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# FUNDRAISING PACK

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Elizabeth's Legacy of Hope



*Information and ideas on how to organise your  
fundraiser, plan your event, and donate to  
Elizabeth's Legacy of Hope.*

Registered charity in England  
and Wales no. 1141287

# Thank you!



Thanks so much for fundraising for Elizabeth's Legacy of Hope. It's an amazing experience and a chance to make a real difference for child amputees in some of the poorest parts of the world.

Child amputees rarely get the attention they deserve but they can be the most vulnerable and lonely of disabled children.

In the poorest countries, there is little, if any, support available for them. They are

unable to access prosthetics and vital medical care, meaning they are unable to walk, skip, run and play with their friends. Their disability also keeps them out of school, leaving a staggering nine out of ten child amputees without an education and a chance to move out of poverty. And on top of this, they are faced with a lot of stigma and prejudice in society, making them even more isolated and lonely.

Elizabeth's Legacy of Hope's mission is to give this marginalised group of children a better life. Thank you for helping us do that.

Our mother, Elizabeth, died in a bus collision in 2007, which also resulted in Sarah's daughter Pollyanna Hope becoming an amputee. ELoH was set up in 2011, in Elizabeth's memory and is inspired by Pollyanna.

Over the charity's five years, ELoH has brought life-changing support to hundreds of child amputees in Sierra Leone, Liberia, India and Tanzania. We have developed projects that are tailored to the particular needs of child amputees and we aim to help each one of the children throughout their whole childhood.

Our ambition is to help many more children and we can't do it on our own, so thank you!

Lighting up the dark life of a child amputee shines light into our own lives. It may be a topsy-turvy world but we can make it so much better when we help each other.

Thank you so very much. Have a wonderful time and put Fun into your Fundraising. We are with you all the way!

*Love from ELoH Founders Victoria Panton Bacon and Sarah Hope*

# Together we are changing lives

Elizabeth's Legacy of Hope was set up to bring hope and opportunity to some of the most vulnerable child amputees in the world. Thanks to our supporters, hundreds of children are receiving the medical and social support they need to walk, go to school and lead active and healthy lives.

Because of people like you, children like Aminata now have a chance in life.

They are receiving prosthetic legs and physiotherapy so they can walk. They get support to go back to school and their parents receive businesses support so they can grow their income and care for their child's education in the long-term.

All children regularly meet with our social workers and receive counselling so they can overcome stigma and discrimination. They are also able to access surgery when their bone grows through the skin in their amputated limb – a life-saving intervention which so often is out of reach.

Aminata is proudly walking on her leg, she loves going to school and dreams of becoming a lawyer. Her life has been transformed – and that's because of people like you.

But there are many more children like her who need our help.

Thousands of amputees are denied the medical care they need, are unable to go to school, and have very little prospects in life. That's why you have the chance to make a real difference with your fundraiser for ELoH. For example:

*By raising £30 you can send a child to primary school for a year*

*By raising £80 you can give a child a prosthetic leg and the chance to walk*

*With £250 you can provide a mother with a business grant and training to send her child to school*

*And with £420 you can fund a life-saving bone-protrusion surgery*



Again, thank you so much for raising money for child amputees. In this fundraising pack you will find the tips and support to get your fundraiser started. We hope you will enjoy it and please get in touch with us if you need any help.

*Best of luck from the ELoH team!*

# Fundraising ideas

Fundraising is not just fun but also hugely rewarding. Whether you want to organise a quiz-night, a concert or challenge yourself by running a race, we guarantee that you'll enjoy it.



Auction / art sale

Busking

Community car wash

Dog walking / pet-sitting

Enterprise day

Football tournament

Garden party

Halloween

Improv comedy night

Jumble sale

Karaoke night

Left-handed day

Music concert

New Year's resolution

Olympics competition

Poker night

Quizzes

Run a marathon

Skydive

Trekking

Uniform free day

Variety show

Walks

X-Factor competition

Yacht racing

Zumbathon

For more inspiration, read the [stories of some of our supporters](#) on our website.



# Organise a successful fundraiser

If you are taking part in a challenge event, here are our top tips!



## Fundraise online

The simplest and most effective way to raise money is often through an online fundraising page. Once set up, you don't have to do any administrative work and it's easy to share among your friends and family.

Please go to our online donation platform '[Enthuse](#)'

When you set up your fundraising page, make sure you personalise it. Upload a picture, tell your personal story, why have you chosen to support ELoH and what impact the money you raise will have. Go to our website to find some inspiration and case studies: [www.elizabethslegacyofhope.org/our-case-studies/](http://www.elizabethslegacyofhope.org/our-case-studies/)

## Set a fundraising target

Having a target is a great way to stay motivated and it gives you a sense of achievement once you reach your goal. It's also a way to inspire others to support your fundraiser.

