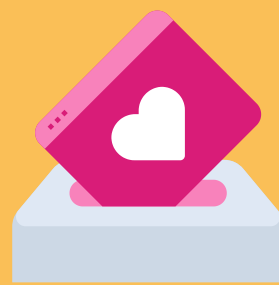


**WHO
CARES?**
SCOTLAND

FUNDRAISING PACK

Thank you for supporting Who Cares? Scotland

Charity number: SC026076



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Welcome



Thank you for deciding to fundraise for Who Cares? Scotland!

By supporting us, you will be helping Care Experienced people all across Scotland. There are around 15,000 children and young people in care in Scotland right now and there are many, many more who have experience of care too. Who Cares? Scotland makes an incredible difference to the lives of Care Experienced people in Scotland. From our incredible advocates and campaigning work to our local clubs and groups that we run, our vision is a lifetime of equality, respect and love and your support makes that vision a reality.

In order to help make your fundraising easy and enjoyable, we have put together this pack which has lots of exciting ideas and tips to help you raise as much as possible. There's also sponsor forms and poster templates you can photocopy or download to help you get started. Whatever you choose to do, the team will be there to support you along the way.

Thanks to the money you raise Who Cares? Scotland can continue to be there to support Care Experienced people. Thank you.

Thank you.



Who we are

Who Cares? Scotland is the only independent charity in Scotland representing children and young people in care. In 2018 we won the Overall Award for Excellence at the UK Charity Awards, because of our ability to bring about transformational change for Care Experienced children and young people.

With a vision of a lifetime of equality, respect and love for Care Experienced people, Who Cares? Scotland is sector-leading not only in the UK, but globally. Our ambitions and achievements have gained interest from as far as Australia, New Zealand, and the USA. Who Cares? Scotland is an ambitious, dynamic and energized charity that puts its members at the heart of everything they do.

Overwhelmingly, children are taken into care due to neglect and abuse – over 90%. However, when the state intervenes to protect them, what follows can be devastating. It's a stark truth: what should be the best thing to happen to a child, can become the worst, often adding to the complex trauma already experienced.

The care system has been designed to keep children safe.

In reality, what children really want and need is to be loved and cherished

By connecting, Care Experienced young people can find both individual and a collective understanding as well as empathy in their shared experiences. United, they can use their shared experiences to challenge and improve the structures of care for themselves and others; thus, improving outcomes for future generations of Care Experienced children and young people.

Who Cares? Scotland provides the means and platform to elevate a movement of Care Experienced young people coming together to demand equality, respect and love.



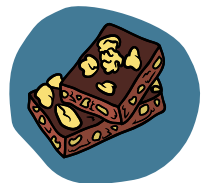
Ways to fundraise



1

Bake sale

A classic fundraiser. Roll up your sleeves and make some scones, cupcakes & brownies and sell them to your family and friends!



2

Run a quiz

A Who Cares? Scotland favourite! Host a quiz with your friends, it could be in school, a pub or even over zoom. Charge a small fee to enter and make sure you have a prize for the quiz master!



3

Set a challenge

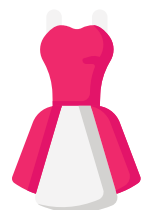
Why not get sponsored to challenge yourself to do something for 30 days. Walk 15,000 steps (15 thousand young people currently in care right now)



4

Dress down day

Ask your school, college or workplace to dress down or dress up.



What your donations can do

£5



Could send a Care Experienced person a Birthday Card, for some this is the only one they will receive.



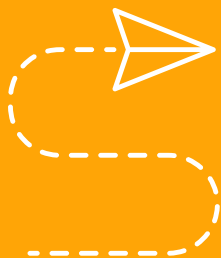
£10



Could send a Christmas parcel to all of our members. This includes a Magazine, chocolate & a small gift.



£30



Could pay for a Care Experienced person's travel and food for them to attend one of our national activities



£25



Could help us send our quarterly magazine to a Care Experienced person.



