



FUNDRAISING GUIDE

WELCOME AND THANK YOU!



We're really pleased you are considering fundraising for Camp Jojo. Congratulations on taking that first step. Fundraising can be hard work but it should also be a rewarding and worthwhile experience and a lot of fun too!

Whatever you decide to do, the money you raise is priceless. It will enable us to continue our work providing totally accessible camping experiences for families of children with complex needs.

We hope this fundraising pack gives you everything you need to plan and prepare your event and hopefully the confidence to persuade your supporters to give generously to our cause. If, however there's any other way we can help, do get in touch.

We look forward to hearing about your event and don't forget to send us any photos.

Thank you and good luck!



PLANNING YOUR FUNDRAISING EVENT

“NOBODY CAN DO EVERYTHING , BUT EVERYONE CAN DO SOMETHING...”



WHAT?

Perhaps you want to hold a band night, a pub quiz or a bake sale. Maybe you want to run a 5k, 10k or even a marathon. Maybe you fancy skydiving, or abseiling or a sponsored silence – what ever it is, give yourself time to plan and raise funds. If you need inspiration check out the fundraising ideas page.

WHEN?

Be sure to choose a date that doesn't clash with any other major events: especially remember to check the football schedule! Make sure you have enough time to organize the event and give everyone plenty of notice.

WHERE?

Try to find a location that's easy and accessible to all.

Some things to consider are:

How many people are you inviting?

Can you hold your event at home or do you need to book a bigger venue?

MAKING MONEY

Think about how your event will make money. Some ways are selling tickets, holding a raffle or competition, asking for donations, playing fundraising games on the night, being sponsored for something or selling items. It's a good idea to set a realistic fundraising target to aim for..

Keep costs down - try to get what you need through donations. Writing letters to local shops and businesses is a great way to get raffle prizes and sponsorship.

SET UP A FUNDRAISING PAGE

Whether it's on Just Giving, Go Fund Me, or Facebook Fundraisers – it's easy to set up an online page where the funds come straight to Camp Jojo, and it's an easy way to collect gift aid too.

Before you email your entire address book, ask your closest friends and family to donate first.

An empty page can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. People tend to match the amounts already listed on the page, so if they're generous ones, all the better!

Keep fundraising after your event
Around 20% of donations come in after people finish their event. So keep fundraising once you've crossed the finish line - it's a good chance to email an update and a final appeal!



TOP TIP

Ask your employer if they will match fund whatever you raise – an easy way to double your total!

SHARE YOUR STORY

“KEEP SHARING YOUR STORY, BECAUSE YOU NEVER KNOW WHO YOU WILL INSPIRE...”



SPREAD THE WORD

Remember to share your fundraising page all over your social media accounts and in real life to all of your friends and family – and remember to keep sharing it, it often takes more than 1 round of emails to get donations! It's great to keep sharing updates on your progress – whether that's event planning or marathon training to inspire people to give. Also check out our downloadable materials – from leaflets to customisable events posters – we have plenty to help you get started.

STOP THE PRESS

It's a great idea to contact your local paper and radio station too – they are always on the lookout for local stories and it's a great way to get extra support and spread the word about Camp Jojo.

Don't forget to get in touch with us here at Camp Jojo too – we love to share fundraisers stories on our social media accounts and you might even inspire someone else to give it a go!



TOP TIP

Take lots of photos on event day to share with your supporters on social media and with local press.

FUNDRAISING IDEAS



WHEN IT COMES TO FUNDRAISING IDEAS - THE OPTIONS REALLY ARE LIMITLESS! BUT HERES A FEW IDEAS TO GET YOU STARTED...

BAKE SALE

Pick up a pinny and get baking! Selling cakes at your office or local activities groups is a great way to raise funds, or why not hold a coffee and cake morning at your home or a local venue to make an event of it.

Top tip – ask local cake makers and bakeries to donate a cake for the day to help keep costs down.

RUNNING

Whether you're just starting couch to 5k or if you are a seasoned runner aiming for a marathon – running events are a great way to get fit and raise funds at the same time. See our events calendar to get inspired!

QUIZ NIGHT

Ask a local pub to host, and create a quiz – charge teams to enter and ask local businesses to provide prizes. You can even run a separate raffle on the night to raise more funds. Top tip – remember to publicise your event for the biggest turn out – local facebook pages are a great place to start!

DRESS DOWN (OR UP) DAY

Ask your business or local school to have a dress down day for £1 a person, or make it even more fun with a dress up day! Choose a costume theme or make it crazy hair day with a small prize for the best dressed.

INDOOR CAR BOOT SALE

Hire a village hall and charge a suggested donation amount of around £10 a table for people to bring along their unwanted items to sell. Always really popular and an easy way to raise funds. Top tip – remember to save a table space to hold a cake and coffee stall to raise extra funds too.

