



# Welcome

Thank you so much for choosing to fundraise for Jewish Care.

Whatever your challenge, facing your fears and fundraising for charity is a great way to motivate yourself, improve your fitness and at the same time help to transform the lives of some of the most vulnerable members of our community. Thanks to you we are able to touch the lives of 10,000 people each week.

#### **WE'RE HERE TO SUPPORT YOU:**

We will be here to support you throughout your fundraising. To get you started we have included our top tips, along with a few stories to help inspire you.

#### **KEEP IN TOUCH:**

The team here will be able to help you with any queries you have about your fundraising, plus we'd like to know how you are getting on. Keep us up to date on social media by tweeting us @Jewish\_Care and adding us on facebook by searching 'Jewish Care'.

We have plenty of Jewish Care goodies such as pens, post it notes and trolley coins which we can give you to either give away or ask for donation in return.

If you think you might find these or any Jewish care marketing material, leaflets and photos useful, please let us know and we will do our best to ensure you have everything you need.

Good luck with your fundraising and don't hesitate to get in touch with the Jewish Care fundraising team for more information and support.



Director, Fundraising and Community Engagement



### Contents

- Why Jewish Care?
- Where does your money go?
- Be inspired
- Sponsorship, online fundraising & Gift Aid
- A-Z fundraising ideas
- Dos and don'ts of fundraising
- Keeping it legal and safe
- Training tips
- FAQs



# Where does your money go?

£15 could pay for a highly trained professional to facilitate a support group for one hour, for family members caring for a loved one with dementia, so they can share experiences and feel less alone.

**£25** could help enable us to continue to subsidise our Meals on Wheels service so more people can enjoy a three-course hot Kosher meal three times a week. For many this will be their only hot food of the day as well as the only friendly face they see.

**\$50** could pay for an exercise and movement session for members of one of our specialised dementia day centres, enabling them to stay active and keep fit.

£100 could pay for a week's worth of care and support to someone living in their own home by one of our carers, enabling them to stay independent and in touch with their community.

**£250** could pay for three specially trained advisors to provide vital advice and guidance over the phone for an entire day through Jewish Care's Helpline.

**\$500** could pay for a communal seder night at a dementia day centre, so that members can celebrate Pesach together with family and friends.

**£660** could pay for one client to receive vital care and support over a 12 month period from the Social Care Team.

£1,000 could help pay for a week's respite care for someone with dementia at one of our care homes, giving a family carer a break.

**£2,000** could pay for a year's worth of diesel for one of our care buses transporting people to and from a day centre, helping people to remain part of their community.

**£3,000** could pay for new garden facilities across all of Jewish Care's care homes, including garden furniture so that residents can relax and socialise in the summer sun.

**£3,500** could pay for specialist bedroom equipment to enable care home residents to be assisted in a dignified and comfortable manner.





\$660 could pay for one client to receive vital care and support from the Social Work Team.



# Be inspired



Everyone has their own reasons for taking on a challenge to support Jewish Care. Here are the stories of some of our previous supporters and what inspired them...

### Josh Wynne

In April 2016, I took part in the London Marathon to raise money for Jewish Care's Redbridge Jewish Community Centre. Running a Marathon is something I'd always wanted to do, but after having signed up I realised there was no way out! It's easy to take part in something for yourself, but to do it for a charity like Jewish Care means that there are others counting on you, and I didn't want to let anyone down.

I've been involved with Sinclair House and Redbridge Jewish Community Centre since I was 13 years old, so I knew this is where I wanted my fundraising to go.

My training began in September. It was very hard at times, especially during the cold and dark winter months, but I just had to keep a focus on why I was doing it and where the money was going. Race day came and I was ready to put my months of training into action. Running through London's streets with residents lining the pavements for the entire 26.2 miles is something I will never forget.

Fundraising started early on. I was given an initial target by the team at Jewish Care but I knew I wanted to go over and above this. In the end, I raised nearly £4,000 for the Youth Project at Sinclair House, funding a Jewish heritage trip to Prague for a group of teenagers.

