

Fundraising  
Guide



# The Principle Trust Children's Charity

making memories that last



Welcome to  
The Principle Trust Children's Charity



## What We Do

The Principle Trust Children's Charity provides free holidays to local disadvantaged children & their families, particularly those with additional difficulties such as long term illness, violence, depression, disability or overcrowded & inadequate housing.

We work closely with local authorities and other organisations to provide holidays for those considered most in need.

Currently we have 3 fully equipped holiday homes at Haven, Marton Mere Holiday Park in Blackpool, which provide hassle-free holidays full of family fun and activities all year round for those most in need.

We rely totally on fundraising & donations to cover the costs of up-keeping the holiday homes so that families can continue to enjoy their holidays.





## The Log Cabin Appeal

Our main aim over the next two years is to raise enough money to purchase a log cabin within the Yorkshire Dales National Park.

We will continue to offer holidays in Blackpool, as there is a huge demand for them. But as wonderful as Blackpool is, we realise that a holiday there is not always what a family needs. There are lots of times when a week in the countryside, in calm & rural surroundings would be more beneficial. If, for example, a child has a life limiting condition, a terminal illness, or is recovering from an acute illness such as cancer, an accident, brain or head injury.

**By 2019 we aim to have raised £100K to enable us to purchase our 4th holiday home, a log cabin within the Yorkshire Dales.**



You can help us reach our fundraising target!

We're always very keen to work with individuals, groups & businesses, large & small, that share our goal of helping disadvantaged children & their families enjoy a much needed break.

For event ideas why not try...



## QUIZ NIGHT

How about holding a quiz night? It's a classic & a great fundraiser.



## DANCE-A-THON

Get people to sponsor you for every 5 minutes of boogying you manage - or for every song you shimmy to.



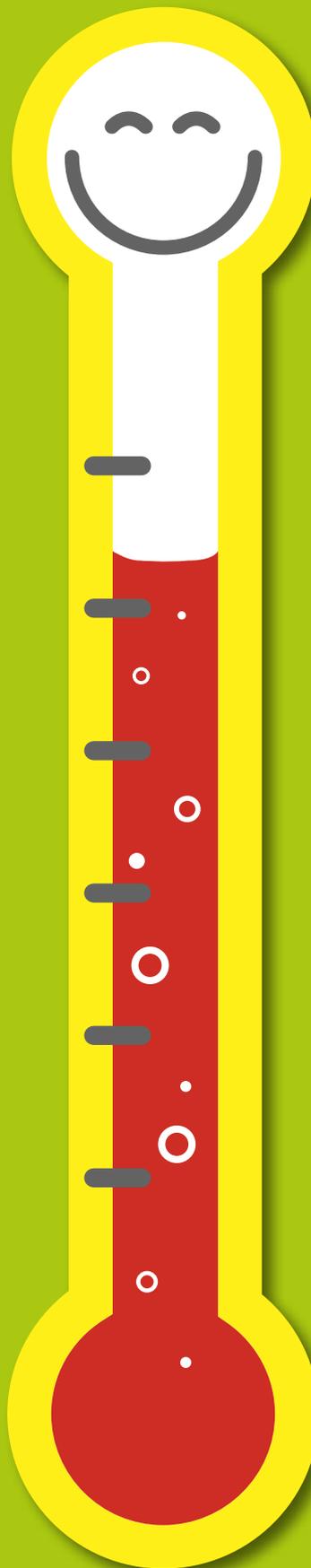
## RAFFLE

Get prizes donated and you'll be onto a winner.



## EAT-A-THON

How about eating as many doughnuts as possible in 3 minutes, without licking your lips?



## SPONSORED EVENT

Why not organise a sponsored swim, walk, run, bungee jump, sky dive, dog walk, silence, head shave, baking session, etc!



## SELL UNWANTED ITEMS

Your unwanted items could be a treasure to other people. So get together all those things you no longer want and put them on eBay, or sell them at a local car boot sale. You'll raise money for the Trust and clear out your cupboards at the same time!



# My Fundraising Planner

Use this guide to help you to plan your fundraiser. You can tick off each stage as you go and use the thermometer to keep track of how much you are raising towards your target. Stick it to the fridge or somewhere that you can see it to remind yourself of how well you're doing!