CHALLENGE YOURSELF

Check out our events calendar for ideas of challenges you could take part in – whether its skydiving, swimming, or trekking there's something for everyone and you could tick off a bucket list item whilst fundraising too!

GET INSPIRED

THE FUNDS YOU RAISE WILL MAKE A HUGE DIFFERENCE TO THE FAMILIES WHO VISIT CAMP JOJO AND HELP CREATE MEMORIES TO LAST A LIFETIME...



"What is fabulous about Camp Jojo is that the whole family is making good, happy shared memories. And those memories are sustenance, warmth and shelter for the soul against future hardship and stress."

- Volunteer 2022



"Our favourite activity had to be Denise swimming in the sea for the first time ever! I will never forget the absolute joy on hers and Julie's faces, and that as a family we got to experience this together. Having the photographer there all weekend to capture these moments was special beyond words"

- Parent 2022

"You go as strangers and leave as family. There will be tears, laughter and huge pride felt and wishing you could stay longer. As a family we are beyond grateful that we got the chance to become part of the Camp Jojo Family and you will be too!

A truly beautiful experience where 'Everybody Can!'

- Parent 2022



FUNDRAISING STORIES

“BE THE CHANGE YOU WANT TO SEE IN THE WORLD...”



“Camp JoJo is a charity close to both of our hearts, we've both been volunteering for several years now, and so when it came to our wedding we decided instead of asking for presents from our guests, we would ask them to donate to CJJ instead. We set up a Just Giving page, and suggested it to our guests on their invitations, and we were blown away by how many generous donations we received! It was so easy to set up the page and in the end we raised over £1000!”

- **Juliette and Elliott**

“I attend Neil Evans Fitness Bootcamp and when myself and Lucas returned from our time at Camp JoJo I told the gang about our weekend and how absolutely awesome it was and they jumped at the chance to raise money to help you continue to offer such an invaluable service to families like ours.

We quickly signed up for 'Only the Brave' which is a 10mile cross country course with many many obstacles - through rivers, mud, over/under hurdles, inflatables etc.

The group collectively managed to raise not only £2790 but also awareness of the Camp.

- **Tracie Kirby**



“Seek out musicians of every genre, particularly local people. It always amazes me how many talented musicians there are. Go to folk clubs, festivals, concerts and be brave and ask performers if they would come and play for your camp Jojo event for free. A meal and a drink for free is usually enough payment.

Try to offer food, simple and cheap, buy and run your own bar and keep ticket prices low. Always have a raffle and maybe 1 auction. I have just auctioned my husband to give a pottery session. He made £500!”

- **Kathy Bowman**

NEED TO KNOW

“EVERY CHARITABLE ACT MAKES A DIFFERENCE...”



RAFFLES AND LOTTERIES

Raffles and prize draws are excellent means of raising funds. To keep it safe and legal please follow the below guidelines:

Raffles don't need a license if they are;

- run during the course of an event
- restricted to members of a group or club
- restricted to people who work for the same organisation
- restricted to customers of a business

If you want to hold a raffle that doesn't meet the above criteria please contact your local council about securing a small lottery license to be able to do this.

GIFT AID

Please ask donors or sponsors to sign a Gift Aid declaration or tick the relevant box on your sponsor form (available from us). This enables us to claim tax back from the government making your donation worth even more to us. Please make sure that on the form we have their full name, home address and postcode.

TAX BACK

If a donor pays a higher rate of income tax, either at 40% or 50%, they can reclaim the difference between the basic rate of tax and the highest rate of tax they have paid after making a charitable donation.

TO READ ABOUT FURTHER RULES PLEASE VISIT:
www.resourcecentre.org.uk/information/licensing-and-regulations

COLLECTIONS

If you are planning a street collection please contact your local council to ask for a permit to collect on the specific date. If you are collecting on private property (such as in a supermarket) you will need to get permission from the manager.



THANK YOU

THANK YOU SO MUCH, WE REALLY COULDN'T DO IT WITHOUT YOU!



£30 could fund a photobook for a family to capture all the memories made at camp.

£150 could fund a massage therapist or music specialist at one of our camps.

£350 could fund two volunteers to be fully trained and to provide assistance to a family at one of our camps.

£1855 could fund the operational costs for a family to attend one of our camps.

PAYING IN YOUR FUNDS

Please don't send cash through the post, we would hate for your hard earned funds to go missing! Better to bank the cash and cheques and then send the funds via:

www.campjojo.org/donate

(Please email us so we know what event the funds are from)

SEND CHEQUES TO

Ivy Farm,
Ivy Lane,
East Mersea,
Colchester
CO5 8US

CONTACT

Please don't hesitate to get in touch with us for any fundraising questions or if you would like to discuss your idea- we love to hear from you!

Email: fundraising@campjojo.org.uk