



The Colin Javens Spinal Injury Trust

(A United Kingdom Registered Charity Number: 1107143)

Fundraising Handbook

Introduction:

Thank you for considering to help The Colin Javens Spinal Injury Trust by fundraising on our behalf. We hope this guide will help you with your fund-raising, but if you have any questions at all, please do not hesitate to give us a call.

Many thanks,

Colin, Jo and Caroline

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FUNDRAISING IDEAS

EVENTS AND IDEAS, WHICH REQUIRE LITTLE ORGANISATION

Car Boot Sales & Jumble Sales

An easy way of getting something for nothing: selling on old junk! Profits vary between £50 and £300 per sale. It only costs about £6 to take your car into a car boot sale. Most towns have them regularly, usually on a Sunday morning, and you do not have to book a place. Advertising on radio or in local papers and shops is an effortless way to appeal for jumble - everyone has something they can offer. You could distribute leaflets around houses in your town, including an article about Driving Home and a plastic bag, offering to collect anything that was donated. At Jumble sales you could also serve tea, coffee and squash at 25p a cup. Alternatively you could hold a raffle, a cake stall, or get crafty and sell cards or small presents.

Talks

Doing a talk at your old school about Driving Home could be a good way to make money. Careers teachers are usually very pleased to have a speaker to fill up one of their lessons! Often local groups will make you a donation to come and give them a talk on your expedition. Rotary and Lions groups often donate about £50 per talk. Even if groups don't make donations for talks it is probably worth doing anyway as another means of publicity and a chance for other individual donations.

Fancy Dress Pub Crawl

Get permission from local Landlords, and go and exploit people's festive cheer. Armed with collecting tins and a band of friends (all in fancy dress as well), and a short speech about Driving Home to answer questions you might be asked, you could raise up to £300 in one night. This is a more pro-active way of collecting using tins, than just standing in a supermarket or at a Fete.

Bonus ball

Ask your local pub or club if you can set up an ongoing Bonus Ball scheme, either in conjunction with the National Lottery, or to be drawn by you each week. If you (or the bar staff on your behalf!) sell numbers for £1 each, and offer a weekly prize of £20, you should make a regular profit of £30. This adds up to £120 a month, or an impressive £780 over 6 months.

Non-Uniform Day

If you still have connections with your old school, ask them to organise a non-uniform day on your behalf. If your school has 600 pupils you can make an easy £600 by asking for £1 from each pupil. Alternatively ask for the money to be split between you and the school's favourite charity. Offer to do a presentation on Driving Home in a careers lesson in return.

Small Change Jar

Ask your school / University Bar / parents or friends / place of work to put a jar in a prominent place where people can put their small change. You could even make it a swear box, chocolate biscuit fine or other regular winner! Over a period of time, all of those coppers and 5 pence's can add up.

EVENTS, WHICH TAKE MORE EFFORT AND ORGANISATION

Recipe Books

Make a book of recipes obtained from friends and relatives, or you could try local restaurants too, for whom the advertising and publicity angles are good. Get the book printed and design a cover. It would cost about £1 a book and you could sell them for £5. Maybe make the recipe book relevant to Driving Home, with an African Theme.

International Food Evenings

Another good example of people getting something for their money - cook the food typical of one of the expedition countries, and charge people to come and eat it. Incorporate raffles, quizzes, etc.

Christmas Dinner Raffles

Write to a local hotel to ask if you could hold raffles at dinner dances being held there by companies during the Christmas period. Approach the companies concerned to ask permission. Christmas spirit makes everyone very generous - an excellent time for fund-raising.

***NB** This sort of 'piggy-backing' onto another event can save you a lot of time and hassle, and provides a service and additional feature to the organiser's event, resulting in a Win-Win situation!*

Quiz Evenings

Organise quiz nights in local pubs, charging ie £5 for each team entry. Have a main prize like a hamper, filled with items individually donated, rather than giving away the money as the prize!.

LARGE SCALE EVENTS

Ball or Dinner Dance

Lots of organization, but potentially lots of money raised – our Ball earlier in the year raised £18,000! Get lots of good raffle and auction prizes and financial support in return for an acknowledgement in the programme and leaflets advertising the event. You will need a committee of people to help you with aspects of the evening. Ticket price should include dinner and drinks.

Casino Nights, Race Nights, Ceilidhs, Murder-Mystery Nights...

