



Dear Member,

## Fundraising for TOFS

Thank you very much for enquiring about fundraising with TOFS. Members' fundraising is very important to TOFS, providing a significant proportion of our income in a typical year. Whether large or small, all your fundraising activities are very much appreciated by TOFS and will help us to reach more TOF/OA families.

We have listed here some information and ideas for you to think about, as follows:

1. What would you like to do?
2. Hints and tips for raising the most you can
3. How will you publicise your event?
4. Keeping you safe and on the right side of the law
5. Looking after the money on the day
6. Getting the money to TOFS
7. Thank you!

Please ask us if you would like TOFS balloons, TOFS T-shirts, TOFS baseball caps, small money-collecting boxes, etc. to help your event be even more effective, and we'll post them to you. We have also enclosed a **Sponsorship Form** and a **CHEW template**. After your event, please post the completed Sponsorship Form back to the office and email the CHEW template to [info@tofs.org.uk](mailto:info@tofs.org.uk).

If you're thinking about a large-scale event, have a plan to ensure you make a profit as TOFS cannot be responsible for what may happen at your event, and you don't want to make a loss. Get together a set of estimates – before you are committed - of what you think the event will cost to put on, and how much you think you may raise.

In recent years, some big charities have been drawn into scandals to do with fundraising. TOFS and its members have an excellent record of ethical behaviour in everything we do, so please make sure your fundraising continues this.

If we can be of any more help please call the office on 0115 961 3092 or email [info@tofs.org.uk](mailto:info@tofs.org.uk).

With our best wishes,

Jayne Allitt (Administrator), Alison Marsh (Information Officer), and Diane Stephens (Office Manager)  
The TOFS office

**Tracheo-Oesophageal Fistula Support** St George's Centre 91 Victoria Road Netherfield Nottingham NG4 2NN

**0115 961 3092** [info@tofs.org.uk](mailto:info@tofs.org.uk) [www.tofs.org.uk](http://www.tofs.org.uk)

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**Dennis Foxon** BA **David Griffiths** MA (Oxon)

## 1. What would you like to do?

There are a multitude of things you can do to help TOFS depending upon your time, energy and resources, ranging from a simple cake stall to a large community event. Here are some ideas to get you started.

**Auction of Promises** Ask people, local companies and businesses to donate a prize (a garden voucher, hairdressing voucher, cake, wine, tickets to a concert, toiletries, new electrical goods (need to be unused and with guarantees), dog walking voucher) and auction them to the highest bidder. You could do this whilst holding a coffee morning.

**Cake sale / Charity Stall** Pay for a 'pitch' at your local fete/fayre/bazaar and set up a cake, book, white elephant stall etc. Charity stalls often do very well at Christmas.

**Car boot sale** Have a clear out and raise money for TOFS at the same time! You may be amazed at what people will buy. There's usually a small charge for entry, but after that it's all profit. You could also sell direct from your garage or driveway.

**Car wash** Set up a car wash service in your local community. Get your local newsagent or freebie newspaper to advertise it and pull in others to help 'wash'. Charge a bit less than the going rate to encourage people to use the service. You'll need permission from the landowner – and remember that many regulations will need to be complied with if you choose a public place.

**Charity Ball / Dinner Dance** TOFS members have successfully raised lots of money for TOFS – and had a great time - by holding a Charity Ball. There is a lot of organisation involved: you'll have to book a venue, sort out menus, choose and book entertainment, promote the event, decide on prices and sell tickets, etc. Other sideshows can be run during the event e.g. a silent auction of donated prizes, raffle, etc.

**Coffee morning / tea afternoon** Have a social get-together: ask friends, relatives, neighbours and colleagues to join you at home or elsewhere. Charge a small amount. You provide the drinks and nibbles; they provide the cash. Ask your visitors to bring cakes too, Or have a cake stall/biscuit barrel/raffle.

**Dinner on the run** Hold a three or four course meal with friends with each course at a different house and provided by the householders. Everyone donates for each course.

**Ebay sales** Clear out your clutter and benefit TOFS. It's straightforward. All you have to do is list your item for sale, and look out for the 'Donate a portion to charity' section when you finalise your listing. You can choose the proportion of your sale you would like to donate to TOFS.

**Open Garden day** Ask colleagues, friends, relatives, and neighbours to join you in your garden for a tour. Size doesn't matter: if you love your garden then other people will too. Maybe your neighbours could also show their gardens too, so it could become a real community event. You could offer refreshments and potted plant sales, and either charge fees or ask for donations.

**Network** Could you nominate TOFS to receive money from your faith/Lions/Rotary/sports club or similar?

**Product Party at home** Invite a rep for one of the many direct selling organisations – cosmetics, baking, jewellery, etc – to run a 'party' for you. You supply refreshments and invite people along, collecting donations for TOFS during the event. The party company may well donate too.

