



Société Générale Paris to London Bike Ride Fundraising Guide

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Congratulations for getting a place on the Société Générale Paris to London Bike Ride – we are delighted to welcome you to our team!

Your challenge has two parts, training to complete the event and fundraising. This fundraising guide is packed full of hints and tips to help you meet your sponsorship target, and hopefully to make your fundraising fun!

Whether you are a first time fundraiser or a regular, we hope there will be some inspiring and fresh ideas to help you.

If you need any more advice or have any questions please call Ella Moffat, CARE Challenge Fundraising Executive, on 020 7934 9470 or email moffat@careinternational.org – I am happy to help!

Good luck!

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Getting Started

The easiest way to start fundraising is to set up an on-line sponsorship page which you can send to your friends and family, who will be able to sponsor you using a credit or debit card. To set up a page, please:

- visit <http://tinyurl.com/SGBikeRideforCARE>
- click on 'start fundraising' and follow the instructions to set up your page

The more you personalize your page, the more inspired people will be to sponsor you, so do write something about why you are taking part, how you are preparing and the difference their support will make to CARE (see page 11 for details), include pictures and other links – it all helps.

Another great way to inspire your supporters, and prove you really did cycle from Paris to London is to encourage them to join the event facebook page, www.facebook.com/parisbikeride and click 'like' then they'll get regular updates on your progress, including in real time during the bike ride! Don't forget to sign up yourself too!

We recommend you put your fundraising page link everywhere – on your email signature, your facebook page, your company intranet, on any press releases – anywhere and everywhere people may see and sponsor you.

Plan your fundraising

1. Firstly, write down all your fundraising ideas – why not brainstorm with a fellow participant or someone else keen to support you.
2. Then decide when you will put your ideas into action. It's a good idea to space out your fundraising.
3. Finally, review your plan regularly to make sure you are on course.

Here's an example plan to raise £1,000 with some of our favourite tried and tested ideas...

Idea	Amount to raise	Who is involved	When to organise
Email VirginMoney link	£200 - (£10 x 20 people)	Everyone	Payday – May, June, July
Cake Sale	£100 – (£1 per cake)	Colleagues	Every other Friday in June & July
Raffle at work summer party	£100 - (£1 per ticket)	Colleagues	For summer party
Mobile phone fines at work	£50 - (£1 each time a phone rings!)	Colleagues	May-July
Sweets in a Jar	£50 – (£1 per guess)	Gym members	1-31 May
Cycle time trial	£100 – (£5 x 20 people)	Gym members	Mid June
Barbeque x 2	£100 – (£5 x 10 people x2)	Family	May bank holidays
Update on facebook	£100 – (£10 x 10 people)	Friends	Payday – May, June, July
Curry Night x 2	£200 - (£10 x 10 people x2)	Friends	Mid May, Mid June
Total	£1,000		

Fundraising Ideas

Here are some of our favourite fundraising ideas – some tried and tested classics and some new ideas that past participants have used. If you are a first-time fundraiser we hope these ideas will inspire you to get started. For regular fundraisers, we know it can be difficult to keep raising money year on year, so we hope that you will find some fresh ideas below to re-invigorate your fundraising and re-engage your supporters!

Set up your own small business

Use your skills to set up your own small business and give the profits to CARE.

- **Make cakes** – and sell them for a £1 each, you could charge extra for personalised icing
- **Ironing** – offer to do peoples ironing, a £1 an item
- **Raffle** – get prizes donated and sell tickets during a team event/meeting or any other event where it could be to hold a raffle there. A great way to get raffle prizes is to approach local restaurants or beauty salons for a meal or treatment. (Please see section below for more information about raffles.)
- **Book club** – loan out your books for a donation, and charge late fees
- **Car wash** – get a bucket and sponge and clean the cars in your street, gym or company car park
- **Personal training** – if you are already quite sporty why not offer your services as a running or gym buddy, to motivate colleagues with their training
- **Language lessons** – if you know another language, why not give lessons and collect the fees. Alternatively you could arrange maths, science or music lessons for students.
- **Collection tins** – put one of our collection tins in your office reception, local gym, shop, club, anywhere where people have loose change - every penny counts!

