

THE
500
CHALLENGE

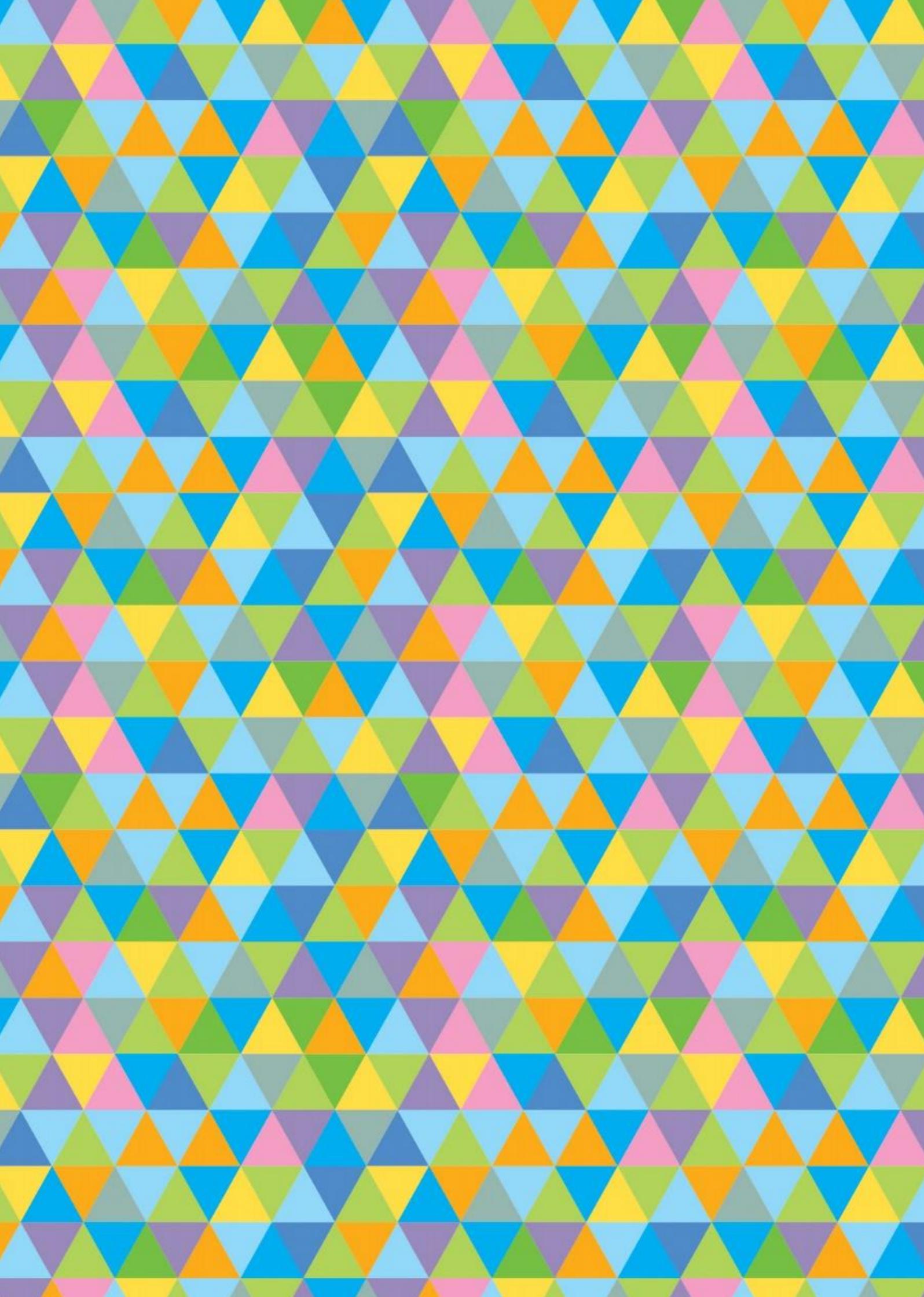
Fundraising Pack

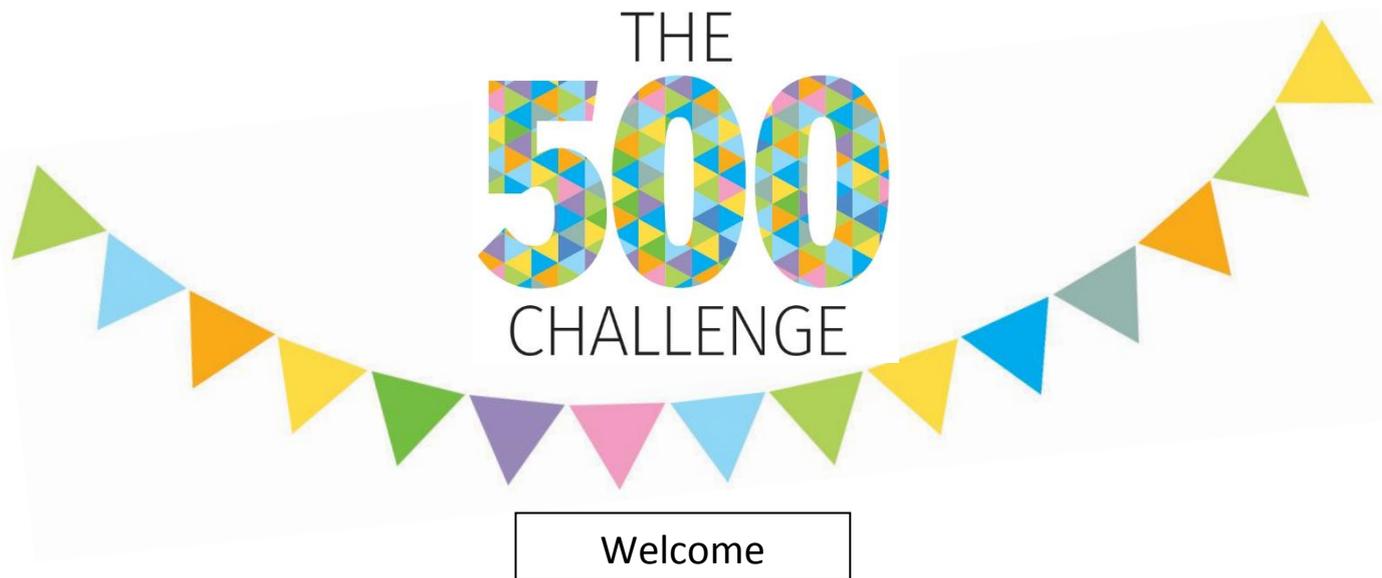


a HEART OF HOLBECK initiative

HEA, The Old Box Office, 99 Domestic Street, Holbeck, LS11 9NS

Registered Charity Number: 1075934





Hello,

Thank you for registering your interest in our 500 Challenge!

We are looking for individuals and businesses to join our Challenge in 2018 and raise £500 towards delivery of support, care and advice in Holbeck to our most vulnerable residents.

In a nutshell what do you have to do?

Raise and donate £500 to HEA. Not only will you get a great feeling from helping others – but for each £500 you raise you or your group will be entered into a prize draw to win 4 tickets to a Leeds United match in the family stand plus an additional 2 tickets for the VIP box. (T&C's apply).

You can make it a challenge amongst your staff colleagues, you can donate £500 as an individual, or your school or sports group might be interested in working together to raise some money. To help you get started we are enclosing some Fundraising ideas. Make it fun, make it a challenge – we would love to hear your ideas and what you are going to do to raise the money.

How will your fundraising help?

HEA (Holbeck Elderly Aid) has been supporting older and vulnerable people in the Holbeck area for over a quarter of a century. Our proven track record of targeting resources where they have the greatest impact has seen many hundreds of Holbeck's most vulnerable residents access the support they need to stay connected or reconnect to their community.

