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**Join us in supporting people
with learning disabilities**



Fundraising Information Pack



Your guide to fundraising for LinkAble

From the people who know us best:

“ My daughter had a fantastic time over the summer with **LinkAble** and definitely wants to come back. I can't believe how much she enjoyed herself, fantastic! ”

“ A big thank you to all who work and volunteer at **LinkAble**. I am so glad I found you, what you do makes such a huge difference to families like mine. ”

“ Before finding you I was wondering how on earth I was going to manage, finding support for my son is really difficult. ”

“ Thank you so much for doing a truly fantastic job, you have massively eased my stress over the summer holidays and I haven't felt guilty as I know my son is having a whale of a time. He comes back so happy and animated, thanks a million! ”

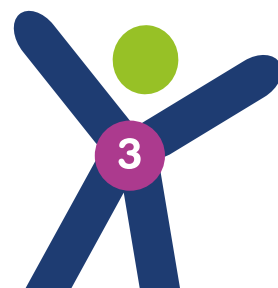
“ My daughter is very much looking forward to being at **LinkAble** again, she was so excited yesterday, she was clapping her hands and beaming with joy so I do really feel she benefits greatly from being part of your team there. ”



“ LinkAble can be the **difference** between coping **and not** coping ”

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About us

LinkAble is a Woking-based charity providing sports, social and skills activities for children, young people and adults with a broad range of learning disabilities.

Our aim is to enable those with learning disabilities to develop their potential and enjoy socially inclusive fulfilled lives.

People with learning disabilities face many barriers in everyday life which exclude them from mainstream society. This can lead to them feeling isolated and left out. **LinkAble** exists to break down those barriers, supporting them no matter how challenging their disability or behaviour so they can enjoy life's experiences which are otherwise unavailable to them, things which we all too easily take for granted.



LinkAble is uniquely placed as a charity offering provision for people with learning disabilities at all ages and stages throughout their lives, from childhood to teenage years and into adult life. While many with learning disabilities receive support in their younger years, this often reduces at adulthood. We recognise that our service users' needs are ongoing so continue to work with and support them in their lives.

LinkAble has been serving the community in Woking and Surrey Heath for over 25 years. We are trusted as a charity providing a highly valued service, running otherwise inaccessible activities to service users, involving the community in making a difference all while giving families and carers much needed choices and respite.



Our target

LinkAble is heavily dependent on voluntary donations and fundraising.

Every time we receive a gift from our generous supporters making a donation, taking on a fundraising challenge, putting on an event or encouraging others to do likewise, it plays a vital role in continuing to enable our work.

We currently run over 20 groups and activities each week and it is support like yours which means we can do all this.

We need to raise over
£100,000
every year to keep our
services running



Make a donation

The quickest, simplest and easiest way to support **LinkAble** is to make a one-off or regular donation. Regular gifts are a fantastic way to support us as they mean we can anticipate income and are able to budget and plan effectively.

Donations don't just have to be an individual thing either; you can raise money together with your family, friends, colleagues or others.

Run an event

If you're good at organising events and persuading people to take part and help, then putting on a fundraising event could be the right option for you. **Take a look at our A-Z of fundraising ideas at the end of this pack** to see what you could take on. Get some others to help and then invite as many people as you can to attend, support or make donations.

If you're struggling to come up with a brilliant idea, we've put together an A-Z of fundraising ideas at the end of this guide to get you started.



Take on a challenge

Make a decision to aim for something and then rally your friends, family, colleagues and the wider community to join or support your challenge.

This could be a:

- Personal Challenge - take on something you've always fancied trying or something that will be difficult.
- Team Challenge - organise a sponsored activity with your friends or colleagues to share the fun and be all in it together. There's lots of scope here for making your challenge as unique as you like.
- Organised Challenge - cycle, run, walk, climb or skydive on a local, national or even international level - see our website for current opportunities.

Ask your contacts to help

People are more willing to give to a cause that has a personal connection for them. This means that the best person to promote **LinkAble** is you!

Could you tell your family, friends or colleagues about **LinkAble** and the difference we make? Perhaps you attend a church, go to school or work for a company that could support us? Your enthusiasm and support is vital to getting other people excited and keen to get involved.



Contact us on
fundraising@linkable.org.uk
or 01483 770037
for any support



Charity of the year

There are lots of ways for local companies to support **LinkAble** - making us their charity of the year, fundraising at work, payroll giving, challenge events, sponsorship and gifts in kind. If you work for or know a local company, why not ask them to consider making us their charity of the year?

We are keen to work in partnership with companies so their support of us is enjoyable and engaging, we can:

- Talk to staff about **LinkAble** and the vital support we provide.
- Attend fundraising events organised by the company.
- Offer opportunities for staff to volunteer for **LinkAble** and see what a difference their support makes.
- Help companies meet their Corporate Social Responsibility objectives.

To make a one-off donation, regular gift or for other ways to donate please see the practicalities section of this Information Pack or our website.



