

RACINGWELFARE

Supporting racing's workforce



Fundraising Pack

A Guide to Fundraising

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Racing Welfare is a registered charity supporting the workforce of British horseracing.

We offer professional guidance and practical help to the stud, stable and support staff whose dedication is vital for the wellbeing of racing.

We support current and retired racing staff, and their families. Our work is dependent on donations and successful fundraising activities.

Our Mission

Our mission is to enhance the wellbeing of people from the thoroughbred racing and breeding community, by providing comprehensive and individual support throughout and after their working lives.

Our Vision

Our vision is that no-one from the thoroughbred racing and breeding community is left unsupported and that everyone has the opportunity to thrive.

**We spent over
£44,962 on
physio
treatment in
2017**

**In 2017 more than
2,200 people received
support from the
charity through
more than 10,000
individual support
sessions.**

**We need to raise
over £1,500,000 to
make sure people
get the support
they need**



We have a number of events each year that will help to support and raise money for Racing Welfare.



Racing Welfare events are not just about raising money but also about creating a chance for the local community to get together.



We encourage all events from coffee mornings and bake sales to more personal challenges such as marathons and skydives.

Richard Farquhar

In 2015, over the course of thirteen months, from March 2015 to April 2016 Richard Farquhar connected sixty of Britain's racecourses. Richard trekked **2705 miles** over the nation in a single unbroken trek. Richard has raised over **£170,000** for Racing Welfare and this figure continues to rise.

Richard will tell you that racing has given him a huge amount of pleasure over the years and, without any doubt, some of the best moments of his life. By making Racing Welfare a co-beneficiary of 'Walking The Courses', Richard felt he could go some way to repaying the debt that he feels he owes to the sport. Richard has now been made a Racing Welfare Trustee.



Jack Lander

Starting in July 2017, 'Jockey' Jack Lander walked from the Rowley Mile, Newmarket to Jack Berry house, Malton a total of **161 miles** over four days.

11 year old Jack Lander wants to become a jump jockey when he is older. It is a sport that he loves and he has become a keen supporter of Racing Welfare after seeing how important the charity is to the racing industry. So far Jack has raised **£13,000** for racing charities and continues to come up with new fundraising ideas.

Jack has now been made an ambassador for Racing Welfare and continues to promote our work.

Fundraising Ideas and organising

Here are some of the various ways that you could fundraise for Racing Welfare However we are always open to hearing about new and exciting way to raise money.

- Cakes Sales • Coffee Mornings • Cycle Rides • Sponsored Walk/run • Raffle/Auction • other sponsored events •
-

Things to Remember

There may be some costs

- Venue hire
- Promotional materials
- Refreshments

Look for Sponsors

- Encourage local businesses to get involved
- Ask for donations towards the event and for the charity
- Use ticket sales as a way to cover costs and fundraise

You can't do it alone

- Ask for help from volunteers
- Get friends and family to lend a spare pair of hands

Get the word out there

- Write a simple press release that you can send out to spread the word
- Speak to local newspapers, radio stations and community groups
- Create an event on Facebook for your fundraiser
- Promote your event on social media pages/event pages

Make sure you contact Racing Welfare before you start any plans for your fundraising event as you will need our permission to use our logo and name.

If you are creating any of your own posters or promotional materials then please feature the words 'Raising funds for Racing Welfare (Registered Charity No. 1084042.)

Sponsorship

- The best way to accept sponsorship money is through Justgiving or Virgin Money giving. They are the simplest and most transparent way of collecting your donations. It will reduce the amount of loose change or cheques you have to handle and Gift Aid is claimed on donations automatically.
- The sooner you start looking for sponsors the more sponsors you're likely to get. No sponsor amount is too small!
- Give sponsorship forms to family and friends, the more people the better!
- Companies/businesses will sponsor too so don't be afraid to ask them.
- Ask at your own workplace if there is any way they can help as well as advertise their business at the same time.
- If you can't visit companies in person then write them a letter detailing your event, what you wish to achieve and how Racing Welfare will benefit from your help.
- Try and collect the money straight away to save the hassle of chasing it at a later date.
- Try and get the name and addresses of your sponsors so that gift aid can be claimed.
- If you would prefer to collect the money by hand we have attached a Racing Welfare sponsor form to the back of this pack.

Gift Aid is a scheme that means charities can reclaim tax on donations made by UK tax payers. If you add gift aid to your donation we can claim back from the government 25p for every £1 that is donated at no extra cost.

giftaid it

We have partnered up with virginmoneygiving.com and justgiving.com, two great websites where you can set up your own fundraising page.

