Keeping Children Safe

Fundraising Guide
How your fundraising helps to keep children safe

Keeping Children Safe is a global network working to keep the world’s most vulnerable children safe from abuse and exploitation. We believe all children have a right to protection from abuse and violence. Yet children are abused in every country in the world and shockingly a child dies every 5 minutes as a result of violence.

Most violent acts against children are carried out by people they know and should be able to trust. Too often, the abuser works within an organisation that has been established for the explicit purpose of helping and protecting children - relief and development organisations, peacekeeping forces, or education and sports organisations, amongst others.

But we want change. World leaders made a global commitment to end abuse, exploitation, trafficking, torture and all forms of violence against children by 2030 at the UN General Assembly as part of the sustainable Development Goals. However, these Goals cannot be realised unless all organisations are required to take action.

Your fundraising allows us to work with more organisations in a global effort to safeguard children, ensuring they are doing all they can to keep children safe.

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Where to begin

So, you’ve decided you would like to raise money for Keeping Children Safe but you’re not sure where to begin? Hopefully we can help. Whether you’re raising money as a group, in the workplace or school, or you’re going it alone, we have lots of ideas to get you started. Whatever you decide to do, we can offer lots of help and advice along the way to ensure your fundraising is a success.

Our top 10 fundraising ideas

Coffee morning
A coffee (and cake) morning is a great excuse to invite friends, family and colleagues over for a catch up! Ask for donations to KCS.

Sponsored walk
With a huge choice of beautiful walking routes, organise a sponsored walk in support of KCS. You might decide to turn this into a walking holiday and find some lovely campsites or B&B's along the route.

Celebration
If you have a celebration on the horizon and you’re struggling to think of gifts, ask friends and family to make a donation to KCS instead to safeguard children from abuse.

Give it up
Whether it is chocolate, coffee, swearing, or perhaps your favourite tipple, ask for sponsorship and give it up for a month.

Tournament
Pick your favourite sport and organise a charity tournament for KCS. Ask local teams to take part by making a donation or gaining sponsorship. Ask spectators to drop their loose change into a collection bucket and sell refreshments.

Skydive
A skydive may be one of the most exhilarating challenges you will ever set yourself, and once complete, you will have memories to treasure for years to come. Make the jump for KCS.

Quiz
Everybody loves a quiz and anybody can take part. It is easy to organise in your school, workplace or local pub; simply create your quiz (themed or general knowledge) and ask for an entry fee to take part.

Raffle
A raffle is a fun way to raise money and can be held at work, school or at a local fair/event. Ask businesses to donate prizes and sell raffle tickets on behalf of KCS. Please be aware that rules apply when holding a raffle, so please contact us for more information.

Sell it
You might have old clothes, toys, furniture or items that you no longer want. Organise a car boot or jumble sale or sell your items on eBay or Depop in support of KCS.

Charity night
Perhaps you’re a come dine with me or Bake Off fan? Or perhaps you enjoy a bet on the roulette table or love solving a murder mystery? Organise an evening of entertainment with your friends and ask for donations to take part.

Still need a bit more inspiration?

A
Abseil, auction, assault course, arm wrestle, art competition/exhibition, antiques fair, aerobics.

B
Bingo, ball, bowling tournament, birthday, bungee jump, BBQ, bush tucker trial, battle of the bands, bed push, book sale, barn dance, balloon race, busking, bring and buy sale, break a record, boat race, bonfire night, bath of beans, beard shave, blind date evening.

C
Cake sale, concert, Christmas party, casino night, cricket match, carol singing, canoeing, comedy night, craft fair, car wash, cocktail night, ceilidh, card games, celebrations, cycling, collection.

D
Dog show, dress down day, darts match, disco, dinner party, dance, dragon boat race, duck race.

E
Easter egg hunt, egg and spoon race, egg decorating.

F
Fancy dress party, fashion show, film night, football tournament, fun run, face painting, farmers market.

G
Games night, Great North run, gourmet evening, golf day, garage sale, gala night.

H
Halloween party, head shave, hockey match.

I
Ice-skating, iron for others, It’s a Knockout, international evening.

J
Jazz night, job swap, jewellery making, jog-a-thon, jail break.

K
Karaoke night, kiss-a-thon, knitting, Krypton Factor, kayaking, kite flying.

L
Lent, line dancing, luncheon, litter picking.

M
Mountain climbing, midnight feast, marathon, magic show, music concert.

N
Netball tournament, nature trail, New Year’s Eve party, non-uniform day.

O
Office workout, obstacle course, open mic night, orienteering, odd jobs day, overseas challenge.

P
Pyjama party, penalty shootout, poker tournament, picnic, pram push, pancake day, pool competition, plant sale, photography competition, pet show, paintballing.
It is all in the planning

Where will your event take place? You need to find the right venue, so make sure you do your research - compare prices, is the venue easy to get to, what is its cancellation policy and what does the package include. If the event is in a public place, you will need permission from the Council or land owner.

When will your event take place? Decide on the best time of year to hold your event, taking aspects such as weather and public holidays into consideration. Make sure your event doesn’t clash with another event in the area and give yourself enough time to prepare.

Who will you invite? Decide on your target audience and send out invites giving people plenty of notice.

What help will you need? You might need help in the run up to your event with things like publicity and selling tickets. Decide what help you need on the day, for example, do you need volunteers selling raffle tickets, marshalling, collecting tickets on the door or serving refreshments? Make sure you have enough helpers and ask people early to save the date.

Create a checklist. Make a list of everything you need to make your event a success and check things off as you go. Have contingency plans in place just in case unforeseen issues might arise such as the weather!

Stay safe and within the law

Ensure you’ve carried out any necessary risk assessments. Identify possible risks and record how these will be addressed. KCS cannot be liable for any loss, damage or injury that may occur so please make sure your event is safe for everyone attending.

