



Changing Faces Guide to Fundraising in Schools

Changing Faces is a Registered Charity No. 1011222

Charity Registered in Scotland SC039725

"I learned quickly it was never going to be easy. On one occasion I was shopping. Two ladies came into the shop and in reference to Hannah loudly announced how shameful it was to bring out something like 'that'. We listened in horror. I introduced my other children and myself and said Hannah was my daughter and that we were very proud of her.

The Changing Faces regional day was a turning point for us all. We met with other parents who had children with different conditions but similar feelings and experiences. We had the opportunity to share these and get help in how to take control of difficult situations.

Changing Faces has always been a beacon of light. The staff are always ready to listen, always ready to help me think things through, to point me in the right direction. They have become my friends and I hope one day will be Hannah's too. It is imperative for their work to continue."

Allison, Mum of Hannah.

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Raising Funds and Having Fun

Ever noticed the “**fun**” in fundraising? We reckon it’s an essential part of raising funds and we’ve produced this guide to help you plan your event or activity so that everyone can get on with enjoying themselves.

Some of you will already have an activity or event in mind but if you’re stuck for ideas, don’t despair; set your imagination free with our inspiring suggestions for fundraising in schools and you’ll soon be raring to fry 100 pancakes or relax in a bath of baked beans. If you’re still stuck for ideas, don’t forget tried and tested events like ‘Mufti Days’ because they really do work!

Once you’ve decided on your event or activity, this guide includes handy hints for you and your teachers on helping to organise it, promote it and encouraging people to donate as generously as possible.

If you’re new to fundraising or organising a big event it can sometimes seem like there’s a lot to think about. This is where we can help so please don’t hesitate to get in touch if you have any questions about anything in this guide, want some advice or you just want a check-in chat.

Sophie Erskine is available Monday to Friday from 9am to 5pm on 0845 4500 275, or email sophiee@changingfaces.org.uk

Please do send us pictures from your event as it is lovely for us to see the imaginative ways people think of to raise money. They may even appear on our website or fundraising updates, with your permission of course!

Thank you for your support.

Students — Starting Out

If this is the first time you've fundraised with your school or you're looking for more ideas and ways to do it, here are some pointers to get you started.

Can you involve the local youth or sports club?

Discuss ideas with your friends and team mates. Everyone likes to make suggestions and the more enthusiastic people are about an event, the more fun everyone will have and the more they will want to support you.

What are you good at or what do you enjoy doing?

You could use your own skills to raise money, for example, you could volunteer your services for a donation like offering to tidy the school's garden or playing fields; or if you are a dab hand in the kitchen you could bake cakes with friends then sell them at break time.



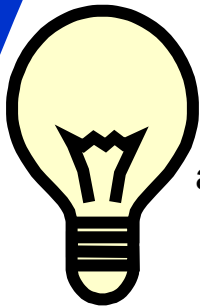
What about turning a hobby into a fundraising event?

If you are a keen swimmer, why not see if you can get a few classmates together to hold a sponsored swim at the school pool – challenge yourself to swim further than you ever have before!

Do you have a personal goal you have always wanted to achieve?

Have you always wanted to perform in public? Well now is your chance! Why not try having a joke-a-thon in your lunch hour where classmates pay to come along and listen. Or have a talent show so you can impersonate your favourite singers.





Fundraising Ideas

Be inspired by the following ideas and maximise both fun and fundraising potential...

Sports

Egg and spoon race Swim-a-thon
Sports Day Fun Run Tug of war
Chess contest Beat the Goalie
Kite competition Pool competition
Sponsored bike ride Wellie throwing

Seasonal

Christmas Carol Concert
Summer Ball
Halloween Fancy Dress
Give up chocolate for Lent
Summer Fete
Easter Egg Hunt

TIP – Do you know a local celebrity who would attend or take part in your activity or event? Perhaps they would donate a prize for the raffle?

Arts and Crafts

Face Painting

Drawing Competition

Book sale

Cake Bake

Pet Show

Recipe book



Events

Barn dance

Talent Show

Games

Bingo

Mastermind Competition

Treasure Hunt

Guess-the-number of sweets

Guess the Teddy's name

In the Classroom/School

Sponsored spell

Poetry marathon

Sponsored Shoe shine for Teachers

Mufti Day

Tidy School Garden

Fancy Dress Day

Grow the tallest sunflower

The Ashcombe School raised £60 for *Changing Faces* by having a band night with food, drinks, family and friends.



