

#Team Seashell 2023

**Fundraising pack.
Helping you to help us.**





Thank you

so much for joining
Team Seashell and
choosing to raise funds
for the children
and young people we
educate and care for.

This is the beginning of your Seashell fundraising journey

If you are new to fundraising for a charity, you may feel a little daunted by the task; some of our fundraisers feel more nervous about raising sponsorship than the training or completing the challenge itself! Don't be! We'll be with you every step of the way to support and guide you on your journey and ensure you enjoy your challenge. Perhaps you could enlist the help of your friends, family or colleagues by asking them to join you on your challenge or to assist you in your fundraising.

This pack has been designed to help you get started, answer your questions and provide you with lots of hints and tips on how best to reach your target.

Along with your fundraising pack, you'll also receive:

Support from our challenge events fundraisers

A Seashell technical T-shirt

You are now a valuable member of Team Seashell, so please do not hesitate to get in touch if you require any further information and support from us, we are here to help.

As a charity we depend on the continued support of a range of brilliant people to help raise funds to care for our children and young people.

You are amazing and we hope you enjoy your journey with us.

Seashell



About us

Seashell is a national charity supporting children and young people with complex needs including profound autism and multi-sensory impairment. We provide education and care, from 2 – 25 years, at our residential school and college and through our short breaks services. We build communication, independence and life skills and prepare young people for a future where they are valued and valuable members of the community.

Running Seashell is extremely costly as so many of the children and young people require round-the-clock specialist care from our highly trained and dedicated staff. We are open 365 days of the year to support those that need us.

Seashell's impact is felt across our community, many people of different ages and abilities benefit from our services and fully inclusive facilities. These include training and events to help families support their child with special needs and our award-winning CADS programme which brings disabled and non-disabled young people together to try a range of sports.

By significantly improving life outcomes for our young people and their families, we reduce the costs of their health and social care in the long term.

While our young people's care and education is funded by local authorities, we rely on fundraising to ensure that we can deliver the very best facilities and life experiences possible. We need to raise approximately £800,000 each year to provide items such as accessible minibuses to take young people off site, iPads with technology that enables children to communicate or sports equipment for our inclusive community sports programmes.

“Without a doubt, the key to Elliot's happiness and his successes at the school has been down to the care, skills, commitment and expertise of everyone at Seashell.”

Elliot's mum, Angela

Seashell



Whatever target you have set or fundraising you are doing, your efforts and sponsorship will enable the children and young people to live more independent and fulfilling lives.

How your donations help

£10 could buy art materials to support children and young people explore their creativity.

£50 could provide a trip to the Zoo for a child or young person accessing our short breaks provision.

£100 could provide garden furniture and activities to enable the children and young people in our care to access the outdoors and truly make a difference to their mental health.

£500 could provide a specialist workshop for families of children and young people with complex conditions who are desperate for guidance and support.

£1,000 could provide 1:1 support for 15 children to attend our award winning CADS inclusive sports programme.

Top fundraising tips and getting going...

The sooner you begin, the sooner you will start fundraising. Don't just ask once, it can often take three times of asking before people will give.

Set up your JustGiving page and share, share, share!

Just follow the steps below to create your page for a charity:

- Log into your account and click 'Start Fundraising'.
- When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'.
- Search for the cause you want to support.
- Let us know whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing.
- If you can't see your event listed, select 'Add your own' at the bottom of the page and tell us a bit more about your activity.
- Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.
- Tick 'Yes' if you're running a bake sale, or selling tickets to an event, raffle or auction.
- Donations to your Page won't be eligible for Gift Aid.
- Click 'Create your page'.

Job done! Your Fundraising Page is now set up and ready to accept donations. These will be sent directly to Seashell. Now you can start on the fun stuff, personalise your page and share it with friends and family.

Make sure you add a photo. Fundraising pages that have a photo on raise more!

Ask people to sponsor you on payday, you may find that people are feeling happier and more generous!

Don't forget to say THANK YOU – social media is also a great way to thank everyone for supporting you and your cause.

