

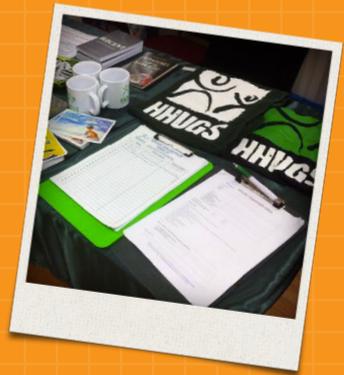


Let friends know



# Fundraising

# TOOLKIT



Start a team

# DEAR FUNDRAISER

Welcome to Team HHUGS! Thank you for choosing to raise funds for HHUGS so together we can help to make a significant difference to the lives of some of the most defenceless and vulnerable households in our midst – the families of Muslim prisoners interned due to the ‘War on Terror’.

Your support ensures we can continue to alleviate their distress and restore their dignity and honour through the provision of pastoral, practical, educational and financial support.



***Fundraising is not rocket science, thus anyone can do it!***

It can be fun, a great way to meet new people and to support a worthy cause. The success of fundraising requires planning, working hard and not giving up.

This Fundraising Tool Kit has been designed to help you through your fundraising journey. We will walk you through with tips and suggestions to make the pounds add up. Don't be afraid to create your

own truly unique event or share your own inspirational ideas.

We're always available to offer additional advice, so get in touch with us if you have any questions.

We thank you in advance for your time, dedication and generous support. We simply couldn't do it without you.

Jazakum Allahu khayra

Your brother in faith,

**Usman Qureshi,**  
Chairman



# MAKE A DIFFERENCE

There are plenty of ways to raise funds for HHUGS - any event or idea can become a fundraising opportunity, and the more exciting your idea, the more people will want to get involved.

Remember you don't have to struggle alone. You can fundraise...

WITH YOUR COMMUNITY

WITH YOUR COLLEAGUES

AT SCHOOL



Auction Abseil  
Arm Wrestling  
Archery  
*Art Exhibition*



BBQ  
Book Sale  
Bake-A-Cake Sale  
*Bake Off*  
Bike-a-thon  
Bag-packing at Supermarkets  
Bring & Buy Sales  
Bungee Jump  
Bazaar



Come Dine With Me Challenge  
Cake Sale  
Coffee Morning  
Car Wash  
Cricket Match  
*Computer Game Competition*  
Community Fair



Dinner Event  
*Donate a day's Wage*  
Department Challenge



*Eid Card decorating and selling*  
Eid Party  
Egg and spoon race



Football Tournament  
Face painting competition  
Fancy Dress Party  
*Fashion Show*



*Guess-The-Weight Games Night*  
Garden Party  
Gym Challenge  
Go-Karting  
Giving-up-Something Day



Healthy Eating Week  
*High Rope Challenge*  
House Party  
Haircut



Indoor Bazaar  
*Iftar Party*  
International Party



**Job Swap For a Day**  
JustTextGiving  
Jumble Sale



**Kick a Habit**  
Kite Flying  
Knitting competition



**Ladies /Lads Lunch**  
**Longest Chain**  
**Lawn Mowing**



**Mini Marathon**  
**Mountain trekking**  
Master Mind  
Matched Giving



**Non-Uniform Day**  
Netball Tournament



**Office Servant**  
**Office Collection**  
**Online auctions**



**Pamper Night**  
**Poetry Contest**  
Penny Box  
Picnic  
Pancake Sale



**Quiz Night**  
Question Of Sport evening  
**Qur'an Competition**



**Ready Steady Cook**  
**Read-A-thon**  
**Reunion Dinner**  
**Recycling for HHUGS**



Sponsored Something (walk, silence,  
jog, pie eating, weight loss etc. )  
Swim-a-thon  
**Sports Day**  
Street Collections  
Sell your favourite recipe  
Spell-a-thon