Sending money raised to us

There are several ways you can send any money raised to us. If you are in any doubt, please contact us on fundraising@linkable.org.uk or 01483 770037.

Pay online

Donations can be made via our website. Just go to www.linkable.org.uk, click on “Fundraising” and follow the instructions.

Bank payment/transfer

You can pay money directly into our bank account, either by going into an HSBC branch or else transferring the money online using the details below:

Bank: HSBC

Sort Code: 40 47 08

Account No: 12137054

Please remember to add a reference to the payment so we know what money we’re receiving. If you’re able to call or email us to tell us what the donation is for this will also be really helpful.

Cheque

Cheques should be made payable to **LinkAble Woking Limited** and sent to:

LinkAble

The Link

2 Board School Road

Woking

Surrey

GU21 5HE

Please include a note with your name and details of how the money was raised.

Online fundraising page

If you’ve set up an online giving page such as Virgin Money Giving and have been given ‘offline’ donations, you can pay the money directly onto your online giving page or bring it in to the **LinkAble** office.

However you pay the money to us, don’t forget to send us your sponsorship or Gift Aid forms.



Setting up an online fundraising page

If you're collecting donations from multiple people, then setting up an online fundraising page with Virgin Money Giving is quick, safe and cost-effective. It also makes it easy for Gift Aid to be claimed on donations, maximising the funds raised for **LinkAble**.

To set up a donation page, just go to www.uk.virginmoneygiving.com and then click on "Set up a fundraising page" and follow the on-screen steps, remembering to choose **LinkAble** as your charity.

Don't forget to personalise your page. Add some of the words about **LinkAble** from the "About us" section of this pack and add in a few words explaining what you're doing and why. Some photos of you or of **LinkAble** activities will also help. You can then share your page with everyone you know to encourage them to support you.

Many people use their pages for traditional sponsored events but they can also be used to celebrate a special occasion, such as a birthday or wedding, where you ask for donations instead of gifts.



Gift Aid

What is Gift Aid?

Gift Aid allows charities to claim back the tax that has already been paid by donors as income or capital gains tax. **This means LinkAble can get an extra 25p for every £1 donated by a UK tax payer.**

How does it work?

Anyone can make a Gift Aid donation as long as they are a UK taxpayer and pay sufficient tax. "Sufficient tax" means that you've paid more tax in the financial year than Gift Aid to be claimed, i.e. if you make a £10 donation with £2.50 claimed in Gift Aid, you have to have paid at least £2.50 income or capital gains tax in the year!

With a valid Gift Aid agreement, **LinkAble** can claim the tax back from HMRC. There is no cost to the donor and Gift Aid can be applied to any amount. For joint donations, we can only claim Gift Aid if we have details of what each person has contributed and have completed Gift Aid declarations from each donor.

What do you need to do?

Where possible, ask your sponsors/donors to sign and date the Gift Aid box on the sponsor form (or the declaration box if giving online.) A home address must also be provided for verification (work addresses are not valid.) To ensure that our claim is considered valid it is important that sponsors fill in their own details (rather than you doing it for them) and that you only use **LinkAble** sponsorship forms. You should then send the form(s) to us with your donation.

Can Gift Aid be claimed on all donations?

In addition to the information above about paying sufficient tax, there are a few other exceptions. Donations cannot be Gift Aided if:

- The donor is receiving a 'substantial benefit' from taking part in the event, e.g. a large gift or hospitality etc.
- The donation is not from an individual with a valid Gift Aid declaration, i.e. a donation from a company.
- The donation is from another person, even a valid tax payer, but they have given the money to you to donate on their behalf.

giftaid it



Gift Aid declaration form

Boost your donation by 25p of Gift Aid for every £1 you donate

I want to Gift Aid my donation to **LinkAble** of £_____ and any donations I make in the future or have made in the past 4 years.*

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

Donor's Details

Title		First Name or Initial(s)	
Surname			
Full Home Address			
		Postcode	
Email			
Telephone			
Mobile			

Signed**	
Date	

****Your donation will only be valid with your dated signature above.**

Please notify LinkAble if you:

- Want to cancel this declaration
- Change your name or home address
- No longer pay sufficient tax on your Income and/or Capital Gains

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Thank you for your support

Registered Charity Number: 1119596

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Sponsorship form

Name	
------	--

Event/Activity	Event Date	
----------------	------------	--

Please sponsor me. I am raising funds for **LinkAble** who support children, young people and adults with learning disabilities.

Full Name	Home Address	Postcode	Amount	Gift Aid* (Please tick)
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
			£	<input type="checkbox"/>
Total Donations Received			£	

***Using Gift Aid means that for every pound given, the charity will receive an additional 25p from the Inland Revenue.** You must pay an amount of UK income tax and/or capital gains tax at least equal to the tax that **LinkAble** reclaims on your donation. Please tick above and give your full details if you want your sponsorship to be Gift Aided.



