



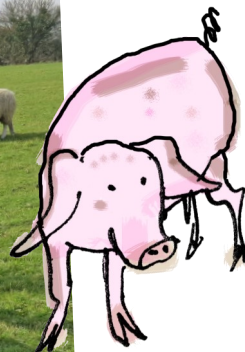
Muck & Magic Fundraising Pack



Registered Charity No. 325120

“I think this has been the best week of my life.”





Firstly, thank you! We are hugely grateful to our supporters who are interested in giving their time by organising and taking part in fundraising activities.

Whether you want to take on a challenge, get involved in a sporting event, or organise a bake sale, we are here to help and give you all the advice and support that we can to ensure you have great fun with your fundraising.

Read on to find fundraising inspiration, guidance and information that will help you hit the ground running.

3,200 inner-city children
each year spend a week
on one of our three farms



Lower Treginnis



Wick Court



Nethercott House

Children have the opportunity to...



Overcome their fears

Try new things



Find their confidence



Discover independence

Broaden their horizons



The families of children who spend a week with us could never afford to cover the true costs of providing all the experiences they enjoy.

**That is why we fund each child's
place by at least £300**

This is over half the true cost of a week's stay per child.

**All the money you raise will be helping
us to bring more and more children to
our farms and experience this
wonderful life-changing adventure!**

Fundraising Ideas

Large Events like a sports match (e.g. five-a-side football), quiz night, car boot sale, dance-a-thon, or raffle/tombola!

Small events like a bake sale, afternoon tea, safari supper or cocktail party with friends!



Get Active and get sponsored! Walks, runs, bike rides, skydives... the options are endless!



Or take on a **challenge**, from dog sledding across Lapland to taking on the Bear Grylls challenge!

UNPLUG—spend a day away from those screens and raise money at the same time! Use the time to get outside and get creative!

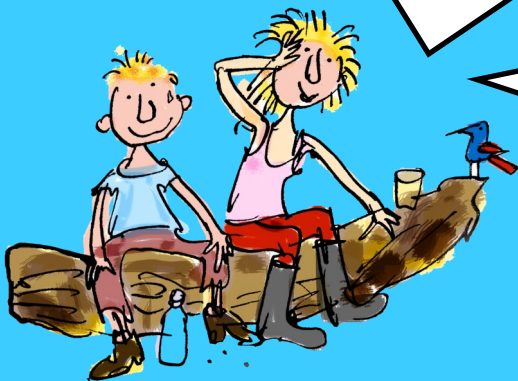
Offer your services by washing cars, packing bags at the supermarket, gardening or cleaning!



Celebrate - ask for donations instead of gifts, or donate in place of wedding favours.

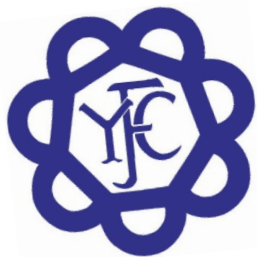
Run a collection (birthdays, weddings, etc.)

At School or Work
Dress-down day, or fancy dress day!



Fundraising Champions

We're incredibly fortunate to have such dedicated and generous supporters. Here are just a few of our Fundraising Champions.



Five intrepid adventures from the **Young Farmers' Club in Newton St Cyres** tackled a creative triathlon.

Reg Ayre and Emma and Georgina Davie took on the Devon Coast to Coast Cycle Challenge, pedalling all the way from Barnstaple to Exmouth, completing 80 miles in total! Between the 21st June and the 21st July 2017, Chloe Eyles swam her way to 80 miles, whilst Katie Davie donned her running shoes and completed her 80 miles on foot.

This inspiring team effort raised an incredible £1,030!

Rosie Thornton ran her first marathon to raise money for muck and magic!
She completed the Amsterdam Marathon and raised over £1,130!

"I survived! It was an absolutely brilliant experience. Amsterdam was an amazing place to run."

I am thrilled to bits with how much I raised for Farms for City Children. I didn't expect that at all and was completely overwhelmed by people's generosity and support."