I urge everyone reading this to get up and challenge themselves by taking on something like this. The sense of achievement at the end makes it all worth it. So stop thinking about it, just sign up and do it – you won't regret it!

reading Challenge Haking

I urge everyone reading
this to get up and challenge
themselves by taking
on something like this

### Josh Domb

Taking part in the 2017 London Marathon was an incredible experience from start to finish and I'm very pleased to have been able to raise money for such a great charity which has done so much for my family.

When my grandma, Diane, went to live at Jewish Care's Otto Schiff home in Golders Green last year, I was very keen to find a way to show my appreciation for everything that the team at Jewish Care have done for her. It has been tough for the entire family and I don't know what we would have done without Jewish Care. Running a marathon for this excellent charity, whose work has benefited my whole family, was a great way to show my gratitude and I had an incredible time preparing for the day.

The support the whole way around the course was pretty indescribable. Having hundreds of total strangers shout your name and cheer you on makes a huge difference. The unbelievable noise from the crowd made crossing Tower Bridge pretty special and seeing my parents cheering their hearts out in the grandstand with 100 meters to go will also stay with me for a very long time.



Running a marathon for Jewish Care, whose work has benefited my whole family, was a great way to show my gratitude

### Vasmin Davis

My name is Jasmin Davis, and I ran the Hackney Half Marathon 2014 in aid of Jewish Care. Initially this was a challenge my Father and I set for ourselves, but as I told more people about my training they offered to sponsor me - this got me thinking about who I wanted to raise money for! I decided to raise money for Jewish Care's Dennis Centre, who dedicate their time to helping people who live with dementia and memory impairments. Setting a target of £1,000, I hoped that friends and family would spread the word and sponsor me. All in all, I managed to raise £1,212 and felt incredibly proud on the day (and had a little extra motivation) knowing I was running for such a worthwhile cause.

My top tip: I really recommend creating a fundraising page online – it's very easy to set up and access! Social media channels such as Facebook and Instagram also helped spread the word to my family and friends.

For beginners like myself, I would recommend a training programme to work by. They are easily found online and provide a schedule to help prepare for long distance races in the months leading up to the event.



I had extra motivation knowing I was running for such a worthwhile cause

# Sponsorship, online fundraising & Gift Aid

When planning any fundraising your two main goals should be to have fun, and raise money. Sponsorship is a tried and tested form of fundraising, whether you're running a marathon or throwing yourself out of a plane at 11,000 feet – it works!

Collecting your sponsorship online is the quickest, easiest and most effective way to fundraise. Simply visit your chosen site, follow the instructions to set up your page, and share the link with friends, family and colleagues. All donations will come directly to Jewish Care, including any Gift Aid.

We recommend virginmoneygiving.com

#### PERSONALISING YOUR FUNDRAISING PAGE

Once you have decided which platform to use, you can customise your own page, add photographs, messages, updates and even videos.

Here are our top tips for maximising donations on your page:

- Make it personal
  - Think about the reason you are running for Jewish Care and put this in the headline so it is the first thing your donors see
  - If you are running in honour of somebody include photos of them, and of course, of yourself

Use the larger text box below for your story. Explain in more detail about why you chose Jewish Care, and a bit about the challenge. The more heartfelt your story and the more tough your challenge, the more people will be moved to dig deep

- Have a target; it might seem unreachable but pages with targets always do better
- Make sure to include a photo of yourself in training for the challenge you are undertaking
- Ask someone generous to sponsor you first before you share the page with your wider 'target list'. This will set the tone for the level of donations

- Once you are all set up and ready to go, make sure you have a list of your contacts you can target and cross off as and when they sponsor you. Then you can keep going back to those who haven't sponsored you yet!
- sponsored you yet, updated on your training progress. This could be via email, Facebook, Instagram or Twitter. Photos of training runs and updates of mileage will all remind people of the massive challenge you are undertaking! And don't forget to tag in Jewish Care to any online updates so that we can share this with our loyal Jewish Care supporters





### Writer's block?

Here is a little something to use on your page if you are stuck for words.

#### WHAT I'M DOING?

This year I will be taking on the challenge of a lifetime, on **DATE** I will be **ACTIVITY**. I am doing this to raise funds for the largest care provider in the Jewish community – Jewish Care.

#### WHO FOR AND WHY?

Jewish Care provides vital care and support to over 10,000 people in the Jewish community in London and the South East each week and in particular supports people in our community living with dementia and social care needs.

