



electrical
industries
charity

Fundraising handbook

The power to make a difference

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THE NUMBER OF TIMES DARWIN MENTIONS BENEVOLENCE IN THE DESCENT OF MAN



Helping is like 'walking' for your brain

Studies show that those who volunteer have even greater longevity than people who walk four times a week! So it makes great sense to combine exercise AND helping.

Science shows us that we perform better at all levels when we are helping.

Alleviating hunger for a child allows a developing brain to get on with the business of developing.

Assisting a worker under extreme stress reduces their cortisol levels, vastly improving their decision-making powers.

Assisting a person by enabling their physical OR social mobility improves health, well-being and economic contribution.



Access Assistance

 **0800 652 1618**

 **support@electricalcharity.org**

We all connect by helping each other in times of great need.

Tell me more...

Everyday people just like you are coming up with great ideas to engage more with their charities by developing new fundraising techniques while having fun!

In this pack you will find ideas, inspiration and the information you need to hit the ground running.

Tess Ogle, CEO

Start fundraising for us today

-  020 3696 1710
-  fundraising@electricalcharity.org
-  @electriccharity
-  facebook.com/electricalcharity
-  youtube/electricalcharity

www.electricalcharity.org

THE POWER WITHIN

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About the Electrical Industries Charity (EIC)

The Electrical Industries Charity (EIC) exists to look after people from the electrical, electronics and energy industries when they or their families need a hand up - big or small.

We know that regardless of age or circumstances, people encounter:

- Family or relationship problems
- Financial or legal worries
- Emotional or mental health problems
- Ill health or disability.

The pressure can become overwhelming and the impact can be devastating for the individual and their family. The Electrical Industries Charity is here to help, providing the practical support people need to get back on their feet.

Our vision is a future where all people from our industries can have satisfying and assured lives at work, at home, in retirement and in their community.



EFP
Employee & Family Assistance Programme

ASP
Apprentice Support Programme

PSP
Pensioner Support Programme

PPP
Practical Participation Programme

It is really important, whether you're volunteering and representing the Electrical Industries Charity, or fundraising and spreading awareness about the work your industry charity undertakes, that you are comfortable with what we do - when people are supporting you with a donation or sponsorship they are looking to you not just for knowledge, but an understanding of what their contribution means.

It helps that...

we are more than 100 years old

The charity had its genesis as the Electrical Trades Benevolent Institution, when 10 spirited people each put £10 on the table, a simple act in 1905 that still resonates for us now.

Their pragmatic vision means that every contribution you make to our Charity goes directly to helping people in need.

It helps to have...

family values

Who do we help? Our assistance is available for any person working (or who has previously worked) in the electrical industries and their families, because in a family, tough times are tough for everybody.

Access Assistance

0800 652 1618

support@electricalcharity.org

Mon-Fri 8.00am to 8.00pm Sat-Sun 8.00am to 1.00pm
Free and confidential services

It helps because...

we love what we do

We understand there is no time like NOW to make a difference. We are able to reach out quickly and at the most fundamental level to people in need with Access Assistance, offering free and confidential help 7 days a week.

It helps to create...

better workplaces within our industry

It is really important to us that we are able to support you when life's challenges interfere. Ask your employer to get in touch with us today to start promoting the EIC's services in your workplace.

Our Employee and Apprentice Programmes are FREE AND CONFIDENTIAL and you can call us directly, today. There is no need to inform your employer that you are accessing our services. *

Retired colleagues experiencing tough times can also get in touch with us directly. Our Pensioner Support Programme can assist with financial & debt assistance, household repairs & essential items, mobility and disability. *

Fundraising Tools



We love it when you raise awareness about the EIC...



- > We can supply flyers and posters, charity boxes, t-shirts and information leaflets.
- > Set up an online fundraising page at www.virginmoneygiving.com or www.justgiving.co.nz, the charity has accounts for both which you can link your campaign to, contact us for details.
- > Industry associations, councils, community groups and sporting days are all a good chance to have the conversations that change lives – one story at a time.
- > Publicise your event with posters or on social media and encourage friends to do the same.
- > Make sure your first online donation is a big one so others follow suit!