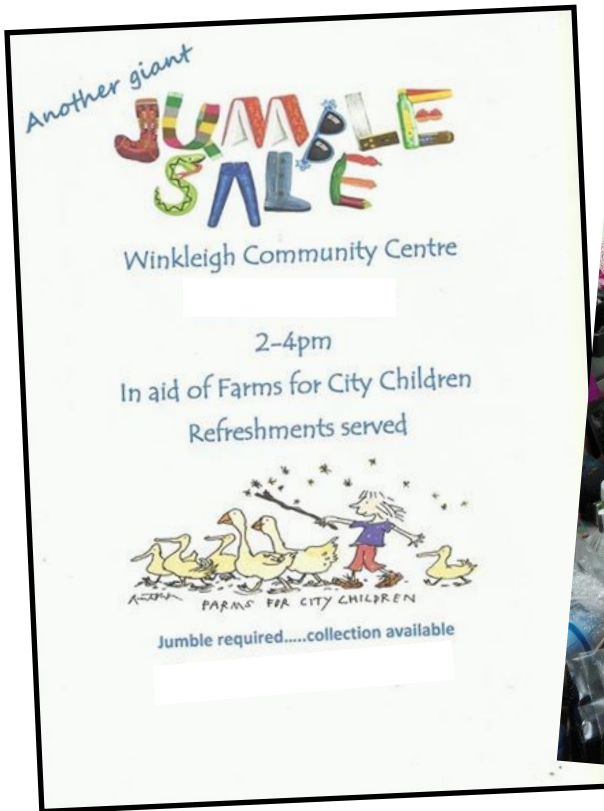
The **Bondleigh Barn Band**, a musical group of over 40 players of brass, performed a programme of music from across four centuries in a variety of styles at a local Community Centre.

Admission was free, but through a collection and raffle, this fantastic evening raised almost £500!



The team from **Nethercott House** held a jumble sale at Winkleigh Community Centre and raised £630!

It just goes to show, there is nothing wrong with sticking with a tried and tested fundraising idea like a jumble or bake sale! You can see their fantastic event poster below.



As you can see, there are so many ways to raise money. Pick something that you feel passionate about, or something that you will enjoy for yourself. Not only will you have a great time, but you'll also end up raising more money to bring muck and magic to inner-city children!

Thank you!



Step-by-Step Guide

1. Order your **fundraising pack!** ✓
2. Choose from our example **fundraiser ideas**, or create your own. Work with your own interests, and consider how much time you have.
3. **Start planning** (what, when, where, how). Do you have a budget, and how much would you like to raise?
4. Let us know what you'd like to do - **we may be able to help.**
5. **Publicise your event.** Use posters and leaflets, utilise social media to save on print costs, approach local newspapers, magazines and radio stations. Create a **mind map** to visualise your networks (see pages 14-15).
6. Look at **online giving platforms**, like **JustGiving**, to easily and securely collect sponsorship and donations.





7. Ensure you have ticked all the [health & safety/legal boxes](#) (see “The Important Bits” on pages 16-19).
8. [Prepare](#) for your fundraiser, remembering to keep us up to date.
9. On the day, you may be quite busy, but make sure you have some time to [enjoy yourself](#)! You’ve earned it!
10. After the event, please do [get in touch to let us know how it went](#). We’d love to hear how you got on and share your experiences to inspire others.
11. To pass on the money you’ve raised, you can pay it in to our bank account at your [local Natwest](#), you can use our [bank details online](#), or you can [send us a cheque](#). Please call or email us for bank details.
12. And finally, [thank you](#)! Your support is providing [life changing experiences for city children across the UK](#)!

Mapping Your Network

Creating a map of your network will help you to

When it comes to publicising your event, you can easily

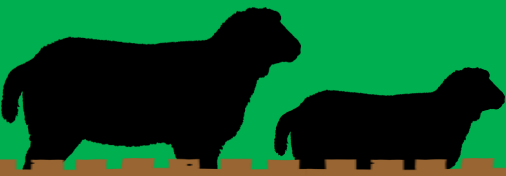
Friends & Family

- 
- Friends
 - Parents
 - Spouse/Partner
 - Other relatives
 - Siblings

Hobbies

- 
- Sports clubs
 - Choir
 - Book club
 - Parent & Baby
 - Hobbies of spouse/children

