



2024



# Your FUNDRAISING STARTER PACK

In collaboration with:

✝ St Cuthbert's Care

[alanshearerfoundation.org.uk](https://alanshearerfoundation.org.uk)

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## Get in touch

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[alanshearerfoundation.org.uk](http://alanshearerfoundation.org.uk)



# THANK YOU



We are immensely grateful  
for your support.

Your contributions enable us to continue our work, providing specialised care and support for people with complex disabilities and acute sensory impairments. Every donation, no matter how small, makes a significant difference.

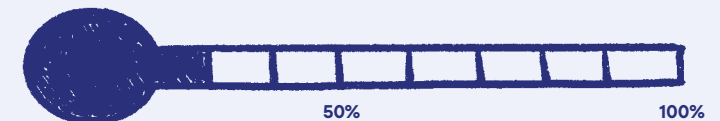
Your generosity helps us maintain and enhance our services. Your support allows us to reach more individuals and make a greater impact. We appreciate your commitment to our cause and your efforts to make a difference.

Thank you for being a part of our mission and for helping us change lives.

## My donation goal



## Tracker



# RAISE YOUR HAND TO HELP

[alanshearerfoundation.org.uk](http://alanshearerfoundation.org.uk)



Since  
**2012**

## How it all began

My Foundation was set up to directly support the Alan Shearer Centre in Newcastle: a highly specialist, disability, respite, residential and social provision for people with complex disabilities and acute sensory impairments.

We need to raise at least **£250,000** every year to ensure that we can continue to provide free sensory and specialist leisure activities and offer free and subsidised respite breaks for profoundly disabled children and adults.

Funding from the Foundation ensures disabled people and their families are able to benefit from all the specialist sensory, leisure and social facilities at the Centre totally free of charge.

However, I can't do this alone so I depend on your help, through fundraising ventures, attending our events and donations, to ensure that these facilities are maintained and developed for the future.

Thank you for your support.

**Alan Shearer** CBE, DL

We're here to support you every step of the way on your fundraising journey.

## Fabulous



### Charity run/walk

**Venue:** Secure a location and necessary permits for the event.

**Participants:** Reach out to potential participants through social media, email, and local communities.

**Sponsors:** Seek sponsors to cover costs and offer prizes.

**Volunteers:** Recruit volunteers to help on the day of the event.

**Promotion:** Promote the event through various channels to attract more participants.

## fundraising ideas



### Charity auction

**Items:** Collect items to auction. These could be donated by local businesses or individuals.

**Venue:** Find a suitable location for the auction.

**Auctioneer:** Hire a professional auctioneer or find a charismatic volunteer.

**Promotion:** Advertise the event and the items up for auction to attract bidders.

**Payment System:** Set up a secure payment system for winning bidders.



### Benefit concert

**Artists:** Reach out to local bands, musicians, or performers who might be willing to donate their time.

**Venue:** Secure a venue that can accommodate the expected crowd.

**Tickets:** Set up a system for selling tickets online and at the door.

**Promotion:** Use social media, local radio, and other outlets to promote the concert.

**Staff:** Ensure you have enough staff or volunteers to manage the event.

“

*Crossing the finish line and smashing my fundraising target, you can't beat that feeling! It was hard work, but it all paid off in the end.”*



Helen  
Great North Run 2023

We offer a range of resources and support to help you with your fundraising efforts. Visit [alanshearerfoundation.org.uk](https://alanshearerfoundation.org.uk) for more information.

### Go social

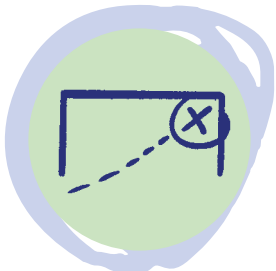
Share your fundraising on social media, tagging [@alanshearerfoundation](https://www.tiktok.com/@alanshearerfoundation) on TikTok, X, Instagram or Facebook with [#RaiseYourHandToHelp](https://www.facebook.com/hashtag/raiseyourhandtohelp).

# Top 10 Tips for running a successful fundraising event



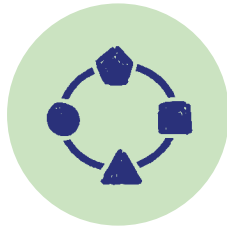
## Define your purpose and goals

Is your event purely for fundraising, publicity, or both? Set clear goals to guide your efforts.



## Set a fundraising target

Decide how much money you aim to raise and plan your event around this goal.



## Plan your budget

Create a detailed budget that covers all expenses, from venue rental to catering and materials.



## Assemble a leadership and host committee

Gather a group of influential supporters who can contribute and encourage others to donate.



## Personalize invitations

Connect supporters with your cause by personalizing invitations. Highlight the urgency of your cause and offer early bird benefits.



## Go green

Adopt eco-friendly practices to save costs and attract environmentally-conscious donors.

Remember, the key to a successful fundraising event is careful planning, effective promotion, and enthusiastic volunteers. Good luck!



## Encourage additional donations and merchandise sales

Encourage attendees to give beyond the event. Consider selling event merchandise.



## Leverage word of mouth marketing

Encourage registrants to spread the word about your event. Leverage social networks and personal connections.



## Engage attendees

Make the event memorable and engaging. Consider entertainment, interactive elements, and storytelling.



## Thank attendees and follow up

Express gratitude to attendees and donors promptly. Follow up with updates on how their contributions made a difference.



