

Fundraising Guide



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.

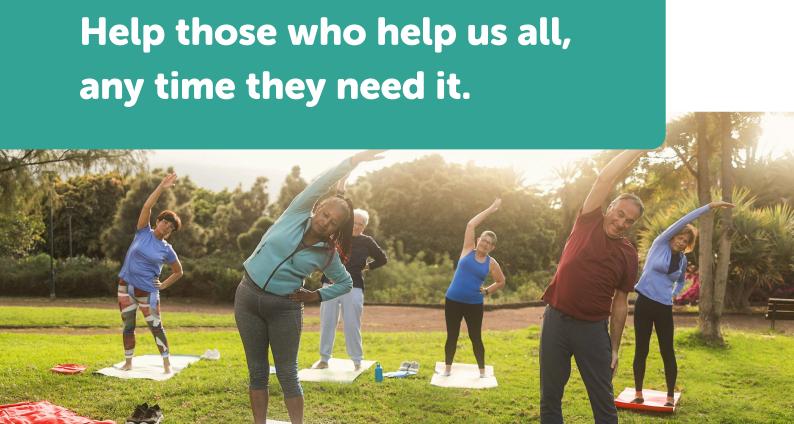
We have made it our mission to ensure all members of the Blue Light community can access wellbeing support whenever they need it.

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.



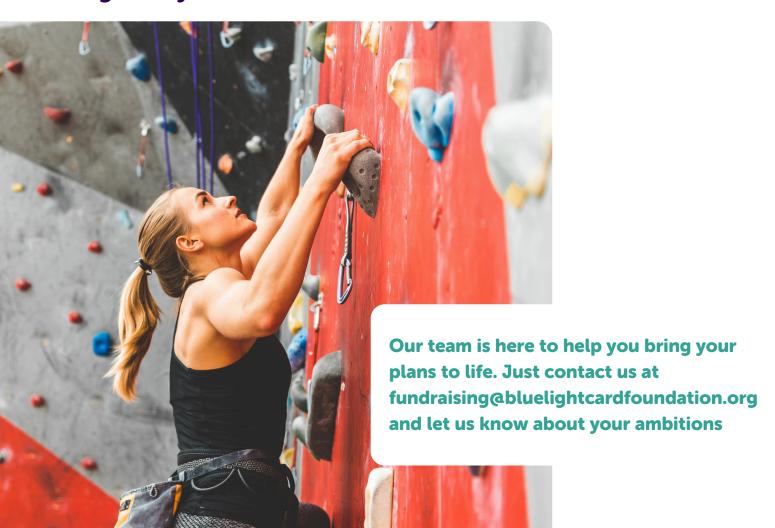
PUT YOUR THINKING HAT ON

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!



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
- 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 <u>here</u>.

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">here.

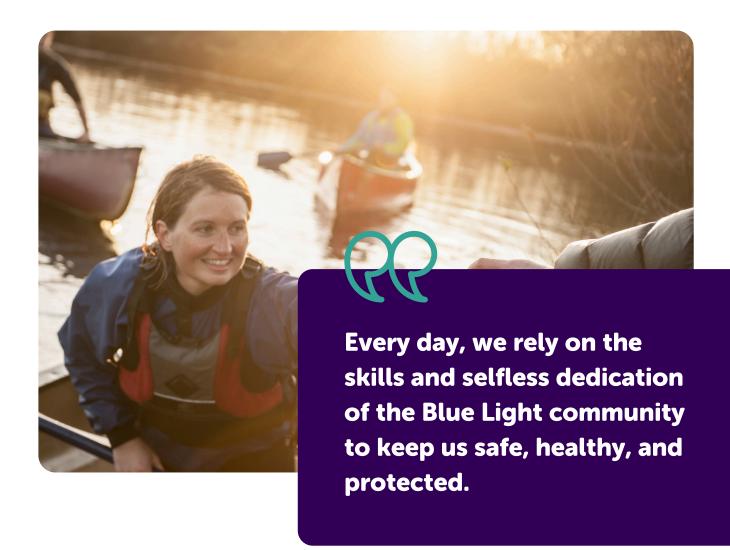
Count the money

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.





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.

BLUE LIGHT CARD FOUNDATION.



www.bluelightcardfoundation.org

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