Get everyone involved

Get everyone you know involved with your fundraising – the more the merrier!

- **Set up a fundraising team** – it's easier to fundraise with someone else, so work with your team mates or encourage a friend/colleague to join you and work together. Your fundraising partner doesn't even have to be involved in your challenge – anyone willing to help will be a huge asset. You'll have someone to brainstorm ideas with, to share your fundraising with, and to motivate you to keep going as well as having more contacts to reach out to
- **Use your networks** – contact all your potential supporters through work, family, friends, facebook, clubs and groups and ask them to support you. The best way to ask for support is face to face, then by phone, then by email, then by facebook.
- **Dress down day at work.** Fridays are usually best – don't forget to ask your manager for approval first. You could pick a theme, such as sports kit or school uniform, or pick a colour to add a bit more fun
- **Sweepstake** – arrange a sweepstake on the Grand National, World Cup or any sporting event
- **Secret Squirrel** – ask your colleagues to send you a secret (make sure it's something they are willing to share) then charge people to guess whose secret is whose!
- **Sponsorship form** – carry your sponsorship form in your bag and ask everyone you meet. Ask them to give you their money there and then- it's easier than chasing them after you have completed your event!

Get your colleagues involved

It is likely that you spend a significant part of your life at work, so get your colleagues involved with your fundraising.

- **Enlist the support of senior managers** – the chances are if you get your boss on board, your whole team will get behind you and support your fundraising, be it dress down days or cake bakes. They might also have some great contacts for corporate sponsorship
- **Boss to make the tea for a week** – I am sure you and your colleagues would pay a £1 a cup for this!
- **Approach suppliers and corporate contacts** – you deal with businesses every day of the working week, so use these relationships to your advantage. Ask them for support in your event preparations, whether it's fundraising, kit, raffle prizes. Check with your manager before asking

Food and fundraising always go well together

Everyone loves tasty treats – from making them, talking about them and most definitely eating them!

- **Dinner party** – instead of going out for dinner, invite friends round for a meal instead. You could add a twist, and like the tv programme, Come Dine With Me, take turns with friends to host a dinner party everyday for a week, or once a week for a month
- **Meal at restaurant** – arrange a discounted set meal at your local restaurant, then charge friends and colleagues a bit extra. You could arrange a quiz or a raffle for a few extra pounds
- **Barbeque** – arrange a barbeque at your home and charge friends and family to attend
- **Brown bag lunch** – book a meeting room at lunch time and invite colleagues to bring their lunch and eat their while you present about CARE and your challenge
- **International lunch** – invite colleagues to bring in food from all over the world, then share it together at lunch time
- **Cake Competition** – invite colleagues to make cakes and have a tasting session in the office

Improve your health while fundraising

It can be difficult to include training and fundraising into your already busy life style – so why not combine them!

- **Cycle to work** – donate the money you save on travel
- **Sponsored walk** – find a local scenic walk to enjoy with friends and family
- **Time trial** – ask your gym if you can challenge members to cycle the furthest in 10 minutes or row the fastest mile. Alternatively find a suitable course outside for a 100m dash or a short cycle and time it
- **Pancake race** – off set calories from eating pancakes by running 100m while flipping them in a pan
- **Arrange a 'school sports day' for colleagues and friends** – games like egg and spoon race, sack race, three legged race are easy to set up and great fun!

Improve your knowledge about international development

Linking your fundraising to CARE's work will really motivate your supporters to get involved.

- **Quiz – arrange a quiz night at your local pub or social group** – we can provide some development related questions. Increase fundraising potential by organising a raffle

Girls & Boys

It's a generalisation, but often men and women respond to different types of fundraising, so why not organise events that will appeal directly to them.

