

Your fundraising toolkit



Everything you need to get started



We're delighted that you're interested in fundraising for the National Deaf Children's Society. To help you get started we have lots of ideas for how you might fundraise and top tips on how to make your plan a success.

You can also read some stories that show the difference your support can make. There are more than 50,000 deaf children in the UK and most are born to hearing parents with no previous experience of deafness. With your help we can make sure deaf children get the right support from the start. Every contribution, no matter how big or small, will help to change lives.

However you decide to fundraise, we'll be with you every step of the way. If you have any questions or need some extra help, don't hesitate to get in touch at community.fundraising@ndcs.org.uk.

We're so grateful for your support.

Why we're here

Tilly is mum to Ada (4) who's profoundly deaf.

"When we found out at six weeks old that Ada was moderately deaf it felt like a huge blow. We had no experience of hearing loss and we were acutely aware of how little we knew.

When Ada was 20 months old, her deafness dramatically progressed. I was devastated and went through a grieving process. Ada had only a basic way of communicating through gesture and it led to huge frustration and tantrums. We didn't know how to help her.

Angie from the National Deaf Children's Society was incredible and helped me fill in the complicated forms to apply for Disability Living Allowance. With her help we were also able to secure a British Sign Language interpreter for Ada throughout her early years education.

This wonderful charity is a safety net. Without them, my confidence and resolve wouldn't be where it is now. The past four years have taught me that Ada's deafness isn't a negative thing. Signing is part of who she is, it's a joy to see. We're so proud of her."

"This wonderful charity is a safety net."



Getting started

Not sure what to do first?
Follow our five simple steps to success.

1 Decide what to do

Take a look at our Fundraising Ideas section for inspiration.



2 Choose a date

Make sure you give yourself plenty of time to get organised.



3 Set a fundraising target

It'll help you stay on track and make family and friends feel like they're contributing towards a goal.



4 Create a fundraising page

It's easy to fundraise online. Funds are transferred to us securely so you don't need to worry about collecting sponsorship after the event. Set up your page at justgiving.com/ndcs.



5 Tell the world

You're doing something amazing, so make sure you shout about it on social media and contact the local press.



Don't forget that we're here to help with tips, advice and support. We can also provide posters, donation boxes and leaflets to help you.

"I exceeded my fundraising target in just one week!"



Lucy raised £1,600 by dancing every day for the entire run of Strictly Come Dancing.

"I've always loved dancing and when I found out Rose Ayling-Ellis was appearing on Strictly, the idea formed of dancing for 30 minutes for every day of its run. By the end of the challenge, I'd danced for more than 42 hours!

I was born profoundly deaf and it felt like a fitting way to give back to the National Deaf Children's Society. The charity believes in deaf children having opportunities just like every other child. My mum and dad were determined to give me those opportunities, and the charity supported them in doing that. This was my way of saying thank you.

I set up a JustGiving page and I was blown away by the generosity from friends, family and colleagues. Their support meant I exceeded my fundraising target of £300 in just one week. In the end I smashed that target, raising more than £1,600. It motivated me to keep dancing all the way to the final."



Fundraising ideas

If you're not sure how you want to fundraise, here are some suggestions to inspire you.



1 Bake a difference

Our Big Cake Bake is perfect for home, school or your workplace – and can be as big or small as you like. Get in touch with the Community Fundraising team to order your Big Cake Bake pack, complete with poster, stickers and cake topper, or order one from our website.

2 Get quizzical

Pub quiz regulars and trivia first timers can all take part in our ready-made quiz at ndcs.org.uk/quizzical. You could hold it virtually or in-person. Approach local businesses for prizes and charge an entry fee per team.

3 Dress up loud at school

Help raise funds and deaf awareness in your school by dressing up in loud and bright clothes for the day. Charge everyone £1 to dress up loud. For added fun why not hold a fashion show or a competition for the most outrageous outfit?