Useful Links and Tips

> **FACEBOOK**

> **TWITTER**

> **LINKEDIN**

> **INSTAGRAM**

> Check with your **local Council** to see what is on in your area.

> www.timeanddate.com/holidays/uk/
Create a fundraising calendar that doesn't clash with holidays!

> Check any major sporting and cultural events, sporting events, movies or plays are good fundraising opportunities but hosting an activity in opposition to a major sporting event can leave you a little short on supporters!

www.bbc.com/sport/34453641

www.bbc.com/culture/calendar

> **UK government sites**

www.gov.uk/street-collection-licence

www.gov.uk/donating-to-charity/gift-aid

www.food.gov.uk



Fundraising Activities

Parties and Balls

- > Valentines
- > Halloween parties
- > Trivia or casino night
- > Fancy dress Friday
- > Disco, Eurovision, Bollywood
- > Roaring 20's
- > Wine tasting
- > Talent show



Fitness

- > Golf
- > Yoga
- > Walks
- > Cycling
- > Aerobics
- > Cross-Fit
- > Sky dive
- > Marathon
- > Colour run
- > Mud run



Community & schools

- > Car wash
- > Car boot sale
- > Raffle
- > Treasure Hunts
- > Non-uniform day
- > Garage sale
- > Cake bake
- > Quiz Night



Fundraising at work

Wear it for Wednesday

Have fun with this. Does everyone put a flower in their pocket? Re-design their uniform for a day? You choose the theme for a coin donation.

Down the line

Sponsor the boss to work in a role 'down the line'. This can produce some surprising results for everyone.

Goal for a Goal

Host a 'beat the goalie' competition. Pay to play.

The rise of the cake bake

Sell donated goods from a stall. And it's not just for the cakes... books, home-made jam, bric-a-brac and fairtrade goods can all rise to the occasion.



Brain Jars

Did you know that people who swear survive putting their hand in an ice bucket the longest? So maybe there are some benefits to swearing from a stress perspective... but make them pay with a swear jar.

The brain likes to be asked how, and it doesn't cope well with the word can't. So a can't jar has some obvious benefits. You will be surprised how often we use the word...

Board at work?

If your company has a Board, invite Board Members into the workplace for a meet and greet. Talk to them about the fundraising you are doing for the EIC - they will have some great suggestions for you.



A 'What's for' lunch

Where food comes from and what we do with it is a source of never-ending fascination. You will be surprised what's on offer when your culinary colleagues are engaged. And even better that it's for a good cause.

Organising my own event

When

Time is our best friend and our worst adversary, so choose a time that stays away from public holidays, local events and high profile sporting event dates - attendance would be pretty thin if there were a derby match happening around the corner!

Check out major event calendars on the BBC website or your local Council and Government sites.

Choose a time close to pay day for your workplace!

Where

Charities often receive reduced or free venue hire. If you are not sure how big/small the event will be look for somewhere that is flexible about changes close to the day of the event. Halls, pubs, hotels, outdoor spaces (be mindful of weather and council permissions), your workplace, someone's home - there are so many options once you start looking for them!

Keep in mind access via public transport and safety, whether you need a child friendly environment and how much noise you will make/or if you need a quiet environment.

Enjoy putting it all into action!

The Plan

Keep people informed of your plans and spread the workload.

- Divide up jobs.
- Allocate budgets

Seek donations of items and services for running your event and raffle/door prizes. Get local businesses and suppliers involved.

Balance out costs

As a rough guide do not spend more than £1 for every £4 raised. Get in touch if you'd like advice before committing to any costs - we're here to help!

Easy ways to increase your funds

Ask your employer if they have a charity matched-giving scheme. They could make a big difference to your total by matching some of the money you raise, especially if you're holding your event at work.

We can claim Gift Aid on much of funds raised by our volunteers. For every £1 we can claim an extra 25p back from HM Revenue and Customs - at no extra cost to the donor! See our website for further details on Gift Aid.

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People

A great event without people is just not possible. So get out early, promoting your event or activity to as many people as possible. Have tickets and sponsorship forms ready to go.

[Sponsorship form template](#)

Promoting your event

Develop a media release and also use it to inform everyone you can think of. The organisation you work for, schools, community groups, churches, hotels, coffee shops and local businesses will often give you space in their newsletters or let you display a poster.

