

redruk

people and skills for disaster relief

Wear Red for RedR Fundraising Guide





The Lord Mayor of London Wearing Red in 2011

Welcome!

Each year millions of people worldwide are affected by natural disaster and conflict. By supporting our work you are helping us to save and rebuild more lives. We rely on the commitment and generosity of our supporters – so a huge thank you for getting involved!

You and your company have now signed up to RedR's annual fundraising event - Wear Red for RedR! You will join hundreds of RedR supporters across the world going Red for the day to raise money and awareness for RedR's work.

Wear Red for RedR is one of our most exciting events and we look forward to helping you make 2012 the most successful year ever!

Being social

There are many interactive ways to follow RedR leading up to Wear Red for RedR day.

Join us on facebook -
www.facebook.com/RedRUK
Follow us on twitter - @RedR
(#WearRed)

Visit our website for all the latest information about our work overseas and in the UK - www.redr.org.uk/Red

Fundraising pack

Your fundraising pack includes RedR balloons, posters, stickers and our new Red Quiz. You will also receive some RedR publications.

If you need any extra supplies or assistance coordinating your Wear Red event, contact Rebecca Harwood on 0207 840 6005 or email rebecca.harwood@redr.org.uk.





RedR at a glance

We can't prevent disasters, but we can be prepared.

Each year, hundreds of millions of people around the world are affected by natural disasters and conflict. Whether in hurricanes or floods, earthquakes or tsunamis, wars or political upheaval – the number of lives that are touched by major global crises is on the rise.

RedR's expert humanitarian training helps to save lives in times of disaster by giving aid workers the vital skills they need to be able to do their jobs to the highest possible standard.

Natural disasters continue to affect communities around the world. We train thousands of people each year in everything from providing emergency shelter to staying safe in the field, from project management after disasters to essential water and sanitation techniques. That means in the years to come, more people with the right skills will be available to respond to disasters, wherever they occur.

- We are committed to ensuring the right people with the right skills are ready and available on the ground in the weeks and months after major disasters hit.
- Whether training local aid workers or supplying RedR Members to support some of the world's leading humanitarian agencies, we are a key player in international disaster relief.
- We currently have international offices in Sudan, South Sudan, Pakistan and Nairobi, serving East Africa. We also have a UK training programme to build the skills of aid workers, engineers and other practitioners, better preparing them for the demands of humanitarian work.

RedR's year in numbers

304,000 people lost their lives in natural disasters in 2010 alone, with millions more affected.

26 number of countries in which RedR delivered humanitarian training.

91 percentage of Haitian nationals amongst the 1363 people we trained in Haiti following the devastating earthquake – ensuring that vital humanitarian skills stay in country.

6,124 people attended our training courses around the world.

77 countries in which our 1,700 Members worked during the course of the year.

42 urgent queries answered by our online Technical Support Service, giving aid workers in the field rapid access to humanitarian expertise.

£20,000 pounds was raised through Wear Red in 2011. Your money really does make a difference!

17 percentage increase in demand for our international and UK based training.

150+ RedR UK staff, trainers and volunteers who worked to achieve our aims worldwide.

Top ten fundraising ideas

Wear Red day 2011 in our Khartoum office, Sudan

Fundraising at work doesn't have to be painful. So we've put together a few ideas to get you started.

1 The one everybody can do

This is what makes Wear Red so simple - get everyone in the office to stick on a red jumper or tie in the morning and then ask for a donation - £2 a time will see your totals soar!

2 The one for people whose time is precious

Encourage your colleagues to give an hour of their time. Work it out like this - 52 (weeks in the year) x 5 (working days) = 260 (not getting into leap years now!). So divide your salary by 260 and then that number by 7 - the average amount of work hours in a day. You could ask colleagues to donate through your online fundraising page - see 'The technical bit' page for setting one up! Feeling shy about declaring your salary? Why not donate £17.58 - the average hourly rate in the UK for an engineer. (apparently!)

3 The one for the sporty types

Why not organise a football league or a knock-out competition and charge each team a £10 fee to enter? Make it inter-department to raise the stakes...

4 The one for people with a sweet tooth

Hold a Wear Red coffee morning - get your colleagues to bake and sell yummy cakes and make a really sweet profit!

5 The one that gets the whole company involved

Some companies will match fund employees' collections on the day - sometimes all you have to do is ask!

6 The one that gets you thinking

Take over your office or decamp to the pub to hold our Wear Red Quiz, which is included in the fundraising pack. Each team could pay £10 to enter and the winner gets the glory (or a prize of your choosing!)

7 The one for all you caffeine fiends

Put a donation box in the kitchen and ask colleagues to make a donation for each cup of tea or coffee they drink on Wear Red day - £2 a cup could really add up...

8 The one for everyone with a talent

Get your workmates to 'donate' their services, skills or a week's stay in their fabulous holiday homes. You'd be amazed how much people will bid for a week's dog walking or an evening's babysitting.

9 The one for those who could do with some R&R

Make your raffle more interesting by making first prize for the lucky winner a day off work. This would be perfect after all the fantastic fundraising you've done!

10 The one for everyone who's a secret Olympic champion

Swivel chair racing, speed typing and dustbin dunk shots could make your office olympics rival the 2012 games (let 'health and safety' know, just in case!) Every athlete could make a donation of £3.