4 Shake a bucket

Hold a bucket collection at your local supermarket, train station or shopping centre. Stand out from the crowd by collecting in fancy dress or themed outfits. Make sure you speak to the relevant authorities for permission.

5 Fundraise in the office

Try a bake sale, office Olympics or dress down day – or take breakfast orders and set up your own tea trolley. If your employer would like to get involved, ask them to match-fund your efforts, offer a raffle prize, or auction off a day's holiday to the highest bidder.

6 Up the stakes

Sweepstakes are one of the easiest fundraisers around. Simply choose your event (sporting competitions, Eurovision, Bake Off – the list is endless) and encourage friends, family and colleagues to pick a team or contestant out of a hat in exchange for a donation.

Head over to ndcs.org.uk/get-involved for more fundraising inspiration or get in touch if you'd like to chat through a fundraising idea.

Make your fundraising go further

1 Share your story

Are you fundraising for a special person? Do you want to give something back to our charity? Your supporters will want to know the reason behind your challenge.

2 Use photos

Share inspiring and motivating images on your fundraising page or on social media. They will spark people's emotions and may encourage them to donate.

3 Keep communicating

Post regular updates on your progress and thank everyone for their donations. It'll help them feel more involved and may encourage last minute donations.

4 Claim Gift Aid

This is the simplest way to maximise your fundraising. We can claim an extra 25p for every £1 a taxpayer donates. Make sure your supporters tick the

Gift Aid declaration box on your sponsorship form or the correct box if donating online.

5 Double your money

Many employers will match the amount you raise for charity. Ask if your company can help double your fundraising.

6 Ask for help

Get support from friends, family, colleagues, neighbours or anyone else you know with whatever needs doing, such as publicity, planning and setting up the event, baking or contributing raffle prizes.

7 Know the law

Depending on your fundraising activity, there may be some things you need to do to stay safe and legal. For advice on street collections, raffles and lotteries, insurance and data protection contact us on **community.fundraising@ndcs.org.uk**.

"We held a charity event to celebrate our son Henry's Super Power Day (the anniversary of him getting his hearing aids).

We raised an astonishing £2,400 which we know will help so many children and families in a similar situation to us."

Sophie, mum to Henry.



Don't forget to let us know what you're up to and tag us on social media.



Where your money will go

We were founded by a small group of parents almost 80 years ago, who wanted to give their deaf children the best start in life. We've transformed thousands of lives over the years – but there's still much more to do.

With your amazing support, there are so many ways we can be there for deaf children and their families. Here are just a few of the services you might be helping to fund.

- A Helpline offering emotional and practical support to families.
- A wealth of information on childhood deafness to help families make decisions about the future.
- Events where families can find out more about deafness and get support and advice from other parents.
- One-to-one support for families who are facing more complex challenges.
- Training and resources for people who work with deaf children, such as teachers.

Rikki and Jaime are parents to Llewyn, Edith and Enna, who are all deaf. With your support we can be there for more families like theirs.



“We'll be forever grateful to this incredible charity – they're in the background, quietly helping with all the things in life. It's so reassuring to know they will stay with our children through to adulthood.”

Paying in your amazing funds

Your fundraising is complete – congratulations! If you've set up a JustGiving, Enthuse or other online fundraising page for us all the work will be done for you. But if you need to pay in your funds, here's how to make sure they go to the right place. Thanks again for all your support.

Online donation

Visit ndcs.org.uk to make a donation by credit or debit card. It's quick and easy to transfer it straight to our account.

Bank transfer

If you'd like to make a bank transfer, here are our bank details:

Account Name: The National Deaf Children's Society
Account number: 13941879
Sort code: 60-02-08
National Westminster Bank: Bayswater branch

Make sure you include your name as a reference so we can add it to your record.

Cheque

Make cheques payable to the **National Deaf Children's Society** and send to:

Fundraising Events,
National Deaf Children's Society,
Ground Floor South, Castle House,
37–45 Paul Street,
London
EC2A 4LS



Thank you for your amazing support!



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