



# Injured Jockeys Fund

## Fundraising Pack

A Guide to Successful Fundraising



Compassion • Care • Support

- **Organising events for the Injured Jockeys Fund**
- **How to get people to sponsor you**
- **Online Sponsorship**  
(JustGiving and Virgin money giving)
- **Legal**
- **Collecting the Money and Keeping Records**
- **Health & Safety**





**Injured Jockeys Fund**

**The Injured Jockeys Fund provides appropriate support in a prompt and sympathetic manner to those jockeys past or present who are injured, unable to ride, or generally in need**

# **Organising events for the Injured Jockeys Fund**

Events are a great excuse to bring people together to raise money for the Injured Jockeys Fund, so why not organise one yourself?

It doesn't have to be extravagant or ground breaking – often the simplest ideas are the best.

Just take your time in planning it.

Start with an idea and work out a budget.

Remember you need to make more money than you spend!



## • Things that will cost money

Events cost money, so it is important when fundraising to think about your expenditure

- Venue hire
- Promotional materials
- Telephone and postage costs
- Photocopying and printing
- Food and drink
- Entertainment

## • Getting help to pay for it!

Local businesses often love to sponsor local events and your friends and family will be happy to support you by donating either their time or certain services, skills or goods.

- Individual or company sponsorship
- Donations
- Raffles
- Auctions
- Sales of refreshments
- Ticket sales

## • Volunteers – the organiser's best friend!

Volunteers are the perfect resource for events as they are free and can help at any stage of the process, from selling tickets at the beginning to setting up stalls and stewarding on the day itself.

## • Talk about it

If you want to raise lots of money, then you need to get as much publicity as you can.

Write a press release to contact local newspapers, radio and community newsgroups (for help with this please refer to the guide at the back of this pack).

Go online and advertise on your company's website, or with your local school or council.

A great idea is to set up a social networking page, such as Facebook or Twitter and invite people online!

## • Using the Injured Jockeys Fund name

Please contact us about your event beforehand, as you need our permission if you want to use the Injured Jockeys Fund logo.

If you are creating promotional material, then please use the words 'Raising funds for Injured Jockeys Fund (Registered Charity No. 1107395)'.



Injured Jockeys Fund

# How to get people to sponsor you

Don't be afraid to ask  
people to support you...

More often than not, they will be pleased  
to help because it is for a good cause



 Injured Jockeys Fund  
**CERTIFICATE**  
*of achievement*  
**Jack Lander**  
for completing the  
**172 mile 'Jack's walk'**  
from Newmarket to Jack Berry House, Lambourn  
in aid of the Injured Jockeys Fund.  
Jack's generosity raised £16,000  
  
Lisa Hancock  
CEO Injured Jockeys Fund  
Thank you  
for your  
generous  
support  
Compassion • Care • Support

[www.ijf.org.uk](http://www.ijf.org.uk)

- Ask early! The more time you have, the more sponsors will support you
- Everyone you know is a potential sponsor
- Put your best sponsors at the top of the form. It inspires people to follow suit
- Try and collect the money there and then, saving you the hassle of chasing it later
- Give copies of your sponsorship forms to friends and family – the more people helping the better!
- Write about your fundraising efforts on your Facebook page, e-mail signature and blog pages
- Companies give money too!

*Think about your own workplace or other local companies that will be excited to help a local event while advertising their business at the same time. Remember to emphasise what you hope to achieve, how the Injured Jockeys Fund will benefit and what you can offer them in the way of publicity.*

- Tell your boss about your fundraising and ask if they will match if pound for pound
- Ask companies for raffle or auction prizes – these can be donated or paid for
- Send a letter or e-mail if you don't have the time to pay them a visit
- Try and provide information about what you hope to achieve, how injured jockeys will benefit and what you can offer your sponsor in the way of publicity

*giftaid it*

Ask your sponsors to provide their name, home address and postcode in order to increase the value of their sponsorship by almost a third at no extra cost to themselves. They have to be a UK taxpayer and pay at least the same amount of income or capital gains tax in this tax year as we reclaim on their donation. We can provide Gift Aid forms upon request.

*(Please note: cash collections cannot be Gift Aided)*



Injured Jockeys Fund

# JustGiving and Virgin money giving

## The easy way to raise more money online

We've teamed up with [virginmoneygiving.com](http://virginmoneygiving.com) and [justgiving.com](http://justgiving.com), two fantastic websites where you can set up your own fundraising page.

They send your donations straight to us and reclaim Gift Aid, where donors are eligible, automatically on your behalf.

Follow these really simple steps to create your own fundraising page in just ten minutes.