- **Girls' night in** – get the girls round for a girly night in – you could arrange a mani-pedi, a few cocktails or watch Sex and the City...
- **Lads' day out** – contact your local paint balling club for a discounted day out
- **Pink and Blue** – arrange a pink and blue dress down day at work – girls in pink and boys in blue, or vice versa!

In case of Emergency

Fundraising doesn't always go as we plan, so it's good to have a couple of aces up your sleeve to raise those last few pounds.

- **Sweep stakes** – you can run a sweepstake on your finish time, Grand National, World cup, anything you like...
- **Treasure Hunt** – organise a treasure hunt and sell tickets to take part. You could make it seasonal by making an Easter Egg hunt
- **Dress down day** – always popular, especially on Fridays, just before holiday weekends. Include a cake bake to add extra fundraising
- **Pirate night** – strangely popular, dressing up and talking as pirates is often a winner. Either at home, in the pub or at work. Have an award for the best pirate to raise extra treasure
- **Movie Night** – organise a film night – either arrange a showing at your local pub, gym or at home. Films set in the countries where CARE works include Slumdog Millionaire, Last King of Scotland and Blood Diamond
- **Karaoke Night** – whether it's 'I will survive', 'I like to ride my bicycle', 'Climb every mountain' or Toto's 'Africa', everyone likes a good sing song!
- **Curry Night** – either arrange a discounted rate at your local curry house, or make your own. Add extra spice by arranging Bollywood dancing!
- **Power ball** – a great slow burning fundraiser, is to sell power ball numbers 1-50 each week to your colleagues. The person who gets the power ball (announced on Saturdays), wins 25% of that week's power ball donation, and the rest goes to your sponsorship target

Cycling Ideas

As you are cycling for CARE, why not arrange some cycling related fundraising

- **Tour de France day at work** – invite colleagues to wear yellow, green or polkadots for the day and make a donation towards your fundraising. You could add to the theme by making and selling cakes – with yellow, green or polkadot icing of course! Or if you prefer to you can make it a Giro D'Italia day and go for pink, green and mauve instead!
- **Cycle to Work** – Encourage your colleagues to cycle to work and donate the money they save on travel to you
- **Time Trial** – you could arrange a time trial at the weekend, and charge friends and family to take part and see who completes the course in the fastest time
- **Sponsored leg wax** – professional cyclists wax their legs, so why don't you!

How to organise an event

Fundraising events are a great way to raise money and have a good time! When planning your event think about the following:

Who - Who are you expecting to come to your event? Is it colleagues, friends, people at your gym? Who could help you organise your event?

What - What are the people you want to come to your event interested in? Make sure your event will appeal to them, or they won't come!

Where - Where is your event going to be? Is there a charge attached (you should aim to get your venue for free)? Do they have public liability insurance to cover your event? Is it easy for your supporters to get to?

When - When is the most convenient time for your audience? Is it after work, Saturday afternoon, or just after payday? Is there anything else going on that day? What will the weather be like then?

How - How are you going to organise your event, and how much is it going to cost? How is your event going to make money? Make sure the event will raise a profit, and let your guests know how much you are spending on the event (if it's coming out of the funds raised). Think about extra ways you could make money on the night, such as raffles, competitions, a cloakroom, selling refreshments... Then make an action plan and budget, and stick to it.

Why - Finally don't lose sight of why you are organising this event – it's to make money for CARE International, so make sure you keep control of any event costs, and you make a profit.

Please note: CARE International cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in your fundraising events. Please see the section below for advice on keeping your event safe.

Keep it legal

Lotteries and Raffles

A lottery is a game of chance in which tickets are sold, giving the ticket holder a possibility of winning a prize. A raffle is just another word for a lottery.

Raffles are a great way to fundraise, but there are a number of regulations you need to follow, to make sure you stay within the law.