**Treasure Hunt**  
**Tea & Cake Party**  
**Table Tennis Tournament**  
**Three-Legged-Race**



**Uniform Day**  
University Challenge



**Variety Show**  
Vegetable plant selling



**Wear Green Day**  
**Word Search Competition**  
**Walk-to-School/**  
**Work Week**



**X-treme challenge**  
**X-Box Competition**



**Yoga marathon**  
**Yo-yo-a-thon**  
**Yardsale**



**Zero Day Hour Zorbing**  
Zany Clothes Day  
**Zip Slide**  
Zebra Day

**0-9**

60 Minute make-over  
**10 PinBowling**  
#RealSuperHeroes  
£10 Challenge

# STEPS TO SUCCESS

The success of your fundraising event depends largely on how much attention you can generate, so choose from one of the above activities that you and your friends will enjoy doing or be creative and give people something fun and original that will raise the money.

## Here are 6 simple steps to fundraising success:

### 1. Intentions:

a. *“actions are only according to intentions”*

[Bukhari, Muslim]

### 2. The Right Place and The Right Time:

a. Choose the ideal date and time for your event check the calendar to ensure it doesn't clash with any other events or sports! Make your venue for the event central for convenience, accessible by public transport and on road.

### 3. If You Fail To Plan, You Plan to Fail:

#### a. Brainstorm ideas with friends. Things to consider:

- What kind of event do I want to put on Is it realistic?
- Do I have time to prepare, promote and put it together?
- Who do I want to attend?
- Do I need to cover all the costs or can I get the event (venue, food) sponsored or find a free venue? Can I get stall holders to contribute to the costs?
- How much can I raise? Set your fundraising target 3 times as much as you plan to spend – spend a little and raise a lot! Be realistic.
- Will I be charging for tickets or entry?

#### b. Write a plan

#### c. Set yourself a budget – Keep a track of your expenditure throughout. Consider if you can minimise your outgoings by:

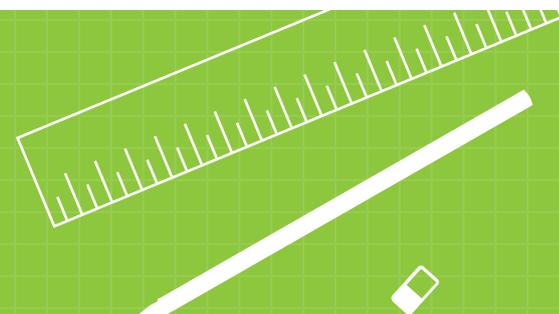
- Finding a free local venue?
- Avoid purchasing equipment, food or drink – acquire, borrow or get items donated?
- Asking local speakers and performers to participate free of charge?
- Asking local businesses to donate auction items or sponsor your event? You can give them a mention in return.

#### d. Get connected with family, friends and colleagues.

Recruit volunteers to help us fundraise, to give a task leading up to an event, or promote on Facebook, text or sponsor you!

#### e. Write a plan! Include the programme of the day, your resources and contingency plan.

Prepare!



## 4. Create your own personalised fundraising page

In addition to using the traditional sponsorship form, you can set up a page on [www.justgiving.com/HHUGS](http://www.justgiving.com/HHUGS) or <https://mydonate.bt.com/charities/hhugs> contact our Fundraising Team if you'd like us to help create one for you.

*a. Email it to all your friends and family. Share it on Facebook, Google+, or tweet about it on Twitter.*

*b. Keep your page updated*

*c. Change your email signature at work and/or at home to include the link to your page.*

*d. Personalise your thank you email and ask your supporters to pass on your details.*