Help those who help you

Provide local suppliers with free publicity in return for their assistance

Colour your event

Enjoy decorating your event space and take lots of photos. These are great for post-event publicity and media stories. When taking photographs ensure attendees are informed and give their consent. This is particularly the case if you are taking photos of children

Ask individuals or your IT guru to add the links to your fundraising activity to as many peoples' email signature as possible.

Example email signature:

Chris Power

We are participating in the London Marathon to raise funds for the Electrical Industries Charity. Please click to support our team.



Websites & social media

A website is a low cost/high impact way to promote your event or challenge to more people. You can create your own website (with online fundraising built-in) for free and collect money from all corners of the globe.

It also means that we can claim Gift Aid, an easy way to make 25% more on your hard-earned fundraising money.

Free websites with online fundraising platforms

www.justgiving.com

This service also offers TextGiving, so you can receive donations more readily, and it is free to send a text on all mobile networks.

www.mydonate.com

MyDonate charges no fees or commissions, so every £ raised comes to the EIC!

www.virginmoneygiving.com

Would you like to split the proceeds between charities? Then this site is for you.

Managing Cash

Often entry fees to events or sponsorships of challenges are paid in cash. Keep good records (including expenses if you are organising the event and paying out money). You can send the proceeds to us using either of these options:

- Bank the money and send a cheque to the EIC with your name and details of your event or challenge.
- Use our payment slips and lodge the money directly into the EIC's account.

EIC shopping list

Even a small change makes a big difference



£1 buys you a powerLottery ticket. In a calendar year, our Lottery funds over £400,000 in vital services!!!



£5 Could provide vital transport to a job interview.



£20 Could provide essential clothing for work or in the home.



£50 Could feed a whole family in distress for a week.



£60 Could help provide someone to find a new role of a lifetime within our industry.



£100 Could help provide warmth for someone who cannot pay their bills. Ill health is often behind the inability to cover life's basic expenses.



£200 Could supply an apprentice who is caring for a family member and under financial pressure, with the tools they need to keep them in their work placement.



£500 Could pay for a much needed respite break to families caring for relatives who need assistance. This helps carers to avoid the risk of mental and physical health breakdowns under their pressure of care.



£1000 Could help to get a person mobile, which is essential for a child, worker or retiree who has been born with or contracted a disease or disability that stops them from getting around.

Event Checklist

You might only need to tick a couple of the boxes below, but for larger activities this checklist will be really helpful in keeping you on track.

- Set fundraising goal
- Idea
- Team
- Review the EIC's Volunteer Agreement
- Idea posted on EIC facebook
- Budget
- Website
- Social media
- Email signatures
- Seek suppliers and sponsors and employer matching
- Fundraising/sponsorship forms and online or cash money collection
- Posters
- Flyers
- Ticketing
- Media release
- Safety and legals
- Work with a local EIC Committee*

* EIC Regional Committees are staffed by industry volunteers. Get in touch with your regional committee today and keep them in the loop about your activities. See the EIC website for a Committee in your area.

Need to know

FUNDRAISE LEGALLY AND RESPONSIBLY

Volunteer Charter

You are part of the EIC team when fundraising on our behalf, please follow the below guidelines that help make being a team player enjoyable and fulfilling.

- > Be respectful and courteous
- > Observe health and safety, equal opportunities and confidentiality regulations and standards
- > Make sure the right licences and insurances are in place
- > Contact us with any complaints, we are here to assist!

Safety and Legal

While your support for EIC is greatly appreciated, it's important for us to remind you that Electrical Industries Charity cannot accept liability for any loss, damage or injury as a result of activities undertaken whilst fundraising for us. To ensure everything is kept legal and safe we've prepared a checklist for you. If you have any questions, or are unsure about something, please don't hesitate to get in touch - we'd hate to have all your hard work ruined over a technicality!

Health and Safety

Are you expecting a lot of people?

If so, it's a good idea to inform your local authority. If a large number of people will be driving to the event, you should inform the police.

Do you need first aid cover?

St John's Ambulance and the Red Cross can provide first aid for a small charge, but you need to book in advance.

Do you need insurance?

EIC's insurance may provide cover for some events, so please get in touch for details.

Do you need a risk assessment?