We are here to support them by providing a listening ear, advice on benefits, transport to take them out and have new experiences. **But the reality is that it is becoming much harder to find funds to maintain and deliver our services and this is directly affecting people's lives.**

The people who use our services speak highly about the impact these small things have on their lives. Mary is 80 and has been involved with HEA for a number of years: *"It's made a lot of difference to my life. If it weren't for them I'd be in the house and not going out at all...I wouldn't be here today if it weren't for them."*

The 500 Challenge is your opportunity to make a difference to their lives.



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How do I get involved?

Register that you will support our fundraising! Visit our website www.holbeckelderlyaid.org.uk, call us on **0113 245 5553** or drop us an email at the500challenge@hea-services.org.uk.

Do all your fundraising between now and the deadline for donations – Friday 30th November 2018 in order to qualify for entry into the Prize Draw.

To help get you started we have put together some handy ideas included in this pack.

Make sure your donations have reached our office by 5pm on this closing date and you will be entered into the Leeds United ticket prize draw – and remember for every £500 you raise you will get one entry so £1000 raised will get your two entries etc. Full terms and conditions are included in this pack.

We will draw the winner on Friday 7th December and make contact to arrange how to redeem the prize.

Thanks again for registering your support. Together let's make a difference this year in our local area.

And don't forget to spread the word – challenge your friends and family to get involved and let's make this happen! If you need more leaflets, just give us a call on **0113 245 5553**.

Many thanks,



Elissa Newman

Chief Officer, HEA



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Join the challenge!

Name					
Email address					
Address					
Would you like to be sent a fundraising pack?					
Who is doing the challenge?	Individual	Group	Company		
How did you hear about The 500 Challenge?	Friend word of mouth	colleague	flyer other:	social media	website
Would you like to be sent information about HEA's other work and events?					
<p>We will store your information according to GDPR legislation and HEA's Privacy policy. We won't share your data with any third parties. Please read our Privacy Notice on our website at: https://holbeckelderlyaid.org.uk/privacy-policy/.</p>					



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Fundraising Ideas

We are delighted to welcome you to The 500 Challenge. See below for some ideas to support you with your fundraising as well as some useful places to find additional inspiration.

It may be that you wish to donate the money as an individual, a business or there might be a group of you that simply want to chip-in together. In that case, skip to the final page where you can find information on paying in the money.

Fundraising Ideas

- Sign up for a **fitness challenge** – set yourself a running, swimming, cycling or walking goal for a summer month and get sponsored for every mile you travel.
- Hold an **afternoon tea** – share a slice of something nice and collect a delicious donation in return.

Do something fun with your colleagues whilst raising money for The 500 Challenge:

- Organise a **Pub Quiz** - get into teams, charge a fee to take part and put the most exuberant of your colleagues in charge of being quiz master!
- Create a **swear jar** - and make sure people put in a pound every time they use a naughty word.

Whether you're part of the Scouts or Guides, a book or supper club, a social club, a sports club or a school, why not try one of these fundraising ideas to get everyone in good spirits?:

- a **zumba-thon** - get everyone moving and shaking for a good cause
- run a **stall** at your local summer or winter fete, offering goodies, games, or services
- a **charity raffle** - ask local businesses to donate prizes

Here are some ideas for how to have fun with the kids and raise vital funds for HEA while you're at it. Why not try:

- a **sponsored silence** - a classic, but always a challenge
- a **treasure hunt** - theme it according to the season

Want to get some friends together to do something a bit different? Why not try:

- doing an **abseil or skydive** - if you're scared of heights, this is sure to impress your friends into making a generous donation
- a **pamper event** - get out the nail varnish, foot rubs and scented candles and ask your friends for a donation to attend
- **Come Dine With Me** - bring out the competitive spirit and try something new in the kitchen
- a **head shave** - a bold, brave and bonding way to raise vital funds



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Publicising your event

Promoting your event is seriously important if you want to maximise how much money you raise – the more people who know about it, the more donations you're likely to receive.

Share what you're doing

Keep reminding your friends what you're doing and why through your social media channels. Create an event or group on Facebook and share regular updates.

Update everywhere

Everyone has a favourite way of keeping in touch, so don't be afraid to use everything at your disposal - email, social media update or text message - whatever works for you.

Keep saying thank you

Whether it's for the donation they've made, the tickets bought, or the help they're giving you, keep saying thanks.

