



Fundraising Guide. Forever Manchester.

Because this is the place in our hearts, in our homes
Because this is the place that's a part of our bones
'Cos Greater Manchester gives us such strength from the fact
That this is the place. We should give something back.



Let's do something extraordinary.
Together.



Lets Do Something Extraordinary. Together.

Thank you for doing something extraordinary to help strengthen our communities across Greater Manchester. This handy fundraising guide provides you with the inspiration and information that you'll need to host your own event or fundraising challenge to help raise money for Forever Manchester.

As well as providing ideas for developing your own fundraiser, we provide hints and tips on how to supercharge your activity and help you to raise as much money as you possibly can.

We offer advice on the various platforms available to you to collect money and how to pay your money in, as well as highlighting a few things to bear in mind in the planning process.

And that's not all, we've developed a few templates and access to our brand assets to make promoting your event or challenge as easy as possible for you.

So, whether you are a company or an individual, with your generosity and support we can continue to help Greater Manchester's communities become even greater.

For more information about what we do visit our website at ForeverManchester.com

For Forever Manchester.

You might know everything about Forever Manchester and what we do, but trying to explain to others quickly can be quite a challenge in itself. So below you will find a general overview of what we do, together with some easy to remember facts and stats.

One of the biggest challenges is trying to explain what is meant by 'community'. Often people have formed their own opinions of what a community is, so to make it really simple, the dictionary definition of community, and the one we use, is

'a group of people who come together with a shared or common interest.'

That 'common interest' could be that they enjoy or are interested in the same thing, or it could be that they happen to live in the same place as someone else.

As Forever Manchester supports 'community activity' we can therefore extend the definition by saying that community activity is

'a group of people who come together with a shared or common interest to do some form of activity together.'



Here it is, a short 58 word description of what Forever Manchester does.

'Forever Manchester is a charity that raises money to fund and support community activity across Greater Manchester. They help local people do extraordinary things together. They fund and support a huge range of activities that help young people, older people and disabled people, as well as homelessness, sports, environmental, education, and cancer support projects, plus everything in between.'



And here's those easy to remember facts and stats we spoke about.

One.

In every neighbourhood across Greater Manchester, there are 1,000s of people involved in community activity.

Two.

Forever Manchester works with local communities to inspire and encourage projects that they want to see, to make their neighbourhoods happier, healthier and safer places to be.

Three.

Every year 85% of all money raised goes to fund and support over 1,000 community projects that directly benefit over 290,000 people.

Four.

Forever Manchester has delivered over £36million into local communities, benefiting 1.1million people since it was established in 1989. This means Forever Manchester will have funded community activity within one mile of your home or business if it's in Greater Manchester.



For Inspiration.

You've chosen to raise money for Forever Manchester... hooray... but you're not quite sure what to do... boooo! Fear not, over the next few pages we hope we can give you a bit of inspiration and a few ideas to help you create your own mega fundraiser.

We'll start by focusing on something you can do for the sheer fun of it, followed by something you can do yourself. Then we'll give you ideas of doing something with your colleagues in the office and finish off with some suggestions where you can bring together lots of people and do something extraordinary.

In addition, if traditional fundraising isn't your thing, or you simply don't have the time to arrange an activity covered in this guide, we've included some easy-to-do ideas that doesn't take up a lot of your time.

For The Fun of It.

The fact that the word Fundraising includes the word fun, means that whatever you want to do, just make it fun. And more fun can be achieved by getting more people together to do something socially. And raising money is really easy too, as all you need to do is to charge a fee to take part, together with opportunities to raise additional money as you progress through the activity.

This can range from anything from the ever-so-popular quiz nights, Junk Yard Golf, ten-pin bowling, football tournaments, table tennis, snooker, pool, karaoke, go-karting and laser quest. Greater Manchester is filled with venues that can offer these, and when booking, if you say you're raising money for Forever Manchester, you may even get a discount.

Not only are you raising money to support local community activity you are indeed developing your very own community... Remember what we said at the start of this guide... it's all about a group of people coming together, who have something in common, doing some kind of activity together.

As a result you'll see the benefits of this first hand. Friendships may be formed and strengthened, it may even act as a welcome distraction for someone having a tough time but above all, you'll all leave feeling happy that you took part and did something extraordinary together.