There is no end to the different kinds of social evening you can organise. The bigger and grander the event, the more money you will make! Remember that people are getting a great night out in return for their money, so you can charge a reasonable amount for the tickets. You can usually buy or borrow equipment from companies specialising in organising these events, who will also usually sort out the legal side of things too. At these kind of events you have a captive audience, so make the most of opportunities such as collecting tins on the bar, a raffle etc.

Talent Auctions

Raise money by persuading your colleagues to offer their services at a time and talent auction. The evening could also incorporate a disco and raffle.

Slightly off the Wall Events!

We know someone who made the headlines by camping out over the Christmas period in the main street of his home town. He constructed a tree-house and lived in it for a week, raising about £2000 for charity!!

Far from the Madding Crowds?

Don't worry if you're feeling that you're out in the back of beyond, and don't have the same resources as those in the big, bad cities. We also know of someone who raised £600 with a Combine Harvester Grand Prix!

SPONSORED EVENTS

Sponsored Events are a great way to raise money and raise the profile of the charity – see later in this booklet for how to maximize money from an event. Here are some ideas....

Climbs and Walks

- Climb the 15 highest mountains in Wales in three days. Walk 200 miles, coast to coast in 10 days. Walk 26 miles blindfolded. Reach the summit of the three peaks. The options are endless!
- An unusual variation on the theme of sponsored walks is a three - legged walk in fancy dress. Get lots of people to take part and get permission to collect en route.

Bike Rides

- Cycle from London to Brighton, John O'Groats to Lands End, round the Lake District, the South West coast path...again the list is endless.

Runs

- Run the Marathon, the Great North Run, a Triathlon.....in fancy dress, or with a group of friends

Watersports

- Kayak along the Thames, the Wye, or round the coast
- Swim the length of the Channel in your local pool

VIRTUAL SPONSORED EVENTS

Imagine being able to go up to someone and say "I'm climbing Everest – will you sponsor me?"

Or rowing the English Channel.....or cycling the length of the Great Wall of China.....or walking from Lands End to John O Groats.....

Any of these events can be completed from the comfort of your living room or the local gym....this idea can be applied to any great sporting challenges for those short on time, money and transport and can be completed in one go or over a few sessions. Get a wall chart to mark your progress and if you do it in your local gym, make sure as many people as possible know what you are doing and sponsor you on the day.

A YEAR OF FUNDRAISING

If you're looking for a theme night or an excuse to hold your event, there are plenty around. Any given event may enjoy more success if you link it with an established public holiday. People will be looking for something to do with the extra time off and are more likely to remember when the event is. We have put together a few suggestions, but most diaries have a host of other, even more obscure occasions!

January

New Years Day
Twelfth Night
Australia Day
Chinese New Year
Burns Night

February

Waitangi Day (NZ)
Valentines Day*
Pancake Day!

March

St David's Day
St Patrick's Day
Mothering Sunday

April

April Fools Day
Easter
St George's Day

May

Eurovision Song Contest!

June

Fathers Day
Summer Solstice

July

Independence Day
Bastille Day

August

Summer holidays!