Dementia is a growing problem affecting over 800,000 people in the UK and as the Jewish community is ageing, the pressure on these services is increasing.

The centres are warm and welcoming places which celebrate Jewish festivals whether it be a Seder service, Purim show or shofar blowing. They also celebrate Jewish traditions such as Shabbat, Kiddush and candle lighting. This allows members to maintain their Jewish cultural heritage and feel part of a warm community.

#### **HOW CAN YOU HELP?**

So please, give as generously as you can and help me to raise much needed funds for Jewish Care's vital services.

#### SPONSOR FORM AND OFFLINE DONATIONS

You may decide that E-fundraising isn't for you or that you have some supporters who do not want to give online, don't worry, this isn't a problem.

In this pack you will find a sponsor form. Use this to record all your offline donations. You can circulate this to friends and family, and display it the synagogue and at work – anywhere you think that it will be more effective than using your online page. But always make sure you carry one around with you – you never know who you may bump into.

#### **GIFT AID**

giftaid it

For every £1 donated, you can make this worth 25p more. So a donation of £20 becomes £25. All we need is for your sponsors to tick this option on either your online page or your sponsor form.

In order to claim Gift Aid on a donation it's essential that:

- The donor (your sponsor) is a UK taxpayer
- We have their full home address including post code
- They mark a tick in the Gift Aid column of the sponsor form

Simply by ensuring each of the above your fundraising could be 25% more successful. And the good news is, the money comes from the government and not your sponsors.

#### **DOUBLE YOUR DONATIONS**

Speak to your workplace and ask whether they 'match fund'. Some companies will match any donations their employees get in. Be sure to let them know what you are doing and when, and how to apply to receive their contribution.



#### **HOW TO PAY YOUR MONEY IN**

When collecting cheques from sponsors please ask them ask them to make the cheques payable to 'Jewish Care'.

Once you have collected all the donations you can choose to how to pay it in:

1) Bank the cash and send a cheque, plus any extra cheques you have received made out to 'Jewish Care', along with your sponsor form to:

#### **Events Team**

Jewish Care, Amélie House Maurice and Vivienne Wohl campus 221 Golders Green Road NW11 9DO

- 2) Bank the donations and pay by card at jewishcare.org/donate
- 3) Bank the donations and send us the total via bank transfer to:

**Jewish Care** 

Account Number: 33984419

Sort Code: 20-36-47

Your sponsors can also send a cheque or charity cheque direct to us at the address above with an accompanying note specifying who and what it is for.

Remember that you can also add offline donations onto your fundraising page to keep track of your total.



# A-Z fundraising ideas

So, you've set up your page, asked your friends and family for sponsorship, and now you're looking for something else to spice up your fundraising and to help you hit that target.

We have put together this A-Z of fundraising ideas to get you started.

Look out for this exclamation mark . This is to tell you that you definitely need to consider health and safety and legal requirements when doing this fundraising activity.



Pledge your skills, expertise and time to the highest bidder and perhaps persuade others to do the same. Be someone's personal assistant for a day, wash someone's car for a month – the choice is yours.

Or... Why not auction an extra day off to your co-workers? Don't forget to ask your boss for permission! You can also try and get local businesses to offer items or vouchers to auction off.

#### Caption competition

Choose a funny photo from your last holiday or office party and hold a caption competition. Entrants pay per caption and the winner receives the framed photo to display on their desk or noticeboard. If it's an embarrassing photo, people might pay you not to display it.



Ask a local bakery to donate goods or ask friends to each bake their favourite cake for sale or turn your old paperbacks into hard cash sell all of your unread classics gathering dust on your shelves and raise money - win/win.



Sponsored 'give it up'. It's not what you do, it's what you don't do. Why not give something up to raise a few quid? Chocolate, shaving, driving, Facebook...



Invite friends and create your own version of Come dine with me. You and a few friends all host a dinner party with a three course meal with wine. At the end of each evening you rate the food and the host's performance. Make a donation to take part and make sure the winner receives a prize for being the 'hostess with the mostess'.



Get friends, co-workers or family to donate items that you can sell on Ebay. Remember the old saying: "One man's junk is another man's treasure".

