

Welcome to the blue smile Fundraising Pack!

Thank you for your interest in supporting our work.

Blue Smile is a children's mental health charity working in schools across Cambridgeshire.

We support children aged 3 to 13 years to become happier and more able to enjoy life to the full, both at school and at home.

Many of the children we support are struggling with big feelings and emotions that can overwhelm them. This makes learning at school really difficult.

Through an expert therapist working with a child on a one-to-one basis, they can express what is troubling them and can gradually understand why they feel the way they do.

This opens the door to a child feeling less scared, more settled, and more able to make friends, enjoy life and thrive in school.



Nathan's Story*

Nathan was struggling at school, he'd become aggressive, lost friends and often had to be managed outside the classroom. He was becoming more and more isolated in school and was clearly angry and upset. At 9-years-old this was a lot to cope with.

In his Blue Smile sessions Nathan chose an 'attacker monster' toy, which would 'crash into' and destroy smaller creatures. His therapist sympathised with the fate of these creatures, but also with the huge anger the monster was carrying.

One day Nathan came in with a bruise on his forehead. After some time and during play, the monster shouted "I need to crash the bad pictures out of my head".

It became clear that Nathan was regularly hitting his head against his bedroom wall and had a string of bruises under his hair. The therapist explained that this was something she would have to tell others about, to ensure he got the help he deserved. Far from objecting to this, Nathan looked a little relieved.

Through a meeting with his mother it became apparent that Nathan had witnessed a violent fight near home and around the same time his father had left. Nathan now felt that fights needed to be won or loved ones disappeared.

Support was given to Mum so that she could provide extra reassurance to her son. It was clear that Nathan was frightened of losing the people he loved.

Slowly Nathan's monster began to build a nest of feathers and straw which grew bigger each week and it began to invite other creatures to visit.

In school, Nathan started to learn how to control his temper. It meant he could stay in class with the other children and have fun playing with his classmates.

Now he could focus on what the teacher was saying and his learning improved. Nathan made a group of new friends; he even went to his first sleepover, taking his friendly monster with him.

➔ We could only help young Nathan because of people like you who raise funds for us, support our work and make donations. With your support local children can be helped at a young age before their problems become more serious. They are freed to learn and do well at school, and they can become much happier and healthier. It can make a lifetime of difference!

➔ Young Ellis* who was helped by Blue Smile was so grateful for the therapy he received that he decided to raise money so that more children could be helped! He made bars of handmade soap and sold these at school discos raising over £200!

*All details have been changed to protect each child's anonymity

How does Blue Smile Work?

- We work with schools as children are ten times more likely to access therapy in school than outside of it. The school can also provide ongoing support to the child outside of therapy sessions. The children we work with are referred to us by the school and parents/carers.
- We provide one-to-one therapy for each child on a weekly basis. We support each child for as long as they need us. The average is around 12 months of therapy.
- Support is provided by highly trained and experienced therapists. We also use therapists in training (with supervision) so that there will be expert therapists available in the years to come.
- Therapy is based on the arts and play as this is how children can most easily express themselves.
- As well as one-to-one therapy we provide other support such as children's group therapy, training of teaching staff and parenting groups.

Does Blue Smile make a difference?

The short answer is 'yes'! Blue Smile has helped over 1,000 children. (2017-2018 figures.)

96%

96% of parents said that their child's problems (identified at referral) had improved

64%

64% of parents felt their child had made particularly strong progress

88%

88% of teachers said that the child receiving therapy had improved

How can I help?

This pack contains lots of ideas to help you raise money for Blue Smile. Every pound you raise will help us to reach more children.

£75

£75 could provide art materials for the children to use during therapy, in one of the schools we work in

£170

£170 could provide a therapy session for 6- 8 children about managing anxiety

£300

£300 could provide art materials for the children to use during therapy, in one of the schools we work in

Further information

If you would like more information about **blue smile** please visit:

www.bluesmile.org.uk

You can contact us:

by email: info@bluesmile.org.uk

by phone: 01223 314725



twitter.com/BlueSmileCam



facebook.com/BlueSmileCam

Registered Charity No.1139279
Registered Company No.7411348

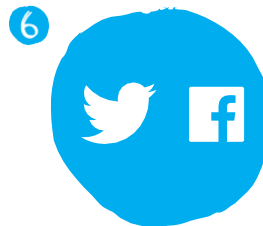
Raise money, raise smiles

A ten-step guide to fundraising

Thank you for choosing to support **blue smile**. The money you raise will be used to help children become happier, healthier and more able to learn. It can make a lifetime of difference. On behalf of all the children you will be helping – thank you!