*e. Set up TextGiving too and personalise your Text Code*

## 5. Get the word out!

**a. Let everyone know**

**b. Printed Media**

**c. Online Presence**

**d. Make the most of Social Media**

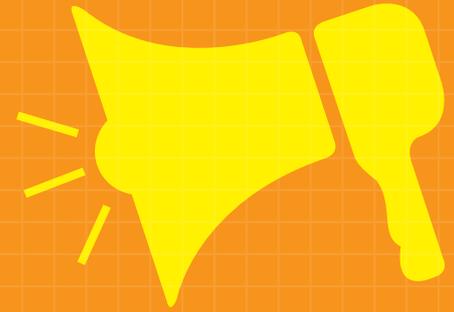
- Create a Facebook event.
- Use your Cover Photo and Profile Photo to promote your event.
- Post images
- Create a #Hashtag trend, and use hashtag **#TeamHHUGS** to maximise awareness for your event.
- Add **@HHUGSCharity** in your posts on Facebook and Twitter to in us of your work
- Tag other people

**e. Utilise local media:**

*If you'd like to invite people from your wider community, do not underestimate the power of your local free paper or radio station, who have a passion for local stories like yours. If you think your local or community press would be interested in covering your event contact us for more tips to get started.*

**f. Networking:**

*The best way to meet people to come to your event is to get out there and socialise.*





**/hhugscharity**



**g. Matched funding:**

*This is where a company offers to donate an amount of money to your fundraising efforts, either a fixed amount agreed beforehand or the amount you raise in total.*

**h. Get Your Sponsors Involved:**

*You get extra funds and they get the benefit of positive publicity if a company or business is supporting your event, ask if they can help to promote it too.*

**i. Keep us updated:**

*Tell us about your activity, so we can help and publicise it on our networks.*

**j. Link to us:**

*Do add links to [hhugs.org.uk](http://hhugs.org.uk) to show how your sponsorship could make a difference.*

## 6. Free Money

**If your supporter is a UK Tax Payer, please encourage them to make the most of the opportunity to Gift Aid their donations, meaning HHUGS can claim 25p for every £1 they donate at no extra cost to you or them.**

It's quick and simple and all the details are on our sponsor forms to complete at the time of sponsoring. Gift Aid will automatically be reclaimed via JustGiving for those donating to your page. If you're not using a sponsorship form they'll need to complete a separate Gift Aid declaration, available for download here or on request from our Fundraising Team.

*Keep us updated!*

# STAY SAFE...AND STAY LEGAL

**It is your responsibility to make sure the activity or event is safe and meets any legal requirements.**

**A few essentials to consider:**

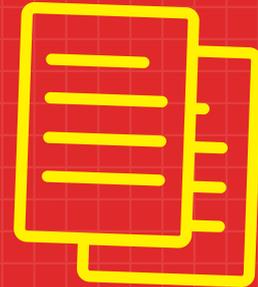
Be responsible

## **Use of HHUGS Logo**

*Make it clear that you are raising funds in aid of HHUGS and that you are not an actual representative of the charity. To help, we've designed a special fundraising 'In Aid of HHUGS' logo which you have exclusive use of. To receive a copy, please email [fundraising@hhugs.org.uk](mailto:fundraising@hhugs.org.uk). Always quote our Registered Charity Number 1117924. Please note that you are not permitted to use the HHUGS logo in any form or on any publicity materials.*

## **Notify appropriate authorities**

*For an event in a public area you should inform your local police and council of the date and the route.*



## **Collections**

*It is illegal to carry out street collections or door-to-door collections without a licence, so get your collection registered with your local authority to be issued a collection licence or contact us if you'd like to join a HHUGS organised collection. Only use HHUGS' sealed collection buckets when doing the collection. Those under the age of 16 are not permitted to be collectors.*

<sup>1</sup> You can request the form to our Fundraising team or go on [hhugs.org.uk/fundraising](https://hhugs.org.uk/fundraising)

## Insurance

*If you're organising your own fundraising event, you are responsible for making sure the event has sufficient insurance. You may need public liability cover – valid for personal injury plus damages to premises, food and drinks and other goods supplied – for some events to help protect you should a third party make claims due to injury or damage to a property.<sup>2</sup>*

## Data Protection

*For an event in a public area you should inform your local police and council of the date and the route.*