September

Harvest Festival
Yom Kippur

October

Hallowe'en

November

All Saints Day
Bonfire Night
Diwali
Thanksgiving
Beaujolais Day
St Andrews Day

December

Winter Solstice
Christmas
New Years Eve

SPONSORED EVENTS

How to make the most of your Sponsored Event

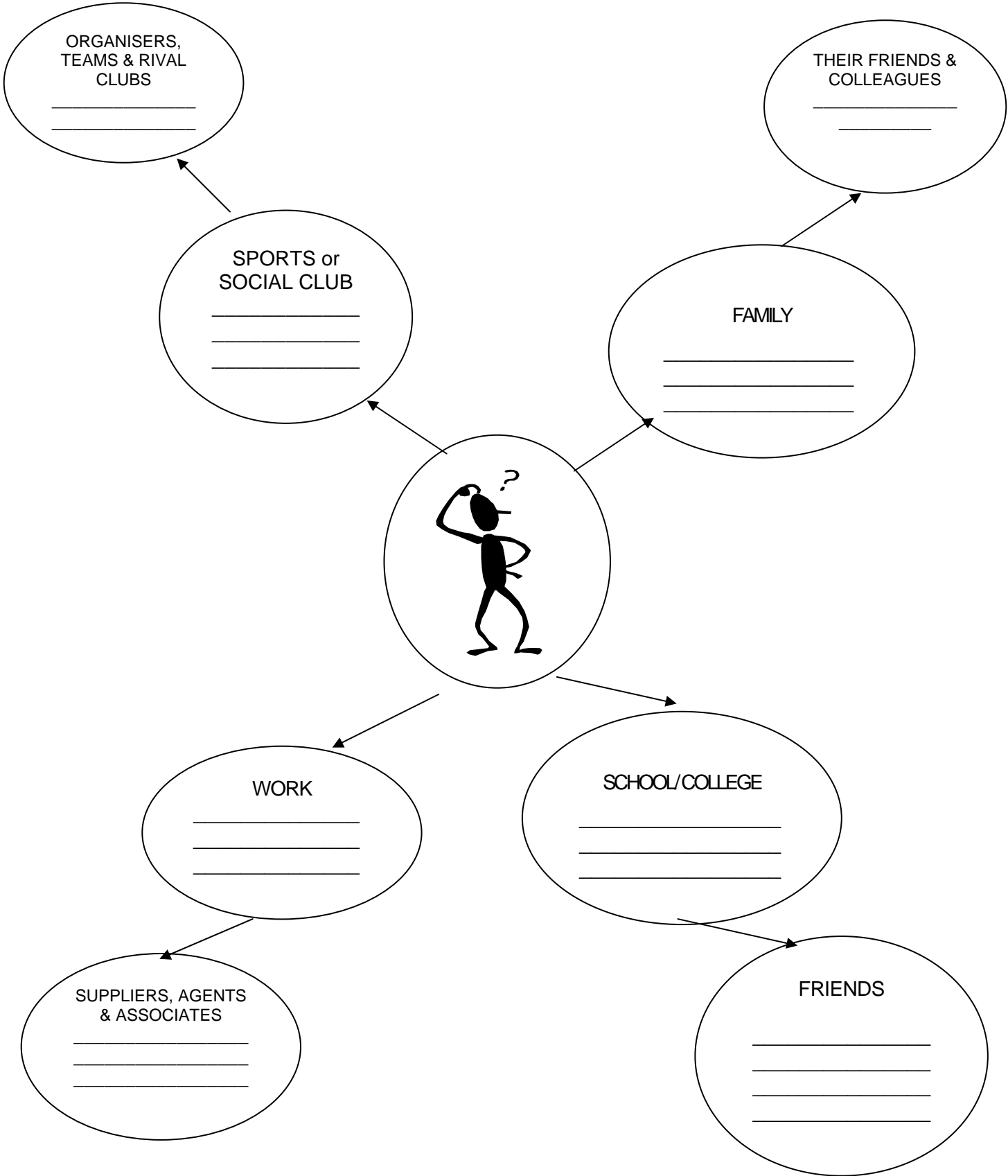
Sponsored events can be one of the most successful ways of raising funds as well as spreading the word about the Colin Javens Spinal Injury Trust. Please bear the following points in mind.

- It may help to concentrate on one event, as people don't generally like to be asked for sponsorship twice
- See section on "Establishing a Resource Network" and maximise your sponsorship
- Use different forms for people who are likely to sponsor different amounts – make up an amount at the top of the page which most people will follow with a similar amount!
- Or approach people you are confident will be generous first to set a benchmark amount
- Always have a sponsor form with you, and details of the Colin Javens Spinal Injury Trust, Driving Home, and the event
- Be positive – you are giving people the opportunity to donate to charity and feel great
- Be strategic in your timing – wait for pay day, or ask after they've had a few drinks!
- Collect the money there and then if you can, this is always the hardest part
- When collecting pledges, remember to take change with you

If your event actually brings people together, you will have a captive audience in the group of people attending the event, think what other services you can provide and profit from:

- Leave collecting tins on a bar
- Hold a raffle
- Sell drinks & snacks
- Sell t-shirts or souvenirs of the event!

Establishing a Resource Network



Licences

Some activities you may organise will require a licence, usually from your local authority or a national body. If you decide to run an event where you need any kind of licence, The Colin Javens Spinal Injury Trust can confirm that you are fundraising on our behalf, but as we are not able to have a representative at each and every one of your many events, we cannot take on legal responsibility. You must do this yourself, carefully checking regulations relevant to applying and using any licence. Normally it is required that you report back after each such event to the authority granting its permission. It is important that you don't forget to do this. Please also let us know when you are applying for and using any licences. This allows us to confirm you are fundraising for The Colin Javens Spinal Injury Trust and if people are fundraising under the same authority, to put people in contact with each other to get the best use from each licence.

