



# Workplace Fundraising Pack

# Thank you for supporting us

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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# What we do

**1 in 4 children in Scotland live in poverty. Help us make a difference.**

It took just seven years for the STV Children's Appeal to raise £16.3 million. The money raised went into 964 projects all over Scotland, helping around 67,000 children.

## **The STV Children's Appeal promises to:**

- Give every penny of every pound that you donate to the children who need it most right here in Scotland.
- Give a voice to children who can't be heard.
- Support a community project in every single local authority in Scotland.
- Create chances for every child to realise their full potential.

## **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.

# Fundraising ideas

There are lots of ways to boost your fundraising. Take a look at some of our suggested ideas, or let us know about any weird and wonderful things you're doing to raise money.



## Simple office fun

Favourite childhood games, dress up/dress down days or Ban the Buzzwords.



## Quiz night

A classic way of raising money and it can be held anywhere.



## Join an STV Children's Appeal fundraising event

E.g. Big Scottish Breakfast, Kiltwalk or Pedal for Scotland.



## Raffle

A great way to raise money and gain support from local businesses in your community. We can help by supplying you with a letter confirming your support.



## Bake sale

Organise a bake sale and see who makes the most!



## Cycling, Running or Walking Challenge

Inspire your colleagues to join you!



## Fundraising materials

Visit [stv.tv/appeal](http://stv.tv/appeal) for more ideas and download materials to help.



# Raise money online

The easiest way to raise and collect money is by setting up your own fundraising page online. This allows people to donate quickly and securely. To set up your page visit either:

## JustGiving

1. Go to [justgiving.com/STVAppeal](https://justgiving.com/STVAppeal)
2. Click on 'Fundraise for us'
3. Follow the steps on screen
4. Personalise your page

## MyDonate

1. Go to [mydonate.bt.com/charities/STVAppeal](https://mydonate.bt.com/charities/STVAppeal)
2. Click 'Start Fundraising' and follow the steps on screen
3. Personalise your page

## Sponsorship Form

If you prefer to use a printed sponsorship form, you can download this from our website [stv.tv/appeal](https://stv.tv/appeal)

## Gift Aid

Ask your sponsors to tick the Gift Aid box on your fundraising page or sponsorship form. If you are a taxpayer, STV Children's Appeal can claim 25p for every £1 donated at no extra cost to you.

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## Fundraising Tips

Here are just a few tips to get your fundraising off to a great start:

- Personalise your fundraising page with a photo and message.
- Getting some money in the kitty early on helps too.
- Ask your employer if they'd be willing to match what you raise.
- Take full advantage of social media to promote your page.
- Email your fundraising page to friends and family.
- Let everyone know what you're up to. Keep your page up to date.

# How to pay in your money

Thank you so much for raising money for the STV Children's Appeal and helping support children affected by poverty right here in Scotland. If you've been fundraising online, we'll receive your funds directly, so there's nothing more you need to do - thank you!

However, 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 us cash.**

## Pay by cheque

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

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 via 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 reference: your activity or event

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.

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# Checklist

- ▲ Decide on your fundraising activity.
- ▲ Set a goal of how much you want to raise.
- ▲ Get your work colleagues involved in your fundraising efforts.
- ▲ Create your online fundraising page.
- ▲ Share the link to your fundraising page or circulate your printed form to friends, family and colleagues.
- ▲ Have a great time raising money for a good cause.
- ▲ Return your sponsorship form and pay in the money you've raised.

# Keep in touch

We'd love to hear about your fundraising. If you have any photos that you'd like to share and you are happy for us to use them on our website and Facebook page then please email them to us.

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

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

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





**Thank you  
&  
good luck**

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