

# **YOUR FUNDRAISING GUIDE**

**HELP** for  
**HEROES**

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# WELCOME

## to your Fundraising Guide

**Thank you for choosing to do your bit and fundraise for us.  
Your support has the power to change veterans and their families' lives.  
Right now, they need your support more than ever.  
Since 2015, our income has dropped by half but the demand for our  
services remains high.**

We know that our amazing supporters are itching to get out there and raise money to keep our services going.

However you choose to fundraise, every penny you raise will be helping members of the Armed Forces community live well after service. So that they feel valued, supported, and recognised.

This guide will kickstart your fundraising journey, but if you have any questions please don't hesitate to get in touch.



# HOW **YOUR MONEY** HELPS

**Every penny you raise matters. Whether you run a collection or organise a quiz evening, by doing your bit your way, you're helping veterans and their families get the support they deserve.**

**" Life has changed so much, but all the support we've had has had such a positive impact and we will be forever thankful for that. Help for Heroes and its amazing supporters, alongside support from others, have made that happen. They have such a special place in our hearts."**

Derek Derenalagi, veteran

We offer physical, psychological, financial and welfare support for as long as it is needed. Whether you raise £5 or £500, your donation makes a real difference.



**Here are a few ways your fundraising could help veterans and their families:**

## £22\*

could help pay for one of our Case Management Team to reach out to a veteran in need of help.

## £68\*

could pay for a veteran to have a one-hour session with one of our mental health counsellors, to help work through the difficulties that have put their life on hold.

## £100\*

could give two veterans the opportunity to take part in sporting or fellowship activities and to feel part of the community again.

## £206

could provide a wraparound knee brace for veteran in need of leg stability to take part in physical activities once again.

\*Figures have been rounded up to suit unrestricted funding applications/ask.

# HOW **YOUR MONEY** HELPS

**By fundraising with us you'll be helping veterans like Derek, who lost both his legs whilst serving in Afghanistan. Thanks to your support, he has overcome so many challenges – finding the strength to overcome unimaginable trauma to learn to walk again.**

## **DEREK'S STORY**

"During my second tour of Afghanistan in 2007, the vehicle I was in went over an Improvised Explosive Device (IED). It ripped our Land Rover apart and it took both of my legs with it.

"When I awoke from a coma nine days later, I saw Ana standing by my bed and I asked her what she was doing there. I thought I was still in Afghanistan. Ana showed me a picture of myself lying [there] without my legs. I remember staring at the ceiling and trying so hard to hold back my emotions and be strong.

**"Adjusting to life without my legs was difficult and very traumatic for both of us. I was told I'd be in a wheelchair for the rest of my life, that I'd never walk again."**

"When I stood on my bare stumps for the first time, a month later, it was a huge moment for me. And that's where Help for Heroes came in. They got me involved in sport as part of my rehabilitation, and they even funded the prosthetic legs that took me to the 2012 Paralympics. Competing at the Games was one of the proudest moments of my life.

"I've had so many opportunities through Help for Heroes. Ana and I have met some wonderful people through the Band of Brothers and Band of Sisters Fellowship groups, other injured veterans and their families. We share experiences and learn from one another.

"Life has changed so much, but all the support we've had has had such a positive



**" Even after 14 years, I still suffer with phantom limb pain. My prosthetic leg sockets can cause blisters on my stumps, and I suffer with lower back pain, as having artificial limbs affects my posture. I suffer with mental trauma too – I have Post-Traumatic Stress Disorder (PTSD) and still experience flashbacks."**

impact and we will be forever thankful for that. Help for Heroes and its amazing supporters, alongside support from others, have made that happen. They have such a special place in our hearts."

# BE VIRTUAL – ENHANCE YOUR FUNDRAISING ONLINE

## GET STARTED WITH JUSTGIVING

If you're looking for friends, family and colleagues to sponsor you, setting up an online giving page is the quickest way to get started. Simply head to [justgiving.com/helpforheroes](https://justgiving.com/helpforheroes) and hit the 'fundraise for us' button. You'll have your own page in no time, ready to be personalised.

### Share, share and share again

Whether it's in your email footer, on social media or direct via text message, sharing your JustGiving page is easy. The more people you tell about your page, the more likely you are to generate some amazing sponsorship.