How does your money help?

There are over **1million** people who have disfigurements in the UK today, to their face, body or hands. *Changing Faces* can help them lead full and successful lives but our limited resources mean that we can only reach a small number of people. Changing Faces urgently needs your support and your donations

Every penny that you can raise really does count...

£1 sends a self-help booklet to parents so that they can learn to manage reactions to their child's appearance.

£15 enables a specially trained counsellor to offer emotional support and advice over the telephone.

£70 enables a specially trained counsellor to offer emotional support and advice during a one-to-one counselling session.

£100 secures a workshop place for one person to learn life skills to manage social situations and the reactions of others.

£250 enables a schools specialist to provide in-school support and training to teachers, families, pupils and support workers.



The Fortismere School has been raising money for *Changing Faces* throughout the year by having various sales, including a Christmas Craft sale.

Understanding *Changing Faces* the way you face

Changing
faces
the way you face
disfigurement

- for teachers

Changing Faces is all about helping **everyone** to feel confident about disfigurement.

Before you start fundraising in your school, we would like you to be fully aware of the work we carry out and our ethos to ensure you pass on the right message about disfigurement to your pupils and others in your school.

Implicit Attitude Test research in January 2008 revealed that 9 out of 10 people find it difficult to link positive words and phrases with images of people with disfigurements, even though they thought their attitudes were quite positive. Our Face Equality campaign is about treating everyone fairly and equally irrespective of facial appearance. It is about creating a society in which everyone is valued for the unique contribution that they can make.

Introduction to *Changing Faces*

Changing Faces helps some of the 1million children and their families, young people and adults in the UK who have a disfigurement affecting their face or another part of their body. They may have been born with a particular condition like a birthmark or a cleft lip and palate. They may have sustained scarring or burns from an accident or after treatment from a disease or they may have a skin condition like eczema or acne which can cause changes in the texture and appearance of the skin.

Challenges which children and adults with disfigurements face every day include being stared at, avoided, asked questions and called names. Through our work in education and the media, *Changing Faces* constantly tackles negative ideas and stereotypes around disfigurement to help everyone become more disfigurement confident.

Changing Faces believes that with the right support, proper information and effective communication and social strategies, **EVERYONE** can face disfigurement with confidence.

The Right Fundraising Message

Raising funds for *Changing Faces* is fantastic and also provides a great opportunity for schools and other institutions to help create positive cultures around disfigurement and appearance. We would like to ensure that as part of your involvement with *Changing Faces* through fundraising, you know about the social issues around disfigurement that need to be addressed at ground level within your school.

TIP! You can use quotes from this section for your posters or flyers to publicise your fundraising.

Understanding fundraising in schools for *Changing Faces* contd...

Pupils with a visible difference or disfigurement can have a positive experience at school. The language you use when talking about disfigurement can help to change attitudes around disfigurement. Here are some things you can do:

Don't say:

deformity, abnormality

disfigured people

victim of, suffers from (e.g. burns victim, suffers from Apert syndrome)

negative descriptions (terribly scarred, horrifically burned)

sentences which suggest that the external appearance is not acceptable (e.g. "it's the inside that counts")

Do say:

disfigurement, visible difference, unusual appearance

people with disfigurements

survivor (e.g. burns survivor), factual statements (e.g. she has Apert syndrome)

Factual statements: he was scarred; he was burned; he acquired severe burns in a fire

Words and phrases which describe disfigurement as a normal and acceptable part of life

Please see the enclosed Face Equality in Education leaflet to learn more about our campaign in schools and how you, as teachers, can help change the negative attitudes of society.

If you'd like to discuss any aspect of this to make you more confident about talking with your pupils about disfigurement, please contact us on 0845 4500 275, or e mail info@changingfaces.org.uk

Understanding fundraising in schools for *Changing Faces* contd...

What does *Changing Faces* do? Individuals

Changing Faces offers emotional support and advice to children and adults with disfigurements, and their families. We have a counselling service and run workshops where participants can learn practical strategies, including social skills training, to successfully manage all aspects of their life, from handling other people's reactions and meeting new people to having an interview for that all important job. We also run a young persons' website specifically designed for those aged 11 – 21, where members can discuss disfigurement – please see www.iface.org.uk.

