



Pedal Power



Fundraising guide 2013



Fundraising guide



Welcome and thank you for supporting the STV Appeal

We can't thank you enough for taking part in freshnlo Pedal for Scotland and supporting the STV Appeal. The STV Appeal is dedicated to helping children affected by poverty in Scotland. Poverty can mean many things but 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. Together we can make a real difference in the lives of these children.

Every pound you raise will go directly to help Scotland's most vulnerable children. And the first £1m raised will be match funded by The Scottish Government.

We are here to help you every step of the way and in this pack you'll find everything you need to get started, from fundraising ideas and top tips to how to set up your online fundraising page.

Of course, if you need any more information please do not hesitate to get in touch with a member of the STV Appeal Team on 0141 300 3772 or by email at stvappeal@stv.tv

Good luck and have fun!

The STV Appeal Team

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How the STV Appeal helps

In parts of Scotland every second child is living in poverty. They need your help.

In its first two years the STV Appeal has raised £3.3 million. This has allowed us to invest in 98 projects across all 32 local authority areas in Scotland, providing much needed support to over 9,000 children.

The STV Appeal promises to:

- ♥ Give every penny of every pound you raise to the children who need it most.
- ♥ Keep all your money in Scotland.
- ♥ Invest your donations in projects that will make a real difference to the lives of children affected by poverty.
- ♥ Speak up for the children who can't.



"We all attended Young Carers service as children because we were all responsible for caring for members of our families. Now, thanks to the STV Appeal, we have been given the opportunity to work at the North Lanarkshire Young Carers service. Funding from the STV Appeal has helped create new 'Young People's Practitioner' roles - we all jumped at the chance to work at the service that had supported us for so many years. We would like to say a huge thank you to the STV Appeal."

APRIL, ELLE AND ANDY FROM THE YOUNG CARERS SERVICE

How your fundraising helps

£20

will pay for a food parcel for two families - some of the smaller projects we support have been able to distribute food parcels to families in need across Scotland.

£200

will provide children's beds, a washing machine or a cooker for a grandparent who is looking after their grandchildren because their parents cannot - we help Kinship Care groups who offer support to those grandparents.

£500

will help with housing, employment, and life skills support to young people who are either homeless, threatened by homelessness, or coming out of care. The projects we fund offer counselling and support to children who might otherwise drop out of the system.

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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 www.justgiving.com/STVAppeal
2. Click on 'Make your page.'
3. Select 'Pedal for Scotland 2013' from our list of events.
4. Follow the steps on screen.
5. Personalise your page.

MyDonate

1. Go to <https://mydonate.bt.com/charities/stvappeal>
2. Click on 'freshnlo Pedal for Scotland 2013' in Forthcoming Events section.
3. Click on 'Start Fundraising' to create your fundraising page.
4. Follow the steps on screen.
5. Personalise your page.

Sponsorship Form

If you prefer to use a printed sponsorship form, you'll find this at the end of this pack.

Gift Aid

Ask your sponsors to tick the Gift Aid box on your fundraising page or sponsorship form. If you are a taxpayer, STV 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 the best possible start and help keep those donations coming in.

- ♥ We recommend that you personalise your fundraising page with a photo and a message about why you're taking part.
- ♥ Getting money in the kitty early on helps too. That's why asking your friends and family to donate first is always a good idea.
- ♥ Ask people to sponsor you 10p or even £1 for every mile you cycle.
- ♥ Why not challenge the generosity of your employer. Ask them if they'd be willing to match what you raise.
- ♥ Make sure you're taking full advantage of social media by promoting your fundraising page on Facebook or Twitter. Don't forget to email a link to your fundraising page to friends and family.
- ♥ And let everyone know what you're up to. Keep your page up to date.

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Other fundraising ideas

There are lots of other 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.

♥ Dress down day

It doesn't have to be a Friday – any day will do.

♥ Tea and cake party

Everyone likes tea and cake. A simple way to get people together for a great cause.

♥ Quiz night

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

♥ Raffle or auction

Make sure you've got lots of good stuff for people to bid for. Make sure you leave enough time to plan for the event.

♥ Sponsored Spinathon

Why not ask your local gym to get involved by holding a spinathon and pedal your way to pounds.

♥ Matched giving

Ask if your company offers match funding – this is an easy way to double your money!

♥ Fundraising materials

Visit our 'How to Fundraise' page at stv.tv/appeal for more ideas on how to promote your fundraising activities, and download materials to help you spread the word.



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How to pay in the money you've raised

Thank you so much for raising money for the STV 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 cash.**

♥ Pay by cheque

Please complete and return this pay in form with your cheque to: **STV Appeal, PO Box 7419, Glasgow, G51 9EE.**

Name _____

Address _____

Postcode _____

Email _____ Telephone _____

I enclose a cheque made payable to 'STV Appeal' for £_____

♥ Pay in at any branch of Royal Bank of Scotland or via 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 Appeal **Account No.** 12831016 **Sort Code:** 83-06-08

Please use reference: Your Pedal for Scotland rider number

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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Thank you for your support



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Checklist

- ♥ Get ready for your cycle challenge.
- ♥ Set a goal of how much you want to raise.
- ♥ Create your online fundraising page.
- ♥ Share the link to your fundraising page or circulate your printed form to friends, family and work colleagues.
- ♥ Get your friends, family and work colleagues involved in your fundraising efforts.
- ♥ Have a great day at freshnlo Pedal for Scotland 2013.
- ♥ 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 (stv.tv/appeal) and STV Appeal Facebook page then please email them to stvappeal@stv.tv

www.stv.tv/appeal



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



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



www.flickr.com/photos/stvappeal



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Thank you
and good
luck

Contact us

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

Call 0141 300 3772

Email stvappeal@stv.tv

