

# Fundraising Support & Resources

## For Special Olympics clubs and networks

November 2017

***Special Olympics***  
*Great Britain*



# Meet the team – Bonnie Clayton



## Corporate Fundraising

Bonnie has worked with Special Olympics GB since 2010 and her role involves working to recruit new corporate partners, donors and sponsors, as well as to project manage and maximise existing partnerships. She also works closely with Special Olympics Europe Eurasia and Special Olympics International to seek and develop global corporate partnerships.

Bonnie is available for advice to any clubs or Networks looking to develop corporate Partnerships.

**[Bonnie.clayton@sogb.org.uk](mailto:Bonnie.clayton@sogb.org.uk)**



# Meet the team – Alex Blake



## Grant giving trusts & foundations

Alex has worked with Special Olympics since 2016 and is responsible for securing income for our organisation from charitable trusts and foundations, as well as funding bodies such as the National Lottery and Comic Relief and Sport England.

Alex is available to sense check and advise clubs and Networks with their applications to trusts and foundations.

**[Alex.blake@sogb.org.uk](mailto:Alex.blake@sogb.org.uk)**



# Meet the team – Jessica Pointon



## Fundraising support and administration

Jessica helps clubs with their online fundraising and is available to answer any questions about registration on online platforms.

Jessica sends out the fundraising newsletters to you and would love to receive your fundraising success stories to share with, and inspire other clubs!

Jessica can also help and advise you about ways to ensure funds raised locally can go directly to your club instead of via SOGB Head Office!

So please contact for further information and support!

**[Jessica.pointon@sogb.org.uk](mailto:Jessica.pointon@sogb.org.uk)**





# How we can work together

## **We can support you in your local fundraising by**

- Keeping you updated with fundraising ideas and new local funders (fundraising newsletter – do you receive it?)
- Being available to check over proposals and offer advice
- Provide you with fundraising resources

## **You can support us in our national fundraising by**

- Alerting us to national fundraising opportunities you spot!
- Alerting us to local/regional funders who may also support other clubs/networks
- Telling us where you think a local partnership with a national company could be grown into national support

# Fundraising resources available to clubs



- ✓ Advice or support from the fundraising team – we're just a call or an email away!
- ✓ Regular fundraising newsletters full of ideas for fundraising and funders to approach *(email sent to club main contact and finance officer)*
- ✓ Dedicated fundraising resources section  
<http://www.specialolympicsgb.org.uk/resources-fundraising>
- ✓ Funding proposal templates  
<http://www.specialolympicsgb.org.uk/sites/default/files/sites/default/files/SOGB%20Generic%20Club%20or%20Region%20Proposal%20Template%20Oct%202016.pdf>

# Fundraising resources available to clubs



- ✓ Use of SOGB imagery and video content for proposals
- ✓ Fundraising pack template  
[http://www.specialolympicsgb.org.uk/sites/default/files/sites/default/files/SOGB-funpack-Road2Victory\\_16\\_02\\_17\\_0.pdf](http://www.specialolympicsgb.org.uk/sites/default/files/sites/default/files/SOGB-funpack-Road2Victory_16_02_17_0.pdf)
- ✓ Fundraising guidelines  
<http://www.specialolympicsgb.org.uk/sites/default/files/sites/default/files/Special%20Olympics%20Club%20%20Region%20Fundraising%20Guidance%20FINAL.pdf>
- ✓ Access to our collection tin supplier



# About the Road to Victory campaign



Road to Victory is a campaign inviting our supporters to challenge themselves to achieve a personal victory through sport (*or indeed anything that is a new challenge!*).

The founding concept is that at every training session, at every competition, and indeed every day of their lives, our athletes face their own challenges and are on their own personal Road to Victory through taking part in Special Olympics.

It's a call to your club's supporters (*individuals, family members or employees of corporate supporters*) to take their own personal Road to Victory to support the Victory our own athletes achieve through sport.

**ROAD to VICTORY**  
**I will be Victorious. Will you?**





# About the Road to Victory campaign



The SOGB Road to Victory webpage <http://www.specialolympicsgb.org.uk/victory> has lots of ideas for challenge events and organised races across the country with varying levels of difficulty.

But the Road to Victory campaign is not limited to the events listed – these are just examples of events your fundraisers can do!

Once your supporters/fundraisers have chosen their challenge, they must **visit the event organisers website to secure their place and then set up a fundraising page via Virgin Money Giving.**

Resources such as posters and sponsorship forms can be found on the Road to Victory webpage. Please let us know of any participation and we will help with social media promotion.

#roadtovictory

**I will be Victorious.**



**Special Olympics**  
Great Britain

ROAD to VICTORY



# Online Giving Platforms

There are many online giving platforms in the UK – used mainly when fundraisers are collecting sponsorship for events.

Special Olympics GB has accounts with Virgin Money Giving and JustGiving.

**Virgin Money Giving** have waived the monthly membership fees for Special Olympics GB clubs registering with them and charge lower fees per donation than JustGiving. We strongly encourage Special Olympics GB clubs to register with VMG: your club will then receive donations and gift aid (if applicable) directly into your club account.

JustGiving has greater brand awareness with the public but charges higher fees per donation. Your club can set up an account with them, on payment of a monthly fee.