# Fashion show

Ask local shops to donate clothes and ask schoolchildren, co-workers, or friends to model. Charge an admission fee and/or sell the items at the end of the show.



Ask your local supermarket if you can help bag customers' shopping and ask for a donation in return.

### Headshave

Go bald for your cause! Extra benefit of no more bad hair days! Or if you are really brave, why not try a wax instead – come on boys!

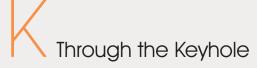
#### Internet

Create an internet campaign. Use social networking sites and dedicated fundraising websites to promote your participation in the charity challenge, or set up your own website.

### **J**ellybean

Set up a jelly bean jar at work and ask colleagues to guess how many are inside. Whilst sweets in a jar is an old favourite – let's get creative. How about:

- 1. Footballs in a car
- 2. Baked beans in a bucket
- 3. Pound coins in a sock



Does your home reflect your personality? Find out in our 'Through the keyhole' challenge. Take a photo of your home and get colleagues to snap their abodes too. Then guess who lives where.

### Local community

Get your local corner store, restaurants, supermarkets Synagogue or school involved by donations or advertising your fundraising flyers

# Musical chairs

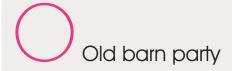
Go back to your childhood and hold a musical chairs competition. All you need are some top tunes and plenty of chairs. What could be simpler than that?

#### Murder mystery

Why not get your friends to play Miss Marple for an evening of murder? Dress up in suitable attire and try and discover who among you committed the dastardly deed. You can buy a Murder Mystery kit or search online for some top tips.

# Nouvelle cuisine

Gather together all of your families and friends mouth watering recipes and create your own cookbook. More text



Hold a country style party along with music, line dancing, rodeo bull riding and limbo contests!

# Payroll party

Donate a day's wage and encourage friends or family follow your example. Think of the song: "What a difference a day makes."

# Quiz nights

Hold a trivia pub challenge: charge an entry fee and ask local businesses to donate prizes. A great way to test your general and pop-culture knowledge.

### Raffles

An oldie but a goodie. Ask a local business to donate an attractive prize and sell, sell, sell those tickets! Always thank the donating business when selling tickets to assist them with their marketing within the community.

# Swear jar

Stick a swear jar/box in your home, office or social club and enforce a small donation for every swear word uttered. If foul language doesn't cause much offense, choose another misdemeanour and get them to pay up! Rumour has it that £10,534 was raised in the House of Commons when politicians were penalised for not answering questions they were asked.

### Travel night

Plan for food, pictures, and music from a country and charge admission to attendees. You can even turn this into a trivia night.

### Use modern technologies

Use Facebook, Twitter, LinkedIn, WhatsApp, text, email, Instagram, Pinterest and Snapchat to promote your challenge. Using social media is a cheap and easy way to get the word out.

# Variety show

Bring Britain's Got Talent to your street, shul or workplace. Everyone's got a talent they'd love the chance to show off for a good cause. Wannabe Simon Cowells can judge or how about having a good old-fashioned clap-o-meter?



There are plenty of activities that can take place in the office, from dress down days to bake sales. Make sure everyone knows you are fundraising; use emails and notice boards and add a note to your signature with a link to your online fundraising page.

#### Weight guessing

Guess the weight of...colleagues' newborn babies, the huge cake that is first prize in the 'Guess the weight' competition, anything and everything you can think of that will fit on a set of scales.

# X marks the spot

You can't go wrong with a treasure hunt. All you need to do is a map to devise some cunning clues and some treasure for people to get their hands on and away you go.

**Z**zz...

Organize a sleepover in an unusual place; in a cave, camping, tee-pee or winter igloo!



You only live once, so why not ask your friends to set you a short challenge which they will sponsor you for.

#### Zip it

Are you a constantly chatting? Love a good gossip? Why not get sponsored to keep quiet for just an hour or a day, or however long you can. Or why not place bets on how long the 'yenta' in your group of friends can stay silent.









# Dos and don'ts of fundraising

So, you've put loads of effort in and you've got your challenge organised. But do enough people know about it? Have you made it the topic of conversation around the water cooler at work? Have all of your friends cleared their diaries just so they can help you raise money to support you?

Fundraising doesn't have to be scary, and remember that every donation counts no matter the size.

