Do your thing
Raise funds
Have fun
Help vulnerable children
What’s not to like?
How Action for Children works

From before they are born until they are into their twenties, we help disadvantaged children across the UK - through practical services and programmes that are proven to work.

We help children through fostering or adoption. We intervene early to stop neglect and abuse. We support young carers. We make life better for children with disabilities. We steer young people away from trouble, into training and employment. We influence policy and advocate for change.

Our 7,000 staff and volunteers run over 600 services; from family centres to intensive support services, youth work to residential care homes. Together, we make a difference to the lives of 370,000 babies, children, teenagers, parents and carers every year.

But our work depends on public support. Without people like you supporting us, we simply wouldn’t be here. Without people like you supporting us, the children and families we care for wouldn’t receive our help. By joining the Action for Children fundraising family, you form an essential part of our charity. Thank you for your support.

We will succeed by doing what’s right, what’s needed, and what works for children.

Welcome to the Action for Children fundraising family!

Full of tips and ideas to help your fundraising go with a bang, this pack is your first step towards helping us to build a better future for vulnerable children across the UK.

We’re always keen to hear from our supporters, so make sure you get in touch, let us know what you’re up to, and see if we can help in any way. Find your Local Fundraiser on our website actionforchildren.org.uk/find-your-fundraiser.

If you have any questions, or simply want more information, you can also visit our site at actionforchildren.org.uk/fundraising or call 0300 123 2112.

Make your fundraising amazing!
You work hard to raise funds, and we respect that by making those funds work hard for vulnerable children.

Where does your money go?

For every £1 raised by Action for Children, 92p is spent directly on helping children, young people and families.

637
Number of services we run to support vulnerable children across the UK*

1.5m
Number of children living with neglect in the UK today. We want to help them all.

97%
of children and young people say that living with our foster carers has helped to improve their lives.

*2016/17

£5 could fund a disabled child’s place at an after-school activity session

£25 could keep the doors of one of our youth homelessness projects open for one hour

£100 could pay for Action for Children to send out a thousand copies of our Net Smart rules, helping children learn how to stay safe while using the internet

£1,000 could train an Action for Children foster carer to look after a young person who can’t stay with their own family, because they wouldn’t be safe
“Me and my friend both ran in aid of Action for Children, and raised over £7,000 between us! My friend auctioned off some music memorabilia and I emailed friends and family and used social media! I raised over £800 in the three days following the marathon.”

Your fundraising stories

Our supporters are incredible, so we wanted to shout about what some of you have been up to!

Zac’s marathon
Zac and his partner used our adoption service and he decided he wanted to give back, so ran the Virgin London Marathon for Action for Children.

The Bishopstoke Players
Bishopstoke Players – a drama group in Hampshire – formed in 1947, specifically to raise money for Action for Children. Over 70 years later, the group is still performing regularly, having donated many thousands of pounds from ticket and refreshment sales to Action for Children.

Newcastle Cub Scouts
A group of Cub Scouts in the Newcastle region took part in the Action for Children Great Night Outdoors, and spent the night sleeping outside their Scout Hut (supervised by their Scout Leaders). They got sponsored, and raised extra funds by selling hot soup in the local community – raising £166 altogether!

Schools story
St Faith’s School, in Cambridge, raised £251 by changing their school socks to ‘silly socks’ for the day. Stripey socks, polka dot socks, animal print socks, luminous green socks – you name it, they wore it! Teachers and parents all got involved, wearing silly socks of their own, and donating funds.

Church Story
To celebrate his 80th birthday, Maurice shaved his head and beard for Action for Children, raising £8,000 for Action for Children, with the help of Lees Methodist Church.
Hilary

Hilary has happy memories of snuggling down on the sofa with her dad to watch the London Marathon. And this year, she ran it herself for Action for Children in his memory with her family cheering her on.

Hilary was four years old when, late one evening, a police officer found her wondering around outside a shop and took her home.