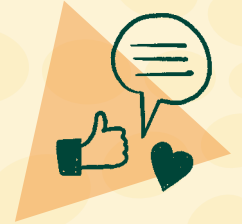
# MAXIMISING FUNDRAISING



# USING SOCIAL MEDIA



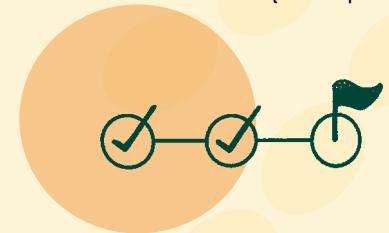
Use the power of social media to boost your fundraising efforts.



Engage with your audience regularly and respond to their queries promptly.



Encourage your followers to share your posts and use the hashtag **#RaiseYourHandToHelp** to create a buzz around your event.



Track your performance and adjust your strategy based on what works best.



Use compelling visuals and videos to attract attention and increase engagement.



Share your event details, updates, and success stories on platforms like Facebook, X, TikTok and Instagram.



Collaborate with influencers or celebrities who can amplify your message.



# 260 themed fundraising ideas

**260 Minutes of Fitness:** Challenge participants to complete 260 minutes of fitness activities and seek sponsorships.

**260 Mile Bike Ride:** Organize a long-distance bike ride of 260 miles and collect donations per mile.

**260 Goal Football Match:** Host a football match where the aim is to score a combined total of 260 goals.

**260 Item Bake Sale:** Bake 260 items and sell them to raise funds.

**260 Question Quiz Night:** Host a quiz night with 260 questions and charge an entry fee.

**260 Raffle Tickets:** Sell 260 raffle tickets with exciting prizes.

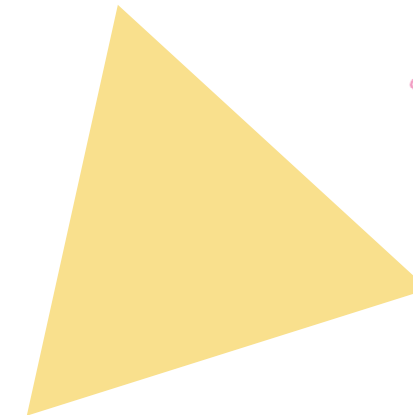
**260 Day Challenge:** Encourage supporters to give up a habit or take up a new one for 260 days.

**260 Paintings Art Auction:** Host an art auction featuring 260 paintings donated by local artists.

**260 Minute Dance-a-Thon:** Invite participants to dance for 260 minutes and seek sponsorships.

**260 Kilometer Relay Race:** Organize a relay race covering a total distance of 260 kilometers.

Your support not only helps us maintain our services but also allows us to develop new programs and initiatives.



**260 Acts of Kindness:** Encourage participants to perform 260 acts of kindness and share their experiences.

**260 Page Book Reading:** Host a book reading event where participants read a 260-page book.

**260 Pound Weight Loss Challenge:** Set a collective weight loss goal of 260 pounds for participants.

**260 Plant Sale:** Sell 260 plants to raise funds.

**260 Recipe Cook-Off:** Host a cooking competition where participants create a dish from one of 260 recipes.



**260 Minute Silence:** Organize a sponsored 260-minute silence.

**260 Jokes Comedy Night:** Host a comedy night where the aim is to tell 260 jokes.

**260 Item Swap Shop:** Organize a swap shop with 260 items.

**260 Hour Volunteer Challenge:** Encourage participants to complete 260 hours of volunteering.

**260 Themed Dress-Up Day:** Host a dress-up day with 260 as the theme (e.g. 260 colours).

# VALUING



# DISABILITY

“

*I hated waking up to face my disability, it was a nightmare. The Alan Shearer Foundation have taken that nightmare away and enabled me to live a quality of life that I never thought I'd have.*

*I just want to thank you and the team for the level of support and advice you've given.”*



**Alice**  
North Shields



# Safely managing the money you raise

Keep a clear record of all donations received and expenses incurred.

Regularly review your financial status and adjust your fundraising strategies accordingly.

Set up a dedicated bank account for your fundraising efforts.

Ensure that all financial transactions are secure and comply with legal requirements.

Always provide a receipt for donations and be transparent about how the funds will be used.

Consider investing in fundraising software to streamline your financial management.

## It's crucial to handle the funds you raise responsibly.

- 1 Always be transparent about where the funds are going and how they will be used.
- 2 Respect the privacy of your donors. Do not share their information without their consent.
- 3 Be honest about your fundraising progress. Share updates regularly.
- 4 Ensure that your fundraising activities are legal and ethical.
- 5 Be mindful of your donors' budgets. Don't pressure them to donate more than they can afford.
- 6 Provide multiple payment options to make it easy for donors to contribute.
- 7 Thank your donors and acknowledge their contributions, no matter how small.



Sensory rooms



Ball pool



Music room



Hydrotherapy suite



Café

# The amazing work of the Alan Shearer Centre

“

*I'm very proud of the support the Foundation offers, particularly in ensuring this bespoke Centre remains free of charge to all.”*

**Laura**  
Activities Co-ordinator



**We have a dedicated team of professionals who are committed to providing the highest quality of care.**

The Alan Shearer Centre provides highly specialist disability, respite, residential, and social services for people with complex disabilities and acute sensory impairments.

The Centre offers free sensory and specialist leisure activities and provides free and subsidised respite breaks for profoundly disabled children and adults. Your fundraising efforts help us continue this vital work.

The Centre is equipped with state-of-the-art facilities designed to cater to the unique needs of each individual.

We believe in empowering individuals with disabilities and enhancing their quality of life.

We are constantly innovating and improving our services to better serve our community.

## Get in touch

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#RaiseYourHandToHelp