

What would you do to put children first?

**LET  
THE  
KIDS  
WIN**



# WELCOME TO THE CHILDREN 1ST FAMILY

First of all, thank you. By fundraising for Children 1st you are choosing to help children and families who come to us in their time of need. And when you fundraise for us, you become part of the Children 1st family.



We exist to prevent abuse and neglect, to protect children and keep them safe from harm. Together we can help children in Scotland live in safe, loving families and build strong communities. We help survivors of abuse, trauma and other adversity to recover and we work tirelessly to protect the rights of children in Scotland. Our ambition is to reach EVERY child who needs us. We can't do it without you.

## Adversity and trauma



**10% of children in Scotland are estimated to have experienced 3 or more Adverse Childhood Experiences (ACEs)**

\*Adverse Childhood Experiences (ACEs) are traumatic events occurring before the age of 18. ACEs can include things like physical and emotional abuse, neglect, mental ill-health in the family and household violence.

"There are just under one million children in Scotland. We aim to be there for any one of them when they need us"

# HOW YOU CAN PUT CHILDREN FIRST

We know fundraising can feel a bit tricky at first, but we also know that asking your friends, family, work colleagues for a little bit at a time goes a long way. Every penny you raise makes a **REAL** difference.



"Kitbag was created by our friends at International Futures Forum and is used with groups of children and or families to help communication and regulate BIG feelings when they become too much."

**£50** raised can purchase a 'KitBag' which is an incredible tool used to help children feel calm, regain their confidence and develop resilience.

**£250** can teach a class of school children about trauma and building resilience and develop their confidence to speak up and seek help should they require it.



"Trauma' is the word we use to explain experiences which are frightening and harmful."

**£1000** can help 36 parents, young carers, or family members who have reached out to **Children 1st Parentline** to seek help with issues affecting children in their care.

**Children 1st Parentline** is open 7 days a week and free to call on **08000 28 22 33**. We also have advice on our website where you can even start a webchat.

# WHAT WILL YOU DO TO PUT CHILDREN FIRST?

Organising a fundraising event or taking part in a challenge is great fun and our fundraising team is on hand to support you every step of the way. Below are a few ideas of things that you can do to put the kids first, but don't limit yourself to our ideas, anything you can think up can be a fundraising idea!

If you want to fundraise but you're stuck for ideas get in touch with us on [fundraising@children1st.org.uk](mailto:fundraising@children1st.org.uk) or call us on **0345 10 80 111**. Our team would love to hear from you.

## At Work

- o **Dragons Glen** - Children 1st's unique 'Start up, Give back' workplace team challenge. All you need are colleagues and a business idea. We give you £500 to turn your idea into reality and raise £5000. You won't do it alone, we have a Den of Scottish business professionals who will mentor your team too!
- o **Step Competition** - challenge your colleagues and be sponsored to reach 10,000 steps everyday.

## At School

- o **Dragons Glen Junior** - Scotland's entrepreneurial challenge by young people, for young people. We give you £100 to make your business idea a reality and raise more funds for us. We want to invest in you!
- o **Dress down day** - sick of wearing a uniform? Have a dress-down day where you can ask each pupil to make a donation.

## With my Family

- o **Treasure Hunt** - visit your local town or city and explore all the hidden beauties it has to offer. Get in touch! We've got great ideas on how to make this super special!
- o **Home Camp Out** - get sponsored to camp out in your living room for the night.



## With Friends

- o **Bag pack** - get in touch with your local supermarket and ask for a bag pack day. You can raise so much money in such a short time.
- o **Fashion Show** - with new or pre-loved clothes, hold a fun-filled evening with raffles and auctions to turbo charge your fundraising.

## Special occasions

Celebrating a birthday, an anniversary or having a retirement party? Then why not consider asking your guests to make a charitable donation to Children 1st?

## DIY Event

You don't have to pick our suggestions. There are loads of things you can do to raise some money. Creating your own DIY event involves taking something that you love to do and combining it with your skills. Do you love baking? Why not organise a monthly home-baked, tuck shop to raise funds. Whatever you love doing, we can help you make it into a successful fundraiser!



# CHALLENGE YOURSELF

Scotland offers a range of amazing annual events in which you can take part to raise funds for Children 1st. We can offer charity places in most events, which means Children 1st will cover the cost of your entry and you agree to raise a minimum sponsorship. You can also choose to pay for your own entry and set your own fundraising target. Whatever your fitness level, we can support you to achieve your goals.



# HOW TO RAISE MONEY

Now that you've chosen your fundraising event, let's talk about how to raise money. Most fundraisers will choose to use a combination of an online giving page (we like Enthuse) with the paper sponsorship sheet for their friends and family who don't use the internet very often. You will know which will work best for you, there is no right or wrong answer.

## Online fundraising page

You can choose to use any of the online fundraising platforms, there are many to choose from.

We suggest Enthuse, but this does not mean that you cannot use other platforms such as Facebook Fundraisers or JustGiving. Setting up a JustGiving page is super easy, it takes 5 minutes and then you will have a link you can share. The best part is that all donations will automatically be sent to Children 1st.

