

# CORPORATE FUNDRAISING PACK



# THANK YOU!

Thank you for downloading our fundraising pack and choosing to fundraise for the Stephen Lawrence Charitable Trust. In 1998, we were founded by Baroness Lawrence to support young people aspiring to become Architects, in honour of Stephen whose life was cruelly cut short before he could live out his dream. Now, we do so much more and your support will make a real difference to our work. We know it can sometimes be a bit daunting getting started, so we've included some useful tips, essential information and resources to help you along the way.

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# FUNDRAISING IDEAS

## DONATE A DAY'S PAY

Encourage staff to sign up to donate an hour or day of pay. It's easy for your company to set up and run this through Payroll Giving with donations taken pre-tax.

## COMPANY SPORTS DAY

Get everybody together and re-live those childhood glory days of summer sports days, with a sack race, obstacle course and egg and spoon race!

## OFFICE SWEEPSTAKE

From the Grand National to the World Cup, major sporting events can be used to funds by getting the office involved with a fun sweepstake.



## THE GREAT OFFICE BAKE OFF

Host a coffee morning and why not make it a competition! Uncover the team Mary Berry and Paul Hollywood and get baking. Charge people to sample a slice of cake, give a mark out of 10 and crown the winner!

## TEAM STEPHEN

Take on a challenge. Getting a team together and tackling an event like the Thames Path Walk or the Three Peaks Challenge can be a sure-fire to raise funds through sponsorship.

# PLANNING AN EVENT

- 1. SET A TARGET (AND A BUDGET) –** Set a fundraising target approximately 3 times as much as you expect to spend and motivate people to help you get there!
- 2. CHECK THE CALENDAR –** When choosing the date remember that people are much less likely to be able to come if your event clashes with a major sporting event or a national day like Mother's Day. You also need to give yourself enough time to make all the preparations you need to and to publicise what you're doing.
- 3. SEEK LOCAL SUPPORT -** Ask a local company to match the amount you raise, pound for pound. It's a simple way to double your donation. Or if they can't donate money, perhaps they can provide free or discounted services to help
- 4. SPREAD THE WORD -** Create some flyers or posters and contact your local newspaper. Give friends and family information that they can pass on to others. Social media is also a great way to advertise what you're doing. And don't forget to let us know – we'd love to support you to get your message out there.
- 5. THANK YOU -** After the event, remember to send a big thank you to everyone who has helped, and let everyone know how much you raised. Please send us any pictures and information about the event so we can thank you too!

# VIRGIN MONEY GIVING GUIDE

**Here is a simple guide for setting up a fundraising page with Virgin Money!**

1. Visit [virginmoneygiving.com](http://virginmoneygiving.com) and go to the Virgin Money Giving sign-in page. Enter a few simple details such as your name, address and a password.

2. Select the fundraising option which suits you best. This can be an individual or team challenge.

3. Tell us why you're fundraising! Virgin Money Giving will then direct you to your very own, brand new fundraising challenge page! Here, you'll be able to enter a short description of what you're doing to raise money.

4. Select charity. On the next page you'll have a chance to enter the charity for which you're planning to fundraise. Type in Stephen Lawrence Charitable Trust and you'll see it appear on the page. If you want, you can choose to raise funds for more than one charity at a time.

5. At the bottom of the page click 'Create my page', and that's it – your fundraising page is now live. Congratulations, you're now an online fundraiser!



# KEEPING SAFE AND LEGAL

There are legal restrictions and requirements around some methods of fundraising, so we have set out some basic guidelines below that you need to consider when organising your fundraising activities. This is only general guidance, so please seek professional advice if you are unsure on specific points.

If you want to hold a street collection, house-to-house, or any other collection in a public place, you must have a licence or permit from your local authority. If you wish to collect on private premises or grounds, such as at a supermarket you don't need a licence, but you do need to get the permission of the owner or manager.

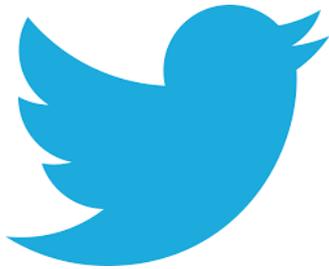
If you plan to sell alcoholic drinks at an event you may need a Personal Licence from your local authority. It is worth checking with them beforehand what the process and timescale for applications is. If you are giving alcohol as a prize, you must not give it to anyone under the age of 18.