Try and aim high and break down your target into manageable chunks. Think about how you can raise money from different places to reach your goal.

Also, the earlier you start your fundraiser, the less you need to focus on it in the run up to your fundraising challenge.

## Tell people about your fundraiser!

There are many ways that you can get the word out about your fundraiser. Start by asking your closest friends and family for sponsorship as they are the most likely to give. Once you've got a few donations on your fundraising page, others are more likely to give. People also tend to be influenced by the amount others have donated, so ask your most generous contacts first!



Social media is an effective tool to promote your fundraiser. You can share your online fundraising page, pictures, information about ELoH, and posts about your progress. Try and tell a story with your fundraiser and let people know why you are doing what you are doing. You could even record a short video and tell people why you are supporting ELoH.

Still... the best way to ask people for sponsorship tends to be face to face. Why not invite some friends over for tea and cake? Or talk about your fundraiser with your colleagues during lunch? Or bring it up to people you meet at church or a sports event?

### Organise an event

Another great way to promote your fundraiser is by organising events. They don't have to be big or complicated. It can be a movie night, wine and cheese evening, or a sport challenge with your colleagues.



See if you can give your event a seasonal twist. For example, organise an Easter-themed quiz, carol singing with a collection bucket at Christmas, or sweepstakes around national sporting events.

### Be persistent

Don't be scared to ask your supporters more than once. People easily forget and sometimes it takes a few reminders until they give. Send them a little update about your fundraiser, upload a video, or a post about your training.

### See if your workplace can help

Many companies like to promote the charitable efforts of their staff. Ask if they can share your fundraiser on their intranet or website or if they can offer a match giving scheme where they double what you have raised up to a certain amount.



### Keep fundraising after your event

You don't have to stop fundraising once you've crossed the finish line! 20% of all donations come afterwards. Let people know that you have completed the challenge and include a final appeal.

### Ask for Gift Aid

If your supporters are UK taxpayers, ask them to claim Gift Aid – it will increase their donation with 25%. If they donate

cash or cheques they can fill in our Gift Aid form on page 10. If they make a donation on your online fundraising page, they only need to tick the Gift Aid box.

### Personally thank everyone who has sponsored or supported you

Last but not least... Once you've completed your challenge and finished your fundraiser, don't forget to thank those who supported you!

# Plan and promote your event

A good plan is the key to a successful fundraising event. Here are some tips to get you started!

## Keep it simple

A good event doesn't have to be complicated. In fact, often the simple ones are the best. Choose something that you think will appeal to your supporters and have a look at our A-Z of fundraising ideas for inspiration.

## Pull together a team

Try and get friends, colleagues, and people from your school and local area involved. It's often much easier to organise an event if you've got an extra couple of hands. Allocate roles, and if there are several of you, set up working groups/committees.



## Have a clear plan

It helps a lot to have a clear plan of what needs doing and when. Set a timeline and create a list with all the key things that need to happen in the run up to the event.

## Set a budget

Decide on a fundraising budget and try and keep expenses to a minimum – you should aim to raise at least three times as much as you spend. Make a detailed list of expenses, including the venue, promotion, printing, equipment and prizes.



## Get the timing and venue right

Choose a suitable time and date for your event. Make sure it doesn't clash with other major events and try and find a time that works well for your supporters.

Also, make sure you get a good venue. What size and facilities do you need? Can you get a charity discount? Does the venue have disability access? And what if the weather is bad?

## Ask for sponsorship

Sponsorship can be a real cost-saver. Get in touch with local businesses and organisations and ask if they can sponsor your event. Popular sponsorship areas include venues, printing, prizes, food and drinks. You could offer to display promotional materials for them in return.





your event.

### Health and safety

Being the event organiser means you are responsible for the health and safety of those attending your event. This doesn't have to be complicated. A simple risk assessment can both be easy and quick to do. Get in touch with us if you need any help!

### Promote your event

Event promotion is the key to any successful event, so make sure you set aside some time for this. There are many ways that you can let people know about your fundraising effort:

- Word of mouth: tell your friends, family, colleagues, gym friends and neighbours what you are doing and why.
- Email: send an email to friends and colleagues about your event.
- Social media: sharing your event on Facebook and Twitter is a great way to get the word out to hundreds of people. At ELoH we can share your event, just get in touch with us or tag us in your event post.
- Poster and publicity material: you can order flyers from the ELoH office. If you're making your own posters make sure it's clear you are raising money in aid of ELoH.
- Local press and PR: for some events press, event lists and magazines can work well. Send them a press release and follow up with a phone call if you haven't heard back in a few days. If you get press coverage, let us know and we will share it with our supporters.