- **Small Lottery:** If you are holding a raffle as part of another event, such as an office party, or a pub quiz, you won't need a licence. There must not be cash prizes, and ticket sales and announcement of the results must be carried out during the event. No more than £250 can be spent on buying prizes, although there are no limits on the value of donated prizes (we recommend getting prizes donated – contact local restaurants or beauty salons for example).
- **Private Lottery:** If you are holding a raffle at work or at a private club, you don't need a licence. However, the raffle must be promoted by an employee or club member and the tickets must state the price, name and address of promoter. They can only be sold to employees or club members.
- **Society Lottery:** If you are planning on selling raffle tickets to the general public then you will need a licence. This can get quite complicated so we recommend you avoid this type of raffle. Please visit the Gambling Commission for more information – www.gamblingcommission.gov.uk

Event Licences and Insurance

Please ensure you have the correct licences for your event, such as for selling alcohol, provision of food and drink, collecting money. Please contact your local authority for more details.

If your event involves the public in any way, you will need to ensure you have public liability insurance. Find out if your company policy covers you for such activities or if your event venue has this.

Event Safety

To make sure your event takes place safely, please follow these guidelines:

- Make sure your venue is safe and suitable with good access and sanitary facilities, and there are adequate first aid and emergency procedures for your event
- Check all equipment (especially electrical) has been tested and the people operating it have been trained and are competent to use it
- Ensure you have a lockable box for money and that everybody is safe when carrying the money
- Make sure all children are supervised and don't let any children under 16 collect money without adult supervision
- If you are planning to sell food, please read up on information from the Food Standards Agency and get their leaflet 'Guide to Food Hygiene'. Remember to label any food which contains nuts and other allergens, and keep the food areas clean
- Please visit www.hse.gov.uk for more information

Money Matters – sending your money to CARE

There are several ways you can send your money to CARE International UK

- **Online** - Pay it onto your Virgin Money page - a great choice as you can claim gift aid if you are a UK taxpayer, which means more funds for CARE
- **By Cheque** made payable to CARE International UK and send it to Pauline Giroux, Corporate Responsibility, SG House
- **By Cash** send it to Pauline Giroux, Corporate Responsibility, SG House

Gift Aid

Gift aid is a scheme where CARE International can reclaim the tax made on donations from UK tax payers, at no additional cost to you. We are only able to claim gift aid if we have the name and full address including post code of your donors, so please encourage your sponsors to fill this out on your sponsor form.

Please note: Gift aid is not guaranteed and will not be included in your sponsorship total.

How your support is making a difference - “Light of Life, A Change” (LiLAC)

Bringing significant change of working children lives

The Société Générale Paris to London Bike Ride is in aid of CARE International. The monies you raise will support an education project in Bangladesh and make a huge difference to the lives of working children there.

- Nearly 5 million children in Bangladesh from age 5 to 14 work for a starvation wage (4-8 Euros a month) in disastrous health conditions.
- These children sweep floors, help in restaurants or sell food on markets to supplement their parents’ revenues
- For them going to school remains a forbidden dream.

Since 2008 Société Générale has supported CARE’s “Working children with functional education and marketable skills” project in Dhaka. As a result:

- Each day 1,000 children leave their work place to follow 2 hours of education
- They learn how to read, write and develop life skills such as communication or negotiation
- Their working conditions have improved
- They understand their rights and how to access them.

To develop this programme, CARE has set up LiLAC, a professional training centre for the working children of 10 to 14 years in the slum areas of Dhaka. Lilac will provide:

- Professional training to build the technical skills of the children to help them get work in the ready made garment sector (skills include: textile, industrial sewing, tailoring, modern technological engineering)
- Life skills and psycho-social development
- Sales centre for selling products made during training
- Information corner (reading room, internet access)
- Production house: children will produce different pieces in market demand
- Market linkage, job placement, small entrepreneurship training

This will support children to get better jobs and have a future where their children will be able to go to school.

This wouldn’t be possible without your hard work – thank you very much.

Thank you for supporting CARE International & good luck!