1. If you are organising some kind of event where **alcohol** will be sold on normally unlicensed premises, you will need to apply for an 'Occasional' license from the licensing justices at your local magistrates court. Applications should be made as early as possible, as committees may only meet a few times a year; and must be made at least 3 weeks in advance. Permission will usually be for a period of 24 hours.

NB These can be quite difficult to obtain, so think carefully about whether your event really needs alcohol.

2. If you want to do a **street or 'house-to-house' collection** you will need to obtain a licence from your local authority or, in London, the Metropolitan police commissioner. Please be sure to carry a copy of this at all times. If you are collecting on private premises, such as a pub or supermarket, you will need to get your permission from the manager. It is also important to obtain a street license to cover you, for example, in the street between pubs. Don't forget you can borrow collecting tins from us. Only tins or boxes which are securely closed and sealed may be used for collections.
3. If you want to organise a **lottery or raffle**, you will need to register with your local authority. To do this requires quite a bit of red tape, so if you are able to find a local organisation that can help you with this, we would recommend it. For example, if you can run your lottery through your school or college, through a youth group or similar organisation with an established local lottery license or leader who can apply with you, it will be considerably easier. This local authority permission is valid as long as your turnover is under £20,000.

If the lottery or raffle is only incidental to an entertainment, for example if it is entirely conducted at a single event such as a fair or dance; or if the tickets are only sold to members of a private society, you may not need a license. If in any doubt, please check with your local authority as the law is quite complex.

It is very important to observe all requirements as specified by a local authority or the Metropolitan Police Commissioner for any license which is issued.

Insurance

Some fundraising events which you organise may require insurance cover. One of the main things to take into consideration is Public Liability insurance – you will need to have this to cover you during an event which you have organised and in which other people take part. Some venues will have their own insurance cover in place but others may ask you to organise it for your event – liaise with the venue to check what is or is not covered by them and then if necessary, approach a local insurance company. Medical insurance should not be an issue within the UK because of the NHS system, but if you are planning to organise an event abroad then you should obtain medical insurance cover. You should research this locally.

The Colin Javens Spinal Injury Trust's insurance does not normally cover you whilst you are fundraising but if you have any concerns or queries regarding insurance please contact us.

PUBLIC COLLECTIONS

Permission - *Please remember* you will always need to ask permission to collect. For public places (street corners, town squares, the pavement, going from house to house), you will need a licence from your local council. There are two types of licence you can get, one for house to house collections and one for street collections. The legal 'acts' covering these are different, and different councils may have different policies on their implementation. It is usually the Environmental Health Office that you would need to contact. On private property (supermarkets, railway stations etc), you will also need permission from the manager.

Collecting Licence - You will need to contact your local council's Public Licensing Authority for details. Please allow a reasonable amount of time for the granting of licences. This licence is subject to certain conditions, for example, **you must not ask anyone for money or rattle the tin**. You are entitled to just stand there.

The best places - You may wish to collect in busy places (stations, shopping arcades etc). There are lots of people, but they are busy people. They are either rushing to work, rushing to catch a train or laden down with bags of shopping. It can be an effort to stop people hurtling by, put down their groceries and open their purse. You therefore need to attract their attention (wear an outlandish costume, put up a display, attract a crowd with some street theatre or art). The advantage of collecting in pubs is that people are relaxed, in a social mood and are sitting down. The disadvantage is the restricted time available to collect. Even so, on a £/hour basis, tin collecting in pubs is very efficient and the rest of this chapter deals mainly with this.

Think about timings - Thursday, Friday, Saturday nights tend to be the best. Alternatively, you may wish to consider coinciding with after a big football match or local event. You may wish to stop once last orders has been called since many people like to finish off their drink in peace.

Take people with you - Enlist the help of a few friends. A party of four will make the evening more pleasurable, you will raise more money and you will all enjoy it. Any bigger and you should split up and cover different areas. Your mates will immediately see how much they have helped you. Be careful not to promise a pub crawl, otherwise they will expect an evening of drunken revelry rather than efficient, professional fundraising.

Plan your route - You probably know the most popular pubs in your town. Concentrate on areas which have lots of pubs. Start in pubs which attract people after work and move on to the ones which people go to later.

