

# Fundraising at school

**Your  
helpful  
guide**



**stv**  
children's  
appeal

# Thanks for supporting the STV Children's Appeal!

The STV Children's Appeal is all about helping young people affected by poverty in Scotland. Poverty can mean many things. For some children in Scotland it can mean going hungry, not having a bed of their own or not having warm clothes to wear in the winter.

The good news is that together we can make a real difference to the lives of these children. Every pound you raise goes straight to helping them. As soon as we reach one million pounds, the Scottish Government will donate another one million pounds!

We're here to help you every step of the way and in this pack you'll find everything you need to get started. If you want to ask any questions, just get in touch with us at [stvappeal@stv.tv](mailto:stvappeal@stv.tv)

## Good luck and have fun!

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# How the STV Children's Appeal helps

It took just six years for the STV Children's Appeal to raise £13.7 million.

The money raised went into 722 projects all over Scotland, helping around 62,000 children.



## The STV Children's Appeal promises to:

- Give every penny of every pound that you fundraise to the children who need it most.
- Keep all of the money raised within Scotland.
- ▲ Invest every penny into projects that will make a real difference to the lives of children affected by poverty.
- Give a voice to children who can't be heard.
- Support at least one community project in every single local authority in Scotland.

## How your fundraising helps:

- ▲ £20 sorts out a food parcel for two families - the smaller projects we support have been able to get food parcels out to families in need across Scotland.
- £200 buys beds, a washing machine or a cooker for grandparents who suddenly find themselves caring for grandchildren full time in the absence of parents. We're proud to support Kinship Care groups who support grandparents in this situation.
- £500 helps with housing, employment and life skills for young people who are either homeless, in threat of homelessness, or coming out of care. Projects we fund include counselling and support for young people who might otherwise drop out of the system.



Last year I ran, walked and cycled 160 miles all over Scotland for the Appeal and I'm already planning some brilliant activities for the year ahead. I hope you will join in and help raise money for Scotland's children.



Sean Batty

# Fundraising Ideas

There are lots of ways to fundraise.

Take a look at some of our ideas or let us know about any weird and wonderful things you're doing to raise money.

## ■ Non-Uniform Day

How about a day where you ditch the blazer and set your own style agenda?

## ● Hold a Bake Sale

School dinners are great – but some home baking is even better!

## ▲ School Disco

Show your moves and see if your teacher can cut it on the dance floor.

## ■ Talent Show

Discover who's got a hidden talent!

## ● Sports Day

On your marks, get set, go! Could you take on an Olympic challenge?

## ▲ Beat Your Teachers

Have a showdown at a game of football or in a pop quiz!

“

**You can't keep me off a dance floor so I raised cash for the Appeal by dancing for 12 hours straight! There are so many fun ways to raise money for this fantastic cause. Will you be a part of it in 2017?**

”

**Andrea Brymer**



# Raise Money Online

It's easy to raise money by setting up your own fundraising page online.

## JustGiving

1. Go to [www.justgiving.com/STVAppeal](http://www.justgiving.com/STVAppeal)
2. Click on 'Fundraise for us.'
3. Follow the steps on the screen.
4. Give your page a personal touch!



## MyDonate

1. Go to <https://mydonate.bt.com/charities/stvappeal>
2. Click on 'Start Fundraising'.
3. Click on 'Create my challenge'.
4. Follow the steps on screen.
5. Make your page your own!

## Sponsorship

If you want to print out a sponsorship form instead of doing it online, you can download a sponsorship form from our website.

## Gift Aid

Ask your sponsors if they'll tick the Gift Aid box on your fundraising page or sponsorship form. This means that STV Children's Appeal gets an extra 25p for every £1 donated, at no extra cost to your sponsors.

“

I'm a big sports fan so last year I decided to challenge my colleague John MacKay to a rowing competition on the Clyde, a great way to have fun and get fit while helping to combat child poverty in Scotland. How will your school get involved this year?

”

**Raman Bhardwaj**

# How to Pay

Thanks so much for raising money for the STV Appeal.

If you've been fundraising online, we'll receive your funds directly, so there's nothing more you need to do - thank you. If you're collecting your donations you can pay in the money raised by cheque, at any Royal Bank of Scotland branch or online. **Please do not send cash directly to the STV Appeal.**

## Pay by cheque

Please complete and return this pay in form with your cheque to: STV Children's Appeal, Pacific Quay, Glasgow, G51 1PQ

Contact Name \_\_\_\_\_

School Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

I enclose a cheque made payable to 'STV Children's Appeal' for £ \_\_\_\_\_

## Pay in at any branch of Royal Bank of Scotland or visit your online banking

Please use the details below to pay in your money at any branch of RBS.

**Account details:** Royal Bank of Scotland

**Account name:** STV Children's Appeal

**Account No:** 11956729

**Sort Code:** 83-06-08

Please use school name as reference.



If you are returning a cheque by post, please remember to send your sponsorship form to the address above so that we can claim Gift Aid.

*giftaid it*

**Thank you for your support!**

# Checklist

- Step 1** Decide on your fundraising activity.
- Step 2** Set a goal of how much you want to raise.
- Step 3** Create your online fundraising page.
- Step 4** Share the link to your fundraising page or circulate your printed form to friends, family and classmates.
- Step 5** Get your friends, family and classmates involved in your fundraising efforts.
- Step 6** Have a great time raising money for a good cause.
- Step 7** Return your sponsorship form and pay in the money you've raised.



# Keep in Touch



[www.stv.tv/appeal](http://www.stv.tv/appeal)



[@STVAppeal](https://twitter.com/STVAppeal)



[facebook.com/AppealSTV](https://facebook.com/AppealSTV)

# Contact Us

If you have any questions please don't hesitate to get in touch with a member of the STV Children's Appeal Team.



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Glasgow, G51 1PQ



0141 300 3984



[stvappeal@stv.tv](mailto:stvappeal@stv.tv)

**Thank You  
&  
Good Luck!**