“The police lady saw the house was floor to ceiling rubbish” says Hilary. “When she saw the state of the house, she got social services involved and I was taken into care.”

Hilary moved between several foster homes before being told she had a new ‘forever home’. But here she faced physical abuse.

Now seven, Hilary was taken into emergency foster care. She was with the right family at last. “Aunty Elsie and Uncle Guy took me under their wing and it was like coming in from a cold day and sitting in front of a warm fire. I could drop my armour. I felt safe and I was loved for who I was, without condition.”

Hilary’s dad Guy, gave her a sense of security that she’d never had before. “My dad was the first man I knew who wasn’t nasty, wasn’t a bully, who didn’t do horrible things to me. He had all the time in the world for me.”

“If I can help one little person have a different life – a better life – then I’ve done my job.”
Fundraising should be fun, and we want to help you make the most out of everything you’re doing. Follow our simple steps, below, and you’ll see the ££’s come rolling in for Action for Children!

Your fundraising

1. Do your thing
It’s your fundraising event, so do whatever you want! You could try a personal challenge, a group event, or something completely different. We’d love to hear from you, and can help with extra materials, ideas, and support. Find your Local Fundraiser at actionforchildren.org.uk/find-your-fundraiser.

2. Set a target
People who set a target raise, on average, 46% more than those who don’t.

3. Get online
Fundraising through a website like JustGiving or Virgin Money Giving can bring in more funds compared to paper sponsorship forms.

4. Share, share, share
Go wild on social media, give updates to family and friends, keep everyone at work in the loop, write to your local press – whatever you can think of to spread the word! Tell people exactly why you think Action for Children is amazing.

5. Thank you, thank you, thank you
Don’t forget to thank everyone who has supported you in reaching your fundraising target and making your event a success.

6. ‘Selfie’ time
Take plenty of photos during your activity and share them online – 20% of donations come in after the event.

7. Put your funds to work
Pay in online, through your bank or to your Local Fundraiser, or by cheque – see page 11.
Fundraising isn’t just about marathons – it can be as individual as you are!

Looking for inspiration? Don’t worry, we’ve got lots of ideas to help! Visit actionforchildren.org.uk/find-your-fundraiser to find your Local Fundraiser and see how they can help you.

For more fundraising ideas, check our website: actionforchildren.org.uk/fundraising

Go solo

**Overseas trek**
Always wanted to trek the Great Wall of China? Now’s your chance! Find our full list of once-in-a-lifetime challenges at actionforchildren.org.uk/challenges

**My Swap’n’Shop**
Have a clearout for a good cause and sell your second-hand items online, or in the community, with our fundraising pack: actionforchildren.org.uk/myswapnshop

**Skydive**
Are you feeling like a daredevil? Get sponsored to skydive and enjoy the thrill of fundraising for Action for Children at 30,000 feet!

In your community

**Get Baking**
Hold a bake-off at work, along with a coffee morning, so everyone can get involved.

**Street party**
Get the whole community together to support Action for Children!

**Step Out for Children**
Organise a sponsored walk, and take on the challenge with family and friends: actionforchildren.org.uk/step-out

With friends and family

**Quiz night**
You’ll be surprised at how competitive people get!

**Summer social**
Hold a BBQ in your garden, invite friends, and ask them for a small donation towards buns and drinks.

**Talent show**
Surprise your friends and show everyone what you can do – great for schools!
Kauser

When Kauser got in touch with Action for Children, asking for help with two-year-old Daniel and newborn-twins Isla and Kinsa, we gave her practical, personalised support.

Kauser struggled to get the children out of the house and into the car, so we visited the family at home. Here, we had one-to-one time with Daniel, which led to his autism diagnosis.

We gave Kauser the confidence to attend our Stay and Play sessions, providing her with a much-needed break while our support workers played with the children. When Kinsa and Isla were diagnosed with a developmental delay, we were there for the family – providing consistent, calming support through a turbulent time.