**Run a 5K, 10K, Half marathon, marathon, triathlon, Ironman challenge...** There are many challenge events, run by professional third-party organisations and held around the country and throughout the year which you can sign up for, prepare for and take part in. Knowing that you are running for TOFS will spur you on when the going gets tough! You will not only have the 'runner's high' from completing the race, you will also be raising valuable funds for TOFS. You could also ask people to buy a ticket and guess the time you will do. "Safety first" is a big issue. Don't try to organise challenge events yourself, and do undertake the recommended training.



**School non-uniform day** If your child is agreeable, you could ask if your child's school would hold a non-uniform day in aid of TOFS. The TOFS office can provide leaflets, etc., to help.

**Simple sponsored activities** You could ask colleagues, neighbours, friends and family to sponsor you to:

- lose weight, or stop smoking;
- grow or shave off hair/moustache;
- go without something special – chocolate or alcohol for say a month;
- collect things;
- supervise children doing a teddy toddle.

If you do organise a sponsored activity yourself, please keep it simple, ethical, legal, and safe.

**Sports tournament** If you're involved with a sports club e.g. golf, darts or snooker, ask if the members would organise and take part in a tournament in aid of TOFS.

**Quiz night** Book a local community hall, and come up with a quiz on any theme you like. There is a plethora of ideas for quizzes online. Each team pays an entry fee, and the winner gets a prize – or at least the recognition of winning. Combine this with a raffle or tombola and 'guess the number of sweets in the jar', etc. Sell light refreshments or organise catering to be paid for by your guests at the venue, in exchange for the caterers giving a donation to TOFS.

**Work** Nominate TOFS to your employer – this is perhaps the easiest way to help TOFS. Check out whether your employer gives money to charities nominated by their employees. If so, have a go at nominating TOFS! Contact the TOFS office if you are stuck with nomination forms, or need any information from us.

## 2. Hints and tips for raising the most you can

**Start early** People who are raising money a long time before an event tend to raise more than those who start doing so at the last-minute.

**Have a good "story" on your fundraising page** Fundraising websites allow limited space. Your message should include your connection with TOF/OA and why you decided to raise money. Add photos!

**Get a matched donation from your employer** Some employers will add to your sponsorship money raised (or even match it up to a certain limit) as part of their charitable commitment. Ask!

**List your most generous sponsors first** Ask someone you know will be generous to be your first donor, whether online or on a paper sponsorship form. Subsequent donors won't want to give a lot less than the names preceding them.

**Declare a target – then raise it** Set a realistic fundraising target, and show it on your fundraising page. Once you get there, raise the target – some people won't give (or not much) if they think you have already achieved!

**Think through who to ask for money** Write out a list of people who you already know to ask for sponsorship. You might put this in headings such as family, friends, work colleagues, neighbours, and social/sports mates.

**Target people individually** Send an individual email (rather than "Dear all") and personal message on Facebook (etc) to each potential sponsor you'll target. If you see your target people, ask them individually face to face. Make sure you ask nicely – don't pressurise anyone.

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**Send out updates** Via your fundraising webpage, social media or maybe a round robin email about how your preparation is going, what's changed, etc. Add photographs!



**Use local radio, newspapers and social media groups** Local media can be very interested in your personal connection with TOFS – your fundraising cause. The TOFS Office can send you guidance notes on media interviews. Make sure you say how to find your fundraising page.

**If cash is involved – collect it there and then** Avoid a visit after the event to collect the cash, and avoid having uncollectable sponsorship promises!

### 3. How will you publicise your event?

Thanks to the power of social media it's never been easier to publicise your event online. Most of our members use <https://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action>. This website is super easy to use and once set up, you don't need to much other than keep an eye on your donations! Your donations are automatically sent to TOFS. TOFS is also listed on Justgiving. However Virgin Money Giving charges much lower fees than Justgiving. Therefore, our first choice is always Virgin Money Giving, so your supporters' money goes further.

TOFS are active on Facebook and Twitter:

 Page: <https://www.facebook.com/TOFSsupport/>    Group: <https://www.facebook.com/groups/tofmembers>  
 @NEWSFORTOFS

Our Facebook Page is **not** private and can potentially be seen by anybody anywhere. Please post personal questions and issues **only on our closed Facebook Group**. Any posts you make here will not be seen by your other Facebook friends unless they are members of the Group too.

#### Other ideas for publicity:

**Contact the local media** Alert your local newspapers, radio and TV before the event. Write a press release if you can, and send it to them. Local media are usually very interested in stories of your personal connection to the cause you are raising money for. TOFS can review your draft press release if you wish.

**Publicise locally** You can also publicise your event locally by making and putting up suitable posters, and on your own websites, Facebook sites, etc.