£50



Could pay for a Care Experienced person to come to our Christmas day dinner.



£100



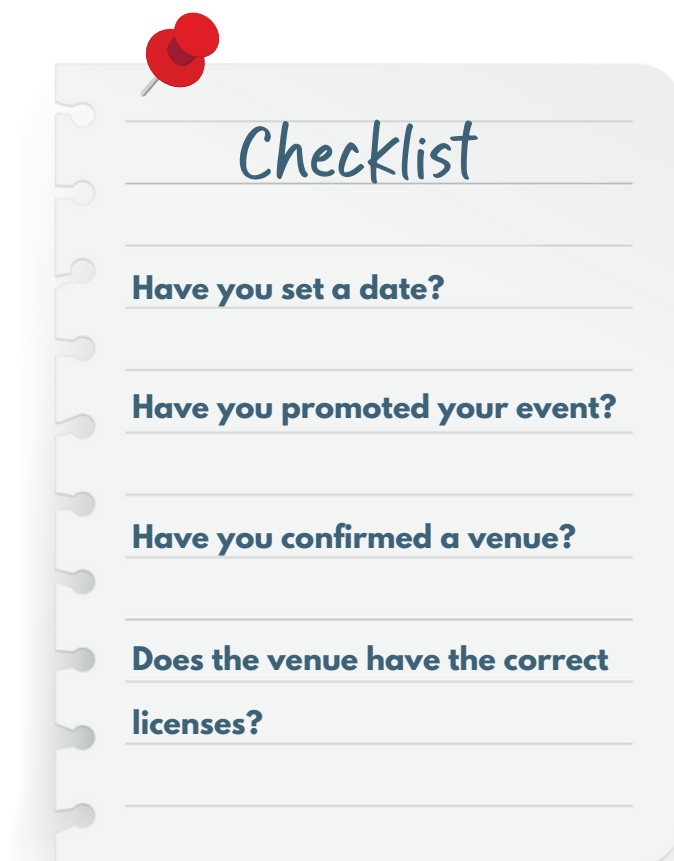
By donating £100, you could pay for a Care Experienced person to get support and guidance from our helpline.

Hints & tips to help

Whatever way you choose to fundraise, It is important to us that it runs as smoothly as possible. Use our helpful hints and tips to ensure you are kept safe, have fun and raise funds!

- Give yourself plenty of time to plan your event!
- Start by setting a date that gives you time to promote your event or fundraising activity!
- Whether your fundraising takes place at home, online, at a venue, or a local space, ensure that it meets everyone's needs.
- If you're hiring a venue, ensure they have the correct licenses (don't worry, we can help you with this).
- Always follow the correct health and safety procedures!

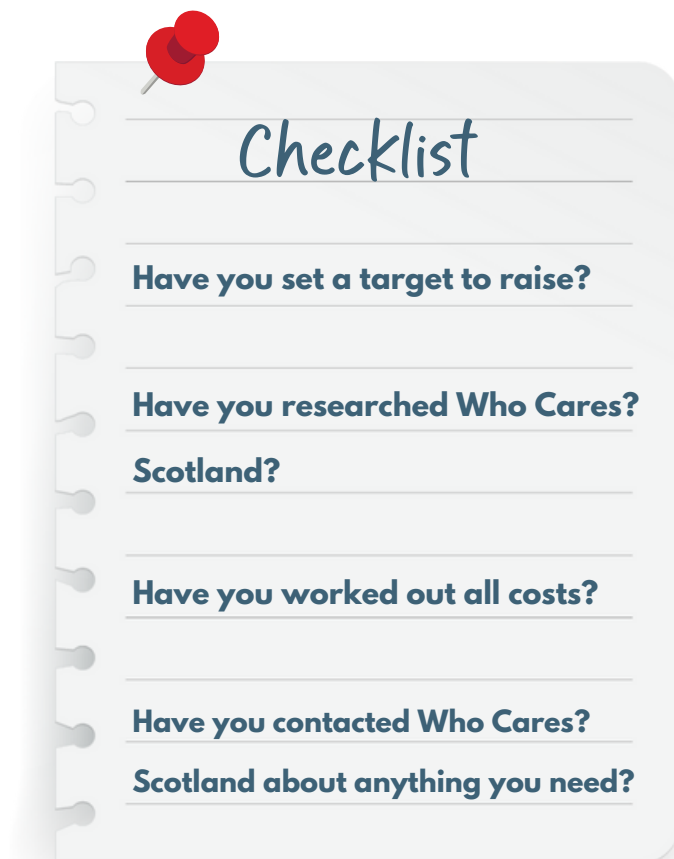
Most importantly... Ask us! We're always here to help.