For Going The Extra Mile.

Hmmm... I wonder what this could be about? Yes you're spot on, it's all about setting yourself a challenge, pushing yourself to the limit, stepping outside your comfort zone,... etc. etc., yes going that extra mile!

So whether that be running, cycling, walking, climbing, swimming, abseiling, skydiving or any other crazy challenge like these, take that leap of faith and just do it.

Running is definitely the most popular of these; most people run on the roads, others on treadmills in the local gym, some prefer to run through mud, some through colour, some folk like to run up and down flights of stairs or even mountains, and some just want to 'Run Forrest Run!' You get the drift.

The good thing about running events is that they're not too hard to find, in fact there's tonnes of them, so a quick google search will soon pull up something to suit your location and ability. And every May, there is of course the Great Manchester 10K Run and Half Marathon, where Forever Manchester reserves some charity places for you at a discounted price. The 2018 10k Run, saw over 125 people raising a blistering £27,000 for Forever Manchester.

Walking... doesn't sound too difficult does it? But last year someone decided to walk to work for a whole week, clocking up two marathons worth in five days. A few companies chose to walk up Mount Snowdon, others rambled up Kinder Scout and some did the three-peaks challenge. A group of friends even decided to do a fire-walk... ouch! And if you live or work in one of those big towers that are constantly springing up across town... maybe you could avoid the lift for a month.

Cycling is becoming an increasingly popular fundraiser too, so why not put on your tight-fitting lycra all in the name of community? And if you don't fancy taking to the roads, why not set up your exercise bike and cycle virtually around Greater Manchester or even from John O'Groats to Land's End.

You may instead want to jump into the water and get swimming, whether that be lengths of the local baths, Salford Docks or the English Channel... But if you are doing something in open waters, stay safe by making sure it's part of an organised event.

And for those who want to take on the ultimate challenge by combining running, cycling and swimming, there are lots of organised triathlons out there for you to partake in.

People also like to go up in the air and back down again. If you fancy a SkyDive there's the Black Knights Parachute Centre up in Lancashire that will organise this for you; or you may be more comfortable tossing yourself off a building... in the form of an abseil, or maybe you prefer to climb things. Again, there's plenty of centres locally that can facilitate this for you.

So whatever challenge you want to give yourself, or indeed others, do it with a bit of style. It's a truly amazing feeling to go the extra mile and an even better feeling knowing that your challenge has raised a chunk of money to support the communities where you live, work and play.



For The Office.

Virtually every company takes part in some kind of fundraising activity each year, but I suppose the most difficult decision is choosing a charity that has a positive effect on everyone. With Forever Manchester, you don't have to choose, as the money raised ticks all the boxes in supporting issues that are close to everybody's hearts.

And what's more, we can pretty much guarantee that if you live in Greater Manchester, you and your colleagues would have benefitted directly or indirectly from community activity close to your home or place of work... That summer fete, the kids sports teams, the friends of group that look after the local park, the mums and tots club, the group of ladies that meet up to knit clothes for premature babies, the multi-purpose community space just around the corner, the local amateur dramatics club, the community choir, arts and crafts, after school clubs, the cancer support group... and the list goes on, all happening right now in your neighbourhood.

So now that we've properly convinced you to choose Forever Manchester, the next task is to decide what you want to do. In every office, there's that group of super-giddy, fun-filled bods who will take on anything to build team spirit and morale. So get them to get together, get them to read this section of the fundraising guide and let their creative juices flow.

Firstly, everyone loves a good old bake sale. Some staff members go to great lengths recreating their Grandma's favourite recipe, others opt to buy that ready-made cake on the supermarket shelf.

With Greater Manchester's diverse population, why not create that local dish you loved as a kid, whether you were brought up in Broughton, Bury, Bath, Budapest or Bangladesh, your colleagues will love it and what's more they'll find out that little bit more about each other.

Dress down days were hugely popular in the days where we all had to wear the traditional suit and tie, and due to dress code rules being relaxed in recent times, why not flip it on its head and get dressed-up for the day, or even come dressed in character or by theme. Similar to those staff who love baking (and eating), we all know those who enjoy donning the fancy dress outfit, and equally those who absolutely hate it, so go for the tried and tested 'tie on the head... I'm Rambo' option.

