



FUNDRAISING PACK

You're about to make a true
difference

www.ouseburnfarm.org.uk

THANK YOU

You're the reason the farm is here. You're the reason the animals are fed, the reason the garden keeps growing and the reason that the trainees have somewhere to come and thrive in a safe, friendly and beautiful environment.

We are:

- A working farm right in the heart of Newcastle's inner city
- A free to enter visitors' attraction for the local community
- A unique learning experience for young people and adults alike
- An information centre for visitors to the Ouseburn Valley
- A training and work experience centre for people with learning difficulties and disabilities.

FUNDING FACT:

Every single penny that's raised for the farm makes a massive difference. From construction to carrots, the place needs your help every day.



WONDERING WHERE YOUR MONEY GOES?

£5

Would help us buy two pairs of gloves to protect the hands of our lovely volunteers and trainees

£10

Buys a new fruit tree for the orchard, or keeps 10 pigs fed for ONE day (yep, they get very hungry)

£30

Pays for a day of training for an adult with learning difficulties or disabilities in our kitchen, cafe, garden or workshop

£100

Buys an entire year of seeds for our garden

£250

Makes sure there's enough straw to keep our animals snug and warm over winter

£500

Purchases animal food and vaccines for a whole month

£1000

Sponsors Willow or Ruby, the cows, for an entire year

FUNDRAISING IS EASY REALLY!

For some, fundraising can seem daunting, however it needn't be a huge task. From wearing your pyjamas for a girl's night in, to arranging a hike with some mates, to doing a sponsored silence, here are some really easy tips for you to get started:

Nice and simple

- Host a coffee morning or cake sale with friends and family
- Arrange a 'bring and buy' or 'swap shop' with friends and colleagues
- Ditch your workwear and have a dress down day at the office
- Try out a sponsored silence, run, hike or cycle
- Host a BBQ in your back garden for your foodie friends and family
- Organise a 'pyjama night in' with friends
- Have your own 'come dine with me' night at home
- Rally up your friends and have them sell a bunch of unwanted goods online or at a car-boot sale

Or you could go a bit wacky

- Host a fancy-dress party at home or arrange a charity night at your local
- A 24 hour sports event always goes down well, taking turns with friends or colleagues on an exercise bike is an idea!
- Host a fashion show with local designers or handy friends
- Set up a five-a-side tournament or sports competition in fancy-dress
- Arrange a community fayre or craft sale
- Find your favourite local bands and put on your own gig

For the adventurers out there...

- Organise a trek to the likes of Nepal or Machu Picchu
- Find a marathon, Ironman or Tough Mudder near you and give it a go
- Parachute from a plane
- Bungee jump from the Tyne Bridge
- Do a coast-to-coast cycle or walk

If you're still feeling a bit stuck on ideas then give us a call; we have plenty!

SO MANY WAYS

FUNDRAISE AT SCHOOL

- Host a talent show or singing comp
- Bake cakes or sweet treats to sell to teachers and classmates

FUNDRAISE AT COLLEGE AND UNI

- Organise an open-mic night, gig or comedy night
- Sell your old textbooks or any unused materials online

FUNDRAISE WITH COLLEAGUES

- Organise a casual dress down day at work
- Give up a day's salary and see if your colleagues want to join in!



THE 8-STEP PLAN

By setting a plan for your fundraising, it'll feel like hardly any effort at all! It'll also keep you motivated, and nothing will get missed out. Here's our advice.

1. Pick something fun

If it's the first time you've fundraised, just find something you're good at. Baking genius? Host a cake sale! Love mountains? Organise a hike! If you love doing something, you've already got a head start.

2. Set a date, time and target

Movie marathon with mates? Do it on a weekend! Cooking dinner for friends? Any evening would work generally (just go easy on the wine if it's a weekday!). Pick a time that works best, and then set your fundraising target. This will keep you motivated and give you that extra bit of incentive.

3. Choose a venue or place

If you're putting on a gig you might want to use a local venue or pub. If you're doing a bake sale you could simply use your kitchen. Our main advice is to keep it simple. You want your friends and family to be able to find and access it after all.

4. Tell everyone you know

Now's the time to get that support! Contact everyone on your phone book, WhatsApp, Facebook and Twitter, hand out flyers, and pop posters up in cafes and pubs near where you live. The more support, the more likely you're going to hit (or even exceed) your target.

