

Fundraising Information Pack



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Thank you for deciding to fundraise in aid of Disability Snowsport UK.

Your sponsorship money will be used on our many programmes helping people with disabilities to access snowsport alongside the able-bodied. For those involved, adaptive snowsports often prove to be life-changing, with numerous physical, mental and emotional benefits. Apart from anything else, our programmes allow those who would not otherwise

be able to access snowsports to take part in this exhilarating, exciting and fast-paced sport!

Disability Snowsport UK is a people-centred organisation with a unique sense of purpose: that anyone regardless of their disability can take part in and enjoy the thrill of snowsport. For nearly 30 years we have applied exceptional know-how and adaptability to enable those with a disability to experience the joy of skiing alongside the able-bodied.

We provide therapeutic, life-enhancing and, most importantly, exciting activities for individuals and groups of all ages who require adaptive equipment, specialist instruction and support. In some cases, a person can ski better than they can walk, thus providing a freedom previously unknown to them.

The experience of snowsport often proves to be life-changing, with numerous physical, mental and

- emotional benefits.
- These can include:
 - Improved self-esteem and confidence
 - Greater independence
 - Access to social opportunities
 - Therapeutic and physiotherapy benefits
 - Increased level of fitness
 - Development of new skills and achieving personal goals



Our programmes include:

- Dedicated adaptive snowsport schools
- Schools and youth programmes
- A network of local groups
- Overseas activity weeks
- Support for the British Disabled Ski Team
- Support for the Youth Development Squad – bringing talent from grassroots to racing standard
- Support for the development of adaptive facilities in continental Europe
- Training for instructors, volunteers and snowsport centre staff
- Advice, information and encouragement for members and the wider disabled community.

One of the key elements that make our charity so successful is the fact that so many of the people involved are volunteers. We have almost 400 volunteers who give up their time and money to assist our work on our overseas activity weeks, at our adaptive snowsport schools and perhaps most importantly, at our local groups, which are entirely volunteer run.

FUNDRAISING IDEAS

There are so many ways that you can raise money, in fun and original ways. Below are a few ideas to get you started, but take the opportunity to get creative and do something wacky!

- Do a sponsored run...
- Skydive!
- Pub Quiz/Speed Dating/Bingo Night
- Theme Night (Casino Night/Movie Night)
- Charity Auction
- Pie Throwing Competition
- "Slave Day"
- Baked Bean Bath
- Head Shave/Haircut
- Cake Sale
- Kissing Booth
- "Going Without..." day (i.e.. Going without saying the word "and" for a day!)

These are just a few random ideas, but we'd love to hear from you what's worked and why it did. We also love to have photos of all fundraising for DSUK so that we can show it on our Blog/Facebook/Twitter which can also help to further publicise your fundraising efforts!

You can also enter one of our organised events. To find out what's coming up soon please visit our website - www.disabilitysnowsport.org.uk. There are also events around the UK taking place each week, that do not require you to raise funds for a particular charity - why not choose to support DSUK on one of these events...



STEP BY STEP PLANNING

Once you have decided you want to raise funds for DSUK, follow these steps to make your event a success:

- **Come up with an idea:** We've given you a few ideas but you can search the internet for lots of creative suggestions. Remember that the more original your idea, the better it will be received. Also consider its feasibility, ask friends what they think and start planning how it might work.
- **Get organised and stay legal:** Make sure you are aware of the regulations and legal considerations involved in staging your event. Check the fundraising section of our website.
- **Get friends and colleagues involved:** Tell as many people as possible about the event and try to get them involved in some way, perhaps to help you run the event or to plan it beforehand. Use as much free advertising as you can e.g. notice boards at work or your facebook page...
- **Start raising money:**
 - **Planning** - Break the amount down into manageable chunks, the task will seem less daunting!
 - **Contacts** - Think about who you can approach. As well as friends and family, what about colleagues at work? Why not contact your company's suppliers or other local businesses? You could offer to wear their logo on your T-shirt at a cost. Would your local pub/social club or gym host an event for you?
 - **Ask** friends, family and colleagues to sponsor you! To make this easy, you can set up an online sponsorship page where the funds will be sent directly to Disability Snowsport UK in your name *and* carry your paper sponsorship form with you everywhere you go.
- **Tell your community:**
 - **Make posters** and put them up in as many places as you can find where a lot of people will see them.
 - **Hand out flyers**, keeping the info provided in a simple format.
 - **Ask local businesses** to support your cause by donating raffle prizes or gifts in kind. We are happy to compose a letter for you on headed paper for you to approach local shops and restaurants for raffle prizes
 - **Compose a press release** – we have a pack on the fundraising section of the website to help you with this. Make sure you tell them why it's relevant to the area and if possible add some credibility by getting a local celebrity to provide a quote. Send it in good time to meet any given deadline.
 - **Grab a collection tin** and find out if you can spend a day collecting at your local supermarket.
- **Record the event:** On the day, take lots of photos which reflect the mood and feel of the event and record your success e.g. your time for a race or how many cups of tea were sold. Send all your photos and stories in to us so we can publicise your support and inspire others to do the same. We have followers on Facebook, Twitter and our Blog who love to hear stories and see photos from our individual fundraisers!