### Get your fundraising material

Make sure you've got the fundraising material you need for your event. Get in touch and we'll be happy to send you flyers and leaflets, and ELoH branded material. You can also print our sponsorship form and Gift Aid form below.

### Match-giving

Does your workplace offer a match-giving scheme? For every pound you raise your employer could donate another pound. A very effective way to increase your fundraising total!

### Use Gift Aid

Gift Aid, Gift Aid, Gift Aid. Increase your fundraising by up to 25% by asking people to fill in our Gift Aid form. More info can be found on the next two pages.





# How to raise your money

There are different ways to raise money and send it to us. Choose your preferred option – and remember that you can increase your total with Gift Aid!

## Create your online fundraising page

If you are organising a fundraising challenge or a larger event. Pls go to our online donation platform '[Enthuse](#)'

Create your own page, telling your friends and family why you have chosen to fundraise for ELoH - and telling them exactly what you will be doing - if you email: [victoria@elizabethslegacyofhope.org](mailto:victoria@elizabethslegacyofhope.org) Victoria will give you words if you like to help, and photographs - and will promote your event on our website too.

Finally, don't forget to share your page with your friends, family and colleagues!



## Offline fundraising

If you would prefer not to get computers involved, offline fundraising is the way to raise money for you! This is perfect if you are organising an event, for example a cake sale at the office, or a coffee morning with friends.

All you need to do is send us the money you collect, and if possible, ask your supporters to fill in our [sponsorship form](#) so we can claim Gift Aid (download or fill in the form on page 12). You can transfer your money in the following ways:

- By cheque: please make it payable to "Elizabeth's Legacy of Hope" and send it to: Victoria Bacon @ Elizabeth's Legacy of Hope, Brunswick Farm, Kettleburgh, Framlingham, Suffolk, IP13 9RU
- By bank transfer: account name: Elizabeth's Legacy of Hope; sort code: 20-61-51; account number: 43125343

## Gift Aid increases your donation by 25%!

Gift Aid is a government scheme that allows charities to claim back tax on your donation. It increases your donation by 25% at no extra cost to you. So, please ask your supporters to fill in the Gift Aid declaration form below, or [online](#), so we can maximise the value of their donations.

Once the form is complete, please send it to: Victoria Bacon @ Elizabeth's Legacy of Hope, Brunswick Farm, Kettleburgh, Framlingham, Suffolk, IP13 9RU, along with the money you have raised.



# GIFT AID DECLARATION FORM

Text in **RED** denotes mandatory information for a Gift Aid declaration

Text in **BLUE** denotes optional information for a Gift Aid declaration

## Are you a UK taxpayer?

If so, you can use Gift Aid to make your donations (and eligible membership fees) go further by completing this declaration. If you Gift Aid your donation, the charity can claim Gift Aid tax relief of 25p on every pound you give.

Complete the form below and send it to the charity of your choice, together with your donation.

Charity Name:

Amount £

Date

 /  / 

Tick all that apply.

☐

I would like to Gift Aid this donation

☐

I would like to Gift Aid all future donations until further notice

☐

I would like to Gift Aid all previous donations for the charity's current financial period and the previous four

Name

Surname

Address

Postcode

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for the current tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for the current tax year. I understand that other 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.

## Notes:

1. You can cancel this Declaration at any time by notifying the charity
2. If your circumstances change and you no longer pay enough income or capital gains tax to cover the amount claimed by the charity, please contact the charity/CASC
3. If you pay tax at the higher rate, you can claim further tax relief via your Self Assessment tax return (currently 25p for each pound you give)\*\*
4. Please notify the charity if you change your name or address

\* Gift Aid is linked to basic rate tax. Basic rate tax is currently 20%, which allows charities to reclaim 25 pence on the pound.

\*\* Higher rate taxpayers can claim back the difference between basic rate and higher rate tax.

## Sponsorship form

Event name:

[illegible]

# Good luck!

And lastly, good luck with your fundraiser. However small or large, it will make a difference for children who need it the most.

We hope you will enjoy fundraising and please get in touch with us if you need any help.

Thank you!

**Address:**

Victoria Bacon @  
Elizabeth's Legacy of  
Hope, Brunswick Farm,  
Kettleburgh, Framlingham,  
Suffolk, IP13 9RU

**Call us:**

07394 910550



**Email us:**

[victoria@elizabethslegacyofhope.org](mailto:victoria@elizabethslegacyofhope.org)

**Find us:**

[www.elizabethslegacyofhope.org](http://www.elizabethslegacyofhope.org)



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