

# FUNDRAISING A TO Z



**Welcome to our Fundraising A-Z**, filled with ideas to help you plan your fundraising and #DoBrightThings for the Bright Horizons Foundation for Children. Use this A-Z to inspire you, together with our handy Fundraising Planner, to plan your activities and fundraising target for the year. It often helps to fundraise with others – so you can share the work, but most of all have fun as a community and enjoy the satisfaction of making a difference to vulnerable children and families.

## A is for...

**Active** - Run, walk, cycle or swim, with or without friends. Take part in an organised event or do your own thing. Use our sponsor forms and set up a fundraising page on [Just Giving](#).

**Afternoon Tea** – Bake some cakes, make some sandwiches, put on the kettle and host an afternoon tea.

**Amazon Smile** – Do all your Amazon shopping through [Amazon Smile](#), raising **free** donations every time you shop!

**Auction** – Sell children’s artwork if you work in a nursery or school, or have an auction of promises or things donated by your community.

## B is for...

**Bake Sale** – Make and sell your tasty bakes to colleagues, friends and family. You could even introduce some competition and host a Bake Off!

**Book Shop** - Set up a book corner at work or in your community, ask people to donate their unwanted books and sell them for donations.

**Bingo** – Brush up on your number nicknames and host a bingo night with friends, family or colleagues.

**Birthday** – Donate your birthday on Facebook. Set your target and ask your friends and family to make a donation for your birthday.

**Beard** – Grow, shave off or dye your beard (if you have one!)

## C is for...

**Cards** – If you are in a school or nursery have cards professionally made with children’s artwork for Father’s Day, Mother’s Day, Easter and Christmas. [My Art Project](#) make this a really easy way to fundraise.

**Charity of the Year** – If your company or companies near you have a charity of the year, nominate us!

**Charity Shop** – Set up a pop-up charity shop and sell clothing, bags and shoes. Anything that doesn’t sell can be sold on eBay or recycled for cash!

**Coffee** – Sell coffee in the morning to jump start the day, you could combine it with a cake sale!

**Commission** – Do you receive commission for selling things that you could donate, like photography commission if you work in a school or nursery?

**Cinema screening** – Host a film screening and sell popcorn and refreshments.

**Curry and Comedy**—Host a comedy night with curry!

## D is for...

**Dinner Party** – Prepare and serve a delicious meal for friends, family or colleagues.

**Dance** – Have a boogie - organise a disco or dancethon.

## E is for...

**Easter** – Organise an Easter egg hunt - make it extra fun with clues and a map; make and sell Easter cards, or have an Easter party.

**eBay** – Sell your unwanted stuff on eBay and donate some or all of the proceeds.

## F is for...

**Face Painting** – If you have the skills, include face-painting at one of your events; it doesn’t just have to be for children!

**Fashion Show** – organise a community fashion show and raise funds through ticket sales. It’s easier than you think if you use someone like Colours Fashion Shows <http://www.coloursfashionshows.com/>

**Festival / Fete / Funday** – Christmas, Summer, Easter, and birthdays are good times to hold fairs or fetes, and are a lovely way to bring a community together. Maximise your success by providing something for everyone: Ask local traders or crafts people to pay a fee to have a stall, have a raffle, have games and activities like ice a biscuit, hook a duck and pick a square, and sell refreshments.

**Football** – Host a football friendly, or penalty shoot-out – ask players and spectators to donate to take part; or you could hold a sweepstake for a tournament.

**Fancy-dress days** – Plan dress-up days throughout the year. You could choose a colour or theme, have a Wear it Bright Day, World Book Day, or Christmas Jumper Day, and ask participants to donate to take part.

## G is for...

**Games** – Have a games tournament at home, school, nursery or work, and charge an entry fee to take part. It could be giant Jenga, Connect 4, Scrabble, Monopoly, Uno or Dobble—take your pick of the games you enjoy!

**Give it up!** – If you have a habit you want to stop, you could ask people to sponsor you. If your habit is expensive, you could donate the money you save.

**Give As You Live** – Shop or book your travel online with hundreds of retailers like M&S, ASOS, Next, Tui, Thomas Cook, John Lewis and Tesco, and raise **free** donations for us via the [Give As You Live website](#) and App.

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**Give As You Earn** – if your employer has a Give As You Earn scheme, sign up! This will enable you to directly donate **tax free** from your salary, making your donations go further. Look on the [CAF website](#) to see if your employer has a scheme and sign up online.

## H is for...

**Head Shave** – Shave your head and ask people to sponsor you. You could ask for bids to nominate a colour to dye your hair a week before the shave, and if you are brave ask for bids to do the shaving!

**Halloween Party** – Dress-up in ghoulish attire, have a party with Halloween games, or host an Ugly Bug Ball.

**Hogmanay** – Hold a Hogmanay party and ask people to donate the cost they would usually spend on venue entry.

## I is for...

**International Day or Evening** - Choose your country, or go 'around the world', and charge people a fee to dress, eat and be entertained with music and dancing from your chosen country or culture. You could tie it in with celebrations like Diwali, or Chinese New Year.

**It's a Knockout** – Get some bean bags, hoops, balls and cones and organise an hour or two of active and competitive fun which could include an obstacle course, target practise, and races.

## J is for...

**Jewellery** – Make and sell jewellery, or sell jewellery you no longer want and donate the proceeds.

**James Bond** – Host a James Bond themed event – dress-up, serve cocktails, play casino games or watch the films.

**Just Giving** – Set up a Just Giving page linked to our [Foundation pages](#) as an easy way for people to donate. Just Giving also claim Gift Aid on donations, making them go even further.