## TOP TIP

### Did you know?

Each personal photo you add can boost your sponsorship by 15 per cent, and each time you share your online giving page to Facebook it generates an average donation of £5!

### And the best bit?

Any money raised through your page will be sent directly to us, so you don't need to worry about managing money or paying in donations.

### Set a target

Pages with a fundraising target raise around four per cent more than those without. It's worth being ambitious – you never know who'll be inspired to pledge more when they see how much you're aiming for. Why not lead by example and kick things off with a donation to yourself?

### Share your story

You're asking your friends, family and colleagues to sponsor you, so personalise your page and tell them why you're supporting us. Post regular updates or photos showing what you're up to, so everyone can share your successes. It all brings your page to life and shows the effort you're putting in, which could encourage more donations.

### Sponsorship forms

If you're looking for ways to encourage donations from those who aren't online, then a sponsorship form is a great way to keep track of your offline donations. We will send these to you when you register your fundraising event with us, or you can also visit our website to download as many copies as you need: [h4hweb.com/fundraisingtools](https://h4hweb.com/fundraisingtools)

### Shout out to your supporters

Everyone likes to feel appreciated, so send a quick thank you to anyone who sponsors you.

### Tell us about your page

Let us know you've set up your page and make sure all your sponsorship is recognised as part of your wider fundraising efforts. That way, we can say thank you for your incredible support. You can add any cash or cheques you've received as offline donations to your page, so that everyone can see your grand total.

# BE VIRTUAL – ENHANCE YOUR FUNDRAISING ONLINE

## GET TECH SAVVY

There's a whole host of other ways to fundraise online right at your fingertips. Here are a few online ideas to help get you started.

### Go Live on Instagram or Facebook

This is a great way to show your contacts on social media how and why you're fundraising, or even invite them to join you virtually while your event takes place. If you're an Instagram user, you can find guidance at [help.instagram.com](https://help.instagram.com) on how to get started, and if Facebook is more your thing, check out their step-by-step guide [facebook.com/help](https://facebook.com/help)



### Set up a Zoom call

If you're planning a virtual event such as a quiz, curry night or Bingo, Zoom is a fantastic way to bring all your participants together. You can find out more and set up a free account on Zoom's website [zoom.us](https://zoom.us)

### Twitch

If you're a keen gamer, consider using Twitch to live-stream all the action and ask your followers for donations. Visit the Twitch website [twitch.tv/p/en/about/](https://twitch.tv/p/en/about/) to find out more.

# PROMOTE YOUR FUNDRAISING

**Don't forget to promote what you're doing and tell people about it. The more people who know about your fundraising, the more money you'll raise so it's worth investing time in getting the word out there.**

## TOP TIP Did you know?

20 per cent of sponsorship can be donated after an event. Don't be afraid to share your success with friends and family when you're done and dusted.

## APPROACHING YOUR LOCAL PRESS

To spread the word, think about getting interest from your local newspaper, radio station or TV news channel.

To get them interested, talk about YOU... that's what makes your fundraising story stand out. Are you doing something quirky or attempting a record? Perhaps you have a celebrity on board or there's something that makes your event particularly challenging.

If you are a veteran, or have friends or family whose time in the Armed Forces has inspired you to fundraise for us, it's worth sharing your motivation. Or is there something about the issues that veterans face that mirrors your own life experience? Your personal story could be what clicks with a journalist – just make sure you're comfortable with sharing your story.

We have a press release template with step-by-step advice on how to approach your local media. Download it from our website at [h4hweb.com/fundraisingtools](http://h4hweb.com/fundraisingtools)

Alternatively, if you'd like to get in touch about your upcoming plans, contact our Supporter Care Team on **0300 303 9888**.

## WORKING YOUR SOCIAL NETWORK

Social media is a brilliant string to add to your fundraising bow. It's a great way to keep friends and followers up to date with progress and to build a buzz around your fundraising, so keep sharing your photos and videos.

## GET TAGGING

Don't just tag your contacts in your posts so they can easily spread the word, share your fundraising updates with us too. We love it when you tag us so we can celebrate your amazing activities.