Ask the Landlords' permission in advance - Give them a quick call or pop in a couple of days before and explain what you are raising funds for. Many like to support local initiatives so make sure you how the Colin Javens Spinal Injury Trust will benefit your area. Don't be disheartened if you get turned away - it happens to even the most experienced collectors.

At the pub - Before you all descend on the unsuspecting drinkers, one of you should go in and remind the landlord who you are and of the fact that he had agreed to let you collect. You should then spread out and work your way systematically through the pub.

Be aware of your appearance - Some people mistrust the authenticity of collectors, you need to overcome this by being presentable. Wearing a charity T-shirt may help. Alternatively, go in fancy dress (clown, pantomime costume etc). If you show that you are willing to make an idiot of yourself, people are often willing to contribute.

Be dedicated - Don't get distracted by the drink. You can get hammered another night! Concentrate on the task at hand; fundraising. Have a drink at the end when you're counting up how much money you've raised, definitely in a different pub or people will assume you are spending their money.

Be positive - The last thing people want when they are out socialising is a glum face giving them a guilt trip. Be bright and breezy and bounce up to everyone with a big smile on your face. They are in a social situation, so be sociable.

Sales Patter - You may like to develop a short speech along the lines of "Hi! I'm collecting on behalf of the charity, The Colin Javens Spinal Injury Trust. Would you care to make a donation." It is quick, inoffensive and brief. You will inevitably be asked the odd question by a few sceptical people. Try to imagine what these might be in advance and prepare a reply.

Be grateful - Thank contributors for their donation. Thank any non-contributors for their time.

Returning the tins - Once you have finished with the tins, please return them to us so that other people can use them.

What we can help you with:

- Ideas
 - Resources – leaflets, rattling tins, sponsor forms
 - Advice on rules and regulations
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FINANCIAL INFORMATION

Paying money to The Colin Javens Spinal Injury Trust

There are different ways to do this, depending on what kind of donation has been made. Please read the following information carefully:

- Send us a **cheque** , payable to the Colin Javens Spinal Injury Trust, to Unit 8a, Bramley Business Centre, Station Road, Bramley, Guildford, GU5 0AZ.
- If you would like to **transfer** the money directly into our account, call us on 01483 898840 and we will let you have the details.
- We have an **online donation** facility, so if you would like to pay the money into our account via yours, please go to www.drivinghome.co.uk and to the Donate page. We do get charged for on line donations so please only use this if you have to.
- Don't forget to send us the **sponsor forms** and **Gift Aid Declarations** we will need them to be able to make the Gift aid claims.
- If you receive any donations as **Charities Aid Foundation** (CAF) cheques, these must be sent to us, again with your details attached, and we will process them for you.
- Please **do not send cash** in the post.

Gift Aid

Gift Aid is a tax relief scheme set up by the government to encourage people to donate to charity. Whenever a tax payer gives us £1, The Colin Javens Spinal Injury Trust can claim another 28p from the government to add to the donation.

Ways to enable the Colin Javens Spinal Injury Trust to be able to claim Gift Aid on donations:

- By sponsors signing the box on the sponsor form
- By people donating in others ways to complete the form on the next page
- The minimum information we need is their full name and address, and confirmation that they are UK tax payers.

Please note that Gift Aid cannot be claimed on:

- Donations from companies.
 - Donations from other charities or trust funds
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The Colin Javens Spinal Injury Trust

(A United Kingdom Registered Charity Number: 1107143)

Gift Aid Declaration

Details of donor

TitleForename(s)

Surname

Address.....

.....

.....Post Code

I would like the Charity to treat the following as Gift Aid donations:

(please circle * as appropriate)

*the enclosed donation of £

*the donation(s) of £which I made on/...../.....

*all donations I make from the date of this declaration until I notify you otherwise

Signature.....Date.....

Notes

1. You must pay an amount of income tax and/or capital gains tax at least equal to the tax that the charity reclaims on your donations in the tax year (currently 28p for each £1 you give).
 2. You can cancel this declaration at any time by notifying the charity.
 3. If in the future your circumstances change and you no longer pay tax on your income and capital gains equal to the tax that the charity reclaims, you can cancel your declaration (see note 1).
 4. If you pay tax at the higher rate you can claim further tax relief in your Self-Assessment tax return.
 5. If you are unsure whether your donations qualify for Gift Aid tax relief, ask the charity. Or ask your local tax office for leaflet IR 65.
 6. Please notify the charity if you change your name or address.
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An Overview of the Colin Javens Spinal Injury Trust

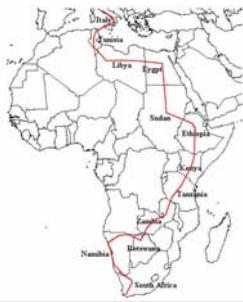
Introduction:

Driving Home is a unique African overland expedition led and driven by a 25 year old who is paralysed from the shoulders down.