Be your own PR Guru

Let people know about your event to reach a wider audience, encourage more donations, and teach your supporters about why you're fundraising.

1. **Get in touch with local media** – You'd be surprised what your local newspaper or radio station are keen to spotlight.
2. **Write a blog** – Free blog platforms like Wordpress are a great way to document your fundraising journey.
3. **Take photos** – whatever you're doing, take plenty of photos. Plus you can use them to encourage more donations after your event!



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One of the first things you'll want to sort out is how you're going to gather sponsorship. Don't worry – it's easier than you'd think and there's a few different ways to do it.

Donation form

How about the trusty donation form? We've included one in your fundraising pack. It includes a handy Gift Aid option, which allows charities like HEA to claim 25p for every £1 that you donate.

Online-giving platforms

Setting up a JustGiving or VirginMoneyGiving page is the quickest and easiest way to let people know you're raising money and for them to donate easily online. Just so you know, pages with a fundraising target raise 46% more money.

Gift Aid explained

Gift Aid is one of the simplest and most effective ways of giving to charity. It is a scheme administered by the Inland Revenue which allows us to claim 25p for every £1 that you donate. So, for example, if you donate £20 we can claim an extra £5, making your gift worth £25.

Individuals that sponsor you or donate to HEA simply need to have paid or will pay an amount of income tax and/or capital gains tax that is at least equal to the tax that HEA and other charities you donate to will reclaim on your donations in a tax year.



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So, you've hit your target and raised £500, what next?

Congratulations! Your hard work has paid off and your contribution can now be put to good use supporting the older people of Holbeck. It's time for us to enter you into the prize draw!

Here are the ways you can get the money to us:

Pay online via our Virgin Money Giving Page

<https://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1011923>

Pay by cheque (Including CAF cheques)

Make your donation by cheque, by posting it to:

The Old Box Office, 99 Domestic Street, Holbeck, Leeds, LS11 9NS
(Cheques made payable to HEA)

Pay in person

Feel free to drop into the office to make the donation.

The Old Box Office, 99 Domestic Street, Holbeck, Leeds, LS11 9NS

Pay over the phone

Give us a call on 0113 245 5553 and we can process your payment for you.



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Prize Information

Terms & Conditions

1. Participants will receive one entry in to the prize draw for every £500 raised for HEA.
2. The prize draw winner/s will receive two tickets for a corporate match-day experience and four standard tickets.
3. LUFC reserve the right to determine which home game the tickets can be redeemed at.
4. The prize draw will take place on Friday 7th December 2018.
5. No cash alternative or alternative prize will be offered.
6. Tickets cannot be re-sold.
7. If you are a winner and under 18 years old, you must be accompanied to the selected fixture by someone who is at least 18 years old.
8. If you are a winner and a business or other organisation, it is your responsibility to select the attendees.
9. By entering this challenge event, entrants agree to be bound by these rules.
10. Any personal data relating to Competition entrants will be used in accordance with current UK data protection legislation.
11. Employees of HEA and Leeds United Football club are not allowed to enter the prize draw.
12. HEA reserves the right to amend the terms and conditions of the competition.



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Sponsorship Form

Event:

Date:

You may photocopy this form if necessary.

Name:

Address:

Postcode:

I will be raising money for HEA by-

HEA has been supporting people in the Holbeck area for over a quarter of a century, enabling many hundreds of Holbeck's most vulnerable and excluded residents to access the support they need to reconnect to their community. Thank you for supporting HEA!

giftaid it

Gift Aid your donation and every pound you donate could have an extra 25 pence added to it from the Inland Revenue.

To Gift Aid your donation, you must be a UK tax payer and pay at least as much Income Tax (and/or Capital Gains Tax) as the amount of tax reclaimed by HEA in the Tax year.

Full Name	Address <small>(We require your full address and post code to be able to claim Gift Aid)</small>	Postcode	Amount sponsored	Gift Aid <small>(Please tick)</small>	Donation Received <small>(Please tick)</small>



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Join me in raising funds for HEA at...



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