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



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



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

Hashtags are another great way to encourage engagement and join trending topics. Keep them relevant and current and avoid using too many! **#HelpforHeroes #TheVeteransWar**



# PROMOTE YOUR FUNDRAISING

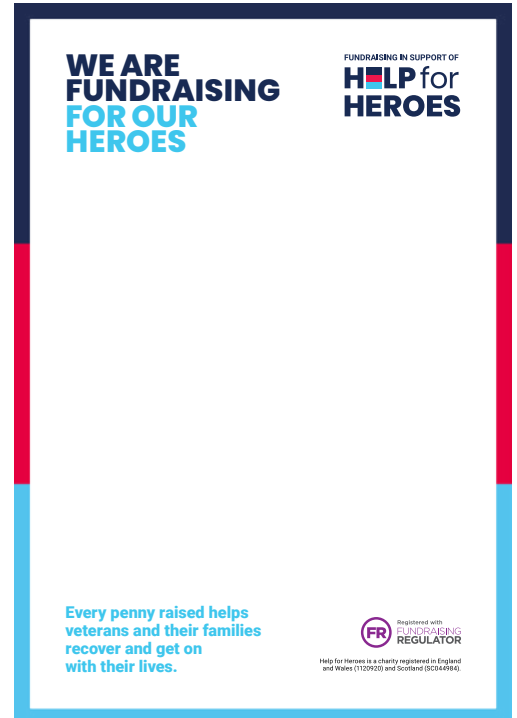
## PUT UP POSTERS

If you're holding a community event, check if you can put posters up in local shops and venues. We have ready-made posters you can download from our website [h4hweb.com/fundraisingtools](https://h4hweb.com/fundraisingtools) to promote your fundraising.

## GIFS AND STICKERS

GIFs and stickers are animated files you can use on social media, either by searching when you're posting, or by downloading them from our Giphy channel. They're a brilliant way to interact with your supporters, leave comments to keep your newsfeed 'live' and add some fun to your posts.

To see our full collection of GIFs and Stickers, visit [giphy.com/help\\_for\\_heroes](https://giphy.com/help_for_heroes)



# IMPORTANT THINGS TO CONSIDER

## TICKING ALL THE BOXES

**Fundraising is exciting, rewarding and lots of fun but it's also important that it's safe and legal for everyone involved. Here are some things you need to be aware of:**

### **Raffles, lotteries & prize draws**

Raffles, lotteries and prize draws are a great way to boost your fundraising – everyone loves the opportunity to win something! Small raffles that are part of a bigger event don't need a licence as long as there's no cash prize and you're not spending more than £500 on prizes. You're only permitted to sell tickets at one location, on one day at the same event as the prize draw and the results are announced at the event or afterwards.

If you are selling tickets to a wider audience over a longer period of time, or you want to hold other types of raffle in different locations, you will need to have tickets printed and adhere to a number of rules. Please check the latest advice from the Gambling Commission at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)

### **Event insurance**

The support we can provide towards your fundraising event unfortunately cannot be extended to us accepting any responsibility or liability or providing any required insurance.

If you are unsure, contact an insurance company to check you have the correct cover for your event. The different types of insurance you may need to consider include:

- **Public liability insurance\***
- **Event cancellation insurance**
- **Travel or health insurance**
- **Damage to property owned, hired, or borrowed**

\*Don't forget to ask if you are covered under a venue's own public liability insurance or whether you need to organise your own and allow enough time (at least a month) to apply for this.

If you need help understanding the cover or licences that you require, please give us a call on **0300 303 9888**.

# IMPORTANT THINGS TO CONSIDER

## Rules on refreshments

Whether you're doing a bake off, a curry night or an afternoon tea, you must make sure your food is safe and clearly labelled. Government advice on food safety and food hygiene can be found at [gov.uk/food-safety-your-responsibilities](https://www.gov.uk/food-safety-your-responsibilities) and [food.gov.uk/](https://www.food.gov.uk/)

## Using our logo

If you or a third party would like to use our logo, pictures or reference the Charity on any fundraising materials please contact us. This includes books, CDs etc. that you may want to create. It's important that you get our permission before you commit to anything or allow our logo to be used for marketing purposes. It's also important to use the correct logo. For more information, contact our Supporter Care Team on **0300 303 9888** or **email [fundraising@helpforheroes.org.uk](mailto:fundraising@helpforheroes.org.uk)**.