Setting a target & budget

Here are more helpful hints to help you set a target and a budget:

- Have an **estimate** of how much money you aim to raise
- Work out the **costs involved**. Do you need to pay for venue hire? A costume? Food and drink? Prizes?
- Make sure any money raised is **kept safe**, and given to Who Cares? Scotland as soon as possible after your event or activity.
- You may want to set up a **JustGiving page** to help you keep track of your donors and donations.
- Ask Who Cares? Scotland for a **fundraising letter of permission**, which you can show to venues or local businesses to help gain discounts or gain donations from local salons, restaurants, and sports clubs,



SPONSORSHIP FORM



WHO
CARES?
SCOTLAND

EQUALITY | RESPECT | LOVE

Personal details

Name

Email

Address

Postcode

Phone No:

Tell us about your
fundraising
challenge!

Your fundraising target

£



Fundraising made easy!

The easiest way to collect your donations is by setting up your own **Just Giving fundraising page** at justgiving.com/whocaresscotland. Raising money **online** is quick and easy for both you and your sponsors and the money raised is sent directly to us. If your sponsors give you cheques or cash, you can transfer the money from your own account into your Just Giving page using a credit/debit card.

Next steps:

Please **send or hand in the completed sponsorship form** at our National Office, Who Cares? Scotland, 40 Wellington Street G2 6HJ

If you are collecting the donations from your sponsors offline, you can pay the money to us by **cheque** payable to Who Cares? Scotland or **postal order** at your local Post Office. Please send all cheque and postal orders to the address above. Alternatively, you can come and hand in the cash at our National Office. Please don't send cash in the post.

Make all donations go the extra mile!

Who Cares? Scotland can reclaim the tax on donations from UK taxpayers – Gift Aid. Gift Aid is an income tax relief that benefits UK charities. Gift Aid is reclaimed by the charity from the tax the donor pay for the current tax year. Gift Aid increases the value of each donation by turning every £1 donated into £1.25. At no extra cost to you or your sponsors!

If your sponsors are UK taxpayers, don't forget to ask them to Gift Aid their donations. Just ask your supporters to write their full name, home address, postcode, and to tick the Gift Aid box overleaf. The address is needed to identify the sponsor as a current UK taxpayer.

Donate to change the lives of Care Experienced people!



£10

Could send a Christmas parcel to all of our members. This includes a Magazine, chocolate & a small gift.



£30

Could pay for a Care Experienced person's travel and food for them to attend one of our national activities.



£50

Could pay for a Care Experienced person to come to our Christmas day dinner, including food, transport & presents.



Thank you for fundraising for Who Cares? Scotland.
With your support, we can achieve a lifetime of
equality, respect and love for all Care Experienced
people



**WHO
CARES?**
SCOTLAND

EQUALITY | RESPECT | LOVE

We are fundraising for a Lifetime of LOVE by...



Contact details

For more information, please contact our **Fundraising team.**

Tel: 0141 226 4441

Email: Fundraising@whocaresscotland.org

For **general enquires**, contact us at:

Tel: 0141 226 4441

Email: hello@whocaresscotland.org

Who Cares? Scotland

40 Wellington Street

Glasgow

G2 6HJ

And lastly... Thank you!



**WHO
CARES?**
SCOTLAND

EQUALITY | RESPECT | LOVE

