



Wooden Spoon

The children's charity of rugby

35
YEARS
1983-2018

Fundraising guide 2018



@charityspoon



facebook.com/WoodenSpoonCharity



Charity Registration No 325691 (England & Wales) and SC039277 (Scotland)

woodenspoon.org.uk

#wearerugby

Let's try and use the power of rugby to change children's lives

Hello, my name is Phil Vickery.

I am lead ambassador for Wooden Spoon. I'm passionate about the charity because I really believe that rugby can change children's and young people's lives, and I want you to help us do more.

Our rugby heritage has given us our core values of passion, integrity, teamwork and fun. Working closely with the international rugby community, these values drive the ethos and spirit in everything we do.

We fund a range of projects, which are not just rugby focused. We fund approximately 70 projects a year including respite and medical treatment centres, sensory rooms, specialist playgrounds, sports activity areas and community based programmes in the UK and Ireland. From cooking for your mates, to organising a race night at work, to co-ordinating your own rugby tournament at school or college, we are asking you to raise money and help make an incredible difference to disadvantaged and disabled children's lives across the UK and Ireland.

I have had the privilege to visit many of the projects Wooden Spoon supports. Someone who really sticks in my mind is Maxine who had tragically lost her son, Archie to a life-limiting condition.

Despite everything she had been through, Maxine was so thankful to us as a charity. With the accommodation we funded at the children's hospice where Archie was cared for, Maxine and her family were able to spend his last days all together.

She was so appreciative that, with our help, she was with her child in his final stages of life. That's the kind of life-changing support we can make happen.

So you see it doesn't matter what you do as long as you do something. This handy fundraising pack will help you raise as much as you can, and every penny helps change even more lives.

Thank you for everything you're about to do.

You're brilliant.

Phil Vickery MBE DL



*Inspired by our rugby heritage,
we've been able to help over a
million children and young people
through our life-changing
projects since we were
founded in 1983.*

Some great ideas!

Scrum Dine with Me

A fun take on 'Come Dine With Me', why not host a dinner party for your mates, colleagues or family. You can raise money on the night by charging your diners an entry fee, run a quiz or do a raffle.



Rugby quiz

Host a rugby quiz at work, at your local club or at your local pub. Get everyone to pay an entry fee, buy a small prize for the winner and donate the proceeds to Wooden Spoon.



Sweepstake

Pick any tournament: Six Nations, Autumn Internationals, the Premiership or even your local league. Everyone picks a rugby team out of the hat for a £5 donation. The person with the winning team gets half the proceeds with the remaining money donated to Wooden Spoon.

From running events to dinners and Arctic treks, we have something for all that want to get involved with Wooden Spoon!



More great ideas!

Pass the rugby ball

See how many passes you can do with your friends, work colleagues or team mates in 5, 10 or 15 minutes. You can get your sponsors to sponsor you an amount per pass.

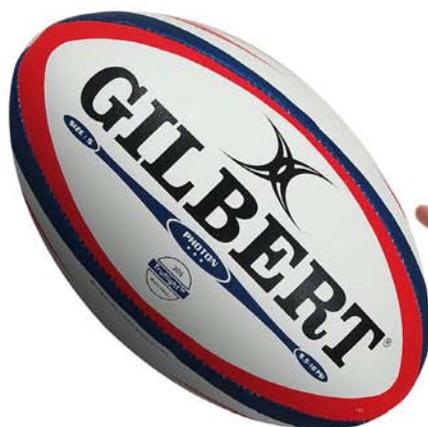


Wear a shirt

Pick your favourite rugby shirt and wear it to work or school. Donate £2.

Who doesn't like cake?!

From multi-coloured cup cakes to manly sausage rolls; get making, get baking and sell your wares for Wooden Spoon.