Most events, especially those held outdoors, will require a risk assessment. Contact us for advice and templates.

If using a venue, check what type of public liability insurance the owner/operator of the venue has, and ensure that it covers their liability risks.

Ensure that there is wheelchair access. And that first aid provision, emergency evacuation procedures and fire-fighting equipment are in place.

Don't let a stomach bug ruin your event!

Current food hygiene regulations are available at food.gov.uk

Regulations

ALCOHOL

If you plan to serve alcohol at your public event please first check that the venue is licensed then, if necessary, contact your local authority to find out how you can obtain a temporary licence.

RAFFLES AND LOTTERIES

Please visit www.gamblingcommission.gov.uk to check whether your raffle requires a licence or not.

ENTERTAINMENT

Please contact us to check whether your event will require a Public Entertainment Licence.

COLLECTIONS

Whilst you're more than welcome to get your family involved, it's important to remember that anyone under the age of 16 must be accompanied by an adult when collecting from the public. You must also obtain a licence from your local authority before carrying out a collection on the street or in any other public place.

GUIDELINES

For participation by under 16's: If you are under 16, we will need a parent's permission before you can take part in a fundraising event for us.

My Fundraising Planner



Practical Participation Programme (PPP)

Max Parker, York

The Electrical Industries Charity is undertaking a build project to help a family in need with their new Practical Participation Programme (PPP).

At six years of age Max Parker cannot see or communicate, he is wheelchair bound and unable to do anything for himself. Son to Mark and Lisa and brother to Lily and Ben, Max was born 26 weeks' gestation and was diagnosed with Quadriplegic Cerebral Palsy, Dystonia and Chronic Lung Disease. Max and his family live at home in York, which is not fitted for someone who is severely disabled. As Mark and Lisa have been lifting Max everywhere for the last 6 years, this is not sustainable and have been granted a Disabled Facilities Grant of £30k for a full two storey extension to their home to enable a through floor lift to be built which will transport Max up to his bedroom and wet room. However, the total cost of the adaptation works including the council fees, is over £80K. After extending their mortgage, using their life savings, sourcing additional loans and reaching out to other charities, Mark and Lisa are still left with a shortfall of £26K which the Electrical Industries Charity have agreed to meet due to Mark having served 18 years in the electrical industry. Our Practical Participation Programme is set up to harness specialists skills in terms of

time, equipment and materials towards providing practical help where it is needed most. In order for us to help the Parkers modify their house to assist with Max's disability needs we need practical assistance in regards to voluntary services or donated materials to drastically reduce the cost of the project. If you are interested in helping the Parkers today, please read below for how you can help.

In phase one of the project our industry supporters donated all the lighting (supplied by Collingwood lighting), the underfloor heating (supplied by Heat Mat) and all the electrical products (supplied by Edmundson Data Centre York). Lisa explained to us "there are so many ways to say thank you, but none of them will express how we really feel, as a mum I felt so helpless, having the electrical equipment Edmundson's have supplied for Max is fantastic. You will never know or understand how much this means to us and you have suddenly made our lives a whole lot easier and for that we are truly grateful. We thank you from the bottom of our hearts."



Ideas... The next great one will be yours!

Fundraising Challenges

Would you like to join an EIC Challenge for a Cause? We create unique fundraising challenges to support individuals or families who are experiencing extraordinary circumstances and need high-level assistance. We also have loads of places in regional and national sporting events.

You can also design your own challenge and we will support you!

Subscribe to our newsletter by sending an email to fundraising@electricalcharity.org or by visiting our website.

[Download sponsorship form](#)

Are you happy to promote our Lottery, networking events and activities by including our links, advertisements and stories in your newsletters, emails or at work meetings? If people know a little bit more about us, engaging them in fundraising becomes a lot more meaningful.

☎ 020 3696 1710
✉ fundraising@electricalcharity.org

🐦 @electriccharity
📘 facebook.com/electricalcharity
📺 youtube/electricalcharity
www.electricalcharity.org

An industry charity for industry people



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Patron: HM The Queen

Company No: 2726030 (Company limited by Guarantee) Registered in England and Wales

Registered Office: 36 Tanner Street, London SE1 3LD

Telephone: 0203 696 1710



THE DESCENT OF MAN