If you’re expecting a large number of participants at your event you may require first aid cover. If you’re preparing or selling food at your event please consider food safety laws. Visit the Food Standard Agency website for more information – www.food.gov.uk

Brief volunteers and tell them what they need to do if an incident occurs. Make sure they can reach you and/or each other on the day.

Check that your venue has the necessary insurance to cover your event. You may also need public liability insurance if your event is open to the public.

If your event is in a public place that might disrupt traffic, let the police and highways office know in advance.

What next?

You’ve now decided on your fundraising idea for KCS, so what next? We’ve broken down the basics about holding a fundraising event below which we hope will help you along the way.

Q
Quizzes.

R
Races, read-a-thon, race night, rugby match, rounders, recycling, rowing, runs.

S
Sponsored event, sports day, sweepstake, salsa night, strawberry and cream tea party, swim-a-thon, swear box, snooker match, Santa’s grotto, surfing, spelling bee, speed dating, shave it off, stamp collecting.

T
Treasure hunt, tennis match, themed party, tea party, three-legged race, toy sale, trek, tug of war, tombola.

U
University challenge, unwanted gift sale.

V
Variety show, volleyball tournament, Valentines event, vegetarian evening, video-a-thon.

W
Water rafting, who’s that baby, wine tasting, walking, wheelbarrow race, window cleaning, water fight, waxing.

X
Xmas party/fair, X-factor competition.

Y
Yoga-thon, yoyo competition, yard sale, yodelling competition, yacht race.

Z
Zip wire, zodiac reading.
Certain events may require a licence such as events serving alcohol, live music or an indoor sporting event. Check with your local authority for more information.

If you’re organising a street collection you must gain a collection licence from your local Council. Collections in private places such as supermarkets require permission from the Manager.

There are strict laws about holding a lottery or raffle. Please contact us for more information or visit www.gamblingcommission.gov.uk

Other aspects to consider include the safeguarding of children and vulnerable adults, accessibility for people with disabilities and permission from people to be in photographs that you may want to share after the event.

Tell everyone

Make sure you publicise your event. Display posters and hand out flyers; the more people who know about it the better. Advertise in community magazines or on local intranets or community websites.

Use social media – share information on Facebook, Instagram or tweet it. Ask friends and family to spread the word amongst their networks. Contact your local media or radio stations.

Ask us for the ‘In Support of KCS’ logo to use in your publicity. Let us know if you would like KCS merchandise such as t-shirts, collection tins/buckets and balloons. And don’t forget to tell everyone why you’re raising money for KCS and the difference you will make.

Money matters

Some people like to set a fundraising target for their event so they have a goal to work towards.

Create a budget for your event. Try to keep costs to a minimum and ask for as much free stuff as you can!

If people are making a donation at your event or sponsoring you, please ask people to Gift Aid their donation. This will result in an extra 25p for every £1 donated at no extra cost to you or the donor. Contact us for Gift Aid forms.

Your workplace may have a match funding scheme which means they can match pound for pound of what you raise so it is worth asking the question. Can you find a sponsor for your event?

Please consider your safety if you’re carrying money. Ask someone to accompany you and always choose the safest route.

...and please remember

To thank everyone after your event for their donations and support.

To send us your story and photos so we can include information about your fundraising on our website, social media and in our publications.

Where your money could go?

£10
Could buy a child-safety toolkit for organisations working with refugee children

£20
Could train staff working with disabled children to spot signs of abuse

£50
Could help fund in-depth research on how organisations can keep children safe

Little by little, a little becomes a lot.

Tanzanian Proverb
Paying in your money to KCS

Once your fundraising is complete, please pay in the money you’ve raised to Keeping Children Safe as soon as possible so your money can have an immediate impact on preventing child abuse.

Pay by cheque

If you would like to pay in your money by sending a cheque, please download our donation form from the KCS website and return it with your cheque (made payable to ‘Keeping Children Safe’) to:

Keeping Children Safe
CAN Mezzanine, 49-51 East Road
London, N1 6AH
United Kingdom

Bank transfer

Please use the following bank details to transfer the money you raised to KCS:

Account name: Keeping Children Safe
Account number: 65445370
Sort code: 089299
Reference: [Your name]

Don’t forget...

There are other great ways to work with, and support Keeping Children Safe, and we can support you too.

Corporate members scheme

KCS supports organisations of all types and sizes right across the globe to implement our tough International Child Safeguarding Standards so they know what they should be doing to protect children from abuse. There are lots of benefits of being a corporate member including free access to safeguarding tools, free consultancy and ongoing mentoring, free webinars, staff training and much more. If you work for an organisation who could benefit from becoming a corporate member and strengthen their child safeguarding procedures, please contact:

Maryam Ehsani
Child Safeguarding Network Manager
maryam.ehsani@keepingchildrensafe.org.uk

Free self-audit and resources

Is your organisation doing all it can to keep children safe? Take the KCS online self-audit to determine your organisation’s strengths and weaknesses in keeping children safe. By completing the self-audit you can measure how far (or near) your organisation is from meeting standards on making children safe and where you need to improve. You may also like to visit our online resource library. The library contains documents and publications collated by KCS on issues of child safeguarding which are free to download or read online.

Please visit www.keepingchildrensafe.org.uk

A gift in your will

KCS works with organisations all over the world to safeguard children and prevent child abuse. Extra funding allows us to expand our work further, reaching millions more children who are currently living with abuse, which is why gifts in wills are so important to us. Leaving a gift in your will costs nothing in your lifetime but it can have a huge impact for years to come, changing the lives of millions of children for good.

For more information about including KCS in your will:
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fundraising@keepingchildrensafe.org.uk