## Photography and videography

*Ensure consent is obtained from participants/attendees beforehand and remember to seek parental consent for children.*

## Preserve our reputation

*Don't forget that you are fundraising for HHUGS so please:*

- *Make sure that what you are saying is relevant and appropriate and does not damage the Charity's reputation.*
- *Ensure any speakers invited are on our approved speaker list or contact us to propose a new speaker.*
- *Ensure that no speakers or material at the event can be construed as offensive and that literature is not distributed without the organiser's permission.*

<sup>2</sup> Whilst we appreciate your support, HHUGS cannot accept liability for any fundraising activity undertaken to assist us and therefore are unable to provide public liability cover for your event.

# STAY SAFE



Identify any potential hazards that might cause harm to yourself and/or others at your fundraising event. Assess who could be injured or potentially become ill.

Have you put safety measures in place to make sure equipment is properly situated?

*Record what actions you need to take to remove or control those risks.*

*Review your assessment as you plan/once you have set up your event to check for any additional hazards or risks.*



Prioritise the risks as low/medium/high.



## WEATHER

Have you considered how the weather could affect your event? What you will do to reduce the risks? Have you got a contingency plan in case of bad weather or a problem with the venue?



## SERVING FOOD

Take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. A Food Standards Agency booklet 'Preventing Food Poisoning - Good hygiene at home' can be downloaded from the Food Standards Agency. Contact your local council for food hygiene regulations at events, or see [www.food.gov.uk](http://www.food.gov.uk).



## FIRST AID

For First Aid advice, consult your local St. John's Ambulance. Ensure you have adequate cover - first aid supplies, qualified first aiders - available for the scale of your event.



## CHILDREN

Will children be attending and have you organised enough stewards to supervise hazardous areas (for example, where there might be hot food and drinks or sharp objects)? Have you set up a system for lost children? Do you need DBS checks for individuals looking after the children? Make sure all children are accompanied by an adult.



## FIRE HAZARDS

Have you double-checked fire exits to your venue, and do you know where the assembly points are? Are all the fire exits clearly marked? Have attendees been briefed? Will there be marshals to direct people to a safe place?



## SUFFICIENT VOLUNTEERS

Have you got enough volunteers to help you in case of emergency? Have you put together a list of key contact phone numbers in case of an incident? Have you sent your volunteers the risk assessment and briefed them about health and safety? Have you organised a briefing for the start of the event?

Plan ahead!

# GET THE SUPPORT MATERIALS

HHUGS can provide materials to help make your fundraising event even more of a success. Let us know what you need by contacting us at [fundraising@hhugs.org.uk](mailto:fundraising@hhugs.org.uk)

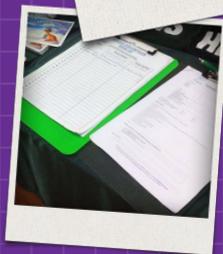
Penny Box



T-Shirt



Sponsorship Form



Label Stickers



Collection Bucket  
(registered volunteers only)



HHUGS Leaflets





Compass

Keyrings



Pens



## More Resources



Take a look at our YouTube channel ([youtube.com/1Hhugs](https://www.youtube.com/1Hhugs)) where you will find lots of shorts films to help you highlight and promote our work as part of your fundraising efforts.

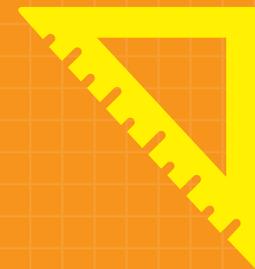
Contact us if you'd like to request a HHUGS representative attends your event. Unfortunately in most cases it is more likely we will be unable to attend.

However, we can help by providing a statement that can be read out, thanking all for their hard work and explaining how the money will be spent.