**What's on listings** Many councils or community associations and local magazines have 'What's on' listings – you can look these up and then ask them to list your event.

**Care with your publicity** Be careful when you are preparing or using your own versions of publicity materials. For instance, any images, logos, or written texts taken from somewhere else are probably copyrighted and will need permission to use them. Don't be negative about other events, organisations, or people in anything you say or write. Remember to use the wording 'TOFS is a registered charity number 327735'. Make sure that any posters put up are with permission of the landowner / shop owner / noticeboard operator.

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## 4. Keeping you safe and on the right side of the law

Planning for a small event will be easy. For bigger events, you do need to keep records of money spent and donations made / tickets sold as you go along, as well as permissions requested/obtained, or indeed evidence that you don't need permissions.

### 4.1 Safety

**Safety first** If you are the organiser of any event, you are responsible for making sure it is safe, for yourself and anyone else who comes along, even as a spectator. TOFS has no control over what you do so can take no responsibility for any event or activity you undertake, or for any loss, injury sustained or damage caused as a result of fundraising events held in aid of TOFS.

TOFS recommends that members avoid anything that appears potentially dangerous as the basis for a fundraising event. If you or others want to abseil off a tall building or similar for TOFS, please do so only as part of an event organised by a reputable, safety-conscious, third-party organisation.

**Do a suitability / risk assessment** When inviting the public to a venue (even your own house!) you must check that it is safe and healthy. Do a risk assessment, check out exits (are emergency exits clear and working?), is there anything dangerous around? Village halls, etc will often have a generic risk assessment document that you can copy and adjust to fit your event's circumstances. Think about how you want to use the venue and if it is suitable (e.g. if you want to offer play activities for families, a field with a gate that opens directly onto a major road will not be safe). If you are inviting the public, access for disabled people must be available. Check out that any contractors you use – such as bouncy castle suppliers – have a health and safety policy and their own insurance.

**First aid** Carry a recommended first aid box at any event you run. Check it out with British Red Cross or St John's Ambulance or equivalent. Do you have a qualified first aider? If you don't have a first aider, work out before the event what you will do if there is an accident. Is there a local health centre that treats minor injuries? Where is the nearest hospital emergency department?

**Avoid restricted products** Many products – in addition to alcohol – are problematic. TOFS recommends that you avoid altogether the sale, or use as prizes, of age-sensitive or legally restricted items including: adult-rated videos and games and 'for adult only' materials; cigarettes and tobacco; knives and anything else that might be classed as a potentially offensive weapon; adhesives and glues; and medicines or drugs.

**Beware thieves!** Fundraising events sometimes attract the kind of 'supporters' you don't want. Please be aware of this risk. You might also want to be cautious if you invite others to your own house/garden for a fundraising event.

### 4.2 Licences and permissions

If your event involves using the public highway, pavements, community ground, shopping precinct or any other place that the general public use without paying a fee (even the pavement outside your home), you must get permission from the local authority or other owner of the land. On private land, you need the landowner's permission.

**Do you need a licence?** If you plan to collect money at a 'public location' event, you'll need a licence from your local authority for a street collection or a house-to-house collection. Even carol singing needs a licence in many towns, coming with a list of terms and conditions which vary from authority to authority and country to country. You don't

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normally need a licence if you and your event are on private premises that people have paid to enter, and you have the landowner's permission. Many places, including most sports grounds are privately owned.

**Alcohol licences** You need an alcohol licence if you are going to sell alcohol. You can generally apply to your local authority for your own single-event licence, but the process is not simple and the authorities are very careful about whom they allow to be a licensee. Alternatively, you can ask an already-licensed bar at your venue to offer refreshments – but that means they get to keep the profit from it, unless you can do a good deal with them! Under 18s can neither buy nor sell alcohol.

**Entertainment licences** You may need an entertainment licence for entertainment-based events. You can apply to your local authority for such a licence, or ask to make use of a licence which is already held by a community hall.

**Raffles** You don't normally need a licence to run a local 'on the day' raffle or tombola, so long as you meet some criteria, the main ones of which (in England and Wales) are tickets are sold only 'on the day' at the event; results are announced at the event, there is no rollover; the proceeds are purely for charity; and the total cost of all prizes doesn't exceed £500 (and other expenses are below £100).

Please note, ticket-sellers must be aged 16 years plus, and tickets can only be sold to people who are 16 years plus.

For larger raffles, you will need a lottery licence, for which you need to apply to your local authority. Quizzes or competitions (where skill is involved) are only lightly regulated – they are not lotteries. If you have alcohol as prizes, you must ensure that people under the age of 18 do not receive it as a prize.

**Insurance** When using a third party to provide activities e.g. bouncy castles, you must check that either they, you or the organisation you're working with (e.g. the local school) have insurance cover for these activities. TOFS' own insurance does not cover events organised by members.

