

FUNDRAISING PACK

Thank you for so much for fundraising for CXK.

Every year our teams support thousands of children, young adults and families across the south-east of England by providing careers advice, practical support and training - helping them to strive for a brighter future.

Your support will make it possible for us to reach even more people who may be struggling with barriers to their learning and wellbeing, to build their confidence and self-esteem and equip them with skills to realise their potential.

This kit has lots of information and resources to help get you started, but we are here if you have any questions.

Thank you again for your support.

DONATIONS MAKE A REAL DIFERENCE – HERE’S HOW

£10	• could pay for a travel ticket for a young person to travel to a training course or job interview
£15	• could pay for two wellbeing bags - which contain items selected to support a young person's emotional wellbeing
£50	• could pay for an interview outfit for one young person
£100	• could pay for CV writing and interview support for one young person
£200	• could pay for careers advice and job search support for one young person
£1000	• could pay for a place on a Get in Work programme for one young person

CXK's TOP FUNDRAISING TIPS

1. Set a Goal	<ul style="list-style-type: none"> • Set a challenging, but achievable fundraising target • Aim to raise at least three times more than you spend • If you reach your target, why not put it up again and see if you can reach that one too!
2. Get Online	<ul style="list-style-type: none"> • Set up a Just Giving online donation page by visiting www.justgiving.com • Create a Facebook page or event and let people know that you're fundraising for CXK • Connect with us via your social media channels • Add regular photos and videos of what you're doing
3. Spread the Word	<ul style="list-style-type: none"> • Send your local newspaper a press release and offer them a photo opportunity of you in training. Make contact at least three weeks before the event. • Use your social media channels to keep people up-to-date with the progress you are making. • Contacting people on, or just after, pay day is a good time to spread the word.
4. Make the Most of Your Donations	<ul style="list-style-type: none"> • Each of your donors that is a UK tax payer can tick to add Gift Aid to their donation/sponsorship. • Ticking Gift Aid means that the UK Government will give us an additional 25% of the value of your donation. • If you tick the Gift Aid box for every £1 you donate, we receive £1.25.
5. Keep It Legal	<ul style="list-style-type: none"> • Whatever you do to raise money, make sure you have the right licences, permissions, insurance and health & safety plans in place (<i>If you take part in one of our events, we will have already done this</i>).
6. Public Collections	<ul style="list-style-type: none"> • All street collections or collections on public property will need to be registered with your local authority, who will issue a collection licence. Under 16s (or under 18s in London) are not permitted to take part in public collections.
7. Send in Your Funds	<ul style="list-style-type: none"> • All funds raised should be sent to CXK's Fundraising Team within four weeks of the event you're taking part in – don't forget to do it! • Please post cheques to CXK Ltd, The Old Court, Tufton Street, Ashford, TN23 1QN • If you have used sponsorship forms, please send them in too – we need to see if your sponsors have chosen to tick the Gift Aid box or not.
8. Enjoy Yourself	<ul style="list-style-type: none"> • You will raise more and will enjoy the process more if you don't put too much pressure on yourself. • Remember that every penny you raise will go towards making life better for vulnerable Kent residents. Whatever you can raise will make a difference.