## K is for...

**Karaoke Night** – Host a night of Karaoke – borrow or hire a machine, or use Lucky Voice.

**Knitting** – Knit and sell your unique items to friends and family or via sites like Etsy or eBay; or teach people to knit!

## L is for...

**Ladies Day** - Get your female friends together and throw a ladies day or evening. You could have cocktails and canapes, or dress-up and watch the races on TV with a delicious lunch or afternoon tea.

**Lunch** – Serve lunch to colleagues at work and charge them for each portion. Soup and rolls usually go down well or a buffet. Charge more than it costs you to buy or make and donate the proceeds.

## M is for...

**Marathon Events** - Before you skip this one, remember a marathon doesn't have to mean running! You could of course run or walk a marathon for sponsorship, or undertake an activity that will take you 26.2 miles or hours, spread over a period of days or weeks.

**Matched Giving** – Ask if your employer matches employee giving, which can double your donations for free!

**Music** – Host a concert or themed music night, maybe with dancing. Do you or people you know have musical talents that could be shared to fundraise? You could carol sing at Christmas, host a summer concert and picnic, or provide music lessons for a donation.

## N is for...

**Naming Competition**—Name the teddy, bunny or bear. The winner gets a prize.

**New Year's Eve** – Host a New Year's Eve party and avoid the queues, reduce the expense and choose your guest list!

**Night In** - Invite your friends over and ask them to donate the amount they would usually spend on a night out – you could have a theme – pamper party with face packs and nail painting, football and beer, or a film night with popcorn.

## O is for...

**Open Day** – Open your doors and invite the community to visit; whether you live in a house with history, have a beautiful garden, or would like to host an activity day in your school or nursery.

## P is for...

**Pamper** – Get together with your friends or colleagues and provide manicures, haircuts and facemasks, if you have the skills or know someone who does, and charge for treatments.

**Pick a Square** – create a grid of 50, 100 or 200 numbers, sell squares for £1 and award 25% of the proceeds to the winning number! Nice and easy!

**PTA** – nominate us to your local schools' PTAs as their charity of the year.

## Q is for...

**Quiz Night** – Host a quiz night and participants pay to enter. You could host it at work, the pub, village hall, sports centre or your front room. Great quiz questions can be found online. You could ask local business to donate prizes.

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## R is for...

**Raffle** – Raffles are a great way to fundraise. Contact local businesses, suppliers, and people you know to ask if they would donate prizes for a good cause.

**Recycle** – Organise a recycling drive of clothing, bags and shoes, and arrange for them to be collected by a recycling company. The recycling company pays a price per kilo.

**Row** – Borrow a rowing machine or exercise bike, or ask your local gym if you can use theirs. Decide on your target distance and row for sponsorship, on your own or as part of a team.

**Running** – You don't need to take part in an organised event, you could just pick your route and run. If you would like to do it with others, you could take part in a Park Run or look online for open running events which allow you to run for a charity of your choice.

## S is for...

**Sweepstakes** – Pick a question and people pay to be given an answer, for example who will win a match or race. Whoever has the winning answer gets a prize, while you donate the money raised.

**Skydiving** – Dare you jump from a plane? Skydives are a great (and brave!) way to fundraise. Do it alone or as part of a team; and make sure you do it with an organiser you trust.

**Sponsored Silence** – If being quiet is a challenge, perhaps you could raise funds with a sponsored silence.

## T is for...

**Tea Party** – We're a nation of tea drinkers. Host a tea party and provide cakes, maybe have a theme like a Mad Hatters Tea Party!

**Tug-of-War** – Have a tug-of-war, charge an entry fee and see who wins.

**Tuck Shop** – Set up a charity tuck shop at work.

## U is for...

**Uniform Free Day** – have a dress-down day at work or school, or make it more fun with fancy dress!

## V is for...

**Valentine's Day** – Arrange a Valentine's Ball, bake and sell some love themed goodies at work, make and sell valentines cards, or make a theme out of the thing/s you love and ask for donations from people who take part.

**Vintage** - Organise a vintage sale and donate the proceeds. If you don't have enough time to organise a stall, sell your things on eBay, or you could arrange a vintage clothes swap - people pay a small fee for entry and you can raise funds on the day with activities and bake sales.

## W is for...

**Walk On for Bright Spaces** – Have a sponsored walk - choose your distance and route and get walking! It could be laps of a park, playground, workplace; a walk through local countryside or even a relay. Involve as many people as you can to raise sponsorship. See the Walk On resources on our website for more information.

**Wax Off** – See how much your friends are willing to pay to hear you shout 'ouch!' A packet of wax strips and willing participants are all you need!

**Wear It Bright** – Have a Wear it Bright Day in keeping with our #DoBrightThings for Bright Spaces, and charge £1 for people to take part.

## X is for...

**X-Factor Competition** – Organise an X-Factor style competition, or you could host an X-Factor night and watch the show, you could have a sweepstake on who gets through.

**Xbox** - Invite people to take part in a gaming session inviting people to play for a donation.

## Y is for...

**Yoga** – Organise not for profit yoga classes, it will be good for the people taking part and for us!

**Year to Remember** – Is there something you could do for a year for sponsorship? How about walking a mile every day, or doing an act of kindness each day?

## Z is for...

**Zumba** – Organise a Zumbathon, sell tickets and get your groove on!

**Zip Wire** - You can find zip wires up and down the country and all offer something different. Find the right challenge for you and ask for sponsorship.



# THANK YOU FOR YOUR SUPPORT!