

Fundraising Ideas

The key aims of the formation of Caring Matters Now, as a charitable trust is to provide support and advice to families and those affected by CMN, and to raise funds into the research for understanding as to the causes and potential treatments.

We have made a commitment to sponsor Dr Kinsler at Great Ormond Street Hospital to conduct specific medical research into CMN. We need to raise funds every year to continue this research and every little effort helps. [Without this funding the regular clinic and research will STOP.](#)

The best way of raising funds is to get involved and organise an event yourself! In every case you will be amazed how many of your family and friends want to support and help you; it is just having the idea and getting going that is the hard part.

Here are some ideas to inspire you:

- A** - Auction, Auction of promises (include prizes such as dog walking, babysitting, gardening), Antiques fayre
- B** - Bad hair / tie day, Balloon race, Band night, Book sale, Bring and buy sale
- C** - Car boot sale, Cake sale, Car washing (in school grounds), Cards and gifts for Valentines day, Charity shop at lunchtime (donated goods), Coffee morning, Collecting coins or stamps, Concerts, Cookery book, Cookery contest
- D** - Dance marathon, Disco, Duck race (plastic ducks)
- E** - Eating challenges – jam doughnut without licking your lips, how many cream crackers in a minute etc
- F** - Face painting, Fete, Fancy dress party / day, Fashion show, Flower/ fruit/ vegetable stall, Football tournament
- G** - Games challenge (blockbusters, name that tune etc)
- H** - How many sweets in the jar, Hook a duck
- I** – I'm a Celebrity day, Items in a matchbox
- J** - Jobs around the house, Job swap, Jumble sale
- K** - Karaoke competition
- L** - Lunch – special lunch at school, Longest chain of paper clips
- M** - Marathon table tennis, aerobics, badminton, hopscotch etc, Musical
- N** - Non uniform day, Nearly new stall, Name the teddy
- O** - Obstacle course
- P** - Pancake day race or competition, Penalty shoot out competition, Penny mile – coins lined up and measured, Pet show, Photographic competition, Pram push



Q - Quiz

R - Race, Recycle phones, bottles etc

S - Silly games afternoon, Smartie tube challenge, Spellathon, Sponsored events – bounce, dog walk, knit, read, hula hoop, run, shoe clean, silence, sing, swim, talk, three legged walk, sit ups, don't watch TV, joke telling, how many items of clothes you can wear at once etc

T - Talent show, Tea party, Teddy bears picnic, Tuck shop, Tombola, Top of the Pops Show, Treasure Hunt, Theme day – Chinese; medieval; colour; TV soap, Harry Potter, pyjamas day, crazy hat day

U - Unwanted Christmas present sale

W - Welly disco, White elephant stall, Who's the baby?

Y - Yo yo competition

You could approach the company that you work for to sponsor Caring Matters Now as their chosen charity for the year.

The list is endless and we have not yet mentioned the "Thon" family, MaraTHON, WalkaTHON, SlimaTHON.

The Way Ahead

Once you have chosen your event there are many areas that you must cover to make it a success.

The keyword is PLANNING - allow plenty of time to look at the various aspects of the challenge that lies before you.

- Discuss with friends, colleagues, and management how easily the event can be organised.
- Do we have the people to make all parts of the project run smoothly?
- Will the event cost us anything to get off the ground?
- Arrange a date.
- What resources (people transport venue tickets) do we need?
- How do we publicise the event? Flyers leaflets advert?
- What can go wrong? Weather, venue.
- Can we get a celebrity? (There are generally tame celeb's in your local area, or people who may give their time)

Publicising the event

Your event must be well publicised if it is to be a success.

At work: Work notice boards, Company magazine, Word of mouth, Mums on the school run, children/toddler groups.

At home: Leaflets to families, Leaflets to local suppliers, Announcements on local radio, Advertisement in local paper, Notices placed in public places in the community, for example, surgeries, libraries, local shops.

The media

If you are able to get the support of your local Radio and TV station your event's profile is taken onto another level. You will find it invaluable when approaching people in the local business community. If they think that they might be able to get some good (and cheap) local PR, they are more likely to help.

The person to get in touch with in the local paper is the news editor. If you know a reporter use the personal contact as this always works better than the cold contact. Find out the paper's deadlines for copy and photographs.

Handy hints when seeking sponsors

- Set your sponsorship target - aim high! Most Big companies have a CSR – Corporate Social Responsibility team who have a fund to support 'local' events. – Don't be afraid to ask the local Bank or Building Society, Supermarket or Employer.
- E.g. Nationwide Building society donated £100 to a recent charity event for CMN in the midlands when asked to provide an oversized cheque!!
- Seek help from your friends - network, friends of friends - you will collect more than you thought possible, but you need to work at it.
- Always maintain a record of your sponsors and ensure that your list reflects those who have paid and those who have *still* to give you their contribution.

We are happy to help and support you any way we can, so please contact lucyh@caringmattersnow.co.uk if you need assistance or supporting materials.