Children who have a disfigurement can unfortunately have negative experiences at school. If you think issues around appearance might be affecting a pupil in your school, please contact our School Specialist, Sarah Henry, who works with individual pupils, their families and their schools to develop strategies to create a positive school environment for the pupil. E mail: Sarahh@changingfaces.org.uk.

Education Professionals

Changing Faces offers training programmes for Early Years, Primary, Secondary and Further Education teachers and SENCOs on meeting the social and psychological challenges of disfigurement and creating inclusive school/college communities.

These courses: Address beliefs and attitudes around appearance and disfigurement

Teach how to assess and boost self esteem and social confidence

Discuss how to effectively tackle appearance related ostracism and bullying

Discuss how to prepare pupils for living positively in our increasingly inclusive society

If you are interested in finding out more about what you and your school can do to face disfigurement with confidence, please contact our Policy Advisor in Education, Jane Frances, at Janef@changingfaces.org.uk

Understanding fundraising in schools for *Changing Faces* contd...

Health Professionals

Changing Faces organises training courses on the psychological and social aspects of disfigurement for health care workers and individual support groups so that patients and clients are automatically offered psychological and social support alongside their medical treatment.

Campaigning

In 2008 *Changing Faces* launched the Face Equality campaign. We know that people who have disfigurements can and do lead successful and fulfilled lives—but public attitudes, assumptions and discrimination make it extremely hard for them to do so. Face Equality is about being treated fairly and equally irrespective of facial appearance. It is about creating a society in which everyone is valued for the unique contribution they can make.

Everyone can show their support for Face Equality by going to www.changingfaces.org.uk/lendyourface.

If you have any further questions about how to talk about *Changing Faces* or the work we do, please contact us on 0845 4500 275, or see our website www.changingfaces.org.uk.

Teachers — Starting out

Finances

It is useful to sit down at these early planning stages and look at your fundraising target. How much do you expect to make? Be realistic and try not to overestimate. Doing your sums and listing all possible costs may help you to decide whether a particular event is right for you. See what kind of fundraisers other teachers have done with their class in the past.

Piggybacking

Can you piggy back on to someone else's event? You could hold a raffle or tombola during a quiz night or organise a collection at a film night. Or maybe sell *Changing Faces* Christmas Cards during a coffee morning with friends.

What can you realistically manage?

Once you have your list of ideas, decide which of these are feasible given your time, resources and energy. If you are new to fundraising in your school, you might want to try something simple that doesn't involve too much work like a Mufti Day where staff and pupils can donate money to *Changing Faces* and get to wear their comfy clothes.

Whom to Approach

People are an essential ingredient for making your event a success. Here are some ideas about whom you could approach for sponsorship and/or help with the event.

Local Groups and Societies

You may like to offer to speak at the local Scout/Brownie group, your local youth group or sports club. People involved with these types of organisations are often well-connected and may be able to point you in new and profitable directions as well as giving a generous donation. They may also be able to help you out with a venue or support on the day.

In your school

Hopefully you will be able to find lots of helpers here! Pupils, teachers, classroom assistants or any other members of staff may have great new fundraising ideas that will help you with your efforts.

Local Businesses

Try and approach local businesses for sponsorship or a raffle prize. Alternatively try asking them for a donation of food or drink or other items you may need for your event. If they can't donate anything, ask if they can put up a poster or hand out flyers – they may even be able to sell raffle tickets or keep a collection box. Many businesses are often very happy to help if you offer to mention their support in the school newsletter, on the local radio or in your event programmes and flyers.

Promoting your Event

Publicity is a great way to let people know about your event. The following suggestions may go a long way to helping you gain vital support and achieve that fundraising target.

Local Papers / Local Radio Station

If your planned fundraising activity is fun, different or has a human interest angle (you are a school trying to break a world record), your local paper or radio may be interested in covering it.

Our Communications team can give you lots of advice and information about how to go about contacting your local newspaper or radio station. Just call Rekha Patel on 0845 4500 275 or email her at rekhap@changingfaces.org.uk.

Posters and Flyers

These are a cheap and easy way of letting people know about an event.

