events - and if you have any questions or would like some help, don't hesitate to get in touch.

The Difference You Can Make:

'What a fantastic workshop! Our children loved every minute - and so did some of the teachers! Thank you'. J Morgan, Anti Bullying Coordinator

Additional resources can be downloaded from the fundraising section of our website

Sample Letter to send to Local Businesses

The following is a sample letter that can be tailored and sent to either an individual or a company. If this is for someone you know, why not add a personal comment – “hope the family is well”, to help break the ice. Imagine that you are face to face with that person. What do you think would make them give to you? What would make you give to a fundraising event for BulliesOut?

Mr X
190 The High Street
Nowhere Town
RU2

Date

Dear X,

This year I am going to be to raise money for BulliesOut. I am hoping to raise £x and would be really grateful if you could support me.

Being bullied can have a devastating effect on a person’s emotional, physical, academic and social well-being. No matter how it is defined, bullying is abuse. It cannot be simply brushed aside as a “normal” part of growing up.

Year after year, studies show the main fear of young people about to start school (especially secondary school) is the threat of bullying. For many, this fear is a sad reality.

BulliesOut provides help, support and information to individuals, schools, youth and community settings affected by bullying. Each year the demand for their projects and services increases. With that demand they face challenges, particularly in the raising of funds in what is an increasingly difficult economic climate.

There are hundreds of children and young people in the UK who are bullied every single day.

Any gift you can give will help me towards my goal of raising the money. Please remember that no matter what you are able to give, it will be gratefully received.

Thank you in advance for your support.

- Please note that this letter is a guide and you should personalise it as much as possible.
- You could follow up the letter with a phone call to ensure it has reached them safely.
- If the company declines sponsorship perhaps you could approach them for a prize donation which you can use at a fundraising raffle/auction.
- Remember to acknowledge any money you receive by thanking the company.

FREQUENTLY ASKED QUESTIONS

What fundraising events can I organise? I need ideas!

Have a look at the BulliesOut A-Z of fundraising in our booklet. There are lots of ideas that will inspire you.

When is the best time to hold my event?

Choose a date that suits you and your friends or helpers. Make sure that it does not clash with any other events on the same day/evening as this may mean reduced support.

Where is the best place to hold my event?

Choose a venue that can accommodate the number of people you want to attend and that houses all the amenities you need. For example: a stage, licensed bar, PA system, coffee shop, tables and chairs. ALWAYS read the small print and check there are no hidden charges.

How much money will I raise?

This will always depend on the amount you spend. Make sure you budget all your costs and if you plan to charge an entry fee make sure all costs are covered within this charge. Maybe approach local businesses for sponsorship of the event in return for a bit of promotion at the event. Think about holding a raffle or an auction so people can help raise extra money.

Can I raise sponsorship online?

Yes, we are registered with JustGiving; you can set up your own fundraising page and then you don't have the stress of collecting the money at the end, JustGiving will do it.

Can the money raised at my event be Gift Aided?

By using Gift Aid, the government will give BulliesOut an extra 28p extra from the Inland Revenue. You can find out more regarding Gift Aid at the Inland Revenue website:

http://www.direct.gov.uk/en/MoneyTaxAndBenefits/ManagingMoney/GivingMoneyToCharity/DG_10015097

Where do I send the money I have raised?

Please send money to:

BulliesOut, Unit 16, Sbectrwm, Bwlch Road, Fairwater, Cardiff, CF5 3EF

Who do I make cheques payable to?

Please make cheques payable to: BulliesOut