



PEAK PERFORMANCE FUNDRAISING

Sustainable Lives

The COINS Foundation vision is to work towards an inclusive global society in which everyone enjoys the benefits of a decent place to live; enough to eat; employment and prosperity; freedom under just government and the rule of law. If we can really understand this, then we can provide the right support to people so they can live full sustainable lives.

This is what the COINS Foundation believes . . .

Mission

We aim to build communities where no member is excluded or disenfranchised by virtue of their health, impairment, education or poverty; communities which recognises the right of all its members to equity of opportunity; where those with strength support the weaker to be strong; where the wealthy support the poorer to prosper, where the wise support the uneducated to learn.

The COINS Foundation aims to support projects which address local issues in a sustainable way. We applaud those who respond to emergencies but the COINS Foundation works with its project partners and sponsors to create projects that change the root causes of poverty and discrimination, to develop long-term solutions which will help to bring about permanent change.

The COINS Foundation has three goals:

- To build sustainable communities
- To include the excluded
- To create a better future by engaging the adults of tomorrow

The three goals are universal ambitions for every COINS Foundation project wherever in the world.

We seek to work in partnership to address the needs of the most excluded communities in the world. We believe in supporting projects that are sustainable; which do the greatest good for the greatest number; which model practices that can be replicated and which demonstrate the civilising nature of Inclusion.

The COINS Foundation receives sponsorship for all of its costs. This means that 100% of the money raised goes to our project partners.

The COINS Foundation was established to co-ordinate the charitable activities in Larry Sullivan's companies and disburse the funds. COINS stands for Construction Industry Solutions – representing the industries with which we work. The COINS Foundation seeks to invigorate and inspire the Corporate Social programmes of the construction and insurance industries and invites companies to take advantage of its co-ordinated framework for their CSR activities and charitable giving. The Foundation is enormously grateful for all the support which it receives from its partners.

For more information on the COINS Foundation visit www.coinsfoundation.org.

How to Use this Fundraising Guide

In your hands you have a book crammed full of fantastic fundraising ideas. Ideas we're sure you'll want to get to grips with or will inspire you to raise money in some other way.

Have a read through it and jot down any ideas that sound more fun than Christmas morning for a five-year-old and look like potential money-spinners. Or if our ideas get your grey matter working overtime and inspire you to do something completely different, go and have a look at our 'Add glitter to your fundraiser!' section on the following pages. It has loads of information about how to make your event a real show stopper.

We've also put our heads together and come up with some fundraising ideas to help you find the right activity. If you are looking to raise money with children, at work, at home, on your own or without spending much cash, check out 'Our ideas...' section.

It's sure to help you out.

In fact, if it does, we'd love to hear from you.

GOOD LUCK AND ENJOY YOURSELVES!

P.S. Remember, it doesn't matter how much you raise.

Small amounts x lots of people = MANY lives changed.

Add Some Glitter to Your Event

So, you've put loads of effort in and you've got your event organised. But do enough people know about it? Have you made it the topic of conversation around the water cooler at work? Have all of your friends cleared their diaries just so they can help you raise money to help support you in raising money to give people in the developing world sustainable lives?

Publicity materials

Get your events noticed with eye-catching materials. If you would like the COINS Foundation logo or the COINS 3 Peaks logo then just email georgina.whiting@coins-global.com to help you create posters and flyers to advertise your event.

Make the most of the internet and email

Heard of the social networking sites Twitter, Facebook, MySpace or blogging? They're excellent for spreading the word about an event to friends and friends' friends and friends' friends' friends. You get the idea. Also, have a think about sending a blanket email out to family, friends and work colleagues about your fundraiser. Or if you've got the time, send out individual emails to people you know and ask them to sponsor you and attend your event.

Don't forget about in-house newsletters, company intranet and industry magazines! Please do contact the construction industry press and alert them to your endeavours.

Remember, little touches like this go a long way.

Work with the local media

Journalists are always looking for stories in their local communities. A mention from you local newspaper or radio station is a great way to get free advertising and potential sponsorship or participants.

Keep any press releases short and snappy to grab the reader's attention, include a quote, sum up the story in the first paragraph, explain about the COINS Foundation and don't forget to include your contacts details and a photo.

Fundraising, Fundraising

To help get the cash flowing in, we recommend you use our super duper sponsorship forms. Just contact the challenge team or head to the team area on the COINS 3 Peaks website www.coins3peakschallenge.com to download some.

Just Giving

Is an excellent way to raise funds; It's a really easy way for people to sponsor you and add Gift Aid to their sponsorship. It allows you to set up your own webpage which you can email to friends and contacts to make donations online to your fundraising efforts. Please go to www.justgiving.com/coinsfoundation in the find a charity section and follow the set up instructions to create your page.