If you have a computer, design some simple posters or get a friend who does have a computer to do them for you.

Or ask a local printer if they will print them for free and put their name on the flyer and say how they have helped to support the event.

Let parents know what events you are planning in any newsletters that are sent out by the school. Keep it simple so people get the message in a glance.

When fundraising for *Changing Faces* it is a legal requirement that you state the following on your poster.

Changing Faces. Registered Charity No. 1011222. In Scotland you must also state: Charity registered in Scotland SC039725

Displaying posters on private property without permission is illegal so stick to distributing in places you can easily get permission – your local clubs, libraries, GP surgeries, sports centres, and of course, **all over the school!**

Balloons

Ask us to send you some balloons for your event to make it more eye-catching. You can hand them out to those that attend or tie them up around the school to let people know there is a charity event happening.

Online Giving

Changing Faces is one of the charities listed on www.justgiving.com, an on-line charity fundraising service. Your school could set up its own personal webpage on the site simply by logging on to www.justgiving.com/changingfaces and following the prompts. We are also listed on www.virginmoneygiving.com, a similar fundraising service.

Things to remember when planning an event...

Licences, Permits and Permissions

As the chief organiser of any event or fundraising activity you have sole responsibility for making sure that it is legal, safe and insured. If you need to obtain licences, permits or insurance cover, make sure that you do as far in advance as possible.

Licences and Permits

If you are organising a social event, licences may be needed for:

- Sale of alcohol
- Extended hours
- Music and dancing
- Copyright and royalties for drama performances and film shows
- Lotteries and raffles
- Charity collections in public places and door-to-door (or pub-to-pub) collections.

Obtaining a licence for any of the above is not difficult but you will need to contact your local authority for details. Remember to mention that the event is for charity and make sure you apply in advance. There may be restrictions for collections on certain days and it may take a while for your application to be processed.

Collections

Organising a collection is an excellent and easy way to raise funds. There are, however, a few things to consider when organising one:

- Please let *Changing Faces* know if you are planning a collection and to order collecting tins.
- Any collection carried out in a public place (including a street) requires a street collection permit by law.
- Collections on private property, e.g. (a supermarket, a single pub or at an event) do not require a permit. You simply need to ask permission from the owner or manager.

- To collect shop-to-shop or pub-to-pub you need a House to House collection permit. These can be quite complicated and require each fundraiser to carry a copy of any authorisation letters or permits and an identification card. Please contact the office for details.

- Collectors must be over 16 and you should keep an accurate record of the proceeds and your teams' whereabouts.

Collecting tins should be sealed and clearly labelled with *Changing Faces'* logo.

Lotteries and Raffles

As the event itself or part of a range of fundraising ideas at your event, lotteries and raffles are a great way to increase proceeds. They are relatively easy to organise as long as you abide by a number of rules governing lotteries and raffles.

A licence is not required if you are holding the following:

A Small Lottery – a raffle held at an event where tickets are sold on the premises on the day of the raffle. No more than £250 can be spent on buying prizes (donated gifts do not count) and no money prizes can be awarded (this does not include gift vouchers).

Private Lottery – tickets are sold to members of one society/group/club or to people working/living in the same premises. There is no limit to the value of the stakes/prizes but the promoter must be a member of the club/ society/ group or workplace. Any promotional material can only be displayed at the club/society/group/ workplace premises or on the tickets. The price of every entry must be the same.

Any other type of lottery or raffle needs to be registered with the local authority and a licence must be obtained. It is important that the lottery/raffle complies with the Gaming Board. You can view the rules on-line at www.gbqb.org.uk

Insurance

Changing Faces' insurance policy will not cover your event.

If your event is open to the general public we recommend that you do arrange insurance cover. Before paying for cover, check with your own home insurers and the venue's insurance company to see if they will cover the event. If not, they may be able to arrange extra cover just for the event.

N.B. You must make sure *Changing Faces*' charity number and name is visible on all correspondence. *Changing Faces*' Registered Charity No. is 1011222. In Scotland you must also state: Charity registered in Scotland SC039725

Health and Safety

The best way to raise funds at an event or activity is to ensure that everyone enjoys themselves. A badly organised event can put people in danger and could lead to legal action. However, with careful planning you can make sure everyone can be safe to enjoy the event.

