

# The TOFS fundraising guide



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

This guide covers many areas, with suggestions from easy things like playing the lottery for TOFS and running all kinds of your own events, online fundraising, other ways to get the money to TOFS, and staying safe and legal. The guide also includes a **Sponsorship Form** -useful if you need to collect cash, and it has our HMRC Gift Aid declaration.

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.

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. 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, so please make sure your fundraising continues this.

Please tell us what you are thinking of doing. And once it's done, send us a brief write-up of ideally 100-250 words (tell us what you did, what was your inspiration, how much raised to date) and a photo that we can publish in Chew!

**TOFS office Contact: best by email: [info@TOFS.org.uk](mailto:info@TOFS.org.uk). Post things to us at:** TOFS Office, St Georges Centre, 91 Victoria Road, Netherfield, Nottingham NG4 2NN.

## 1. Helping TOFS in easy ways lots of them!

**Amazon** Use [www.Smile.Amazon](http://www.Smile.Amazon) instead! Amazon will make a small donation to TOFS for everything you buy!

**Easyfundraising** – Many online retailers donate to TOFS when you buy via [Easyfundraising.org.uk](http://Easyfundraising.org.uk)

**Lottery** If you like to play a weekly lottery – play “YourCharityLottery” to benefit TOFS, and ask your lottery-playing friends and family (if 18 or over) to do so too. Big cash prizes weekly. See the TOFS website and Facebook group.

**Club / Society** Could you nominate TOFS to receive money from your faith/Lions/Rotary/sports club or similar? Many societies, even those which are not principally set up to raise money for other charities, make an annual “President's donation” or similar. Does yours? The TOFS office can help with completing forms, etc.

**Donate** You can simply give money to TOFS. Send us a cheque or make a bank transfer – see section 8 of this guide. In the UK, charitable donations attract income tax relief at your highest marginal rate, so the benefit to TOFS can be more than twice the net cost to a high-rate taxpayer. TOFS accepts CAF “Charity Cheques”.

**Gifts in your will** If you (or another loved family member) have appreciated the support of TOFS, you could consider adding TOFS to a list of charities that your estate will one day help. In the UK, legacy donations are free from inheritance tax and may confer other tax advantages. Contact the TOFS office for more information.

**Payroll giving** Many companies operate a scheme for employees to give money to their own favourite charities, with the money deducted pre-tax from their pay. Just ask your employer about their scheme!

**Nominate TOFS to your employer** Does your employer give money to charities nominated by their employees?. Alternatively, your firm may have a “Charity of the Year” which the employees raise money for. Either way, have a go at nominating TOFS! The TOFS office can help with nomination forms or information you might need about us.

**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)

Registered charity number 327735 Company number 2202260

### Medical Patrons

**Raymond Buick** MB BCh FRCS **David Crabbe** MD FRCS **Joe Curry** MBBS FRCS(Eng) FRCS(Paed Surg) **James Dickson** FRCS FRCSE FRCPC  
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### Non-Medical Patrons

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

## 2. Things you can organise yourself



Here are some ideas to get you started. Some have to be events where people get together.

Those in grey highlight are potentially suitable for doing remotely or virtually.

Do remember, safety first. We recommend that you don't try to organise physically challenging events yourself.

**Auction of Promises** Ask people, local companies and businesses to donate a prize such as a garden voucher, hairdressing voucher, cake, tickets to a concert, toiletries, new electrical goods (need to be unused to be safe), or dog walking voucher. Auction these to the highest bidder, maybe 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 drive.

**Car wash** Set up a car wash service in your local community. Get your local freebie newspaper or Facebook group to advertise it and pull in others to help 'wash'. Charge a bit less than the going rate to encourage customers. You'll need permission from the landowner, and there may be local regulations to be complied with.

**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 (see Section 7 about raffle laws), 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.

**Dress down day** Get permission from your employer to hold a dress-down day at work, and ask for donations to TOFS from the staff who take part!

**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.

**e-Gaming event** If you are into e-gaming: have a go at a streamed competition of your choice, again in aid of TOFS.

**Facebook birthday fundraiser** Many people decide to hold a TOFS fundraiser on Facebook, and ask (via Facebook) their friends to donate to TOFS instead of sending cards or presents. This is very easy to do. Of course, there can be any excuse behind a Facebook fundraiser!

**In memoriam collection** Many bereaved families ask for no flowers at a loved one's funeral, but for donations to a charity instead. Funeral directors will usually help to collect such donations. Or you could set up an online tribute with "Much Loved", which will collect online in memoriam donations and forward them 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 show their gardens too? You could offer refreshments and potted plant sales, and either charge fees or ask for donations.

**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.

**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 too!

**Raffle** You can add an “on the day” raffle or Tombola to many of these events. See section 7, to make sure you follow the legal rules for raffles though.



**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;

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. football, tennis, golf, darts or snooker, ask if the members would organise and take part in a tournament in aid of TOFS. Be careful to ensure that it's safe.

**Zumbathon** If you or a good friend are involved with Zumba – hold a sponsored Zumbathon.

### 3. Taking part in larger organised events

**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. Have a sweepstake, asking 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 the recommended training.

**TOFS London Marathon & Great North Run places** Every year, TOFS has a handful of places to allocate for the UK's two premier running events, London Marathon and Great North Run. We allocate them months in advance to members in exchange for a substantial fundraising commitment.