Gift Aid

We love it. Why? Because for every £1 people sponsor you, we can claim an extra 25p back from the Government. So, really encourage your family, friends and colleagues to beef up all of their sponsorship money by adding Gift Aid to it.

KEEP IT LEGAL AND SAFE!

Fundraising is all about having fun and raising money – do you see what we did there? But it's also about being safe and not getting arrested. To put our minds at rest and to stop you from accidentally breaking any laws, please read the important stuff below.

Raffles and lotteries

Anyone can hold a raffle or lottery, right? Well, it's not that simple. In fact, there are strict and complex laws relating to raffles and lotteries. There are also legal requirements regarding prizes, the costs of running a raffle or lottery and the way they are organised. Get in contact with your local authority before holding one of these events and before you spend money on getting some tickets printed.

Believe it or not, some events you might not think of as lotteries, such as duck or balloon races, are covered by lottery laws.

Useful websites

Health and Safety Executive

www.hse.gov.uk - Provides advice on keeping safe and legal.

Institute of Fundraising

www.institute-of-fundraising.org.uk - Features information on the best ways to fundraise.

THE IDEAS

Fundraising Events & Support

Parties, balls and galas

Whatever time of year – spring, summer, autumn or winter – there's always a good excuse to throw a party. Why not raise money for the COINS Foundation at your Christmas Party.

A simple game of heads or tails or the proceeds of a raffle/action at the event.

Sports Events

Golf days, football or netball competitions will inject a bit of competitive spirit into the workplace. Charge people to enter or get sponsored by friends and families.

Fancy Dress

Ditch those suits and ties and charge everyone £1 to dress up. Those who don't dress up should get charged double.

Match Giving

A simple way to double your money! Ask your company to match the amount you've raised and it's double the benefit.

Sponsorship

Ask all your colleagues to sponsor you, place sponsorship forms on communal notice boards and use your internal email system or intranet to keep everyone updated on your progress.

Company Support

Consider what clients/customers/suppliers might have that they might offer to you.

Tickets to sporting events, a box at the races through things your company sponsors.

Do you buy things in the course of your work that could be auctioned or sold on?

Clients/ Suppliers may help sponsor

Collection boxes & Posters

Place collection boxes and poster in your reception these are available from COINS just call 01753 501 000.

Top Ten Ideas To Do

...at home

1. Come dine with me
2. Games Evening
3. Don't go to the pub...
4. Summer sizzler
5. Pamper party
6. Toast the nation
7. Christmas party
8. Easter egg hunt
9. Bonfire Night
10. Card Games Evening

...at work

1. Dress down day
2. Office Olympics
3. Ransom and release
4. Job swap
5. A bloody great fundraiser!
6. Caption competitions
7. Happy holidays
8. Shiny happy people
9. Bad taste day
10. Sweepstake

...on a budget

1. Speed dating
2. Battle of the biceps
3. Face painting
4. Step to it
5. Bag it up
6. Quiz evening
7. Photo Competition
8. Cold turkey
9. Family Fortunes
10. Car wash

Dress down day

People will pay top dollar not to have to wear their usual work clothes or uniform. They'll probably pay even more if they can wear the top of their favourite sports team or some kind of fancy dress.

Did someone say cowboys and Indians in the office?

Office Olympics

Try your hand at speed typing, synchronised chair swivelling or fast letter franking. There are many events you can compete in to become an Office Olympics champion.

Cold Turkey

Sponsored 'give it up'

Why not give something up to raise a few bob? Chocolate, shaving, talking, driving, Facebook...

Christmas Party

Help everyone experience some Christmas cheer!

Summer Sizzler/Winter Warmer

Fire up the Barbie, invite family and friends, get some burgers, buns, sausages and sauces. Grab a few beers and soft drinks and ask for a tasty donation for the gorgeous grub.

Pamper party

Host an evening of indulgence for you and your friends. Slap on the facemasks, get the nails painted and enjoy a foot spa. Oh, and don't forget the chocolate!

Indoor games evening

Go traditional with some pub games – dominoes, skittles or shove ha'penny, anyone?

Or how about something retro? Find out who's the boss at Kerplunk, Connect 4, Twister and Buckaroo.

A bloody great fundraiser!

Stick a swear box in an office or social club to raise some money. And if people's worst crime is not swearing but doing something else that causes offence, and then get them to pay for this misdemeanour.

Speed dating

Play Cupid by organising a matchmaking event. As well as being a great way to match up your pals, it's a sure fire way to raise oodles of cash.

Sweepstake

Hands up who hasn't taken part in a Grand National sweepstake? Ah, the sheer excitement of randomly picking the name of a horse and then willing it on to victory – hopefully. But let's think beyond racing's big day. How about holding a sweepstake for a reality TV show or a football tournament?

