



# Fundraising Guide

BLUE LIGHT CARD  
**FOUNDATION**



# Together We Can

**Thank you for showing your interest in supporting the Blue Light Card Foundation. Together we can give back to those who give most.**

We have made it our mission to ensure all members of the Blue Light community can access wellbeing support whenever they need it.

Now, you are joining us on this journey where each day we are one step closer to a future where every member of the Blue Light community, both past and present, feels empowered, supported and heard.

We work with a range of incredible projects and people nationwide to empower members of the Blue Light community to seek support, whatever that looks like for them.

We all may find ourselves hugely affected by day-to-day struggles, but in the Blue Light community, regardless of role, these problems are magnified by increased risk of poor mental health and wellbeing due to frequent exposure to distressing situations, long and unpredictable hours, and significant threats to safety every time they turn up for a shift.

Together, we can create a stronger, more resilient support network for the Blue Light community and their families. Thank you for joining us in making a lasting impact on those who put their lives on the line for us every day.

**Help those who help us all,  
any time they need it.**



# PUT YOUR THINKING HAT ON

## Fundraising Ideas

**When it comes to fundraising, the sky is the limit!**

**Are you a keen runner or would you rather be part of the cheerleading crew? Do you prefer physical challenges or elegant socialising?**

**To learn more about our own initiatives, please keep an eye on the Get Involved section on our website. Here, you will also find a few kick starter ideas if you wish to organise your own fundraiser for us!**



**Our team is here to help you bring your plans to life. Just contact us at [fundraising@bluelightcardfoundation.org](mailto:fundraising@bluelightcardfoundation.org) and let us know about your ambitions**



# YOUR FUNDRAISING ADVENTURE STARTS NOW

## Get Organised

Plan a date, time and venue. Make sure everything is booked with external providers and gain extra help from friends and family to avoid last-minute panic! Allow plenty of time for preparation. Don't forget about the budget to understand the cost involved and how to increase your fundraising.

## Reach Out

We are here to support you and provide you with resources you may need, like:



- Pull up banners or bunting
- Collection boxes or T-shirts
- Information materials and guidance



## Fundraising

Think about generating income. It's good practice to plan a few income streams e.g., entry fee, raffle and donations. It's important to set everything up in advance so you can advertise different opportunities whilst getting the event up and running. For example, you can ask people to donate online through your Just Giving page if they are unable to attend your event but want to support the cause anyway.

Make sure you are transparent about donations, so that people understand who they are supporting. It needs to be clear that the Blue Light Card Foundation is a beneficiary of your fundraising. It's important that people also understand if only a percentage of their money goes towards the cause.

If you plan a raffle, please remember to organise it legally: find out more [here](#).

## Spread the word

Let people know about your plans. Make sure you reach out through different communication channels. Keep reminding people about your activities as we all get busy and forget. Also, remember to let us know about your plans so we can support you!

## Big day

Make sure that everyone, including you, have fun and that the event is run smoothly.

## Gift Aid

**Don't forget about Gift Aid which allows us to claim more funds. Use our Sponsorship Form and Gift Aid Form to track donations but please make sure you follow the rules, check the details [here](#).**

## Count the money

For your own safety, make sure you don't leave money unattended and that there are always two people present when handling any monetary donations/purchases. Donate via your chosen avenue – online and bank transfer are our preferred methods!

## Thank your guests & supporters

Remember to acknowledge everyone who made your fundraising successful including attendees. Inform everyone about the fundraising outcome so everyone can celebrate the success.





**Every day, we rely on the skills and selfless dedication of the Blue Light community to keep us safe, healthy, and protected.**

**Thank you for your incredible support.**

**Every pound you raise helps us provide support for the mental health and physical wellbeing of the Blue Light Community.**



## A 4x6 grid of 24 black and white photographs. The images depict a wide range of human experiences and professions. Top row: a firefighter, two men in work clothes, an elderly woman talking to a younger woman, a man in a police uniform, a person in a police uniform, and a smiling woman. Second row: a man in a t-shirt, a woman driving a car with a child, a woman in a hijab, a man shaving his head, and a woman laughing. Third row: a firefighter with a radio, a woman in a patterned top, a man in a truck, a man in a uniform, a woman in a uniform, and a man in a helmet. Fourth row: a woman lifting weights, two firefighters, a group of people in a street, a firefighter with a radio, a man in a uniform, and a group of people sitting on the ground. Bottom row: a woman with a stethoscope, a woman and child, a group of people at a table, a woman holding a cup, two women smiling, and two women looking at a dress.

Blue Light Card Foundation, Charnwood Edge, Syston Road, Cossington, Leicester LE7 4UZ