Your Work

- 
- Colleagues
 - Managers
 - External Work Connections

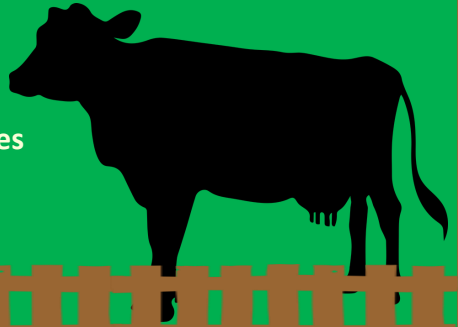
ork to Spread the Word

o see all of your connections - farm animals optional!

y identify who can help you with promotion and sponsorship

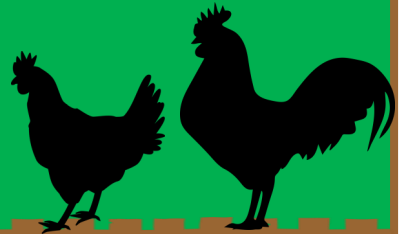
Online

- Facebook
- Twitter
- Forums
- LinkedIn
- Event websites
- Online Press



Press

- Industry press
- Local Press
- Local Radio
- National Press
- Student Press
- Local Television



Organisations & Institutions

- Local businesses
- Community organisations
- Relevant institutions
- Relevant businesses
- Schools
- Universities





The Important Bits

There are a few things to bear in mind when you are organising your own fundraising event, such as Health & Safety. Please don't let this scare you off. It's fairly straightforward, and we're here to support you. After all, we want everyone to have a good time!

Health & Safety

To ensure your fundraising is safe for everyone involved, it's worth considering the following points:

- ⇒ Have a go at doing a risk assessment. This will help you to identify any potential health & safety risks. Take a look at the [Health & Safety Executive](http://www.hse.gov.uk/index.htm) (<http://www.hse.gov.uk/index.htm>) website for further information, or contact us for support and we can send you a template risk assessment.
- ⇒ Depending on your event, it may be worth looking into [Public Liability Insurance](#). It will be your responsibility to ensure everyone is safe. If you're unsure, please give us a call/email.



- ⇒ You may wish to think about **first aid**, particularly if you're looking at organising a sports match or similar event. Perhaps contact **St. John's Ambulance** (08700 10 49 50) or **British Red Cross** (0844 871 11 11) to discuss your first aid needs.
- ⇒ When organising a **bake sale**, it's important to think about food hygiene. Safe preparation, cooking, handling and storage is vital to prevent poorly tummies, or worse. Make sure everyone handling the food is given adequate training, and that ingredients are listed for all produce to keep those with allergies safe.



Keeping It Legal

There are just a few things to highlight when it comes to keeping within the law when fundraising. It sounds much scarier than it is! Please ask us if you're not sure.

- ⇒ **Raffle/Lottery** tickets can be sold within 24 hours of a draw, as part of another event, at one single venue and using standard cloakroom tickets at no more than £1 each. Outside of these boundaries, you may need a local lottery licence. You may also need to print tickets with specific legally required information.
- ⇒ A **street collection or house-to-house** requires a permit from your local authority.
- ⇒ **Office, pub and other private collections** require permission from the venue.



- ⇒ If you're making any **publicity materials** (e.g. posters, leaflets, letters), you will need to pop our registered charity number on the front of the publication, and send to us for approval:
Registered Charity Number 325120.
- ⇒ A **premises licence or temporary events notice** may be required for some types of event. You can contact your local authority, or give us a call/email and we can advise you further.



- ⇒ If you need to hold any information about people taking part/ attending your event, either digitally or in paper form, you will need to ensure you stick within the **Data Protection Act 1998** and **EU GDPR rules** (from May 2018). You should keep the information safe, don't keep it for longer than you need to, and don't share the information with anybody else, unless you have permission to do so from the individual.

Thank you for your support!

Now you've had a chance to take a look through our Fundraising Pack, you may have a few questions to ask, or perhaps an idea you'd like to talk through.

You can email at fundraising@farmsforcitychildren.org

You can call us on **01392 276381**

Or you can write to us at

Farms for City Children
Exeter Community Centre
17 St. David's Hill
Exeter
EX4 3RG

www.farmsforcitychildren.org

Please do get in touch with any questions.
We look forward to hearing from you!



Registered with
**FUNDRAISING
REGULATOR**