Fundraise together

Get social – using your online platforms is a great way of reaching everyone you know. You can share your fundraising page, share Seashell news and update friends and family on your progress. We would also love to hear from you on your journey, so tag us in your posts!





Be inspired!

It's not all about sponsorship

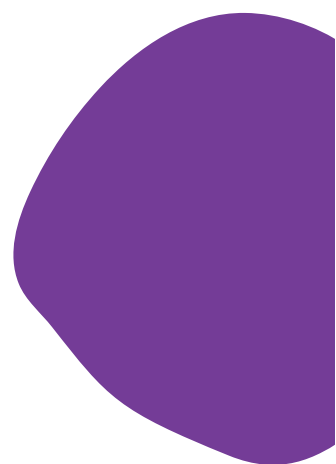
**Raising money doesn't have to be just through sponsorship.
Here are a few more ideas you could use:**

- Question of support – arrange your own quiz night, add a raffle and source prizes from local companies (we can supply an official letter to help you request these, please contact us for one).
- Have a big clear out and attend a car boot sale or sell your items on EBay.
- Hold a dress down day or bake sale at your place of work.
- Get your 'fundraising team' to help organise a bag pack at your local supermarket.
- Ask your employer if they offer match funding as part of their corporate social responsibility scheme, your HR department should be able to help you with this.
- Set up a sweepstake to guess how long it will take you to complete your challenge – the winner gets half of the prize.
- If you have a birthday/anniversary/celebration coming up you could request sponsorship instead of gifts, or set up a birthday fundraiser on your Facebook page.
- Loose change can soon mount up! Have a collection tin or bucket on your desk or in a communal area at work and hold a 'Loose Change Week' and ask your colleagues to help fill the tin.
- Donate a day/hour/cup of coffee – when asking for sponsorship give meaning to the amount people can donate. For example, ask a coffee loving friend to give up their favourite morning coffee for the week and donate what they have saved or ask people to donate an hour's wages.
- Lend a hand – offer to do some D.I.Y, babysitting, dog walking, cleaning or something more specific to your talents in return for sponsorship.

Email signature



**Include a link to your donation page at the bottom of your emails.
You can reach more people every day by doing this.**



**More information or help:
fundraising@seashelltrust.org.uk**

Here are a few stories of how some of our other amazing supporters challenged themselves!



Three of our amazing supporters decided to undertake a team challenge by organizing a **virtual Inca Trail Trek**, completing the 26.2 miles in 3 different parts of the country.

“Covid19 has brought about challenges which have significantly magnified the need to help causes requiring our support so we were keen to do something to help. Whilst we couldn't do an event side by side we knew it would still be relatively easy to do something as a team from a distance. We looked for ideas on the internet and decided on a Virtual Inca Trail Trek as we all loved the outdoors, this meant we could each take part remotely and cover the same distance whilst hooking up after the event to share photos and progress and provide each other with support.

We chose to support Seashell Trust as this was a charity close to our hearts and has helped a young relative, so we were familiar with the fantastic work the Trust undertakes and what a big difference it can make to the lives of profoundly disabled children and young people and their families.”

Steph's Top Tips

There are loads of ideas on the internet for virtual events based on traditional events e.g. covering the distance of Lands' End to John O' Groats on a treadmill across a month or walking in your local area, or climbing the height of a mountain e.g. Snowdon on your own staircase or even Everest! Events are so flexible and most can be done on your own in your own home whilst still working as a team with others and all at your own pace! It's such a great way to get more people involved and raise as much sponsorship as you can. As we all work at Ecclesiastical Insurance they matched our sponsorship which gave us a fantastic amount to donate to Seashell. It's definitely worth checking if your employer offers a match funding scheme!

Fundraiser: Paul Gilbert. 10k Great Manchester Run 2019 and 2021. Amount raised: £1895

Paul Gilbert's daughter Evie attends Seashell's Royal College Manchester and lives on site in one of our bespoke residential homes.