DON'T FORGET...

Please don't forget that you are representing the charity when fundraising, and it is very important to be polite and courteous when approaching members of the public to ask for donations. It is just as important to thank friends and family for their support...you never know when you might fundraise again and need their help!

Please bear in mind...

- Remember to thank *everyone* involved, from the volunteers to those who provided equipment or the venue...
- Count your fundraising total and send in to DSUK as soon as possible
- Tell us about your success, we love to hear about our supporters and how they have helped us.
- Don't give up! – If something doesn't work, don't panic! Not every idea will be successful – try something else.
- Remember why you're doing it! – Make sure that people are aware of who you are raising the money for. Disability Snowsport UK ...
- Have fun and enjoy yourself: It's easy to forget to enjoy yourself, there should always be 'fun' in fundraising

You will find that people who you approach for support will be extremely receptive to the cause. You can always point supporters to watch our DVD for further information on the work that we do – www.vimeo.com/6869679

Keeping within the rules

Visit our website to see the latest information on how to put on an event with safety and legal issues in mind www.disabilitysnowsport.org.uk. You can contact us at anytime if you are not sure about a particular issue. Probably the most important piece of advice is that if you are putting on your own event, you may need public liability insurance as DSUK can only accept liability for its own events.



MAKE THE MOST OF YOUR MONEY...

There are many ways to squeeze more pennies out of your fundraising donations...

For every donation you raise for DSUK, we can claim Gift Aid provided the donor is a UK tax payer.

Gift Aid is tax relief on money donated to UK charities and equates to an extra 20p per £1 donated a no extra cost to the person making the donation (with more if the donor is a higher rate tax payer).

Gift aid is automatically added on the website, but if you are using our standard sponsor form, make sure that you get everyone to complete their details so we can claim Gift Aid as appropriate.

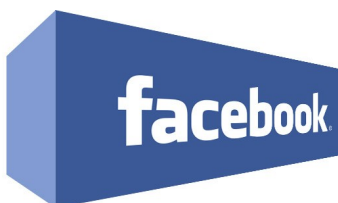
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Online Sponsorship pages

Justgiving.com and VirginMoneyGiving.com are websites that enable charity fundraisers to raise sponsorship online. Funds will be paid directly to DSUK, relieving you of the need to chase people for payment. You can also direct people to this page if they would like to make a donation direct to DSUK. The site provides clear and simple instructions for setting up your own page and will notify you every time someone pledges to sponsor you. Just Giving take 5% from each donation as their fee. Virgin Money Giving take 2% of donations for fees. For further information on fees, please visit each website.

Through the Just Giving website, individual fundraisers are now able to set up their own text donation service that will direct donations straight to the charity. It's completely free and 100% of the donation goes to your charity. For further information please visit www.justgiving.com/justtextgiving

Once you have set up your online sponsorship page, send an email to your friends, family and colleagues letting them know the link details, post it on facebook and twitter and make sure it's printed on all posters and promotional material. If all your facebook friends donated £1, you could be well on your way to your fundraising target!



WAYS TO GET IN TOUCH...

The fundraising team are happy to help you at every step of the way Please just contact us...

Phone: 0161 749 2290

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Thank you for your support and good luck!!