Here are a few dos and don'ts to help you along the way.

#### **DO** GIVE YOURSELF TIME:

If you have a fundraising deadline, do start early to ensure you have you have plenty of time. Don't leave everything to the last minute, as there is less chance of hitting your target which can be frustrating.

#### **DON'T BE AFRAID TO ASK:**

You are not asking for donations for yourself but for someone who needs help. Add a short sentence and link to your fundraising page at the bottom of your email signature.

#### DO SPREAD THE WORD:

Make sure that everyone knows about your challenge. Make the most of the internet and social networking sites. They are excellent for spreading the word about your challenge. Tell everyone you meet face-to-face about it. Send emails to your friends and family. Or if you've got the time, send out individual emails to people you know and ask them to sponsor you. Remember, little touches like this go a long way.

#### DO SEND UPDATES:

Keep people updated on your progress, from training to event planning. Facebook pages and Twitter are great for this. Don't forget to mention and tag Jewish Care into your updates.

#### **DO EXPLAIN:**

Why are you raising money for Jewish Care? Explain why it is important to you. The more you can talk knowledgably about the cause the more your sponsors will also buy into it.

#### **DON'T BE A TECHNOPHOBE:**

Online fundraising sites are brilliant. They make it quick and easy to sponsor you as well as being a safe way to send money.

#### **DO START A TREND:**

Try and make your first donation high to start a trend

#### DO ASK FOR GIFT AID:

Always ask your supporters to Gift Aid their donation if eligible

#### DO DOUBLE UP:

Find out if your company runs a Matched Giving scheme – if yours doesn't, you could always suggest it. Remind them that it's tax efficient.

#### **DON'T FORGET TO THANK EVERYONE:**

Let everyone who is involved in your event know how much you raised and say thanks for their help

# Do remember

To include @Jewish\_Care in all your tweets so we can help publicise your activities

# Keeping it legal and safe

Fundraising is all about having fun and raising money – But it's also about being safe and keeping it legal. Do bear in mind that there are some rules and regulations for certain fundraising activities.

To put our minds at rest and to stop you from accidentally breaking any laws, please read the important stuff below. When you read through our A-Z Fundraising ideas, you will have seen this exclamation mark  $oldsymbol{1}$ . This is to tell you that you definitely need to consider health and safety and legal requirements when doing this fundraising activity.

Please take care at any event you are organising and note that it is your own responsibility to make sure your event is safe and complies with relevant authorities' regulations.

A few essentials to consider:

#### **HEALTH AND SAFETY**

It's all about common sense. Follow the professional advice of equipment manufacturers and staff supervising any facilities.

#### **FIRST AID**

Ensure you have adequate cover available for the scale of your event. If you're not sure, check with your local council.

#### **FOOD HYGIENE**

This is vitally important. No one likes an upset stomach, especially as a reward for raising money for a charity. Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking.

#### **USEFUL WEBSITES**

Food Standards Agency

food.gov.uk

eatwell.gov.uk/keepingfoodsafe

Lots of useful information on how to prepare food safely and hygienically.

#### **HEALTH AND SAFETY EXECUTIVE**

hse.gov.uk

Provides advice on keeping safe and legal.

#### **ALCOHOL**

Check if the venue is licensed or contact your local council to find out more about getting a temporary licence.

#### **COLLECTIONS**

It is illegal to carry out house to house or public street collections without a licence.

#### **LICENCES**

Check with your local authority whether or not you need to obtain any special licences eg. Public entertainment, collection or alcohol licences.

#### **RAFFLES AND LOTTERIES**

Check the latest information and advice at gamblingcommission.gov.uk

#### **RISK ASSESSMENT**

Identify any hazards and evaluate any risks at your event that you'll need to consider.

#### INSTITUTE OF FUNDRAISING

For more information on the best ways to fundraise follow: institute-of-fundraising.org.uk

### The formal bit:

Whilst we are delighted with your support, Jewish Care cannot accept liability for any fundraising activity or event you undertake in our aid including any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event. If you need insurance please make sure you have this arranged prior to your event taking place.

# Training tips

Whatever challenge you take on, be sure to have a training plan in place from the beginning. Whether you are running the London Marathon or climbing to Everest Base Camp, if you push yourself too early you will do yourself damage.