Easter egg hunt

You know the drill. Hide some chocolate and charge friends, family or colleagues to hunt for it. Be inventive with your hiding as well, everyone loves a challenge when there's chocolate at stake. And why wait 'til Easter? You could hunt for chocolate at any time of the year.

Bonfire Night

An explosion of fundraising potential. How about asking for a pound for the Guy? Hold a competition to design a Guy. Sell hot dogs, baked potatoes, and mulled wine. You're sure to have a night that goes with a bang.

Ransom and release

All you need are some willing VIPs (very important prisoners) and somewhere to hold them captive.

Then it's up to the VIPs to get their friends, family and colleagues to stump up the cash so they can be released.

Caption competition

Choose a funny photo from your last holiday or office party and hold a caption competition. Entrants pay per caption and the winner receives the framed photo to display on their desk or notice board. If it's an embarrassing photo, people might pay you not to display it.

Card games evening

Bridge, rummy, whist, pontoon, poker or even snap or Top Trumps. A card games night could be a big deal. Pick a card any card... learn a few card tricks and amaze your friends.

Photo competition

Say cheese and ask kids and adults to show off their photography skills. Themes for your competition could be 'Who do I look like', 'My family' or anything else that will get people snapping away.

Step to it

Exercise your right to raise money by walking to work. Donate the money saved on fares, petrol or parking and keep fit while you're at it. Now that's what we call multi-tasking.

Give it up

Don't go to the pub.....invite everyone over to your house instead. What about the beer money? Donate it to The COINS Foundation.

Family Fortunes

All you need is Vernon Kay and two competing families/departments to battle it out; with their dignity at stake!

Quiz evening

Q. For two points, what makes a quiz evening a top night?

A. A quiz master that makes Chris Tarrant look ordinary and questions that get brain cells working but don't overheat them. You can have one point for each correct answer.

Battle of the biceps

Put brute force to the test and pit your strength and skill in an arm wrestling competition. Keep those elbows on the table.

Car wash

If you had a pound for every car with 'clean me' scrawled in the dirt on the back window... Well, now you can... a car wash is bound to clean-up. In fact, it's a wheelie good idea.

Come dine with me

Create your own version of the popular TV show. You and a few friends all host a dinner party. At the end of each evening you all rate the food and the host's performance. Make a donation to take part and make sure the winner receives a prize for being the 'hostess with the mostess'.

Bag it up

Simply ask your local supermarket if you can bag customers' shopping and ask for a donation for your service. It's simple, it's a proven way to raise lots of money, and it's a great way to meet people.

Job swap

Sponsor your manager to work in reception. Or how about auctioning off the boss's job for a day? People are sure to pay good money to enjoy the perks that come with being numero Uno in the workplace.

Happy holiday

Make your boss the most popular person in the office by getting them to donate a day's holiday as a raffle prize. Ask colleagues to pay a pound or more to enter the raffle and then randomly pick a winner.

Face Painting

Are you a tiger or a pussycat? Bring out the animal in you.

Shiny happy people

Have you noticed how many people wear less than shiny shoes? Offer your colleagues a quick shoeshine in your work's reception. During the summer sandal-wearing months you may have to change the offer to a quick pedicure or foot massage.

Bad Taste Day

There's no accounting for taste. Or is there? Ask colleagues or friends to pay to express their bad taste. Get everyone to come to work or go out in their worst tie, bad hairdo or most garish clothes. And those that refuse pay a fine.

Final Steps

Saying Thanks

Don't forget to thank everyone who took part from sponsors and participants to partners and the media. Let them know how it went and how much they helped raise for the COINS Foundation along with the project(s) you helped support.

Paying in the money

Once you have signed up for one of the challenge the COINS challenge team will send you a paying in book which you should use to bank all fundraising. These funds then go directly into the foundation bank account assigned to your team name. To keep track of your fundraising total head to the COINS 3 Peaks website at www.coins3peakschallenge.com and click on the fundraising league.

To pay in any CAF cheques or your fundraising deposit then please send your cheques to:

COINS
COINS Building
10 – 12 The Grove
Slough, Berkshire
SL1 1QP

Tell us about it

We'd really love to hear from you. Let us know what events you organise and how they go, send us links to your Facebook page along with any photos you take of your events and your team training.

We'll use the information on our Facebook page, Event Programmes, Twitter and on the COINS 3 Peaks website to inspire others!

We're here to help. If you have any questions then please get in contact with the COINS challenge team on 01753 501 000 or email Georgina.whiting@coins-global.com.

For more information on the COINS Foundation then please visit www.coinsfoundaiton.org.

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