



TVF 25km Thames Trekking Challenge on 12th September 2020 Fundraising Guidance

The Victoria Foundation is delighted you have agreed to take part in the 25km Thames Trekking Challenge 2020 - the funds you raise will help to transform lives.

The Victoria Foundation, a medical charity based in Richmond, provides vital medical support and assistance to individuals and organisations in the local and wider community. The COVID-19 pandemic has had a huge impact on the charity's fundraising with the cancellation of events and the loss of income at a time when families and medical students need the charity most.

Your fundraising target is £250

You can of course set yourself a higher target and you don't need to stop when you reach your target!

The funds you raise will help The Victoria Foundation to go on providing:

- lightweight wheelchairs and specialist trikes - helping youngsters gain independence and reach their potential
- accessible transport and minibuses - helping prevent loneliness, isolation and keeping our community connected
- toolkit grants and elective bursaries for medical students who are facing great financial hardship during their studies – supporting the NHS doctors of the future

How the funds your raise could help:

- £80 could provide a textbook for a medical student
- £250 could provide a medical elective bursary
- £550 could provide a specialist trike for a youngster
- £3,000 could provide a lightweight self-propel wheelchair
- £65,000 could provide a sixteen-seater accessible minibus

Getting started

We recommend you plan and start fundraising as soon as you can as this will give you the maximum time to ask for support and help to ensure you reach your target. Aim to 'recruit' your largest donations first to set the tone for the others! Collecting sponsorship donations can be time consuming so ask your sponsors to 'pay up-front' where possible - the majority will be more than happy to do this. As the date of the challenge approaches you will want to focus more on your training for the challenge and have less time available to fundraise.

Use your contacts and networks

Create a list of everyone you know – start with friends, family, work colleagues, clients, contractors – and then look at all your networks e.g. boards/committees you chair/sit on, professional organisations, membership organisations, professional bodies, sports clubs and then old school friends, previous employer(s), ex-colleagues, local businesses/ shops etc. You will be amazed at how many people you know and can go to.

Requesting sponsorship – using an online fundraising page

Due to the restrictions and guidelines because of the COVID-19 pandemic the easiest and most time efficient way to reach your fundraising target is to create an online fundraising page. When you have done then prepare an email explaining what you are raising funds for and what the challenge is, then email your contacts with a link to your online fundraising page. Send the email first to those you think might be the most generous as this sets the scene for others to follow.

Don't forget to keep a record of who sponsors you, thank them, and send a gentle reminder to those who don't respond. *See below for details of how to create an online fundraising page on Virgin Money Giving linked to TVF 25km Thames Trekking Challenge 2020.*

Get family, friends, and colleagues to help

You could encourage your family, friends, and colleagues to help you fundraise and fundraise on your behalf. Set them a mini target and identify who they will be targeting, and they can ask their contacts to sponsor you via a link to your online fundraising page.

Gift Aid

Gift Aid is great way of maximising the value of donations at no extra cost to the person making the donation. It is an important source of income for The Victoria Foundation. If the person donating/sponsoring, you is a UK taxpayer they can increase their donation by 25% without it costing them a single penny through Gift Aid tax relief. Your online fundraising page has the facility to collect Gift Aid on behalf of The Victoria Foundation.

NOTE

- Gift Aid cannot be claimed when the sponsor/donor benefits from their donation or where the donation is from a company

Individual Donations & Gift Aid

If you would like to write to contacts to ask them to sponsor you, please enclose a Gift Aid form and remember to return the completed form to The Victoria Foundation with the donation(s). You can download a Gift Aid Form at <https://www.thevictoriafoundation.org.uk/support-us/make-a-donation/gift-aid/>

Doubling up - Matched giving scheme

Check if your company or employer operates a scheme where they match fund each pound raised for charity by an employee. If you have a generous loved one, ask them to agree to match the total you raise for the challenge!

Publicity

Contact local media who might be interested in covering a feature on you. Think of what the best of angle of interest would be – do you have a high profile in the area and is this something they would not expect of you, is it you challenging yourself as you approach a 'big' birthday, is it that you are doing it with several friends Try to get coverage in your company newsletter/magazine and professional journals/magazines. Include anything about yourself that people might find interesting. Think of a good headline to get a press release noticed. Don't forget to include your contact details, online fundraising page address, and the contact details of The Victoria Foundation at the bottom of your press release.

DONATIONS

Online Fundraising Page

Set up a fundraising page on VirginMoneyGiving - log on to <https://uk.virginmoneygiving.com>

Search **TVF 25km Thames Trek Challenge 2020** scroll down to **EVENTS** and select **TVF's Thames Trek Challenge 2020 12th September 2020 - London** then select **Start fundraising** create your fundraising page by signing in or registering, See Lorna Votier's online fundraising page for details <https://uk.virginmoneygiving.com/lornavotier25kmTREK>

You can also create a fundraising page on www.virginmoneygiving.com/ search for The Victoria Foundation and then select **Fundraise for us**

Please contact TVF if you need help to set up a fundraising page.

Cheques/CAF Voucher

All sponsorship cheques should be made payable to The Victoria Foundation and where possible include the name and address of the person sponsoring you and your name on the reverse so that we can track donations, inform you, and thank people for their support.

Address to send donations to:

Lorna Votier, The Victoria Foundation, St David's House, 15 Worples Way, Richmond. TW10 6DG

Bank details

The Victoria Foundation bank details are:

HSBC Kingston Branch Account No: 01 56 33 27 Sort code: 40 26 12

Credit Card Donations

We can accept credit card donations, and these can be made by calling Lorna Votier at The Victoria Foundation on 020 8332 1788.

Keeping a record of your donations

A record sheet can be provided so that you can record the donations you receive to thank those who have donated, report back on the challenge, and on how the funds raised will help to improve lives.

Fundraising tips -

You want to maximise the donations you receive so ... aim high and call in any favours!

- Write, call, or email your contacts to ask them to sponsor you – go to those who will be the most generous first.
- For those who don't respond send/email a reminder with an update on how your training is going.
- Do you have access to/own something exclusive that others would make a donation to enjoy?
- Who do you know? Could you arrange a 'Zoom Call' with a high-profile speaker/members of a sports team and invite a select group of your contacts – suggest a level of donation to join the call
- Speaking at a virtual conference? Ask for a sponsorship donation as your fee or inform and request donations from those attending.
- Organise an Online Auction through Jumblebee – approach your contacts or local businesses to donate prizes and promote the online auction to your friends and contacts. To view a previous online auction in aid of The Victoria Foundation https://www.jumblebee.co.uk/auction/detail/auction_id/2085
- If you have a large number of followers on TWITTER and friends on FACEBOOK, you can request 'TEXT DONATIONS' - The Victoria Foundation can create a specific code for you to use.
- Don't forget to use Facebook, Twitter, Instagram and LinkedIn, and your company website if appropriate.

Keep it safe

Please make sure that anything you do is within the recommended social distance guidance during the COVID-19 pandemic.

Fundraising Planning and Support

TVF will support your fundraising activities and answer any questions you might have at any time. Please do not hesitate to contact Lorna Votier on 020 8332 1788 or by email l.votier@thevictoriafoundation.org.uk

THANK YOU FOR YOUR SUPPORT WHICH WILL HELP TO TRANSFORM LIVES