# About Virgin Money Giving



moneygiving

<http://uk.virginmoneygiving.com/giving/>

- ✓ Please register your clubs and encourage your fundraisers to create fundraising pages attached to your account.
- ✓ Virgin Money Giving have waived monthly fees for Special Olympics GB clubs using SOGB's registered charity number.
- ✓ This means you can receive donations online at no extra cost to your club, directly into your club's bank account.
- ✓ You will also receive Gift Aid on any eligible donations.
- ✓ See here for more info  
<http://www.specialolympicsgb.org.uk/sites/default/files/sites/default/files/Virgin%20Money%20Giving%20Steps.pdf>

# About JustGiving



- ✓ Money raised through JustGiving is generally paid to the Special Olympics GB main account.
- ✓ If you know a local fundraiser using JustGiving, please let Jessica Pointon know. It makes repayment of the money to your club more efficient!
- ✓ However, it is possible for clubs to set up your own JustGiving accounts and you will then receive the donations directly to your account. BUT - is subject to a monthly fee, payable by your club (in addition to the fees per donation) .



# Employer Match Funding



- ✓ Many companies make a donation to match the funds raised by their employees – so it's worth pointing this out to all of your fundraisers.
- ✓ If you know a local fundraiser applying for match funding through their employer's scheme, please let Jessica Pointon know. It makes repayment of the money to your club more efficient!
- ✓ Most employers will only pay the match funding through the nationally registered SOGB account.

The screenshot shows the Lloyds Bank Foundation website for England & Wales. The header includes navigation links: USEFUL LINKS, CONTACT US, FEEDBACK, and NEWSLETTER, along with a search bar. The main navigation bar contains: HOME, ABOUT US, OUR PROGRAMMES, HOW TO APPLY, FOR CURRENT GRANTHOLDERS, and NEWS AND RESEARCH. The main content area features a large image of a smiling woman with curly hair. Overlaid on the image is the text: **Matched Giving Scheme** and **Helping Lloyds Banking Group staff support local charities**.

# Local corporate support



Many national corporations support local projects/charities as well as large national charities.

Approach your branch or store and introduce your club. They can only fundraise for you if they know you exist and what you do!

We share opportunities through our fundraising newsletters – please let us know if you find new ones!

Some examples:



Bags of Help



# About Give As You Live



Give as you Live®

- ✓ Whilst shopping online, with any of the 4,100 retailers, you and your supporters can raise funds for your club
- ✓ Register your club at their sister site Everyclick  
<https://www.everyclick.com/search?keyword=%22Special+Olympics%22&searchArea=charities>
- ✓ There are no fees – the money is a percentage of the total spent paid by the retailer as a thank you to Give as you Live for sending them customers

# Claiming Gift Aid

giftaid it



- ✓ **Gift Aid can be claimed on personal donations** (cash/cheque/bank transfer) from any UK tax-paying donor.
- ✓ **Gift Aid cannot be claimed** from business donations
- ✓ Gift Aid means charities can claim **an extra 25p for every £1 received**
- ✓ New rules introduced mean that **clubs/regions can no longer claim Gift Aid independently from HMRC**. This can only be processed via SOGB's main HMRC account.
- ✓ To discuss a gift aid claim please contact Jessica Pointon. We will require a donors list complete with the following data to enable us to process Gift Aid Claims for your club/region. **Entries without name, address and full postcode will not be considered eligible by HMRC.**

Title up to 4 characters	First name or initial up to 35 characters with no spaces, or just enter an initial	Last name up to 35 characters	House name or number up to 40 characters	Postcode UPPER CASE and include a space	Aggregated donations a simple description up to 35 characters - DON'T enter Yes or Not Applicable.	Sponsored event enter Yes or leave blank	Donation date (DD/MM/YY) DON'T use hyphens or full stops	Amount DON'T use a £ sign
Prof	Henry	House Martin	152A	M99 2QD			24/03/15	240.00
Mr	John	Smith	100 Champs Elysees, Paris	X			24/06/15	250.00
					One off Gift Aid donations		31/03/15	880.00
Miss	B	Chaudry	21	L43 4FB		Yes	26/04/15	80.00



# Claiming Gift Aid

giftaid it



**HOWEVER** there is a hassle free way to receive Gift Aid directly on your donations -

- ✓ REGISTER and set up a fundraising landing page for your club with Virgin Money Giving. It is FREE!

A screenshot of a web browser displaying the Virgin Money Giving website for Special Olympics Coventry. The browser address bar shows the URL: uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1009307. The website has a red header with the Virgin Money Giving logo and navigation links: 'Make a donation', 'Fundraise', 'For charities', and 'Sign in'. The main content area is titled 'Special Olympics Coventry' and includes a 'Homepage' section with a paragraph about being the country's largest provider of year-round sports training and competition programmes for children and adults with intellectual disabilities. There are also 'Support us' and 'Gallery' sections. The 'Support us' section has three buttons: 'Start fundraising', 'Make a donation', and 'Make a monthly donation'. The 'Gallery' section shows a message: 'There are no photos to see at the moment'. The footer of the website shows the registered address: 18 Marystow Close, Allesley, Coventry, West Midlands, CV5 9EA. The phone number is not specified, and the email address is also not specified. The website number is 8003290. The Windows taskbar at the bottom shows the time as 15:45 on 21/11/2017.



## Useful hints and tips

- ✓ Define the need – why is your club needed, what difference does it make to your local community?
- ✓ How does your local club meet the need?
- ✓ What is your USP – compared to other local charities?
- ✓ What difference will their support make? What will the outcomes and impacts?
- ✓ **How will you measure these?**



# Please keep in touch!



- ✓ If you come across a national funder that you can't apply for locally please let us know as we might be able to work with you to apply nationally with your club/region still receiving benefit
- ✓ If you have any fundraising ideas for SOGB locally or nationally
- ✓ Or if you have any other questions at all!