“Before Evie went to Seashell I had been told she would never learn to walk or communicate. Words cannot express how I felt when I arrived at Seashell one day to find my daughter taking her first ever steps... Thanks to Seashell my little girl has a new lease of life and my son is thrilled with her progress too. He loves her to bits and helps us with everything. I honestly believe that without Seashell she would never have made this progress. My only regret is that we had to wait until she was ten to unlock her full potential.” Kathy Gilbert, Evie's mum.

Tragically, Kathy died of cancer on Evie's 16th birthday leaving Paul, her husband, facing huge CHALLENGES. He said “After Kathy's death, I was left devastated. I still have the constant worry of how Evie's life will develop, especially when I am no longer there to support her. After a couple of very 'down' years and with my 68th birthday looming I decided to take up running. I loved it and after a few months I decided to CHALLENGE myself further. I entered the Great Manchester Run to complete a 10k and raise money for Seashell Trust. It hurt but I finished and am running it again next time!

Seashell has been instrumental in turning our wishes for Evie's life into reality. Without them her life would be so much more unfulfilled and the CHALLENGES insurmountable.”



By challenging yourself you are supporting young people like Evie and her family.

Sending your money to Seashell



Follow the simple processes below to send your money to us:

Online Giving

If you have raised your money via JustGiving, this will automatically come straight to the charity.

Cheque



Cheques should be made payable to 'Seashell Trust' and sent to:
Fundraising Department
Seashell Trust
Stanley Road
Cheadle Hulme
Cheshire SK8 6RQ.

Bank Transfer

Bank Name: Royal Bank of Scotland
Bank Sort Code: 16-00-18
Account Number: 41459632
Reference: INITIAL SURNAME
(i.e. P Jones)

Thank you



If you have used a sponsorship form to collect money then please send this to us as this will allow us to claim any eligible Gift Aid. The government will give 25p for every £1 you raise at no extra cost to you!

Always remember *giftaid it*

Please ensure that your supporters have filled in their surname, house number, postcode and ticked the Gift Aid column.

Other things to consider

Please ensure that any fundraising activity you do is in line with the current Government COVID guidelines at the time.

Stay legal, stay safe

As a fundraiser for Seashell, it is your responsibility to ensure you stay on the right side of the law! Some methods of fundraising have strict guidelines that you will need to bear in mind when you are organising a fundraising activity. If you have any concerns, please get in touch.

Public collections

If you're planning to do a collection in a public place, you will need to obtain a permit from your local authority. You will need to abide by the rules they set out regarding collections – most will state that you are not allowed to approach members of the public and that you must not shake the bucket/tin. If you're planning on doing a collection in places such as a pub or supermarket, you must have written permission from the owner/manager. Remember, all collection buckets and tins must come back to Seashell still sealed.

Letter of authority

You can use this to prove that you are fundraising for us (e.g. for raffle prizes). Please contact us if you would like one.

Insurance

You may want to check if you need additional insurance for your chosen challenge – often overseas challenges will not include insurance, so make sure you read the small print! Some fundraising events may require insurance. Please get in touch to find out if this is the case for your event.

Live music

If you're planning on having live music, you may need to obtain a PRS licence from your local council. Double check with the venue first, they may already have one.

Raffles and lotteries

Raffles should be held in one venue and drawn on the same day the tickets are sold. Tickets should not exceed £2. You'll need a licence if you spend more than £100 on the costs of managing the raffle and if you spend more than £500 on prizes. Please be aware that lottery laws cover any events which are purely down to luck or chance – including duck or balloon races.

Food and alcohol

You will need a licence to sell alcohol – you can obtain this from your local council. Food hygiene is vital, you obviously don't want to make your donors ill! Please take great care when handling food and work to basic rules for safe preparation, storage and display.



*By supplying this you consent to receive Seashell Trust e-news.
 **We need your home address for Gift Aid, we will not use this to contact you.

**All that's left to say is
good luck!**



**If you want to discuss any ideas you may have
or have any other queries, please contact us.
We are here to help you help us!
fundraising@seashelltrust.org.uk 0161 610 0100**

Seashell

seashelltrust.org.uk



Stanley Road, Cheadle Hulme, Cheshire, SK8 6RQ.

Seashell Trust registered charity number: 1092655. Royal Patron, HM The Queen



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