Colin Javens:

The expedition leader, Colin Javens, suffered a broken neck in a diving accident in 2000. Having previously been a keen sportsman and part way through a degree in Agriculture, he is now tetraplegic: paralysed from the shoulders down and reliant on a wheelchair for the rest of his life.

The Expedition



The expedition will depart from Stoke Mandeville Hospital in Nov 2005 and aims to arrive in Cape Town in April 2006. The route of the expedition is detailed on the map.

En route the project will link up with disability projects in Tanzania and Zambia, as well as taking part in fundraising events in various capital cities.

The Expedition Team

The team is made up of the Expedition Leader, a Deputy Expedition Leader, a Mechanic, a Logistics Support role, and a medic is to be recruited. Current members of the team are aged 24 – 27.

Charitable Aims:

Driving Home is a project for the Colin Javens Spinal Injury Trust, which aims to raise funds for charities in the UK and Africa, for spinal research, and for the welfare of those with spinal injuries. Beneficiaries of funds raised through the project will include:

- Stoke Mandeville Hospital
- Spinal Research
- The Players Fund (supporting spinally injured sports people in S Africa)
- Organisational partners of the charity Motivation, in Tanzania and Zambia.

For more specific information on the beneficiary projects, please see the next page

Charity Profile:

The charity is staffed by 2 full time Project Managers, and is supported by the following partners:

- The Julia and Derek Breed Family Foundation
- Stoke Mandeville Hospital / The National Spinal Injury Unit
- Cranfield School of Management / Cranfield University / The Cranfield Trust
- The Ashburton Group in Jersey

These partners are supporting the project financially, as well as giving a wealth of support in kind through advice, professional help, training, and the credibility brought through the association with such high profile organisations.

For detailed information please see www.drivinghome.co.uk

What Your Fundraising Donation Could Pay For:

Funds raised for the Trust will go to specific projects identified by the Trustees, in partnership with other organisations working for the benefit of those with spinal injuries. Initially the Trust is working with two such organisations in the UK and two in Africa.

1. Building a “Centre of Research Excellence” for the National Spinal Injuries Centre at Stoke Mandeville Hospital (Cost estimated at £1.6 million)

Stoke Mandeville urgently needs a quantum leap in its research capability - specifically to manage research alongside patients. It plans to build a Centre of Research Excellence at the Hospital and thus to have on site research into spinal injuries with patients participating. And a bonus - extra space will allow for an additional 10 urgently-needed patient beds in the main Spinal Injuries Centre.



2. Clinical Trials with Spinal Research, the leading international research charity.



These clinical research projects are exploring the repairing of the spinal cord and reversing of the paralysis which results from spinal cord injury. Following momentous progress in the laboratory, the next landmark is clinical trials with paralysed volunteers, to test innovative treatments that could repair damage in the human spinal cord, and so restore sensation and movement. The Trustees will work with Spinal Research to support specific individual projects in this field.

3. Support spinally injured rugby players through The Players Fund.

Sport has its fair share of spinal injury – with rugby and horse riding prominent. Morne du Plessis, the South African rugby icon and Head of the Sports Science Institute, a faculty of the University of Cape Town, has built a reputation of promoting spinal injury awareness in sport which should be adopted more widely. It provides rapid response (helicopter and ambulance) evacuation to players, currently supports 99 paralysed rugby players and focuses on prevention as well as cure and rehabilitation - educating sports officials to avoid potential injuries by acting swiftly – with some 5500 attaining its diploma status.

4. Provide equipment to disability projects in Africa, through the UK charity, Motivation.

To help fund projects in Tanzania and Zambia - the Kilimanjaro Association of the Spinally Injured and The Disabled Wheelchair Centre in Lusaka which provides wheelchairs to disabled children to help them integrate into community and have access to school. “Driving Home” will visit these projects en route. Cost per wheelchair is approximately £150.

Thank you for all of your help fundraising for the Colin Javens Spinal Injury Trust. If you have any questions at all please do not hesitate to contact us:

Jo Hirst and Caroline Orange:

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