

Blueprint for All



Fundraising pack

Thank you for choosing to fundraise for us!

We're delighted that you've decided to raise funds for Blueprint for All, and we're here to support you along the journey!

To let us know what you are up to, or for any questions or tips please email fundraising@blueprintforall.org.

We love hearing your stories and seeing pictures of your brilliant efforts in the lead up to the race - so please send any content to the above email address or share your fundraising on socials and tag us!



Twitter:
[@BlueprintForAll](https://twitter.com/BlueprintForAll)



Instagram:
[@Blueprint_for_All](https://www.instagram.com/Blueprint_for_All)



Facebook:
[@BlueprintforAll](https://www.facebook.com/BlueprintforAll)



LinkedIn:
[@Blueprint for All](https://www.linkedin.com/company/BlueprintforAll)

Challenge events

Events provide a fantastic opportunity to raise money for Blueprint for All. We'd love for you to participate in some of the fantastic fundraising events this year!



Thames Bridges Trek



Prudential Ride London



Vitality Big Half Marathon



Swim Serpentine



Virgin Money London Marathon

Here are just a few of the other great events our fundraising team organise - why not suggest friends and family get involved? Contact them [here](#) to find out more.

“Your fundraising helps us to achieve a future where talent is respected and nurtured irrespective of where it comes from.”

- CEO, Sonia Watson

£2,000

raised provides a bursary to a university student from a low-income home for an academic year

£500

raised raised enables us to provide a day's worth of specialist legal, finance or HR support for a community group in our network

£100

raised could pay for a week's work experience, travel and lunch for two secondary school students



Setting up a fundraising page

JustGiving is a great way to share and track your fundraising, so we have a simple guide to set up your fundraising page. Click the logo below:



Naeem's Fundraising Story

Naeem challenged himself to run the TCS London Marathon to fundraise for Blueprint for All. Let's hear his story...

“Growing up as Asians in South Africa in the 1970s and 80s, my parents witnessed first-hand the horrendous racism and abuse of Africans within South Africa. Because of this, I have been an ally (to the Black community) and see Black History Month and Black Lives Matter as avenues to share and educate on the global struggle for equal rights.

Having moved to London at the age of five, I have been fortunate to be guided through education and my career so far by a number of mentors and initiatives similar to Blueprint for All. I ran the London Marathon to support the fantastic work the charity is doing in developing young Londoners, providing them with equal opportunities and developing the future leaders of London and our communities.”

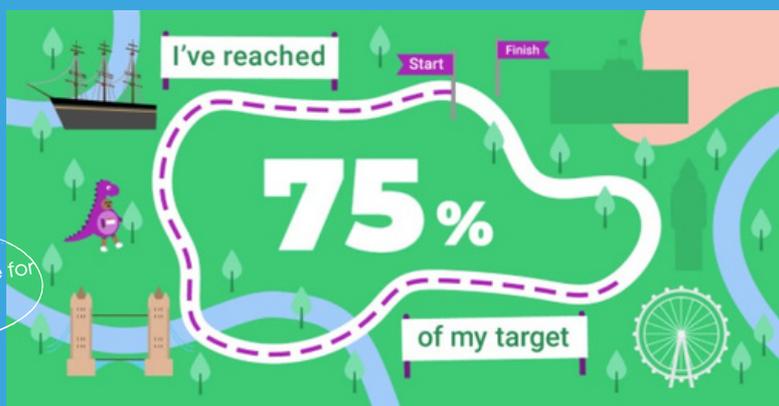
JustGiving™ sharables

JustGiving Sharables are a fantastic way to express gratitude to your donors or to celebrate a training milestone. Simply choose your favourite design, customise it with your text and images, then share it with your friends and family!



Click the image to create your own!

Sharables also includes a Route Map, which lets supporters know how far they have come with Fundraising by creating a visual guide.



Click the image for more info!

You can also create a QR code to take donors directly to your fundraising page! This is a great idea if you're wanting your colleagues and your local community to donate.

For a step by step guide,click the QR code below!



Reach your fundraising goal with social media

How can you best showcase your amazing fundraising efforts? Don't be afraid to share your message far and wide that you have committed your time and effort to fundraising for Blueprint for All!

We have some suggested images to use on social media to help reach your goal, and encourage your network to donate! You should find them in our Social Media Toolkit [here](#).



Suggested copy to announce your fundraising:

I'm thrilled to announce that I will be fundraising for Blueprint for All in this year's (insert event). I'm dedicated to making a lasting impact for generations to come by making society a more equal, inclusive place for all. Follow my fundraising journey as I train for the event!

GIFT AID – FREQUENTLY ASKED QUESTIONS

Gift Aid is a government scheme that allows charities to reclaim the tax you have already paid on your donations through income tax or capital gains tax

Why do I need to make a declaration?

The declaration gives Blueprint for All the authority to reclaim tax from HM Revenue & Customs on your gift. By making the declaration, you are confirming that you understand this.

How do I know if I am a UK taxpayer?

You are a UK income taxpayer if:

- Tax is taken from your wages or pension before you receive them.
- You have to fill in a self-assessment form.
- You have any taxable savings (in a building society, for instance), or a pension plan, or investment income.
- You have recently paid any capital gains tax or expect to pay it in the near future. This could be on the sale of property or soe shares, for example

Do I have to make a declaration with every gift & does the Gift Aid scheme include previously given donations?

When you provide a Gift Aid declaration it will cover all of the eligible donations you have given up until 4 years previous (in tax years, 6th Aptil-5th April) and on any donation you may make in the future, so only one declaration is required.

GIFT AID – FREQUENTLY ASKED QUESTIONS

What types of donations are eligible for the Gift Aid Scheme?

Most regular and single personal donations are eligible, for example:

- Direct Debits, Standing Orders, cheques, cash and Just Giving.

Donations that are not eligible include:

- Charities Aid Foundation account of similar agency donations.
- Payroll Giving donations
- Company donations
- Trust donations

How can Blueprint for All reclaim 25% when the basic rate of tax is currently 20%?

This is because the basic rate of tax is calculated on the gross amount of the donation. This means we can reclaim 20% of the amount you earned before tax was deducted, which works out to be 25% of the amount that we receive.

What if I am a pensioner?

You may still be paying tax on a private pension plan or a savings account or pay capital gains tax if you sell either a property or shares. You are still eligible if you have paid enough tax during the year to cover your donations (i.e. 25% of the value of your gifts).