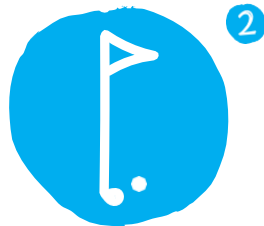


1 **Decide whether you would like to raise money alone or with others.** Going it alone could mean running a half-marathon, opening up your garden for donations or doing a sponsored silence. Fundraising with others could mean running a bake sale, organising a pamper evening or holding a charity football tournament!

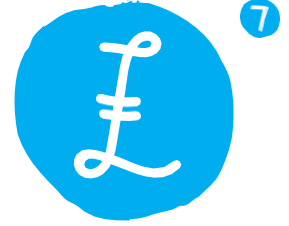


6 **Tell everyone!** Well in advance, make sure that the friends, family and colleagues of everyone involved knows what is going to happen and a bit about Blue Smile; the reason why you are doing it. Use Facebook, Twitter and other social media sites. Tell us at Blue Smile (info@bluesmile.org.uk) so that we can help publicise it too! There is a poster in this pack and you can download more at www.bluesmile.org.uk

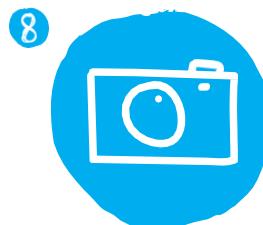
2 **Think about your interests, hobbies and groups** you are involved in (eg. a local Golf Club or a WI group). The best idea is to start with what you love doing and raise money through that. You may be able to get your group, such as a choir or cycling club, involved.



3 **Get sponsored.** For many events you will want others to support what you are doing by sponsoring it. In advance of the event set up your fundraising event on the Local Giving website – <https://localgiving.org/fundraisers/> – and ask people you know to support you by making donations online.

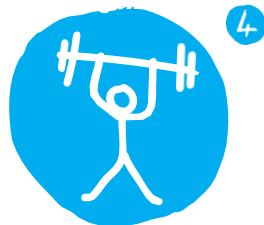


4 **If you are employed,** think about whether you could organise an event or activity at work. It could be as simple as a dress-down-day or a dress in blue day where each participant pays a few pounds for the privilege, or you could be more adventurous and organise an inter-departmental rounders match! Some companies will agree to match the income that staff raise for charity, doubling what you raise on the day. It is always worth finding out!



8 **Enjoy it, raise money, and help local children.** What could be better? Make sure you keep safe and keep legal through following our 'Fundraising Tips and Guidance' leaflet enclosed in this pack. Remember to take lots of photos (with the permission of those in them) so you can put these on Facebook and Twitter, and to send to Blue Smile. Your activity may inspire others to organise something themselves.

5 **Choose an activity.** There are lots to choose from and the list in this leaflet is just for starters. You may have a different idea, or one of these may suit you down to the ground.



9 **Make a splash!** We can help you create a real sense of occasion by providing resources such as balloons, T-Shirts and wrist bands for you to use on the day (please see page 4).



















5 *giftaid it*

Plan your event or activity. The 'Fundraising Tips and Guidance' leaflet in this pack will help you to think everything through so that your fundraising is as successful as possible! If you are organising an event as a group you can plan the event together. Through a scheme called 'Gift Aid' you may be able to increase the value of your fundraising by an extra 25p per £1 you raise, at no cost to you.



10 **Every pound you raise** will help children and schools receive the support they need. Send the money into us so that we can put it to work straightaway. **Well done! You are amazing!** Now you can have a rest and know that because of you, your friends, family and workmates, children who need some help will receive the support and care they need. Then you can start to plan your next fundraising activity!