Organising your own event

There are hundreds of ways you can help raise funds for RedR – from dress-down days to coffee mornings. The success of the event is down to planning and coordinating with your team. Here's a checklist to get you started:

Before the event

- Get approval from your management team about your event - you could also ask about match-funding!
- Plan when and where you will be holding the event. Think ahead and book out any meeting rooms you will need and start to organise volunteers to help you out on the day.
- Set up an online fundraising page, so you will have one central pot to put your donations into. Turn to the next page for a how-to guide.
- Make sure everyone understands why your organisation is raising money for RedR - it's a good cause so explain your motivation!
- We've given you lots of ideas – so choose an event that suits your target audience.
- Don't be shy, ask for freebies; if you source great raffle prizes more people will get involved (please read the section on keeping raffles legal as even raffles have rules).
- Use your staff intranet, all-staff emails and kitchen notice board to make sure everyone knows the when, where and what of your event. Make sure everyone is signed up. Build momentum by tweeting and facebooking about it!

During the event

- Give everyone a role: share the load as you will be able to get more done.
- Take lots of photos: great for publicity and we'd love to see what what you have been up to.
- Make sure everyone is on board with the event and don't forget to have fun and enjoy yourself!

After the event

- Tell us what you've been up to: we would love to see your pictures and hear your stories.
- Collect donations: if people promised to give you money for wearing a silly red outfit, hold them to it.
- Complete Gift Aid forms: if supporters can gift aid their donation, we can claim an extra 25p for every £1 you raise. This is easy money for RedR! See 'Making your donation go further' for more information.
- Send in your donation: encourage your colleagues to donate through your company online fundraising page or send it by post. Make sure you let us know who you are and what event you held.

Social media fundraising

Facebook ... Update your Facebook status with a link to your online fundraising page.

Youtube ... Take a look at our fundraising video, 'bad fundraising idea 31' on Youtube and send it round all your colleagues to get them motivated for the day.

Twitter... Use Twitter to give live updates about

If you need any help before, during or after your day, contact rebecca.harwood@redr.org.uk





Arup's team in Toronto Wearing Red in 2011

Setting up your online fundraising page

If you would like to make raising money easy for your colleagues, consider opening an online giving page.

- It's really fast... You can create a page in less than a minute. Go to either www.virginmoneygiving.com or www.justgiving.com, search for RedR, click on the Wear Red event and then follow the simple steps to set up a page.
- Social... Personalise it with information about your event and photos of your team and share your page with the office so everyone knows where to donate their cash. Watch as the donations start rolling in!
- Effortless.. You won't have to deal with sending in any donations as your fundraising page will transfer your donations to us as well as sorting out all the Gift Aid automatically.

Legal points

- If your fundraising involves collecting money or selling goods in a public place then you will need to obtain permission and a license from the local authority.
- Where events take place on private property you must obtain permission from the owner.
- Please do not collect money door-to-door, as this is illegal without a license. Small raffles are fine as long as they don't contain cash prizes and are part of a larger event. Other raffles may be unlawful so you must check with us before holding these.
- **RedR cannot accept any liability in response to loss, damage or injury suffered by any person as a result of any activity undertaken for RedR.**

Make your sponsorship go further

By ensuring your colleagues tick the Gift Aid box on a donation form, you can make your fundraising efforts go even further.

What is Gift Aid?

RedR UK gets an extra 25 pence from the Inland Revenue for every pound they receive. For example, your gift of £10 can be turned into £12.50 and it won't cost you another penny - but the Gift Aid box must be ticked and signed.

Some handy tips for Gift Aid

Every year charities lose thousands of pounds in potential Gift Aid, so please help us by asking everyone donating to follow these simple rules:

- The donor must fill in the donation form and tick the Gift Aid box otherwise we cannot claim
- The donor must be a UK taxpayer
- The donor must write their full name in their own handwriting. This is a legal requirement as the sponsor must have read the declaration
- Please don't photocopy completed forms as we need the original
- The donor must provide their home address/postcode. Please don't use work addresses as we will not be able to claim the Gift Aid
- Please use our official donation forms if possible, as they have all necessary information on them
- We are unable to Gift Aid money from raffles as this is classed as paying for goods. Gift Aid can only be claimed from an unrestricted donation.



We're here to help

RedR are here to help you with your fundraising every step of the way. Please let us know if you would like us to send you any of the following:

- Information leaflets about all things RedR. We can give you extra copies of our Red Alert newsletter, Annual Review or Get Involved leaflets
- A powerpoint presentation if you would like to give your own talk about RedR.
- A video showing the work of RedR and why it's such a great cause to donate to.
- RedR T-shirts
- Wear Red for RedR stickers
- Wear Red for RedR balloons
- Collection boxes to rattle!

If you have any questions or need advice we have a fundraiser here to help. Please get in touch with Rebecca Harwood on 020 7840 6005 or email rebecca.harwood@redr.org.uk

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Please complete the following details so we know where your donation is coming from and we can say a huge thank you.

redruk
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Title: _____ Name: _____

Address: _____

Telephone: _____ Email: _____

Total Collected: _____

By providing your details you consent to receiving updates about our work from RedR. Please tick here if you do not wish to receive messages

by telephone by email by post

Checklist

Please send the following to us as soon as possible:

- Cheques(s) for the money raised, with your name on the back. (If you receive cash, or cheques made payable in your name, please bank them and write a cheque to RedR)
- All donation forms (otherwise we cannot claim Gift Aid)
- Any photos that you'd like to share - we'd love to see them!
- This paying-in page

Please return to: Freepost RRY-YHBL-RLEA, RedR UK, 250a Kennington Lane, London, SE11 5RD. Thank You.
Charity No. 109752 Company No. 3923653