Today, Kauser is out and about with her children, now aged four and two, every day, driving them from nursery, to sports classes, to Stay and Play sessions – making sure they’re having as much fun as any other pre-schooler.

“Getting out to those Action For Children sessions helped normalise things. We really benefited from that. The Action For Children support workers feel like family.”
Put your funds to work

You’ve done it! You baked, ran, skydived, dinner-partied, sang – did your thing to help children. And we’re so grateful for all your hard work.

Now to get those pennies working to support children.

However you pay in, please send us a paying in form (see reverse), jotting down all details, so we can track your donation and apply for Gift Aid (if applicable).

Paying in online
It’s quick and easy to donate online, using your debit or credit card, on our donation page: actionforchildren.org.uk/donate

Paying in through a bank
Contact your Local Fundraiser, who’ll be able to provide you with our bank details, or send you a giro slip to use at HSBC.

Paying in by cheque
Write your cheque to ‘Action for Children’ (payee name) and send to our freepost address, below.

Online fundraising page
If you’ve used an online fundraising page, like JustGiving or Virgin Money Giving, you can put your feet up! Your funds will automatically be sent to us, with no extra work on your part.

Paying in form
Please print and fill out this form and send to us at the freepost address so we can track your donation.

Full name
Address

How much did you fundraise?

How are you donating? (Please tick all that apply)

- Online
- BACS
- Giro
- Cheque
- eBay direct

If you have paid in your donation using a Giro, please let us know the date you paid this into your local branch of HSBC.

Gift Aid can make your donation worth an extra 25%, at no extra cost to you. If you are a tax payer, please read the statement below and tick the box if you would like us to claim Gift Aid on your donation.

I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Action for Children to reclaim tax on my donation, given on the date above. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand Action for Children will reclaim 25p of tax on every £1 that I have given.

Freepost
Community Fundraising team, RTGA-TJEJ-HHCK, Action for Children, 3 The Boulevard, Ascot Road, Watford, WD18 8AG.
We want everyone to have fun and stay safe while fundraising; whether organising or attending an event. Please read these guidelines before you get going.

**Keeping it safe**

Get in touch with your Local Fundraiser when you’re planning – they’ll help make sure you’re safe and legal. Risk assessments can help you plan a safe event for everyone – ask your Fundraiser for more information.

Please be careful when carrying money. Always use a safe route and have somebody you trust with you at all times.

If children or young people are attending or volunteering, make sure they’re properly supervised and you have permission from their parents/guardians.

**Remember:** you’ll need permission to take pictures of people at events – including parental or guardian permission for any children.

If you’re providing food, please follow advice available at [food.gov.uk](http://food.gov.uk)

If you’re undertaking a big physical task – a trek or run – make sure you’re medically fit enough to do so. Consult with your GP if you are unsure.

**Keeping it legal**

You’ll need a license from your local authority to collect funds on the street, in public places, or if going house-to-house. You do not need a license to fundraise on private property, provided you have permission. Refer to your local authority’s website for further information.

You’ll need a license if you’re selling alcohol or providing entertainment, such as music. Contact your venue to see which licenses they have. Action for Children cannot accept any liability for your fundraising activity or event.

We cannot say it enough – thank you for your support.

People like you are the lifeblood of Action for Children, and the very reason we are able to help vulnerable children and families when they need us most.

In short: we think you’re amazing!

We love hearing your stories and seeing your pictures and videos, so get in touch with your Local Fundraiser, or share on social media – you might inspire others to get fundraising too!
This is just the start of your fundraising journey, and we’d love to keep in touch.

You can find more information on our website, including:

- Finding your Local Fundraiser
- How to fundraise online
- Finding events and activities in your area
- Signing up for our updates

Visit actionforchildren.org.uk/fundraising

And, don’t worry – we treat your personal information with the utmost respect. If you don’t wish to be contacted, would rather not receive updates, or wish to change the details we hold, please let us know and we’ll act upon your request.

For more information, see actionforchildren.org.uk/privacy-policy/