



Fundraising Pack



One step away from making YOUR difference...

Thank you...

...for your interest in fundraising for Stripey Stork. With your support we can transform the lives of even more children and families experiencing hardship.

Fundraising events are a great way for us to raise our profile and secure the income needed to help us meet our objectives. There are many ways in which you can raise money and this Fundraising Pack contains everything you need to get started, including setting up a fundraising page, fundraising suggestions, and hints and tips. If you are interested in fundraising for Stripey Stork, please contact us at partnerships@stripeystork.org.uk - we'll be with you every step of the way, promoting your event and giving you encouragement in abundance.



Donna
Community Ambassador

Welcome to Team Stork



About Stripey Stork

Stripey Stork helps families experiencing hardship through the simple act of recycling. We work in partnership with support services such as family centres, women's refuges, health visitors and social services, providing practical items which families need in raise their children.

How does it works?

We take in donations of new and pre-loved items for babies and children up to 16 years (including cots, buggies, highchairs, clothes, books and toys etc.). Our incredible volunteers ensure that items are clean and safe to pass on. The quality of the items which we re-home is very important to us and we receive excellent feedback on the condition and variety of the items that we are able to source.

We like to personalise the packs – if we know that a child particularly likes something – dinosaurs, horses, Peppa Pig, we will try our hardest to include some relevant toys or books. We aim to include books with every package as we know how important reading is, and not every child has books at home.

“



Sonya
Referrals Co-ordinator

Our target is to be responding to 3,500 requests for help each year by 2021

Helping the community

We receive requests via each family's support worker and all packs are made to order. Donations go directly to the families that they support, and each item to someone who specifically needs it. As well as providing families in need with essentials for day-to-day living, we also run seasonal campaigns including Santa Stork, Mum2Mum and Bags4School to help at times of the year which are particularly difficult for families who are already struggling to make ends meet.

Helping the environment

We estimate that one third of the items that we pass on would otherwise end up in landfill. We are supporting a circular economy, but in a focused and meaningful way.

What comes out of that warehouse is far more than practical - it's the glue that holds communities together. The message that says - you matter and we'll help you get back on your feet.

“
-Referral partner-

Why fundraise?

For every £1 that it costs to run Stripey Stork, we are able to donate items worth £7 back into the local community.

Alongside the good quality, pre-loved donations that we pass on, there are items that we have to buy new – every Moses basket and cot needs a brand-new mattress, and we like to include other essentials like nappies, wipes and new underwear. Fundraising money helps us to complete these packs, and also to meet our essential running costs such as rent and utilities. As a small, local charity we receive no statutory funding so fundraising is a very important income stream. Every pound raised will help us to reach local families in desperate need.

Our impact, our numbers

We believe that every child deserves the same start in life.

Some staggering statistic: 10% (22,640) of children in Surrey live in poverty, of which two thirds live in working households. In 17 local neighbourhoods of Surrey 30% or over of children aged 0-16 live in poverty*.

*Source: Community Foundation for Surrey

Stripey Stork was established in 2013 by a group of community-minded mums who wanted to see the things that their children had outgrown put to good use. The agencies supporting such families do not have the capacity to sort and store donated items, so Stripey Stork has bridged the gap. During our first 5 years of operation we have passed on goods with an estimated value of £2m to meet over 6,000 requests for help. This figure continues to rise at an exponential rate.

Now established as an indispensable service, we are expanding to meet the very real and increasing need for our service. By the end of 2021 we want to be able to respond to 3,500 requests a year from across the county and beyond, and pass items back into the community worth £1m each year.

Our army of supporters has gone beyond anything I could ever have imagined. Stripey Stork has become a household name locally and there is a real community spirit surrounding fundraising for us. It's always humbling when someone gets in touch to tell us they'd like us to be the motivation behind their challenge.

“

- Nicola Dawes -



Nicola Dawes
Founder & General Manager

Planning your fundraiser

STEP 1 Decide what type of fundraising activity you would like to organise and what you will need to host the activity.

STEP 2 Get in touch! Email partnerships@stripeystork.org.uk to let us know about your plans and let's talk about what support we can give you.

STEP 3 Go ahead with your fundraiser! There are some great tips in this Fundraising Pack on the next page to help you.