Throughout the year, there are loads of sporting events that lend themselves nicely to the easy to organise an office sweep-stake whether that be for the Grand National, World Cup or Wimbledon tennis.

But the most easiest thing of all to do is of course Forever Manchester's 'Captain Manchester's Magical Tombola' which is drawn by the Captain himself on the second Friday of every month, with some fantastic prizes on offer including a 3 night holiday to a European destination. Tickets are just £5. Tickets can also be bought on-line via ForeverManchester.com/Tombola

And with all office fundraising, it's a great opportunity for the company itself to match their staff's fundraising efforts turning £500 to £1,000 just like that.



For The Glitz And The Glamour.

Some Forever Manchester fundraisers have taken raising money from social events to a whole new level, by hosting big events for the wider public to get involved in.

For businesses, this tends to take the form of selecting Forever Manchester as their charity partner for an event or awards-type ceremony. Again the execution of this is pretty easy.

Firstly let us know about your event so we can discuss our involvement in it; we're more than happy to say a few words at the event or supply information for the event programme. And to help raise money, our 'Captain Manchester's Magical Tombola' tickets have been hugely popular too. Your guests simply buy a £5 Tombola ticket on the night of your event for the next draw, and as we have portable card processing machines it makes donating easy – and naturally we'll be on hand to help sell them too. It benefits us in three ways, firstly we raise money, secondly we have the opportunity to meet with new businesses and finally the guests have something to take away with them so they can find out more about us.

Events like this also lend themselves nicely to an auction, so have a think about who is in the room and the types of things they are likely to bid on. Then pull in a few favours to get some fantastic auction items helping to maximise profit.

Outside of awards ceremonies and the like, individuals and businesses have also organised lots of cool fundraising events for us. Some have arranged events where people connected on social media have been given the opportunity to meet up in person, others have arranged 'themed nights' whether that be hosting a cinema night, screening a big sporting event, hosting a golf tournament or organising events around the holiday periods, be that a Xmas Party, Halloween Event, Bonfire Night, Easter Egg Hunt or mini-music festival or gig.

Naturally these bigger events need a bit more organising, so our staff at Forever Manchester are here to assist and advise where we can. We have a number of contacts that we can introduce you to, should you need to find a suitable venue or if you need specialist audio/visual equipment. And of course we can share our own experiences of hosting large-scale events, to help you run a safe and successful event for us.

Also have a think about all the different types of skills you'll need, and bring together friends, family, colleagues and contacts who can help give you a hand.

So if you do want to go **big** for Forever Manchester, please contact us first and let us know what your ideas are. Then we'll do something extraordinary together.

Email us at marketing@forevermanchester.com or ring us on 0161 214 0940

For The Ease of It.

Although you'd love to raise money for Forever Manchester you may not have the time or indeed staff to commit to it. If this is the case, don't worry, there are some really easy things that you can do.

If you work in a business that sells something especially if it's food and drink, you may want to create your very own Forever Manchester themed speciality that you could donate money from. We've had restaurants doing 50p on a pizza; pubs, bars and hotels doing 10p on a drink and some have asked for a donation to be added onto the bill.

If you run a business selling other products, you may want to run an offer for a limited period of time that may encourage potential customers to choose you, knowing some of the proceeds from their purchase with you goes to Forever Manchester.

Alternatively you may want to sell some Forever Manchester merchandise, 'Captain Manchester's Magical Tombola' tickets, or you may want to stick one of our collection tins on your counter or reception.

Lots of local businesses of all shapes and sizes have supported us in this way, so if you need any help and advice on how this could work for you, just give us a call on 0161 214 0940.

For Smiles With Smile.

Forever Manchester is registered with Amazon Smile.

Amazon Smile is a simple and automatic way for you to support Forever Manchester every time you shop, at no cost to you. To shop at AmazonSmile simply go to smile.amazon.co.uk.

When you shop at smile.amazon.co.uk, you'll find the exact same low prices, vast selection and convenient shopping experience as amazon.co.uk, with the added bonus that Amazon will donate a portion of the purchase price to Forever Manchester.

Millions of products on Amazon Smile are eligible for donations to charities by Amazon. You will see eligible products marked 'Eligible for smile.amazon.co.uk' on their product detail pages. Recurring Subscribe-and-Save purchases and subscription renewals are not currently eligible.