1		Run a race	10K, Half-Marathon or Marathon! Your employer may pay your entry fee, and there is no better training motivator than running for charity!	Active Just Me
2		Art and Craft Sale or Workshop	Gather together crafty friends to sell your handmade goods or artwork. Or you could hold a workshop where you teach others how to make something special from scratch	Together
3		Bake Sale or Bake-off competition	Tasty homemade bakes always go down well! You could sell cakes to friends or colleagues, or hold a baking competition. Choose a 'Paul Hollywood' to judge and all entrants make a donation to take part.	Food Together
4		'Blue-min' lovely!	Hold a plant sale. You could sell seedlings you have planted, cuttings from your garden, even bouquets of flowers you have grown. You could make it an extra special spring or summer event by serving strawberry teas to guests for a donation!	Together
5		Sports tournament	Tennis, golf, football, hockey... you decide! You could charge an entrance fee for all competitors/teams and ask a local company whether they would donate a prize for the winners.	Active Together
6		Girls or boys night in	Could you host a prosecco and truffles evening? A donation allows each participant to enjoy a glass of sparkling wine, chocolates and a lighthearted film. A great opportunity to catch up with friends and meet new people.	Together
7		Dress in Blue	From blue shoes at the bottom to a blue wig at the top, are you prepared to dress from head to toe in blue? Blue lipstick is also a must! Get friends to sponsor you for your bravery as you head to the station, the supermarket and the office – all dressed in blue.	Just Me
8		Dance-off for Blue Smile	Whether your style is ballroom, latin, street or a barn-dance, dancing is a great way to have fun and raise money! You could hold a dance, teach a dance workshop, or organise a dancing competition.	Active Together
9		Give it up	You could give up chocolate, the Xbox, fast-food, alcohol or even tea and coffee for a month to raise money. Or how about a 24-hour sponsored silence? Get your friends to encourage you by sponsoring you!	Just Me
10		A bit of a do	Cheese and wine parties and dinner parties can be very special occasions when they also raise money for Blue Smile. Ask your guests to donate, and hold an auction of promises on the night to raise even more!	Food Together 

11		Donate your birthday	Many of us don't know what birthday gifts to buy each other. Instead of receiving more unwanted items you could ask your friends and family to give to your special Blue Smile Birthday (or Wedding, Anniversary or Christmas) Fund instead!	Just Me
12		Perform for Blue Smile	You may have a special talent – music, acting, comedy or dance. Could you (alone or with your amateur dramatics group/band/ orchestra etc.) organise a performance or workshop in aid of Blue Smile?	Just Me or Together
13		Bike Rides	Loads of fun on 2 wheels! Organise a bike ride around your community and invite people of all ages to take part. You could charge people to enter and even have a competition for the best-dressed cyclist!	Active Together
14		Sell your stuff!	Jumble Sales, book sales, swishing events and toy sales are all great ways to raise funds. Pass on unwanted but good quality belongings so that someone else can enjoy them.	Together
15		Christmas fun	A great seasonal activity for a group or company is a Christmas Jumper Day – the more gaudy and kitsch the better! Put the Christmas tunes on and enjoy mince pies and mulled wine. Everyone donates to take part and has lots of festive fun.	Together
16		Auction of Promises	A great event for a group or a company! What could your members or colleagues offer? To mow someone's lawn? A basketful of ironing? Dog Walking? Vouchers for a spa? Gather these 'promises' and auction them off to raise funds.	Together
17		Quiz night	Invite friends to a quiz night at your home or ask your local pub to get involved. Serve a buffet and challenge teams or pairs to enter for a donation. Serve drinks and nibbles and have lots of brain-teasing fun.	Together
18		Church events	Could your church select Blue Smile as your Lent or Advent charity? Simple activities such as lunches, coffee mornings and jumble sales can bring people together and help local children.	Together
19		A mile for Blue Smile	What mile-long challenge could you take on? A three-legged mile? A mile in fancy dress? A mile of dancing? Make it as wacky as you like and get your friends to join in. Ask people to sponsor your smile-raising mile!	Active Together
20		Become a Blue Smile Hero	Are you ready to overcome a challenge, do something brave, face your fears? If so, and if you think you could raise £500 or more, then see the 'Become a Blue Smile Hero' leaflet.	Just Me 

Next steps to raising smiles

Added extras

You can raise even more at many of these events by running a raffle with donated prizes, or by offering food and drink to buy (eg. tea's, coffee's, squash, cakes). You could combine some of these such as a Christmas Jumper Day with a festive bake sale, or a sports tournament followed by a quiz night, for even more fundraising fun!