## • For JustGiving:

- Log into **justgiving.com** and click 'Start Fundraising'
- When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'
- Search for the cause you want to support. If they're not listed, nominate them to join and we'll drop them an email with instructions on how to sign up
- 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. Find out more here
- Click 'Create your page'

## • For Virgin money giving:

- Log into **virginmoneygiving.com** and click 'start fundraising'
- Choose 'Fundraise' and select 'Create a Page'
- Sign in or set up an account using your email address. Or you can continue with Facebook
- Enter details of your fundraising activity and choose your event.  
If you're organising your own event, choose 'I'm doing my own thing'
- Search for the charity you want to fundraise for.  
You can select up to 5 charities and choose how you would like the funds to be split
- If your charity has helped towards the cost of your fundraising activity, please answer 'yes' when asked 'Have any of your selected charities contributed to the cost of your fundraising?'  
Otherwise, just answer 'no'
- Select 'Create my page'.

**JustGiving**





**Injured Jockeys Fund**

# Legal

Organising a fundraising event or project is a great deal of fun and can be even more relaxed if you give some early thought to legal obligations.

The following gives basic guidance depending on what type of fundraising you are planning



## • Making it Official

Once you have decided how you want to fundraise for us, please get in touch to ask for an official letter of authorisation from Injured Jockeys Fund, Newmarket Office. You may be asked to show this to potential donors to prove that you are genuinely raising money for us.

## • House-to-house collections

It is illegal to collect money or other items or to sell goods in aid of charity without a licence. A licence can be acquired from your local authority, and it will allow you to collect funds in a public place, on the street or by going from house-to-house.

## • Private collections

To collect money on private property such as a supermarket, pub or train station you only need the permission of the owner or manager of the outlet

## • Raffles and Lotteries at events

A common way of fundraising at events is to organise the sale of raffle tickets, scratch cards or a tombola.

This will be classed as a small lottery and you will need to follow the rules below.

- Tickets can only be sold during the event
- You must not have money prizes but store vouchers are OK
- You cannot spend more than £250 on prizes (donated prizes are fine)
- Tickets should cost no more than £2
- You must draw the raffle at the event
- You can only offer alcohol as a prize if your event is in licensed premises
- The proceeds after deducting certain expenses (ie printing of tickets) must go to the Injured Jockeys Fund

## • Fundraising materials and publicity

- All of your fundraising should make it clear that you are fundraising for Injured Jockeys Fund but that you do not represent the charity
- Always include our full name and registered charity number on any publicity material: Injured Jockeys Fund, registered charity number 1107395



Injured Jockeys Fund

# Collecting the Money and Keeping Records

*Please note*  
Injured Jockeys Fund cannot take responsibility  
for the legality or safety of any event you organise.



- **Collecting**

Collect the money in quickly, keeping a record of how much you received and from whom

- **Banking**

Bank all the cash quickly, in your bank account, keeping a record of what you have banked and when

- **Cheques**

All cheques should be made payable to **Injured Jockeys Fund**



Injured Jockeys Fund

# Health & Safety

*Please note*

The Injured Jockeys Fund cannot accept responsibility for accidents at events, so please make sure your venue, event or activity is safe for everyone attending.

Here are a few hints and tips to help you take the necessary precautions to ensure your event runs safely and smoothly.



## • Venue

- Is the venue suitable for the event i.e does it have adequate lighting and sanitary facilities?
- Are there suitable and adequate facilities for disabled people?
- If possible obtain a copy of the venue's Health and Safety Policy and fire evacuation procedures
- Ensure that you point out the Fire Exits, Fire Assembly Point and no smoking laws

## • Risk Assessments

Complete a risk assessment and, if appropriate, take out adequate insurance, covering both your participants and organisers

## • Food Hygiene

If you plan to sell/supply food at your event, you must have a Basic Food Hygiene Certificate

## • First Aid

- Are there adequate emergency procedures and first aid cover for the type of event you are organising?
- Does anybody involved in the event hold a First Aid Certificate?
- You can contact St John Ambulance for First Aid cover, but please note you should offer a donation for their support. photographs for publicity purposes

## • Clothing

- Do the people helping to run the event have the correct clothing, e.g. high visibility gear, rainwear etc

## • Money

- Do you have somewhere to store cash safely at the event?

## • Photography

- Always ask permission of a parent or guardian before taking photos of children or vulnerable adults too
- Also seek permission if you are planning to use any photographs for publicity purposes

## • Ensure participants are properly briefed including:

- Fitness requirements
- Special equipment or clothing required
- Emergency procedures
- Insurance

## • Supervising the Event

Make sure you have enough people to supervise the event. Where children are involved this includes:

- Providing proper adult supervision
- Checking that the child's parents/guardians have given their permission for the child to take part
- Carrying out appropriate background checks if adults are to have unsupervised access to children





# Injured Jockeys Fund

[www.ijf.org.uk](http://www.ijf.org.uk)

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The Injured Jockeys Fund (Registered Charity No. 1107395)

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