**Event cancellation** If your event has to be cancelled, you must refund any money paid for tickets or raffles, and offer to return donations. You could suggest that people might like to turn their refund into a donation to TOFS instead.

**Note your jurisdiction** Most of the above comments are common sense, but where they do relate to a country's legal framework, it is that of England and Wales, the jurisdiction where most of our TOFS members and fundraisers live. Please check your local laws, rules and regulations.

## 5. Looking after the money on the day

It's best to make one person responsible (preferably YOU!) for the money.

**Have a 'float'** Take along a float so that you can give change. Set prices and suggested donations to round numbers to reduce the need for change. Have a safe place to keep the float and cash received on the day.

**Banking the money** Count the money as soon as the activity is finished. It's wise to have a witness present while you do so, and bank the cash as soon as possible. Many banks now have coin machines to sort your change for you, otherwise you'll have to sort the cash by denomination into certain amounts, and present them to the bank in their (generally free) transparent bags.

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**Keep records** Keep receipts of all money you spend on getting your activity off the ground and you'll always have the evidence of the costs, which could be useful later.

## 6. Getting the money to TOFS

**We welcome cheques** You can pay cash into your own account and then send a cheque for the profit to TOFS. Please let us know a cheque is on its way by emailing [info@tofs.org.uk](mailto:info@tofs.org.uk) with a description of your event or telephoning 0115 961 3092. Send the cheque, made out to 'TOFS' to TOFS Office, St Georges Centre, 91 Victoria Road, Netherfield, Nottingham NG4 2NN.

We also accept CAF 'Charity Cheques'. Please put a note in with any posted cheque or send us an email to [info@tofs.org.uk](mailto:info@tofs.org.uk) describing what the cheque is for.

**Pay straight into our bank account** Please use **Lloyds Bank, sort code 30-96-12, account 00063772**. Please use the 'reference' to indicate what it's for, and please send us an email as well.

**Pay by Paypal** You can also send the final profit amount to TOFS via Paypal. Please add a note or send us an email to say what it is for. Note - they charge TOFS 1.4%!

### A note about Gift Aid

If anyone makes a donation to TOFS, and they are a UK Taxpayer, TOFS can reclaim from HMRC the income tax they have already paid on the money donated. (This does not apply to money paid for a product or service.) For Gift Aid to be reclaimable, we need your names, addresses, declarations (according to HMRC's special wording) and signatures. Please ask guests at your event to complete our Sponsorship Form which is at the end of this leaflet and tick to say that they agree with the declaration on it. Please post it to the TOFS office as above.

### Whatever you decide to do, please:

Let TOFS know what you are planning;

Be successful – and get the money you have raised to TOFS.

Send TOFS a write-up and some photos after the event, including any publicity you have received on local radio or local papers – we like to feature them in Chew.

## 7. Thank you - And please thank your supporters / donors too!

Thank you very much for choosing to support TOFS. Please thank the people who have generously sponsored you or given you a donation for TOFS or have spent money with you. Most usually we don't get to find out who these generous people are, so we rely on you to thank them!

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## Chew Story Template

Please email this sheet to [info@tofs.org.uk](mailto:info@tofs.org.uk)

**Please complete after your event and email to [info@tofs.org.uk](mailto:info@tofs.org.uk). Please feel free to attach a photo. Thank you.**

Name:

Inspiration:

Event:

Amount raised:

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Name and date of fundraising event :

Name of TOFS Fundraiser:

**Gift Aid statement / declaration by each donor:** If I have ticked the box headed Gift Aid? I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want TOFS to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax /or Capital Gains Tax in the current tax year than the amount Gift Aid claimed on all of my donations, it is my responsibility to pay any difference. I understand that the charity will reclaim 25p of Tax on every £1 that I have given.



Name of Donor			Home address needed only for Gift Aid – don't give business address				Postcode	Phone/mobile	Amount? £	Date	Gift Aid?
	House	Street	Town								
0	Any	Body	23	Acacia Avenue	Anytown	XY1 2AB	07123 654321	£20.00	30 Feb	✓	
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											

Total £

**Thank you so much for helping TOFS**

Tracheo-oesophageal fistula is a congenital malformation that affects 1 in 3500 babies. These TOF children need prompt surgery and approximately 50% of them have additional problems that can affect their heart, spine, kidney, limbs or vertebrae. Amongst other things, TOFS provides emotional support and information to enable families – and the TOF adults as the children grow up - to cope with the ongoing difficulties of this poorly-understood and isolating condition. TOFS operates principally throughout the UK and Eire, and receives no public-sector funding at all. Thank you!

**Please post this completed form to the TOFS office**

Registered Charity Number 327735 TOFS, 91 Victoria Road, Netherfield, Nottingham NG4 2NN