Make a splash!

We have some great fundraising resources which will help you make a splash and get noticed! There are larger items that you can borrow and return to us, and smaller ones that you can have to keep.

- Flags (To borrow)
- Pop-up stand (To borrow)
- Collecting tin (To borrow)
- Balloons
- Wrist bands
- T-Shirt
- Running vest
- Canvas bags
- Car stickers

To place an order please call us on **01223 314725** or email info@bluesmile.org.uk

Help with your planning

Please read our 'Fundraising Tips and Guidance leaflet' for lots of practical ideas to help you plan a successful fundraising activity.

Taking on a challenge!

You could get take on a physical challenge such as tackling the Three Peaks or climbing Snowdon to raise money. If this appeals to your adventurous nature do get in touch with us as we can tell you about organised activities you can sign up for. For extra motivation, gather a few mates and take on a challenge together! If you think you could raise over £500 you could be a candidate for Blue Smile Hero status. Please see the 'Becoming a Blue Smile Hero' leaflet for details.



Skydive – Mills and Reeve employees take on a challenge!

After the event

It is really important to let your participants/supporters know how much you raised, and to say 'thank you'!

The money that you raise will be used to help children across the region who are in great need of some expert-support. It is only through the help of people like you and your supporters that children can receive the one-to-one therapy and other support they desperately need.

Sending your money in

The sooner we receive the money you have raised, the sooner we can put it to work supporting children across the region.

How to send your money in to us

- 1 If you used an online fundraising site (such as Local Giving) there is good news! The money donated has been sent straight to us! However, we still need to know what you did so that we make sure we are claiming Gift Aid legitimately. We would also love to be able to say thank you and perhaps send you a thank you poster to display.

Please email or call to tell us

- What you did
- When you did it
- How much you raised
- And whether participants (if there were any) received any benefit for their donation (eg. if they made a donation of £10 to take part in a craft workshop)

- 2 If you collected cash on the day you can count and bank the cash and send a cheque or make an online transfer to us. Please transfer the funds raised to Blue Smile within three weeks as this enables us to get your money working straightaway.

Our bank details are

The Co-operative Bank
Account name/payee: **Blue Smile**
Sort Code: **08 - 92 - 99**
Account number: **65435021**

Please give your last name as the reference.

Cheques should be made payable to 'Blue Smile'.

Please also complete the **Cash Collection Form** and return this to us, as this will enable us to claim Gift Aid where appropriate. In most cases, you do not have to supply Gift Aid declarations from participants. If any of your supporters have given over £30 please ask them to complete a Gift Aid Declaration (there is one in this pack and you can download more at www.bluesmile.org.uk) and send this to us with your Cash Collection Form.

Once we have received the money you have raised we will send a letter or email to confirm this, and a thank you poster which you can display if you wish to (eg. on your club noticeboard).

Contact Blue Smile

Thank you so much for supporting our work! If you have any questions please do get in touch. We'd love to hear from you.

Email: info@bluesmile.org.uk

Telephone: **01223 314725**

Website: www.bluesmile.org.uk

Fundraising Tips and Guidance

Here are some hints and tips, as well as some Fundraising Guidelines, to help you plan a fundraising event or activity that is a great success!

- 1 Plan what you are going to do, when you are going to do it and who will be involved (e.g. just me, 30 of my colleagues, my Amateur Dramatics Group and the audience).

→ Tip – Think about what is also happening on your chosen date(s). If your event clashes with a major event locally it would probably be best to choose another date.

- 2 Plan where you are going to hold your event. Is there a venue you could use for free or very low cost? Eg. a local coffee shop, a bar on campus, a church hall. Are refreshments and toilets available? If you are organising an active event such as a dance or bike ride, you will need to ensure that water is available for participants.

→ Tip – if your event will be outdoors think about putting a contingency plan in place such as moving to an indoor venue if it rains.

