

CAfs

Fundraising Pack

**SUPPORTING LOCAL
CLIMATE ACTION**



Join #TeamCAfs

www.cafs.org.uk

Eden Rural Foyer
Old London Road
Penrith
CA11 8ET

Registered Charity: 1123155

Welcome to Team CAfS

We are so pleased that you have chosen to fundraise for Cumbria Action for Sustainability. Thank you.

Our mission is to promote and facilitate low carbon living and its benefits - inspiring and supporting individuals, communities, and organisations across Cumbria and beyond to decarbonise their lives and businesses by 2037 or sooner.

Together we can bring about a more sustainable way of life in Cumbria.

We've developed this guide to help give you lots of ideas and tips to kickstart your fundraising. Every pound you, your friends, colleagues, and family members raise will make a huge difference.

Thank you again and good luck! We love to hear all about what you are up to, so please send us your stories and pictures via fundraising@cafs.org.uk

"Sleeping out in Feb was cold but great fun, and we raised over **£1,200** for CAfS"



How will your money make a difference?

We receive very little core funding and your donation will help us grow and develop. **It really makes a huge difference.**

£25 could support young people to meet to plan action on climate change



£50 could support a small business to calculate its carbon footprint



£100 could enable one of our energy advisers to do a home energy assessment for someone in fuel crisis



£500 could support a community to map its solar energy potential



Some fundraising ideas

Have a think about activities you could do, and then why not put a climate twist on them?

- Afternoon tea
- Fancy dress party
- Bike ride
- 80s disco
- Vegan curry night
- Sustainable fashion show
- Music festival
- Car boot sale
- Raffle
- Competitions
- Clothes swap
- Abseil
- Karaoke night
- Quiz at your local or online
- Garden party
- Sponsored walk
- Village brunch
- Team challenges
- Dress down day
- Bag packing
- Valentine's disco
- Plant sale
- Facebook birthday fundraiser



"Our **Earth Day bingo** at work raised £30."



Don't be worried about asking for donations.

Once you tell people why you are raising money then you may be surprised at how supportive and generous they can be.

Getting organised

Once you have some ideas, get others on board to help you plan.

Please note that there are regulations around certain types of fundraising including money collections and raffles. If you are organizing a public event then you will need to make sure Health & Safety is covered and that you have insurance and any licenses in place.

Get in touch with us on **01768 210276** or via

fundraising@cafs.org.uk

if you want any collection boxes, help or support

The Fundraising Regulator has guidance on collections and raffles:

www.fundraisingregulator.org.uk



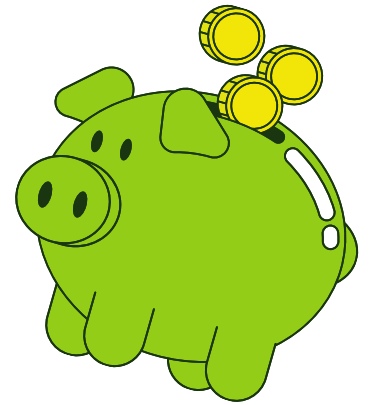
Collecting donations



You can collect money and pay it in to our bank account, or you can ask people to donate directly to us through our website:

www.cafs.org.uk/get-involved/donate

Scanning this QR code will take people straight to our donation pages.



Getting sponsorship

Sponsorship is a great way to get others involved in what you are doing.

You can do this online or offline, or both. Just make sure you shout about what you are doing and why. Sharing the reasons why you are raising funds for us can really encourage people to get behind you.

Online

This is a simple way of asking people to sponsor you. Within just a few minutes you can create personal online pages and share them with all your friends, family and colleagues.

Facebook

If you have a Facebook account you can set up an online fundraiser linked to our charity and funds will reach us through Facebook.

- See Facebook's Help Centre for step-by-step instructions

JustGiving

You can fundraise as an individual or as a team on JustGiving. Just select us as your charity and start setting up your page.

General donations

You can ask people to donate directly to us through our website:

www.cafs.org.uk/get-involved/donate

Offline

If you have friends and family who aren't online, or paper just suits you better then please use our paper sponsorship form. Please send donations in with a copy of this form.

Cheques should be made payable to **Cumbria Action for Sustainability**. You can bank cash donations yourself and send in a personal cheque or pay directly to our bank account ([see page 7](#)).

giftaid it

Don't forget to encourage sponsors to **Gift Aid their donation**. If they are a UK taxpayer we can claim an **extra 25p for every £1 donated**.



Spreading the word



Shouting about your fantastic fundraising activity will not only help you raise those funds, but it will also help raise awareness of local climate action.

Local media

Letting your local paper and radio know about your fundraising and why you are doing it is a great way to get your event noticed and raise extra funds. Why not write a press release to send to them? Make sure you let them know about your target, what you are doing, why you feel motivated to fundraise and send them some fun pictures.

Social media

Gain support (and donations) by sharing photographs, videos and posts capturing your journey and why you are supporting our work. Post regularly and link to your sponsorship pages to remind everyone and help boost your fundraising. Tagging other people (including CAfS) helps to widen the message. Use the hashtag [#TeamCAfS](#), and our Facebook page link [@cumbriaactionforsustainability](#) or Twitter [@CAfSTweets](#). Our website is [www.cafs.org.uk](#) if you want to link to showcase our work.



Our friendly fundraising team can help.
Contact us at fundraising@cafs.org.uk
We love to hear about what you are doing!

The CAfS Logo

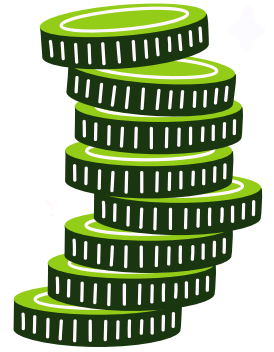
You can use the CAfS 'In aid of' logo to tell your supporters you are raising money for us. You are welcome to use it on your fundraising materials.

Please note this is the only version of our logo fundraisers are permitted to use.

Visit [www.cafs.org.uk](#) to download the 'In aid of' logo and guidance for its use.



Sending in your donations



The hard work is over. Well done! We hope you enjoyed your fundraising. You can pay in your donations through one of the methods below:

Send cheques to our office:

Made payable to:
Cumbria Action for Sustainability
Eden Rural Foyer,
Old London Road,
Penrith, CA11 8ET

Pay directly into our bank:

Unity Trust
Sort code: 60-83-01
Account: 20349107
Please use your name as a reference and email fundraising@cafs.org.uk to let us know.

Please pay any money that you have raised for us **within six weeks of your fundraising activity**, or let us know if this isn't possible.

Keep in touch!

Don't forget to send us any sponsorship forms, other information and images about your event. We love finding out how you got on, and we want to shout about it so that we can inspire others to support local climate action here in Cumbria!

**Thank
you!**