Whatever you give, your donation will support disadvantaged or disabled children and young people



Top Tips

Whether you are running a marathon, having a rugby shirt day, competing in an egg and spoon race or even holding a bake sale, here are some top fundraising tips for a really successful event:

- Think outside the box – try something different and don't be afraid to get creative with your ideas!
- Set a date, time and place – make sure that it doesn't clash with any of the major sporting or social events, unless it is based on that event and try to avoid busy seasons/schedule for you and your team members.
- Tell us what you're doing – we love to hear the unique and fun ways our supporters are raising money towards the projects we support.
- Don't be afraid to ask for sponsorship – make sure you use all forms of communication to tell people about your fundraising such as publicising the event on email, noticeboards, local press and social media and writing to local businesses to ask for their support. The more people who know what you are doing, the more support you can get!
- Make it clear to donors how passionate you are about the cause.
- Keep costs down – mention you are fundraising for a charity for preferential rates, or see if you can get items/services donated.
- Don't forget to connect with us on Facebook and Twitter and let all of your friends, family, colleagues and neighbours know about your fundraising. Share your event on our page:
facebook.com/woodenspooncharity
@charityspoon
- Set yourself small weekly targets, and break down your task/training into small manageable chunks.
- Take lots of photos – and don't forget to send them to us, we'd love to see how the day went!
- Say thanks to everyone who volunteered to participate, donated or who helped on the day.

Fundraising Materials

Remember that we are more than happy to assist you in your fundraising efforts. We have a variety of materials available to help you fundraise and a dedicated team that will support you every step of the way.

Collection Buckets and Collection Tins

These are easy to use and could help you raise a lot of money. Try placing one in your club, school or shop. Hold a collection in your local area; take them to work or just as part of a bigger event.

Leaflets and Spoonews

Distribute our leaflet and latest Spoonews to help spread awareness of the charity.

Posters

We can provide you with generic Wooden Spoon posters, blank posters for you to fill in to publicise your fundraising or for special events our design team will create a poster just for you.



Balloons

Available in Wooden Spoon colours, perfect for brightening up any event!

Wristbands

Available at a reduced cost to help with your fundraising.

T-shirts and Running vests

Everyone fundraising for Wooden Spoon is entitled to a t-shirt or running vest.

Sponsorship

Don't forget to let all your friends, family and colleagues know what you are doing to raise funds for Wooden Spoon.

Online fundraising

It is easy to set up a free online fundraising page where people can donate quickly and securely online. These reach a wide audience and allow donations in a simple and secure way. Don't forget to send us the page link so we can share this too!

<https://mydonate.bt.com/charities/woodenspoonsociety>

<http://uk.virginmoneygiving.com/charities/woodenspoon>

<http://www.justgiving.com/woodenspoon>

All funds donated through one of these online fundraising pages will come to Wooden Spoon automatically.

Matched Giving

Many employers will match £1 for £1 for staff taking part in charity fundraising. Don't forget to ask your boss to see if they can support you in raising funds.

Checklist and keeping safe

Here are a few key pointers to consider when planning your fundraising.

- Tell us about it!
- Ask permission from local council or land/property managers.
- Licences will be required for events such as street collections, selling alcohol, raffles and prize draws – we can provide letters confirming your fundraising.
- Risk Assessment - you should conduct a risk assessment to ensure that you have proper plans for the safety of participants.
- Public liability insurance – although we are extremely grateful for your support, Wooden Spoon cannot accept any responsibility for your fundraising activities or anyone who participates in it.
- You must be aware that you are partaking at your own risk and we strongly recommend that you check you have adequate insurance.

Don't forget to gift aid your donation!

You can get a boost to your fundraising by using Gift Aid. For every gift aided donation Wooden Spoon will receive an extra 25% for every £1 donated at no extra cost to you. Any UK tax payer can claim gift aid as long as they have paid more tax than the donation amount they wish to claim – all you have to do is declare that you/your donors are a UK tax payer and the HMRC will do the rest!

We are extremely grateful for all monies raised.



- Consider health and safety – make sure people are managed properly, follow food safety laws and have a first aider available if required.
- Photo consent – please ensure you have consent when taking pictures of your event (especially under 18's).
- Further information – see the institute of fundraising or the charity commission websites for more information about legal guidelines – www.institute-of-fundraising.org.uk and www.charity-commission.gov.uk

Scrum to my event!

What:

When:

Where:



 @charityspoon

 facebook.com/WoodenSpoonCharity

Charity Registration No 326691 (England & Wales) and SC039247 (Scotland)

Don't forget to share what
you are doing on social media:



@charityspoon



facebook.com/WoodenSpoonCharity



@charityspoon

woodenspoon.org.uk

#wearerugby

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