## Data Protection

You'll need to make sure that your fundraising stays within data protection laws. Don't worry – it's not as daunting as it sounds! It's mostly about protecting people's names, contact details, photographs and other personal information.

- **Only collect, store and use the minimum amount of data you need for your purpose e.g. name and contact number for a raffle**
- **Don't keep extra data if you don't need it**
- **Store data securely and destroy it as soon as it is no longer needed**
- **Ask for consent if taking photos and inform people how they will be used**

**Detailed guidance can be found at [fundraisingregulator.org.uk/guidance/topics/data-protection](https://fundraisingregulator.org.uk/guidance/topics/data-protection)**

## Business promotions

If your business would like to run a promotion to generate funds to support us, you will need a written agreement. Please contact our Supporter Care Team so that we can prepare a simple agreement for you.

# IMPORTANT THINGS TO CONSIDER

## Gift Aid *giftaid it*

If you are a UK taxpayer, Gift Aid is a simple way to increase the value of your donation. We can claim 25p from the Government for every £1 donated, at no extra cost to you or your sponsor.

### **For personal donations:**

To get started, you'll need to complete a simple Gift Aid declaration form, which can be found on our website [h4hweb.com/giftaid](https://h4hweb.com/giftaid)

Gift Aid can be paid on your personal donations, which means it does not apply to:

- **Donations paid on behalf of a group or someone else**
- **Public collections**
- **A donation in return for a raffle, event or auction ticket**

### **Fundraising**

Gift Aid declarations need to be obtained from each donor if they wish to Gift Aid. To allow you to do this we recommend Just Giving's website or using our sponsorship forms which can be downloaded here [h4hweb.com/fundraisingtools](https://h4hweb.com/fundraisingtools)

### **Challenges**

If you're taking part in a challenge and the cost of the event is part of your fundraising target, there are some things to consider when applying for Gift Aid.

Visit [h4hweb.com/giftaid](https://h4hweb.com/giftaid) for more information.

When we claim the Gift Aid unfortunately it cannot be added to your fundraising total, because it's not sent to us on an individual basis by the Government. However, it's a fantastic way to support veterans and their families, with no costs to you or your sponsor.

If you have question or want to order Gift Aid slips and envelopes, please get in touch with our Supporter Care Team on **0300 303 9888**. Alternatively, check out [gov.uk/donating-to-charity/gift-aid](https://gov.uk/donating-to-charity/gift-aid) for more advice.

# PAYING IN YOUR DONATIONS

Your fundraising efforts really will make a difference and the earlier we receive your donations, the sooner we can put them to good use. There are several ways you can pay your money in:

## Online

If you have set up an online page with JustGiving, your donations will come directly to us but do let us know when your fundraising has finished so we can thank you for your hard work. Please email [fundraise@helpforheroes.org.uk](mailto:fundraise@helpforheroes.org.uk) to tell us.

## By post

Download our donations form from [h4hweb.com/donationform](http://h4hweb.com/donationform) or send us a cheque, made payable to Help for Heroes, to:

**Help for Heroes Donations Team**  
**14 Parkers Close**  
**Downton Business Centre**  
**Salisbury SP5 3RB**  
**Wiltshire**

## By phone

Alternatively, count the cash you've collected and make a card payment over the phone. Simply call **0300 303 9888**, quoting your event registration number.

## At the bank

You can pay in your raised funds over the counter in any branch of Lloyds or by bank transfer to our Lloyds account (note, residents of Scotland, please use Bank of Scotland):

**Account Name: Help for Heroes**  
**Account Number: 03524452**  
**Sort-code: 30 90 21-90-21**

### **DON'T FORGET**

to write your event registration number on the paying-in slip along with your name and address. Send a copy of the slip to [fundraise@helpforheroes.org.uk](mailto:fundraise@helpforheroes.org.uk) so we can send you a thank you!

# THANK YOU

**We rely on your generosity for the majority of our income.  
Your support means more than ever to our veterans and their families.**

**“ To everyone who supports Help for Heroes I’d just like to say a huge thank you.  
You’re not just changing lives, you’re saving lives. You’re incredible!”**

Paul Colling, veteran

**Thank you again.**