→ Tip – consider whether your venue and toilets are accessible for people with disabilities, elderly people, and parents with babies. Whether your venue is, or is not, accessible, you can mention this on your publicity.

- 3 Plan the equipment you will need. Eg. tables and chairs, craft materials, paper plates and cups, music and speakers. Who could you borrow these things from if you don't already have them?

- 4 Think about which fundraising supplies will you need from Blue Smile – page 4 of 'Raise money, raise smiles'.

- 5 Set a fundraising target for how much you would like to raise. Think about how many people would need to take part and make a donation, for this to be reached.

→ Tip – simple extra activities on the day can boost what you raise eg. a raffle for donated prizes, an Auction of Promises, selling bags of sweets.

- 6 Think about how donations will be collected. Will you use an online giving website (e.g. Local Giving) or will you collect cash on the day? If you are collecting cash and the event is open to the public, how will you keep it secure?

- 7 Plan how you will publicise your event or activity using posters, social media such as Facebook and Twitter, email, word-of-mouth, groups you're involved in, and Blue Smile social media. Asking your friends to tell their friends is a great way to raise awareness!

→ Tip – if you are planning for a group to take part in a race such as a half-marathon they will need to allow plenty of time for training.

- 8 If you have permission we would love for you to take photos on the day and send these to us. You can use your pics on Social Media to say thank you, and we can use them to encourage other people to do what you have done! Think about who could be photographer for the day!

IMPORTANT – you must ask permission of participants before you take their photo. If children are involved in your event, please ask their parents/carers. Please inform them that you may use these photos on social media, and that Blue Smile may use them on social media, the Blue Smile website, or in printed items such as Annual Reviews.

- 9 Plan both the setting-up, and the clearing-up and putting-away after the event. Who can help with this? Remember that many hands make light work! How will you dispose of rubbish and recycling so that the venue or area is left clean and tidy?

- 10 Think about who will collect together all the cash donations, count the money and send this to Blue Smile. It is important that two unrelated people count the cash, bag it and bank it as soon as possible after the event

→ Tip – please send the money raised to us within 3 weeks so that we can put it to use straightaway.

→ Tip – don't forget to tell everyone involved how much you raised, and thank them for their support! They will be more likely to support again in future if they know they made a difference.

giftaid it

A word about Gift Aid!

Through Gift Aid we may be able to increase the amount your event or activity raises, at no extra cost to the people who make a donation!

If donations are being made at www.localgiving.org

- 1 When each person makes a donation the website will ask them about Gift Aid. A person can only Gift Aid their donation if they are a UK Taxpayer and have paid at least as much in Income Tax or Capital Gains Tax in that tax year as Blue Smile will claim in Gift Aid.
- 2 Gift Aid is claimed by Local Giving and paid to Blue Smile.
- 3 We need to know about the type of event you held (please see page 4 of 'Raise money, raise smiles') to check that we were permitted to receive Gift Aid in this case. If we were not, we will refund this to HMRC.

If donations are made in cash

We may be able to claim Gift Aid on the amount given – you do not have to ask every person who gives to fill out a Gift Aid declaration. Whether we can claim depends on whether participants received a ‘benefit’ e.g. their donation was to attend a concert, or their donation was for entry into a craft workshop, and how much they gave.

If a person wishes to donate an amount over £30, we do need a Gift Aid declaration. Please use the Gift Aid Declaration form in this pack or download more forms from www.bluesmile.org.uk Ask each supporter to complete a form and return these to us with your Cash Collection Form.

Thank you!

There are some important rules about fundraising activities which are there to keep you and your participants safe and above the law.

Raffles

A raffle which is part of a fundraising event is allowed so long as tickets are only bought at the event and the winning tickets are drawn at the event or afterwards. The prizes must not include cash. You do not need a licence.

The same rules would apply to an internal raffle that a company or club is holding to support Blue Smile.

If you are planning a public raffle or lottery where tickets will be sold to the public and not during a specific event, then you will need to apply to your Local Authority or Council for a licence.