## 1 How are you going to fundraise?

First things first! Decide what you are going to do, you can be as creative as you feel.

## 2 When and where?

You will need to set a date and you may need a venue. Once you have done this, let everyone know as soon as you can!

## 3 Create an online fundraising page.

You can do this individually or as a group. Use [localgiving.org/fundraisers](http://localgiving.org/fundraisers) to help set your page up and people can donate via this page.

## 6 Keep your supporters up-to-date!

Keep telling people how well you are doing and ask them to share the news to achieve your target!

## 5 Promote your fundraiser!

Get in touch with local papers, get family members to share on social media, put posters up in local shops or send out invitations, tell everyone about it!

## 4 What do you need?

Make a list of what you will need to carry out for your fundraiser and work out how much you might need to spend in order to do it. Ask family and friends or local businesses to see if they can help you or donate.

## 7 On the day!

Make sure you invite plenty of people to support you and make it fun and exciting. Remember to enjoy what you are doing and be proud! Don't forget to take pictures or go live on Facebook, or even get someone to video it to keep for memories!

## 8 Gift Aid it.

If you have donations that are not online, download a Gift Aid form to make your donations bigger!

## 10 Thank all your supporters!

Make sure you thank everyone that supported you on the day and also those that donated, let them know what you achieved. Share your success with those that have organised, helped and promoted your event

## 9 Paying in your money.

You can pay in your funds raised by cash, cheque or bank transfer, see the next page for bank details.

£  My Goal

£

£

£

£

£

£

Sooooo close!

Not far now.

Half way.

Great job.

Nice work.

Colour in when you reach each goal!

# How to Pay In the Money You Have Raised

It is really easy, here are the options...



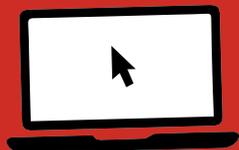
## Cash:

We can come and collect the money raised or you can personally present it to us at our Trust Office.



## By Cheque:

Send us a cheque made payable to 'The Principle Trust Children's Charity' for the amount and post it to us at:  
**The Principle Trust Children's Charity, Airedale Business Centre, Millennium Road, Skipton, North Yorkshire, BD23 2TZ**



## Online:

Simply go to our website [www.theprincipletrust.co.uk](http://www.theprincipletrust.co.uk) and click on the 'donate' button which will take you to the 'Localgiving' website.

To help The Trust further and for no extra work or cost...

If you are a UK taxpayer, tick the Gift Aid box the taxman will then also give The Principle Trust Children's Charity an extra 25p for every £1 donated.

## And it's not just money we need...

...Here are some other ways that you could help the Charity:

- ✓ Attend one of our charity functions.
- ✓ Donate gifts or experiences for raffle & auction prizes.
- ✓ Volunteer your time or skills at our events.
- ✓ Hold a personal fundraising event, such as a sponsored walk or run.
- ✓ Keep a Trust Collection Box in your office, for spare change etc...







## Corporate Social Responsibility

If you are a business, adopting The Principle Trust Children's Charity as your nominated **Corporate Social Responsibility Partner or Charity of the Year**, we can raise your company's profile by showing your customers you are committed to making a difference to the lives of children in your local community.

Fundraising will help bring employees together, building motivation & teamwork, your corporate values to life & having fun at the same time. You could organise a company event, such as a race night, quiz, fun run, or dress down day. You are guaranteed to have fun whilst helping to raise much needed funds for a deserving cause. Please contact the Trust Office for more information.

## We are here to help you raise money...

Find more fundraising information on our website,  
[www.theprincipletrust.co.uk](http://www.theprincipletrust.co.uk)

Alternatively you can contact us on:

T: 01756 704782    E: [Fundraising@theprincipletrust.co.uk](mailto:Fundraising@theprincipletrust.co.uk)

## Together we can help change lives!

The Principle Trust Children's Charity, Millennium Road,  
Skipton, North Yorkshire, BD23 2TZ

 [theprincipletrustchildrenscharity](https://www.facebook.com/theprincipletrustchildrenscharity)

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