## How to set up a fundraising page on Enthuse:

- Go to [children\\_1st.enthuse.com/profile](https://children_1st.enthuse.com/profile)
- Along the top, click "Fundraise for us" and follow the instructions
- Make it yours. Add a pic, write a blurb, include your WHY. Tell us when you've joined the family
- Set a target. Pages with targets raise more than those without. Give yourself a challenge to aim for (and your friends a reason to help you reach it)

- Share your link. Use it on your social media platforms and ask your own networks to share it too. You never know what will be the next viral fundraising sensation!

## Belter Booster Bonus Gift Aid

If you or your friends and family who are contributing towards your fundraising are UK taxpayers, we can claim an extra 25p for every £1 donated. Using an online fundraising platform is great as it usually prompts you to tick the box needed. For offline fundraising, we can give you the sponsor form to make sure we can claim those extra funds.

## Workplace Match Funding

Do you (or anyone you know) work in a place that has a matched funding initiative? This means that they will match some or all of the funds you raise for charity. You might need to dig into some policies, but some companies will match some of the funds you raise!

# MAKE A PLAN

Asking for sponsorship can be daunting, but with our top tips, you'll soon be confident to ask everyone you know.

Think about why you are taking on this challenge for Children 1st. Why is it important for you that you raise these funds? Try answering below.

Who do you know? These are the people who you can approach for sponsorship. They might be friends, family, workplace colleagues, gym buddies, social media network, support groups, business owners etc. List them below.

Using your answers above, what methods might you use to ask these people for sponsorship? For example, by sharing your online giving page link on Facebook you can ask your friends and family, or by placing a sponsorship sheet in your workplace you can ask work colleagues to sponsor you. Pop your ideas below.

1

## Make a plan

Think about what, where, when, who and why.

Great work, you've got this! So now you've got a list of people to ask, and an idea of the ways that you can reach out to them. You can also clearly explain why this is important to you and why they should support you. Now, try these top tips for encouraging sponsorship.

2

## Set a target and keep a budget

If you know what your target is, you can break it down. How much will your profit be from ticket sales, raffle, auction etc.

3

## Let us help you!

We're here to help you as much as you are here to help us!

4

## Set up an online fundraising page

A great no-fuss way to raise money. Enthuse is great tool for sharing what you're doing and makes it so easy for people to donate.

5

## Take lots of pictures!

We can give you t-shirts and banners to use for them too! You can add photos to your online fundraising page, to your social media posts, and you can send them into Children 1st so we can share your story with the local press.

6

## Tell everyone you know and tell them often!

If you use a social media network like Facebook or Instagram then shout loud, proud and often about your fundraiser – and remember to tag @Children1st and we can help spread the word.

Never forget that what you are doing is amazing, and the funds you raise help Children 1st continue to support children across Scotland. Be a proud fundraiser!

## KEEPING IT LEGIT



### Always seek permission

Whether you choose to fundraise in a supermarket, your local school or the high street – make sure you have the right permissions before fundraising. If in doubt, ask us.

### Get your fundraising swag

Do you need a banner, or maybe some extra t-shirts? What about some pens or even extra sponsorship sheets? Let us know! We have a selection of wonderful items which will help you smash your fundraising target.

### Health & Safety

When organising a DIY event in aid of Children 1st then you will need to consider all potential risks. We can assist you with help writing a Risk Assessment – it's not as scary as it seems! We are here to help!

### Food Hygiene

If you are selling or serving food at your event then check the Food Standards Agency – [www.food.gov.uk](http://www.food.gov.uk) to ensure you are up to date on current hygiene requirements and label any food appropriately regarding food allergies.

### Licences

When holding your own event, you might need a licence. We can help you navigate the application process and advise on what licences you may need. For example, to hold a bucket collection in a public park, you would need a Public Charitable Collections License from the local council authority.

**This can seem tricky, but we are here to help!**



### Pay by phone:

You can call our fundraising hotline and make your donation over the phone. The contact number is **0345 10 80 111**.



### Paying in online:

Making an online donation using a debit or credit card couldn't be simpler. Simply visit: [children1st.org.uk/donate](http://children1st.org.uk/donate)



### Bank transfer:

Contact **fundraising@children1st.org.uk** to request a paying-in slip which you can take to the bank, or alternatively you can pay in directly to our bank account – please contact us for the bank details.



### Paying by cheque:

Make your cheque out to "Children 1st" and send it to: **Children 1st, 83 Whitehouse Loan, Edinburgh, EH9 1AT.**

## EASY WAYS TO DONATE

**Well done – you've raised your funds and hopefully had lots of fun along the way. On behalf of all the families, children and young people that we support across Scotland, thank you!**

**It's now time to pay in your donations. There are some options below to help you do this.**



### Online fundraising page:

Some teams may want to create an Enthuse page to send in their funds. If so, the link is [children\\_1st.enthuse.com/profile](http://children_1st.enthuse.com/profile)

Children 1st receive the funds automatically, so it's a very straight forward way to pay in your money.

# THANK YOU & GOOD LUCK!

**Remember, you're not on your own.  
Get in touch:**

[fundraising@children1st.org.uk](mailto:fundraising@children1st.org.uk)  
0345 10 80 111  
Children 1st  
83 Whitehouse Loan  
Edinburgh  
EH9 1AT

**For practical advice, emotional support or  
financial help for your family contact:**

[children1st.org.uk/parentline](https://children1st.org.uk/parentline)  
or on 08000 28 22 33  
or at: [parentlinescotland@children1st.org.uk](mailto:parentlinescotland@children1st.org.uk)



Registered Scottish charity number: SC 016092