**Long distance walk /run** Several “adventure” companies organise challenge events that include, for instance a day-long or overnight long distance trek, with proper support. These take place in various UK locations. You can sign up for these, prepare for and take part in them, and raise money for TOFS as you go.

**Virtual TOFS Teddy Toddle** You can join loads of other TOFS members in the TOFS-led virtual teddy toddle. Choose your own route and time in your own neighbourhood, get your own sponsors, and toddle with the family!

### 4. Hints and tips for raising the most you reasonably can

**Start early** Start raising money a long time in advance – you'll likely do better than those wait till 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.

**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.

**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. Make sure you say how to find your fundraising page.

## 5. Doing an event? Set up online fundraising



The easy way to collect donations from your supporters is via an online fundraising page.

Please give your page a name which we can readily identify – preferably your full name. We like to say thanks for your efforts once we know how much has been raised – but we often can't work out who was the excellent fundraiser behind "Bills fundraiser for TOFS" (for example).

We encourage our members to use <https://www.peoplesfundraising.com/donation/donations-for-tofs>. This website is easy to use and once set up, you don't need to do much other than keep an eye on your donations coming in! Your supporters can pay by debit or credit card, and your donations are automatically sent to TOFS.

TOFS is also listed on Facebook as a Charity for which you may raise funds. TOFS is on the Justgiving website as well, but this charges higher fees than Peoples' Fundraising and Facebook.



For in-memoriam donations, we are listed on the "Much Loved" memorial tribute website.

We also have a paper sponsorship form available at the end of this guide, useful for those who need to collect cash. If cash is involved, we suggest you collect it there and then, to avoid a visit after the event and to avoid having uncollectable sponsorship promises!

## 6. Let friends, family, colleagues, etc know it's happening

Thanks to the power of social media it's never been easier to publicise your event online.

TOFS is 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.

**Or use traditional methods** If you are planning something big, alert your local newspapers, radio and TV before the event. Write a press release if you can (TOFS can review your draft if you want), and send it to them. Local media are often very interested in stories of your personal connection to the cause you are raising money for.

**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 you will need permission to use them. Don't be negative about other events, organisations, or people in anything you say or write. Remember to add 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.

## 7. Keeping your event safe and you 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 safety precautions made and permissions requested/obtained, or indeed evidence that you don't need permissions.

**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 won't 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.

**Permissions** If your event involves using the public highway, pavements, 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.

**Street collection licences** 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 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 small local raffle or tombola – an Incidental Lottery. The main rules to be observed are: tickets are sold only 'on the day' at the event (and no online sales); 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). Ticket-sellers must be aged 16 years plus, and tickets can only be sold to people who are 16 years plus.

We do not recommend the use of dangerous or age-restricted items as prizes, because you must ensure that people under the age of 18 do not receive these things. For larger raffles, a lottery licence or registration is needed.

**Quizzes or competitions** (where skill is involved) are only lightly regulated – they are not lotteries.

**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 (as indicated in light highlight above), it is that of the UK / England and Wales, where most of our TOFS members and fundraisers live. Please check your local laws, rules and regulations.

## 8. Handling cash “on the day” and getting it to us

If you are running an event where you'll collect cash - make one person responsible (preferably YOU!) for cash.

**Have a 'float'** Take along a float on the day or days of your event 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 your event 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.

**Sending the profit on to TOFS** You can pay cash into your own account and then transfer the profit direct to the TOFS account. Please use contact us for our bank details via [info@tofs.org.uk](mailto:info@tofs.org.uk) and tell us a bit about your fundraiser.

**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. Keep records of how much was collected as well, of course.

## 9 A couple of footnotes.....

**Ordinary UK Bank cheques** TOFS accepts them of course. Please post to the Office.

**CAF Charity Cheques** TOFS also accepts 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 by Paypal** You can also send the final profit amount (or other donations) to TOFS via Paypal: particularly useful if you are outside the UK Please add a note or send us an email to say what it is for. Note - they charge TOFS 1.4%!

**About Gift Aid** If anyone makes a donation to TOFS, and they are a UK Taxpayer, TOFS can reclaim from HMRC the basic-rate income tax they have already paid on the money donated. To do this, we need donor's names, addresses, and declarations (according to HMRC's special wording) and signatures.

Money donated via the online webpages mentioned herein collect this information and pass it on to TOFS: several of them even reclaim the Gift Aid on behalf of TOFS. If you are collecting cash or cheques, though, please ask supporters 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 HMRC declaration on it. Please scan and email or post it to the TOFS office as above.

## Last words.....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 100-250 word write-up ([info@tofs.org.uk](mailto:info@tofs.org.uk)) 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.

**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!

**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				Amount?	Gift		
	House	Street	Town	Postcode	Phone/mobile	£	Date	Aid?		
0	Any	Body	23	Acacia Avenue	Anytown	XY1 2AB	07123 654321	£20.00	30 Feb	✓
1										
2										
3										
4										
5										
6										
7										
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9										
10										

Total £

Please return this completed form to the TOFS office

**Thank you for your support!** OA/TOF is a congenital malformation that affects 1 in 3500 babies. OA/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 support those born with OA/TOF and their families 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.

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