For JustGiving:

- Log into justgiving.com and click 'Start Fundraising'
- When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'
- Search for and select Racing Welfare
 - Select whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing
 - If you can't see your event listed, select 'Add your own' at the bottom of the page
 - Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate
 - Tick 'Yes' if you're running a bake sale, or selling tickets to an event, raffle or auction. Donations to your Page won't be eligible for Aid.
- Click 'Create your page'

For Virgin money giving:

- Log into virginmoneygiving.com and click 'start fundraising'
- Choose 'Fundraise' and select 'Create a Page'
- Sign in or set up an account using your email address. Or you can continue with Facebook
- Enter details of your fundraising activity and choose your event. If you're organising your own event, choose 'I'm doing my own thing'
- Search for Racing Welfare. You can select up to 5 charities and choose how you would like the funds to be split
- If your charity has helped towards the cost of your fundraising activity, please answer 'yes' when asked 'Have any of your selected charities contributed to the cost of your fundraising?' Otherwise, just answer 'no'
- Select 'Create my page'

Virgin Money and Just Giving will send the donations straight to Racing Welfare and claim and Gift Aid automatically on your behalf. Setting up your fundraising page is really simple but if you do need any help then please get in touch.

Organising a fundraising event or project is a great deal of fun and can be even more relaxed if you give some early thoughts to legal obligations.

The following gives basic guidance depending on what type of fundraising event you are planning

Legal

Make it official - Please get in touch so we can give you an official letter of authorisation from Racing Welfare. You may need to show it to potential sponsors to prove that you are genuinely raising money for us.

You may require a license if you're hoping to do house to house collections. It is illegal to do so without one. You can get one by contacting your local council.

To collect money on private property such as a supermarket you only need to gain permission from the owner or manager.

Fundraising material

Make sure it is clear that you are fundraising for Racing Welfare but that you do not represent the charity

Always include our full name and registered charity number on any publicity material: Racing Welfare, Charity No 1084042.



Health and Safety

Racing Welfare cannot accept responsibility for accidents at events, so please make sure your venue, event or activity is safe for everyone attending.

Venue

- Make sure the venue is safe and suitable for the event
- Check there are adequate facilities for disabled people
- Try and obtain a copy of the venue's Health and Safety policy
- Ensure fire exits are clearly marked

Food Hygiene

- To sell/supply food at your event you must hold a Basic Food Hygiene certificate

First Aid

- Do you have an emergency procedure in case of an incident?
- Get someone with a First Aid Certificate to be present at your event. If you can't then contact St. John's Ambulance and offer them a donation for their support.

Photography

- Ask the permission of parents or guardians before taking photos of children and vulnerable adults.
- Always ask permission for photos if you are using them for public use.

Participant Briefing

- Money handling
- Emergency procedures
- Suitable clothing

If children are involved always check that you have their parent's/guardian's permission for them to be involved.

Money

Just Giving and Virgin Money Giving are the safest and easiest way to receive your sponsorship money. You don't have to handle the money directly and money can be transferred quickly and efficiently.

If you would prefer to collect money by hand then here are some useful tips.

Collecting

- Collect the money promptly, keeping a record of who it is from and how much you have received.

Banking

- Bank the cash in your account as quickly as possible, keep a record of what you have banked and when.

Cheques

- All cheques should be made payable to Racing Welfare.

What your money goes towards

£60 would pay for a retired couple to attend one of our special day trips.

£100 would pay for a coffee morning for 20 retired beneficiaries.

£500 would pay for 25 hours of support from a welfare officer on a wide range of topics and issues.

£1,000 would pay for 10 home visits by a welfare officer providing support in a convenient, safe environment.

£2,500 would pay for a week of specialist rehabilitation and physio-

PLEASE SPONSOR

for Racing Welfare

Using Gift Aid means that for every pound you give, we get an extra 25 pence from the Inland Revenue, helping your donation go further.

This means that £100 can be turned into £125, just so long as donations are made through Gift Aid. Imagine what a difference that could make, and it doesn't cost you a thing.

To qualify for Gift Aid, what you pay in income tax or capital gains tax must at least equal the amount we will claim in the tax year.

giftaid it

So just tick here to Gift Aid your donation. It's that simple



Full name	Home Address <small>(please give out full address including post code or we can't claim Gift Aid)</small>	Postcode	Amount	Gift Aid	Rec'd
				<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"/>
<i>Don't forget - giftaid it</i>				<input checked="" type="checkbox"/>	<input checked="" 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 AMOUNT					

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