You use the same account on amazon.co.uk and smile.amazon.co.uk. Your shopping cart, wish list, wedding or baby registry, and other account settings are also the same.

When purchasing anything on smile, you will be prompted to select a charitable organisation. All you need to do is select Forever Manchester and then we'll get 0.5% of the net purchase price (excluding VAT and other shipping fees).

From time to time, Amazon Smile may offer special, limited time promotions that increase the donation amount on one or more products or services, or provide additional donations to charitable organisations.



amazonsmile
You shop. Amazon gives.

For Those Things to Bear in Mind.

Collections.

At Forever Manchester we're not big fans of rattling buckets in the street or knocking on doors. We believe giving to charity should be a personal choice, nobody should be 'forced to do so' or made to feel guilty if they don't donate. Plus there are regulations and restrictions about doing this especially in publicly owned spaces or private businesses that aren't your own. So please err on the side of caution. Of course we do have collection shakers and buckets, but these are mainly there to be used at private events and as a way of keeping the money safe and secure.

Raffles and Lotteries.

Raffles and lotteries are also governed by legislation, so our advice is to make use of our own 'Captain Manchester's Magical Tombola' which is a small society lottery and is registered with the licensing authority. It is run in compliance with the rules laid down by the Gambling Act 2005 (www.gamblingcommission.gov.uk) and is subject to the laws of England and Wales.

Data Protection.

Data Protection, and especially the new GDPR laws that came into effect in May 2018, are things you will need to know about if you are collecting people's personal details. As a rule of thumb, don't collect or keep personal information you don't or no longer need, and don't share personal data about someone without their permission. The best and safest way to collect money is via a fundraising platform like JustGiving, which removes the need for you to collect and process personal information yourself.

Read Forever Manchester's Privacy Policy at ForeverManchester.com/privacy-policy/

Insurance.

When you organise a fundraising event, you are responsible for making sure it poses no risk to others. Forever Manchester's own public liability doesn't cover your event, so please check to see whether your own company's insurance will cover it, if it's being held at your offices. If arranging an event at another venue, double check they have the correct insurance for your event.

Food Hygiene.

If you are handing food please take care and work to the basic rules for safe preparation, storage, display and cooking.

If you are unsure on anything please contact us and we will offer guidance.



For Raising Money.

Now that you've decided on your fundraiser, here are a few tips to help you maximise the money you raise, how to collect it and how to get it to us.

Setting Your Target.

It's often helpful to set a fundraising target as not only does it help you keep motivated right up to the day of your event, it also helps advise those sponsoring you how much they should give to help you reach your target.

Collecting The Money Raised.

You'll need to set up a way to collect the money raised. We'd advise you use JustGiving, however other platforms are available which Forever Manchester has registered with.

On our website you'll find a ten step guide to setting up your JustGiving page [ForeverManchester.com/setting-up-a-just-giving-page/](https://forevermanchester.com/setting-up-a-just-giving-page/)

Use our 58 word description to explain who we are and what we do, and for the image (to enhance your page) either use one of our designs that you can download from our website at [ForeverManchester.com/fundraising](https://forevermanchester.com/fundraising) or create your own.

The beauty of JustGiving is that all the money raised comes directly to us, so you don't have the hassle of collecting it. However, any money collected off-line can then either be added as a donation on JustGiving, or you can pay us via other ways, which we'll come on to in a bit.

For certain fundraising activities, participants or sponsors will simply give you cash. We've designed a sponsorship form for you to use, and if it helps keeping cash safe and secure, you can request a Forever Manchester collection shaker, box or bucket.

For more information visit [ForeverManchester.com/fundraising](https://forevermanchester.com/fundraising)

Promoting Your Event.

Firstly people need to know who you are raising money for, so simply copy and paste our 58 word description and include a link to our website [ForeverManchester.com](https://forevermanchester.com)

Then you may need to briefly explain why you are doing it. If you're a business, explain why your business has chosen Forever Manchester and if you have a long standing relationship with us maybe mention some of the things you have done for us in the past. After all, your choice of charity goes a long way to helping promote your business as one that has strong corporate social responsibilities.

By supporting Forever Manchester you are not only making a statement that you care about the communities close to your business, that you also care about your staff and their families, who benefit from the community activity taking place in their neighbourhoods.