Publicising what you are doing will help you to get more people involved and raise more money, but there are some things to remember. If you create your own materials, or are writing to anyone about your event, you must say that the Stephen Lawrence Charitable Trust is a registered charity and include our charity number. Please use these exact words: In aid of Stephen Lawrence Charitable Trust – Registered charity number in England and Wales (registration number 1102267) and in Scotland (registration number 1102267).

There are some specific legal requirements relating to raffles and lotteries. You can hold a small raffle, so long as it is not the focus of your event, without a license. You can use standard 'cloakroom' style tickets, and they must be sold for the same price and should not be sold to anyone under the age of 18. The raffle must be drawn on the same day as you sell the tickets. You can accept and give away any donated prizes, but you cannot spend over £250 on prizes.



# SHARE YOUR STORY



[@S\\_LawrenceTrust](https://twitter.com/S_LawrenceTrust)

[@S\\_LawrenceTrust](https://twitter.com/S_LawrenceTrust)



[@stephenlawrence  
charitabletrust](https://www.facebook.com/stephenlawrencecharitabletrust)

# GIFT AID + DONATION FORM

All UK taxpayers who donate to charity can include Gift Aid. This means that 25% is added onto their donation. Please make sure that UK taxpayers tick the Gift Aid box on your sponsorship form or online fundraising page and include their full name, address and postcode – this information is needed to claim Gift Aid.

## **Donation Return Form**

On behalf of the Stephen Lawrence Charitable Trust, thank you for the generous donation. We rely on the support we receive from people like you to enable us to deliver our life-changing programmes for young people.

It would be helpful if you could complete this form and send it back to us along with any money you have raised so that we can make sure we record your donation correctly.

**Amount raised £** \_\_\_\_\_

**Event / fundraising or donation details:**

**Your Name: Company Name: Address:**

**Email:**

**Contact Number:**

If you are sending a cheque, please ensure that it is made payable to The Stephen Lawrence Charitable Trust and send it along with this form to:

Carolyne Yamoah

Head of Finance

The Stephen Lawrence Charitable Trust

39 Brookmill Road

Deptford

SE8 4HU

For BACS transfer please use the details below and send a confirmation email to Carolyne at [cyamoah@stephenlawrence.org.uk](mailto:cyamoah@stephenlawrence.org.uk):

**Bank Name:** Lloyds Bank

**Account Name:** The Stephen Lawrence Charitable Trust

**Account Number:** 02826992

**Sort Code:** 30-94-08

Alternatively, donations can also be made directly through our website by visiting <https://www.stephenlawrence.org.uk/support-us/donate/>. To help us look out for the donation please send a confirmation email to Carolyne at [cyamoah@stephenlawrence.org.uk](mailto:cyamoah@stephenlawrence.org.uk). Your details are safe with us. We'll never share them with anyone else. If you don't want to hear about the progress we're making or how you can support our work, you can contact us on 02081002800 or at [info@stephenlawrence.org.uk](mailto:info@stephenlawrence.org.uk) to let us know.



**Boost your donation by 25p of Gift Aid for every £1 you donate.**

If you're a UK taxpayer, using Gift Aid means that for every £1 you give, The Stephen Lawrence Charitable Trust can claim another 25p from HM Revenue and Customs. Gift Aid is reclaimed from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

Just fill in this form and return to: Carolyn Yamoah, Head of Finance, The Stephen Lawrence Charitable Trust, 39 Brookmill Road, Deptford, SE8 4HU. Email: [cyamoah@stephenlawrence.org.uk](mailto:cyamoah@stephenlawrence.org.uk).

Gift Aid declaration - please tick all that apply:

I am donating £\_\_\_\_ to The Stephen Lawrence Charitable Trust and would like to Gift Aid this donation.

I want to Gift Aid all future donations I make to The Stephen Lawrence Charitable Trust until further notice.

I want to Gift Aid all donations I have made to The Stephen Lawrence Charitable Trust in the past four years.

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.

**First name** \_\_\_\_\_ **Surname**

\_\_\_\_\_

**Home address** \_\_\_\_\_

**Home postcode** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_/\_\_\_\_/\_\_\_\_

Please let us know straight away if you:

- want to cancel this declaration
- change your name or home address
- no longer pay enough tax on your income and/or capital gains to cover the tax we reclaim

**Higher rate tax payers**

If you pay Income Tax at the higher rate or additional rate you can claim additional tax relief by including all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