Planning is Key

When you are planning your event, make sure you look at all possible hazards and risks. Think how to deal with each hazard to minimise the potential risk to your guests and volunteers.

Minimise Potential Dangers

Ensure you have clear direction signs, route markers and marshals if necessary.

Walk around the route to ensure there are no dangerous hazards.

If children are taking part, avoid any water dangers. Keep parking areas well away from children's attractions.

No Upset Tummies

Consider hiring contractors (e.g. ice cream vans, hot dog vendors)

If you do serve food yourself ensure proper hygiene – keep raw and cooked food separate, avoid serving sea food, keep sharp knives safe, keep food piping hot or chilled and ensure preparation surfaces are clean.

If you are serving alcohol, have people on hand to deal with potential troublemakers.

Watch your Money

Money must be kept in a secure box.

Ensure that two people are with the money at all times.

Think about how you will secure the money at the end of the event (for large sums of cash contact Securicor who may collect it for free).

First Aid Fast

Have someone on hand to administer First Aid (St John Ambulance or the British Red Cross can usually help).

Try to ensure entrances are kept clear for emergency vehicles.

Paying in your Money

Please send us your money as soon as your event or activity is over and you have collected the money. This saves you having to worry about being responsible for it and means we can put it to work straightaway to support people who have a disfigurement.

And of course, whenever we receive a donation from you, we will either telephone or write to you to acknowledge receipt.

Cheques and Postal Orders

Please make all cheques and postal orders payable to *Changing Faces*.

Credit Card Payments

If you would like to make a credit card payment, please contact *Changing Faces* on 0845 4500 275.

Cash

Please do not send cash through the post.

Don't Forget to Enclose....

Original sponsor forms clearly marking any outstanding payments. Keep a copy for your own records.

Original Gift Aid declaration forms. Keep a copy for your own records.

Your completed donation form to enable us to keep track of where the money has come from. Keep a copy for your own records.

Please address all donations from local fundraising events to

Sophie Erskine, *Changing Faces*, The Squire Centre, 33-37 University Street, London, WC1E 6JN

Please keep your own records of all monies that you send to us. These should be cross-referenced with any receipts or thank you letters that we send in return. If there are any variations please contact our Finance Manager, Sheila Doby, on 0845 4500 275 or email her at sheilad@changingfaces.org.uk.

Gift Aid— What does it all mean?

Changing faces
the way you face
disfigurement

Gift Aid is a really easy way to maximise your fundraising because it increases the amount of money you receive from your sponsors /donors without them having to spend another penny. By simply ticking a box on a donation form or sponsorship form, your supporters can allow *Changing Faces* to claim an additional 28% on their donation from HMRC. It is worth thinking about this before you start asking people for money as it is best to collect all the details you need as you go.

Who can Gift Aid their donations?

Changing Faces can only claim Gift Aid from donors who pay income or capital gains tax. This tax must equal or exceed the money reclaimed by the charity. Income from sales and raffles is not Gift-Aidable.

Can Companies Gift Aid their Donations?

Yes, but they have to add Gift Aid to their donation and then claim it back from HMRC. For information on how to do this, please contact *Changing Faces*.

Can I add Gift Aid to my fundraising total?

No. Gift Aid is a bonus because we can't always guarantee that claims will be valid.

Is there a minimum donation level for Gift Aid?

No.

What do I need to do?

When you pass around your sponsor forms or a supporter donates a sum of money, simply draw the donor's attention to the Gift Aid scheme. If they are filling out a sponsorship form, ensure they tick the Gift Aid authorisation box and include their full name and home address, including postcode. If they are donating a cheque, give them a copy of the Gift Aid Declaration form included in this pack.

PLEASE NOTE: Gift Aid claims can only be processed if:

The sponsor has ticked the box indicating their intention that the donation be Gift Aided.

The sponsor has stated the date of the donation.

The sponsor gives their full name and home address, including postcode.

All sponsorship forms and individual Gift Aid forms are returned to *Changing Faces*.

See how Gift Aid can make a difference.

Raise £1,500 of Gift-Aidable sponsorship or donations and your total becomes £1,920 – that's an extra £420!!

Gift Aid can seem complicated at first. If you have any queries, contact us! Just call 0845 4500 275 or email sophiee@changingfaces.org.uk.