5. Get by with a little help from your friends

This doesn't really have to be something you tackle completely on your own! See if your friends or any local businesses can give up an afternoon or an evening to help get things ready. Whether that's whisking the cake mixture or helping design a poster for your five-a-side tournament; the more the merrier.

6. Be safe

Now this is really important. Little things like carrying a first-aid kit, or knowing where the fire-exits are can be crucial to a safe event or activity. If you want more advice on this, please visit www.institute-of-fundraising.co.uk

7. Remember why you're doing it

It's good to remind people of why you're doing it. The more they connect to the cause too, then the more likely they'll spread the word and contribute as much as they can. Every penny counts!

8. Keep in touch!

If you need any advice, help or general chatter about your fundraising, then don't hesitate to get in touch! We really appreciate your support and will do what we can to help your fundraising be a bonafide success!

BE LEGAL, BE SAFE

LEGAL ✓

When you raise money for Ouseburn Farm, you're under a legal obligation to ensure that the money gets to us. You should send it within 30 days of the event or activity that you're involved in. If your fundraising takes place over a longer spell, you'll need to send the money to us at the end of every month so that we can properly account for it.

There are strict and complex laws relating to raffles and lotteries so please contact us before holding one of these events and spending money on having tickets printed.

If there are expenses associated with your event or activity, you need to be very clear that it is only the profits or proceeds which will go to Ouseburn Farm. Please also ensure that you keep receipts of any expenditure for at least 2 years, so that we can account for them if necessary.

Cheques should be made payable to Ouseburn Farm, and not to an individual fundraiser. Visit the IoF at www.institute-of-fundraising.org.uk for more info.

SAFE ✓

Ouseburn Farm cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event. So please ensure that you follow the professional advice of equipment manufacturers and staff supervising any facilities. Also please seek to get adequate cover and ensure that third party suppliers have likewise. For more info visit www.hse.gov.uk

Food hygiene is vitally important. No one likes to get sick, especially as a result of raising money for charity! For lots of useful info visit www.food.gov.uk



GIFT AID

Put together a sponsor form so you can make sure everyone who donates to your event can provide their name, address (including postcode), and crucially, be able to tick the Gift Aid box. If you've set up an online fundraising page, people will be automatically prompted to Gift Aid their donation. Gift Aid will add 25p to every £1 you raise - it's as simple as that. There's no catch, and as long as you've encouraged someone to tick the Gift Aid box on our Sponsorship Form, there's nothing else you have to do!

MATCH FUNDING

Remember to ask your employer if they're willing to match what you raise. Many companies have matched the funds raised by their employees, so it's worth asking! Corporate sponsorship can earn you, on average, an extra £500-700; a hugely significant amount that will make a MASSIVE difference to our work at the farm!

#GETSOCIAL!

One of the best ways of getting the word out there is social media. Create an event on Facebook, send a tweet out to your followers or get sharing creative images on Instagram!



A PICTURE SAYS A THOUSAND WORDS

However you don't need to be a professional photographer!

It's great to take pictures at the event itself, but remember the preparation is just as exciting! Engage your prospective donaters by taking quick snaps of the journey from start to finish. You could take a picture of your baking ingredients when you get home from the shop on your worktop, or even whilst sat on your laptop organising your craft fayre!

It's a great way to get the word out there. Just remember to include a link to donate or an easy way of finding out the time and date for your event or activity. Making a Facebook event only takes 2 seconds and you can invite all of your friends.



CONTACT YOUR LOCAL NEWSPAPER OR RADIO STATION

Your local paper or radio station will most likely have hundreds of requests every week to feature content, but don't let this put you off. If your story is good enough, or your event quirky enough, then send them a press release or give their news desk a quick phone call (we can help with that if you need). The potential reach of a newspaper feature or radio show is priceless!

ADVERTISE IT

Print out flyers and/or posters and ask your local cafes, schools and workplaces if they'd be kind enough to put one up or leave a bunch in their offices. Ask your friends to take a pile to their workplace too!

ASK US

Feel free to ask us if we can share it across our social media, or you could always leave some promotional materials down at the farm; we'd be more than happy to help.

THANK YOU

The farm simply wouldn't exist without your generous support.

We want the farm to benefit both community and nature for generations to come, and because of your fundraising, it will.

Your help ensures that Ouseburn Farm can, and will always be

A PLACE FOR GROWING



MOVE INFO?

if you're hoping to fundraise,
please drop us a line so we can keep in touch!

Contact our Fundraising Team at admin@ouseburnfarm.org.uk.