### FIND THE PLAN THAT IS RIGHT FOR YOU

Choose it by your level, experience and your schedule. There is no point in relying on a training plan that you can't commit to. Have a look at the following websites to find something that suits you:

bupa.co.uk/running/training coolrunning.com britishcycling.org.uk UKclimbing.com

### IT'S NOT ALL ABOUT YOUR LEGS

Work on your core strength by attending Pilates or Yoga. Whatever your challenge, it's not all about your legs. You will need full body strength to help to get you to the finish line, and to avoid injury.

#### HEALTHY EATING

Eat healthily throughout your training period. You'll need lots of carbohydrates as you will be exerting yourself physically.

### WARM UP AND WARM DOWN

Start your activity by completing some dynamic stretches and end stretching your key muscles properly. This will help you avoid injury. If you feel that something is not right, go and see a physiotherapist as soon as possible. You'll need to catch any injuries early so ensure that you make it to race day.

#### DON'T OVERDO IT

Your rest days are just as important as your training days.

#### STAY HYDRATED

Drink lots of water at all times. Hydration builds up. It's too late to just drink when you are already out on your run or cycle.

#### GET ADVICE

Look online for forums and websites. There are lots out there that give advice and answer any training. queries you might have.



Here are some of the most common questions we get asked. If you have another question which isn't featured here, please feel free to contact us.

#### **QUESTION: IS ONLINE FUNDRAISING SAFE?**

**ANSWER:** E-fundraising is an extremely safe and easy way to donate. Online fundraising sites ensure that all payments go through strict security measures so there's no need to worry. When people donate to your page online, the money will come straight to Jewish Care, so you won't have the added hassle of getting the money to us.

### **QUESTION:** IF SOMEONE PAYS ME IN CASH, HOW DO I PAY THIS IN?

**ANSWER:** All you have to do is collect all the money and you can send a cheque for the total to the address below or visit our website and pay by card at jewishcare.org/donate

Events Team Jewish Care, Amélie House Maurice and Vivienne Wohl Campus 221 Golders Green Road, NW11 9DQ

### **QUESTION:** WHAT DO I DO IF SOMEONE WRITES ME A PERSONAL CHEQUE?

ANSWER: If you do receive a cheque which is made out to you personally, we advise in the first instance that you ask your sponsors to send a replacement cheque made out to 'Jewish Care'. If this isn't possible, then you can bank the cheque yourself and then either send us a cheque, donate on the website as per the instructions above, or give us a call and we can take a credit/debit card payment over the phone.

### **QUESTION:** DO YOU HAVE COLLECTION TINS AND BUCKETS I CAN ORDER?

**ANSWER:** Yes of course, please just contact us and we will do our best to send you everything you need to help with your fundraising.

### **QUESTION:** CAN I USE YOUR LOGO ON MY WEBSITE, PRODUCT OR PUBLICITY MATERIAL?

ANSWER: We are more than happy for you to use the Jewish Care logo. All we ask is that you do not reproduce our logo, but obtain all marketing materials direct from us. We also ask that you let us know where you want the branding to appear.

### **QUESTION:** WHAT IS MATCHED GIVING AND HOW CAN I CLAIM IT?

**ANSWER:** Matched Giving is when employers match some or all of the sponsorship you raise. It's a great way to increase your fundraising so check with your manager or HR to see if your company takes part in a matched giving scheme.

### **QUESTION:** CAN I DONATE MY MONEY TO A SPECIFIC PROJECT?

**ANSWER:** Yes, if you let us know which resource or home you would like it go to as soon as possible, we will ensure that is where it goes to.

We'd love to hear about how it all went, from training to event day, so please share with us your story and any photos on Twitter, Facebook and Instagram. You can also email us on events@jcare.org or call us on 020 8922 2834 for help & top tips along the way



# Thank you and good luck!









#### FIND US ON











Amélie House, Maurice and Vivienne Wohl Campus, 221 Golders Green Road, London NW11 9DQ Telephone: 020 8922 2834 Email: events@jcare.org Web: jewishcare.org

Designed by Jewish Care's in-house design studio to keep costs to a minimum.

Jewish Care — a company limited by guarantee. Charity Registration Number 802559. Registered in England Number 2447900. Registered Address: as above

