



**Changing lives
every day**



THAN YOU

Deaf children can do anything other children can do, given the right support from the start.

That's why we've given expert support on childhood deafness, raised awareness and campaigned for deaf children's rights for more than 70 years. Today, we continue to break down the barriers that hold deaf children back – but we can't do it without the support of amazing and committed fundraisers like you.

By fundraising together we can prevent deaf children being treated unfairly, and stop them being robbed of vital support. You're helping us to give deaf children the same opportunities as everyone else.

There are so many ways to raise money. This guide will help you start planning and organising your fundraising.



Our friendly fundraising team are with you every step of the way and are on hand to offer advice and support.

To get in touch with them, chat about your fundraising or find out more about our work, please call **020 7014 1199** or email **community.fundraising@ndcs.org.uk**. Or visit **www.ndcs.org.uk**.

Thank you for your support and happy fundraising,

Susan

Susan Daniels
Chief Executive



Getting



Set a date

Whether it's an entire month for giving something up or a day for an event, give yourself plenty of time to get organised. Once you have a date, find a venue that's right for you.



Research

Confidence comes from being prepared so map out what you want to achieve and what resources you need. Remember we are here to help with tips, advice and support.



Spread the word

Don't be shy. You're fundraising for a fantastic cause so shout about it on social media and contact the local press. Remember, always explain why you're supporting the National Deaf Children's Society.

Upload your training and fundraising photos to Twitter **@NDCS** and Instagram **@NDCS_UK**. Use our favourite hashtag **#TeamNDCS**



started

How much could you raise?

Set yourself a target and work backwards from that. Keeping your eyes on the prize will help your plans stay on track and ensure you reach the fundraising finish line.



Be creative

Community fundraising can be anything you want it to be so get creative. Why not get your friends involved and make the experience even more fun?



£60

Technology could enable a deaf child to borrow a digital streamer from the National Deaf Children's Society that will help them to listen to the TV and music, use the phone and have a conversation in a noisy place for the first time.

Our work

Roadshow

Our school was visited by the National Deaf Children's Society Roadshow team, an incredible information service provided by the charity for a range of audiences such as deaf children and young people, hearing peers, parents and professionals.

To give something back to this incredible service we decided to hold a cake sale to coincide with the visit. At Penglais Resource Base we feel very close to the charity and receive such great support from them in so many ways – from the general advice and support given by our family officer (who always turns up to all our events) to activities and competitions for pupils and workshops and training courses for staff.

The idea for the cake sale initially came from staff in the Resource Base as we are always looking for ways to promote deaf awareness in school. Since starting the base we have held several BSL courses for staff and pupils, and pupils in particular are always keen to learn new signs. We decided to add 'sign flags' to each cake, so when you buy a cake you learn a new sign. It went down really well with all the students and staff.

We used the colour purple and charity branding to decorate the tables, and had some freebies from the National Deaf Children's Society – such as fingerspelling postcards for pupils to give away on the day. Deaf pupils from Year 12 down to Year 4 helped sell the cakes whilst they were visiting the Roadshow, and pupils also manned the stall during break and lunch times. All the cakes were sold and we raised a fantastic £170. Pupils were even coming back for any spare BSL flags!

– Louize Miller, a Teacher of the Deaf at Penglais Resource Base

Roadshow



Fundraise



From something big to something small, your fundraising can make a world of difference for deaf children everywhere. Here are just a few of our tried and tested favourites to get you inspired.

£150

Bag it up.

Simply grab some willing volunteers and head down to your local supermarket. Ask if you can bag customers' shopping and ask for a donation for your service.



£500

Let's get quizzzy

From hijacking one at your local pub to putting it on yourself. Everyone loves a bit of competitive general knowledge and it's a great way to bring your friends and family together.



£250

Make it mufti.

Ditch the uniform. Everyone loves a day when they don't have to wear it and they get to go casual to work or school – and they will always pay top dollar for the privilege. Go traditional dress down or go all out with a themed fancy dress day, it's sure to be a hit!



your way



There are 50,000 deaf children in the UK and 32 million across the world. Like James, 90% are born to hearing parents.



It was extremely emotional being told he was deaf. We tried not to show that to James, we didn't want him to feel abnormal, but it was devastating. You don't know what to expect. We thought about him getting bullied at school, kids taking the mick out of him, how it might affect any relationship – his whole future unfolded in that instant. How would he be able to get through life?