Thank you for your support

Registered Charity Number: 1119596

giftaid it

Publicity

You might arrange the best-run events in the world but if you don't get any publicity for it, then no-one will know it's happening and turn up.

It's vital to publicise your event as widely as you can. There are lots of ways you can do this and a few things worth bearing in mind.

- Tell everyone you know and ask them to tell everyone they know.
- Talk about it on social media. This is also a great way to keep people updated on your preparations and progress.
- Don't forget to include the key details, the **WHO, WHAT, WHEN, WHERE** and **WHY** of what you're doing.
- Remember to make it clear to people what you're asking of them. If you want people to sponsor you, say so and show them how. If you want them to come to an event, make it clear.
- Give everyone contact details so they can follow up with any questions.

The **LinkAble** office team will also be really happy to support you in making your publicity go further, from using our channels to get the message out wider to helping with publicity materials to contacting local press for coverage.

Legalities

There are a number of rules to follow when fundraising or collecting for any charity.

- If you're producing any publicity material for your fundraising, please make sure you include our name, logo and registered charity number (1119596).
- If your fundraising involves collecting money from the public, please note that you may need a license or permission depending on where you're collecting. Door-to-door collections are illegal without a proper licence and we do not recommend you do this.
- Lotteries and Raffles. If you wish to hold a raffle at your event, you do not need a licence as long as the tickets are sold and drawn at the event and there are no cash prizes. If you wish to sell tickets to the general public over a period of time, you may require a licence and will certainly be required to register your raffle with your local authority. It is important to check with The Gambling Commission or your local authority before proceeding with this kind of public raffle.
- If you are organising a public event that involves playing music and/or the sale of food and alcohol you may require additional licences. Hired venues usually have their own licences but it is always worth checking this with them, together with their Public Liability Insurance. **LinkAble's** insurance policy does not cover events that we are not organising ourselves.
- More information on keeping your fundraising legal can be found on the Institute of Fundraising's website, especially their "Code of Practice".

Staying safe

For certain larger-scale events you may also need to think about issues such as marshalling, first aid provision, informing emergency services, supervision of children and electrical equipment etc. More thorough guidelines can be found on the Institute of Fundraising's website in their "Guidance" section. Remember for most events it is always a good idea to complete a Risk Assessment.



How we can help

Attending

If you are arranging a fundraising event and would like someone from **LinkAble** to come and speak with attendees to help them know who you're fundraising for, then please contact the office. Although we are only a small team, we will certainly do our best to find someone who can do this. We are very keen to thank people for their generosity in person as well as giving them a more personal insight into the work that they're supporting.

Resources and publicity

We can provide a variety of **LinkAble** promotional materials and publicity help which may be of use to you in your fundraising efforts. For example, we have:

- Pop-up banners
- Collection tins
- Promotional flyers
- T-shirts
- Running vests

If you feel any of these would be helpful then please call or email us and we can let you know what's available.

Speak to someone

If you want to discuss your fundraising ideas with us and get our help or advice, then please call or email any of the **LinkAble** office team.



A-Z of fundraising ideas

- A** Abseil
Afternoon tea
Arts and crafts stall
Art exhibition
“As new” sale
Auction
- B** Babysitting
Baked bean bath
Barn dance
Bingo
Boat trip
Bridge evening
Bungee jump
- C** Cake stall
Car boot sale
Car wash
Carol concert
Coffee morning
Copper collection
Cricket match
- D** Dance
Darts tournament
Disco
Dog show
Dragon boat race
Dress down day
- E** Easter egg hunt
Expedition
- F** Face painting
Fancy dress
Fashion show
Fête
Film evening
Fireworks
Flower arranging
Football tournament
- G** Garage sale
Garden party
Gardening
Greetings cards
Grow a beard/moustache
- H** Halloween party
Head shave
Honesty box
Household sale
- I** Ice skating
Ironing
It’s a knockout
- J** Jazz festival
Jewellery making
Job swap day
Jumble sale
- K** Karaoke
Kite race
Knitting competition
- L** Ladies lunch
Left-handed day
Line dancing
Litter picking
- M** Marathons
Mini-Olympics
Mobile phone recycling
Mufti day
Music concert
- N** Nature trail
New Year’s resolutions
No smoking
- O** Office Olympics
Onesie challenge
Open garden
Opera night
- P** Pantomime
Parties
Plant sale
Pledge auction
Private tuition
Pub games night
- Q** Quit something
Quiz night
- R** Raffle
Raft race
Ramble
Recipe book
- S** Safari supper
Scavenger hunt
Skydiving
Sponsored silence
Stationary cycle
Swimathon
- T** Table-top sale
Talent competition
Tombola
Treasure hunt
- U** Unwanted present sale
- V** Variety show
Vehicle rally
Vintage party
- W** Walks
Waxing
Weight of the cake
Windscreen wash
Wine tasting
World meal
- X** X-Factor evening
- Z** Zorbing
Zumbathon







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