STEP 4 Once your fundraiser is complete, make sure you thank your wonderful donors. Rest in the knowledge that your fundraising will help us to transform the lives of more families in need.

Transferring your funds

Please return your funds to Stripey Stork, preferably within 14 days of the completion of your fundraising activity. Our bank details are as follows:

Account name: Stripey Stork

Sort code: 40-52-40

Account number: 00023716

Email partnerships@stripeystork.org.uk, so we know to expect the funds and where they have come from. Once we have received your funds, we will provide you with an acknowledgement to thank you for your amazing support.



Congratulations, thank you and welcome to our wall of fame...

Fundraising tips

Communication is key

- Let people know about your fundraiser early, and update them regularly on progress.
- Tell your supporters what we do, how you fit into our story and why it means so much to you. Link to our informative website www.stripeystork.org.uk, especially the Stork Stories section and encourage them to follow us on social media to keep up-to-date with our latest news and projects.

Be social

- Create a Facebook Event that you and your friends can share.
- Keep your social media updated, use photos whenever possible.
- Tag and thank people when they donate – this will help spread your message!
- Don't forget to follow us on Facebook, Twitter, Instagram & LinkedIn @StripeyStork. Tag us in your fundraising posts so we can help spread the word.

Create an online fundraising page

Think about your target amount and see the Fundraising Toolkit on our website for instructions on how to set up your page via Virgin Money Giving. Don't be lastminute.com!

Cake flags, posters and bunting can also be downloaded from the Fundraising Toolkit on our website, www.stripeystork.org.uk/fundraising

Think outside the box

- Think about ways to maximise your fundraising. If you are holding an event that people will be attending, could you include a raffle or cake sale?
- If you are asking for sponsorship, encourage eligible people to include gift aid which makes their donation go even further. *giftaid it*
- Find out whether your workplace has an employee matching scheme where they match funds raised for charity up to a certain amount by their employees.

Ask Stripey for support

Let us know about your event and ways that we can help. Our cuddly stork mascot Stripey is always very popular and people often ask to borrow him for their events! He makes for a great photo opportunity! We also have collection buckets and bunting that we can loan you, and pull up banners and leaflets that you can display to let people know all about Stripey Stork. We even have a stork stencil for face painting and a stork cookie cutter for bake sales!

If you are taking part in a sporting event and are happy to commit to a minimum fundraising target, we'll order you a Stripey Stork technical t-shirt to wear for the event.



Meet Jess who raised £1,651.25 running the London Marathon for us.

Fundraising ideas

Decisions, decisions, decisions! You know that you want to fundraise for Stripey Stork, but need some help deciding what your fundraising activity will be. Here's some ideas:

Take part in an existing sporting event

Enter a fun run, walk, swim or bike ride and have family, friends and colleagues sponsor you. We love Run Reigate every September and some of our lovely supporters have even entered the London Marathon, Sussex Marathon, London Nightrider, Rough Runners and Tough Mudders.

Complete your own challenge

#EarnYourStripes is Stripey Stork's virtual medal challenge. Perfect for those who are unable to take part in an organised event, or who fancy doing something a bit different! You choose your own challenge (it can be anything), and complete it at a time and place of your choosing. Once complete and you've met the minimum fundraising commitment, email us proof (e.g. a screen shot of a running app or treadmill screen) and we'll send you your Stripey Stork medal! See www.stripeystork.org.uk/virtual-challenge for more details.

Meet Paul who raised £942.50 for us flying strapped to the wing of a plane.



Set yourself a personal challenge

Do something that your friends will be willing to sponsor you for – give up chocolate, shave your beard, hold a sponsored read, sponsored silence, pizza eating contest... the possibilities are endless!

Host a fundraising social event

Organise a quiz night, bingo, curry night, casino night, auction, ball. Hold a raffle, tombola or lucky dip at your event to raise even more money.

'Bake' a difference

Who doesn't love a cake sale? Sell your baked goods to your friends, at your workplace, community group or sports club. Why not download some Stripey Stork cake flags and bunting from the Fundraising Toolkit on our website?

Home and away

At school or work, hold a dress down day, raffle, or take on a team challenge. At home, throw a dinner party and ask each of your guests to make a small donation. Hold a movie night with popcorn for sale and ask people to donate the cost of a cinema ticket.