If you are an individual you may want to give personal reasons why you are raising money. Maybe it's because you or a family member has benefitted from local community activity, or maybe it's because you just love it round 'ere. Adding that personal touch does help attract more sponsors.

You then need to publicise the event itself –

- what it is
- where it is
- when it is and
- who is it for

If it's an event you are asking for money to attend clearly state how much it is or provide 'a recommended donation' if you feel that's more appropriate. If you've set up a JustGiving page, you'll now have a web address for your JustGiving page, and there is also an option to set up a text donate code via the site too. If you're promoting your fundraiser via your company website, there are also various embed codes to use to make attracting sponsors even easier.

One way to help spread the word wider is to tell us what you're doing. We'll then pop the details on the Forever Manchester website and share across our 30,000 strong social network. Just pop the details in an email to us at marketing@forevermanchester.com

Promotional Tools.

We've developed some easy to adapt posters and flyers that you can print out and fill in. Stick them up, hand them out and make sure everyone who needs to know about it does.

You can locate these on our website at **ForeverManchester.com/fundraising**

Use your various social media channels and emails to further promote the event. On our website you'll also find some jpgs and gifs to download and use, alternatively you can create your own. Encourage others to post these on their own personal social channels, and help spread the word to a wider audience.

If you're planning a bigger ticketed event, to make selling tickets easier you may want to use a platform like Eventbrite. Although they charge a small fee from the transactions, the process of selling and receiving payments is made so much easier, plus guests can print their tickets at home saving you the expense of producing tickets yourself. Also it makes it easy to contact people should any of the arrangements change.

And don't forget to publicise what you have done after your event to tell the world how much you have raised. Email us with the details and photos and we'll publicly thank you and those who have supported the event. It's all about doing something extraordinary together, remember.

Here's all the ways you can share with us all what you are doing and all what you have done.

Email: **marketing@forevermanchester.com**

Twitter: **@4EVERManchester**

Facebook: **/ForeverManchester**

Instagram: **@4EVERManchester**

Telephone: **0161 214 0940**

Paying in The Money You've Raised.

If you have raised or collected money for Forever Manchester, you can pay the amount in using one of the following options. If you have any problems attempting to pay in money, please give us a call on 0161 214 0940 or email **accounts@forevermanchester.com** and we'll guide you through the process.

Pay Online by Credit or Debit Card.

Follow the step by step process at:

ForeverManchester.com/pay-in-money-raised-from-your-fundraiser/

Pay via Bank Transfer (BACS).

If you wish to pay your money in via BACS, our bank details are:

Account Name: **Forever Manchester**

Bank Name: **Barclays Bank**

Sort Code: **20-55-41**

Account No: **10773654**

Pay via Paypal.

- Log in to your PayPal account
- Click on the "Pay or Send Money" button.
- Select "Pay for Goods or Services"
- Type in the email address **accounts@forevermanchester.com**
- Enter the amount of money you want to pay in.
- Add a note to reference the event or activity the money was raised for.
- Click "Continue" and wait for the payment review page to load.
- Click "Send Money" at the bottom of the payment review page after you are sure all the information is accurate.

Just Giving.

- Go to **justgiving.com/ForeverManchester**
- Click Donate.
- Enter amount raised.
- When prompted to add a message, please make reference to the event or activity the money was raised for. (Please note, this message will be made public, unless you choose to be anonymous).
- Add Gift Aid if appropriate.
- Check your details and confirm payment.

Pay by Cheque or Cash.

Please make cheques payable to Forever Manchester and include a note to reference the event or activity the money was raised for. Send it to our offices at:

Forever Manchester
2nd Floor, 8 Hewitt Street
Manchester M15 4GB

If you have collected cash, please bring it with you in person to the same address between 9am-5pm.



Let's do something extraordinary.
Together.

Forever Manchester

2nd Floor, 8 Hewitt Street, Manchester M15 4GB
Tel: 0161 214 0940

info@forevermanchester.com

ForeverManchester.com

Twitter: [@4EVERManchester](https://twitter.com/4EVERManchester)

Facebook: [/forevermanchester](https://facebook.com/forevermanchester)

Instagram: [@4EVERManchester](https://instagram.com/4EVERManchester)

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