We had so many questions, we didn't know where to begin. We went to the National Deaf Children's Society website and it was great. There was so much information on things we hadn't even thought about.

When James was first diagnosed we were so worried about him but he becomes brighter and more articulate every day. It's like a flower opening up.

– Morris, dad to James (age 7)



£547
Deaf Child
Worldwide
(India) could
pay for a
two day sign
language course
for teachers in
India.

Our work

First time away weekends: Ethan's Story

Ethan (8), who has moderate hearing loss, made new friends and learned more about deafness at one of our First Time Away weekends.



“I went on the event to make new friends who are deaf like me. I don't see other deaf children very much, and sometimes my hearing friends don't remember to get my attention before they start talking to me.

The best bit was going outside and exploring. I also had the job of making a cardboard car, which I loved. I built shelters, made fires and whittled sticks – I was the first person to whittle my whole stick. Calen (one of my new friends) and I made a fire which lasted for four minutes and 10 seconds – can you believe it? It was the longest burning fire!

I learned a lot about deafness. I liked seeing everyone's hearing aid designs, and I found out about cochlear implants from a friend I made called Marshall. I also learned some sign language: now I know the signs for lorry, helicopter and van. I felt really happy at the end – the staff and volunteers were amazing. I'd like to learn more sign language and I'm hoping to see my new friends again soon.”



£185

Technology could enable a deaf child to borrow a radio aid system from the National Deaf Children's Society that will help them hear better in a noisy classroom or an after-school club.



Ethan



£12.50

can give a family, who have just found out that their baby is deaf, 20 minutes of free, confidential support through our Helpline.

Making the most



Whether it's sharing your story on Facebook or making the most of your amazing audience, boost your fundraising by following these simple steps.



Check out our website

You'll find information on current projects and the work we carry out. Use this when explaining the difference your fundraising will make.

Claim Gift Aid

This is the simplest way to maximise your fundraising. We can claim an extra 25p for every £1 a UK taxpayer gives us. Make sure your supporters tick the Gift Aid declaration box on our sponsorship forms.

Share online

Social media is a great way to share what you're doing, draw crowds to your event and make you feel part of the National Deaf Children's Society community. Share your Just Giving or Virgin Money Giving page on Twitter and Facebook and don't forget to tell us about your fundraising too.

of your fundraising



Give it a platform

Why not set up a Just Giving or Virgin Money Giving page? Set a fundraising target, upload a photo and show donors what their support will do.

Double your dosh

Many employers will match amounts their employees raise for charity. Ask if your company will help you double your fundraising.

Get help

Ask for support from friends, family, colleagues, neighbours, or anyone else you know – from people in your five-a-side football team to your neighbourhood watch group.



£476

Youth Activities will give a deaf child the chance to go on a weekend event, where they can make friends, gain confidence and be included in the same way as any other child.



GOLF DAY
£75



FIVE A SIDE
£10

The nuts and bolts

No matter your plans there are a few things it's good to remember about staying safe and keeping your fundraising legal.

Get permission

For things like raffles, lotteries and collections you may need a licence or permission from your local council.



Food and drink

If you're handling and serving food at a fundraising event, it's important to have a good understanding of hygiene. Take a look at www.food.gov.uk for further information.



Data protection

It's important to make sure personal data stays personal. Find all the up-to-date guidance you need on the Institute of Fundraising website, or speak to our team!



Be clear

When asking for sponsorship make sure it is really clear who you're fundraising for.



Larger events and insurance

Some events require more planning and even public liability insurance. Speak to our fundraising team for advice on what you need.



For more information on keeping it legal and data protection please speak to our team or visit www.institute-of-fundraising.org.uk.

Thank you

Once again we would like to say a massive thank you for choosing to support the National Deaf Children's Society and helping us create a world without barriers for all deaf children.

More ways you can take action

We need you. There are so many more ways you can support deaf children.

- Help your community to become deaf-friendly so that deaf children don't face growing up isolated and lonely.
- Become a volunteer. From supporting us at events and being part of our Cheer Squad, to office or being a community rep, there are so many ways you can get involved.
- Join our campaigns. We work locally and nationally to improve services for deaf children and young people.
- Enter our weekly lottery and encourage others to join in too. You could be in with a chance of winning over £25,000 worth of prizes.

Speak to our Fundraising Events team to find out more about all of the ways you can get involved.



Your event, your way – changing lives every day.



Call 020 7014 1199
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or visit www.ndcs.org.uk