For further information please see:
www.gamblingcommission.gov.uk

Cash Collections

You can collect cash donations for Blue Smile in your own property. You can also collect donations in your workplace, club or at a fundraising event/activity on private property (eg. coffee shop, supermarket, railway station) where you have permission from the owner or manager. You do not need a licence. Please use Blue Smile collecting tins which you can borrow from us.

If you are planning to collect cash donations in a public place (eg. on the street, during a pub crawl) you will need to apply for a licence from your local council. You must request a letter of authority from Blue Smile in advance, and carry this with you while you are collecting donations. You should also carry Blue Smile information with you including our registered charity number and contact details. You must use Blue Smile collecting tins which you can borrow from us.

Cash should be counted and banked by two unrelated people wherever possible. It must be paid into us within 3 weeks of your fundraising event or collection. Please see page 4 of ‘Raise money, raise smiles’. For further information please see:
www.fundraisingregulator.org.uk

Food and drink

If you are planning to serve alcohol to over 18-year-olds at a fundraising event, which is NOT being sold, you do not need a licence.

If you are planning to sell alcohol you need to obtain a licence. Please see information on Alcohol Licensing at www.gov.uk

Food must be properly cooked in accordance with food safety standards so that it is prepared in a hygienic and safe way. It must be stored at the correct temperature.

It is a good idea to label food with the ingredients in it so that people can avoid any allergens. Cakes should be safe so long as they have been cooked in a hygienic way and stored properly. Please see www.food.gov.uk for further information.

Child-safety

You must make sure that children are safe during your fundraising event. Children should be accompanied by an adult who is responsible for their safety and wellbeing – usually a parent or guardian. You should not take photographs of children at your event without permission from their parent or guardian and without advising them how the photograph may be used.

Insurance

If your event is open to the public you should consider whether it would be a good idea to get Public Liability Insurance.

Reducing risks

You should conduct a risk assessment for your event to help you to think through any risks to health or safety of those taking part or attending. Think through issues such as:

Fire safety – if you are at an indoor venue where are the exits? Are there fire extinguishers?

First Aid – is there a first aid kit on the premises if someone has an accident?

For further information, please see www.hse.gov.uk

Cash collection form

I/we have raised funds for Blue Smile! My details...

Title

First name

Surname

Organisation

Address

Postcode

Email (I am happy to be contacted in this way)

Telephone (I am happy to be contacted in this way)

My fundraising event was...

Please describe your event (eg, a bake sale and baking competition)

It took place on

/

/20__

I/we have raised...

£

Did your participants receive a benefit

(such as entry to a show or buying pre-loved clothes)?

YES

☐

NO

☐

(Tick as appropriate)

If yes, what was this?

Were any donations over £30

YES

☐

NO

☐

(Tick as appropriate)

If so, how much did you receive in donations over £30?

(If you received 2 donations of £35, you would put '£70' in the box below)

£

How many people who gave over
£30 filled out Gift Aid declarations?

(Please return these to us with this form)

☐

I have enclosed a cheque made payable to 'Blue Smile' or

I have made a transfer to 'Blue Smile's Bank Account

☐

The Co-operative Bank

Account name/payee: Blue Smile

Sort Code: 08-92-99

Account number: 65435021

(Tick as appropriate)

Total donated

£

We'd love to stay in touch with you!

We greatly value our supporters, and we'd like to occasionally share our news and developments with you.

☐

I would like to receive further information by post I

☐

would like to receive further information by email

You can also sign up online at lnkd.in/eYYUkYj

Please return this form to:

Fundraising Blue
Smile
47-51 Norfolk Street
Cambridge
CB1 2LD

Thank you for your wonderful support!



Charity Gift Aid Declaration

Boost your donation by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation, please tick the appropriate box below.

Please treat:

☐ the enclosed gift of £

or

☐ all gifts of money that I make today, and every other donation I have made over the last four years, and all future donations as Gift Aid donations.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

My details...

Title

First name

Surname

Home address

Postcode

Telephone (optional)

Email (optional)

Please notify the charity if you:

- ★ want to cancel this declaration
- ★ change your name or home address
- ★ no longer pay sufficient tax on your income and/or capital gains

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Please return the completed form to:

Blue Smile
47-51 Norfolk Street
Cambridge
CB1 2LD

For further information, email:

accounts@bluesmile.org.uk