To obtain a statement, email us at [fundraising@hhugs.org.uk](mailto:fundraising@hhugs.org.uk)



# GET IN T@UCH



We would love to hear from you and inspire other HHUGS' fundraisers with your success, please send us your photos, videos, blog posts, media coverage or any reports, with your name and event details to: [fundraising@hhugs.org.uk](mailto:fundraising@hhugs.org.uk).

Don't forget to thank everyone who helped to organise, support, promote the event and to everyone who donated!

## Pay in your donations

### JustGiving:

If you have created your own personalised fundraising page on JustGiving, you don't need to do anything else. The money goes directly to HHUGS without bothering with forms.

### Pay by Cheque

Count all the money and pay the cash into your account, and write a cheque of the amount raised to 'HHUGS'. Please write your name (or group name) on the back of the cheque

- Put the cheque and your sponsorship form and/or standing order form (if applicable) into an envelope to our office
- Send to: HHUGS, Office 36, 88-90 Hatton Garden, London, EC1N 8PN

### Pay by BACS

Give your bank our bank details and they will issue you with a receipt as proof of payment

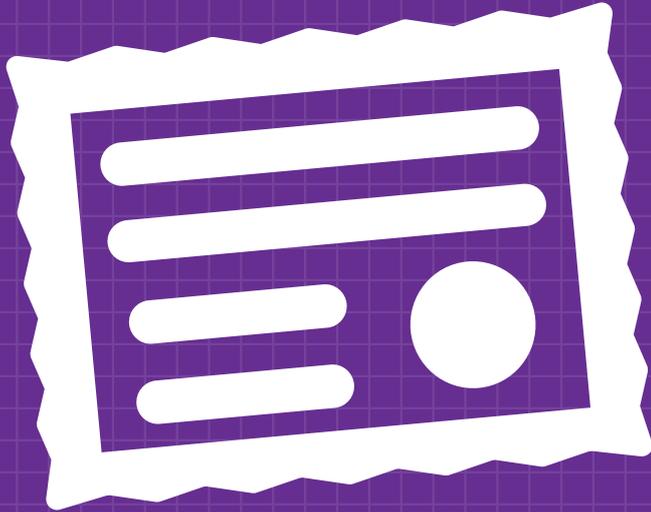
- Bank Name: Islamic Bank of Britain
- Account Name: HHUGS
- Account Number: 01269701
- Sort Code: 30-00-83

## Deposit in an IBB branch

Visit any IBB branch to deposit the cash raised providing the bank details quoted above.

## Pay in Cash

If you cannot utilise any of the above, contact our Fundraising Team to check if it's possible to arrange to meet a HHUGS representative to pass on cash donations.



Once you've transferred the money, please contact us to ensure we can track your sponsorship, and so we can thank you for your support and send a special certificate for the amount you raised, with the following details:

- *Your name:*
- *Email address:*
- *What was your fundraising event/activity:*
- *How much you raised in total:*
- *JustGiving page address (if applicable)*
- *How you made the money transfer:*

# CREDIT WHERE CREDIT IS DUE! THANK YOU!

On behalf of everybody at HHUGS, we would like to thank you for fundraising for us.

To give you the recognition you desire, we'd like to invite you our special annual dinner for our committed fundraisers. Share experiences, tips and plan new events with like minded supporters. Be the heart of HHUGS!

We'd like this to be an experience that not only one from which our beneficiaries benefit, but we'd like it to be one where you also take something positive away with you. In addition to the immense satisfaction gained from restoring honour and dignity to our vulnerable beneficiaries, we'd like to show our appreciation, by providing accreditation, references for your CV or a job application.

We hope this fundraising tool kit has all the information and inspiration you need to run a successful event or activity.

To discuss your fundraising ideas or for further support, please contact our Fundraising Team on:  
020 7733 2104 or [fundraising@hhugs.org.uk](mailto:fundraising@hhugs.org.uk)

HHUGS Office 36 88-99 Hatton Garden London EC1N 8PN  
| 020 7 733 2104 | [www.hhugs.org.uk](http://www.hhugs.org.uk)



HHUGS