Fundraising ideas for kids

We love our mini stork supporters! Fundraising for Strikey Stork gives parents and teachers a tangible way to teach children that there are other families, very close to home, less fortunate than theirs. It also exercises positive traits such as kindness, and introduces them to the importance of community and recycling.

Here's some ideas which work particularly well for kids:

- Cake sale (don't forget to download our Strikey Stork cake toppers and bunting).
- Raffle
- Teddy bear's picnic
- Car washing
- Sponsored silence
- Dress down (or up!) day
- Face painting
- Setting their own virtual challenge to win a Strikey Stork medal! (see details above)
- Sponsored sports events – we recommend Run Reigate Kids Race which takes place in September.
- Ask for donations in lieu of gifts for birthdays/Christmas.



B



A - meet Phoebe who asked for online donations to Strikey Stork instead of Birthday presents.

B - meet Martha and Charlotte who raised £144 for Strikey Stork at their Easter cake sale.

C - meet Caitlyn who asked for stationery gifts for her Birthday towards our Bags4School appeal.

Staying safe and legal



Stripey Stork cannot be held responsible for events organised by our supporters - please ensure you do everything you can to make your event safe and legal. If you have any queries or need assistance, please email partnerships@stripeystork.org.uk.

Insurance

If your event is open to the general public, you may need Public Liability Insurance. **Tip** - your venue may already have the insurance you need, so check with them first.

Health & safety

You may need to carry out a risk assessment and ensure all participants are fully briefed beforehand. Included would be any hazards and how you would deal with them or stop them happening in the first place. A first aid kit will be needed at the very least.

Food hygiene

Please ensure all food is handled and stored correctly, and label anything that may contain common allergens. For helpful advice about health and safety/food hygiene, see www.institute-of-fundraising.org.uk.

Branding

We will supply you with lots of different materials and our logo so that people can see you are fundraising for us. Please make sure you run any design ideas past us first before adding our branding to anything and also make sure that our charity number is included (1161613 in England and Wales).

Permissions and licences

If you're holding a draw or a raffle, you may need a licence from the local council. Small raffles held and drawn on the day of your event won't need a licence, but it's best to check for anything bigger. For more information visit www.gamblingcommission.gov.uk.

Children

If you're under 18, please share this fundraising guide with your parent/guardian and make sure they are happy with what you're planning.

Collections

Let us know if you're planning a collection so that we can provide you with a charity collection tin(s)/bucket(s) that has a compulsory seal and ID number. If you are planning to hold a collection on private property, such as a pub or shopping centre, you will need permission from the owner/manager. After your event, this will ideally be returned to us to count the funds, but if not then please ensure two people are present if counting yourself. Please keep all money in a safe place, within a lockable box. It's better to be safe than sorry!



Other ways to get involved

Fundraising is just one way that you can be involved with Stripey Stork. There are many ways that you can support us including:

- Become a [monthly donor](#) – set up a monthly direct debit through [CAF](#).
- Join in our [quarterly campaigns](#): Q1 we run our [Mum2Mum](#) campaign for Mother's Day, Q2 we encourage people to wear [Stripes4Stripey](#), Q3 we take part in [Run Reigate](#) and Q4 is all about [Santa Stork](#). See website or contact us to find out how to get involved.
- Ask us for a Stripey Stork [money box](#) to fill with your loose change and return to us when it's full. We also accept old and foreign currency.
- Use a cash back scheme when you do your shopping online or in store. We are registered with [Give As You Live](#) and [Amazon Smile](#).
- Sell things and donate some or all of the proceeds to us - we are registered charity partners with [Give a Car](#) and [eBay](#).

- Join the [Tandridge Together Lottery](#) – tickets are £1 per week, with 50% of the proceeds going to your chosen charity, and many great prizes.
- [Volunteer](#) your own time or through your workplace – our corporate volunteering days are very popular. Contact Charlotte at volunteer@stripeystork.org.uk to find out more about volunteering opportunities with us.
- Consider leaving a legacy gift in your [Will](#).



See website for details of all the many more ways in which you can get involved...

www.stripeystork.org.uk

Stripey Stork

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Reigate
Surrey
RH2 9EL

Email: partnerships@stripeystork.org.uk

Visit: www.stripeystork.org.uk

Follow: @StripeyStork    

Registered charity: 1161613

Scan with your
Smartphone camera
to make a donation

