



Royal Air Force
Benevolent Fund

MAKE IT COUNT

FOR THE RAF FAMILY

Your guide to fundraising for the
Royal Air Force Benevolent Fund



#makeitcount



FUNDRAISING FOR THE RAF FAMILY

YOUR FUNDRAISING EXPERIENCE STARTS HERE

Fundraising for the Royal Air Force Benevolent Fund is an experience quite unlike any other.

The sense of achievement. The camaraderie. The pride you feel, knowing your efforts will help ensure no member of the RAF Family has to face adversity alone.

Depending on what you decide to do, fundraising can be a fun, rewarding, exciting and even exhilarating experience. But in every case, we guarantee it will be life-changing. The money you raise will help fund our services to support members of the RAF Family in their time of need. We receive no regular government funding, so fundraising events like yours are essential to everything we do.

“ Without the RAF Benevolent Fund, I just don't know where we'd be.”

Laurence Carlton
RAF veteran





MAKE IT COUNT FOR THE RAF'S OLDEST FRIEND

The RAF Benevolent Fund has been the leading RAF welfare charity for over 100 years. In that time, we've helped thousands of members of the RAF – as well as their partners and dependants – through some of their toughest times. Thanks to our supporters, we've been able to provide practical, financial and emotional support for the RAF Family when it has been needed most.

Our services are available to all current and former members of the RAF Family. We provide a tailor-made, holistic approach to individual circumstances, from the youngest child to the oldest veteran.

Your fundraising event will help keep these vital services up and running, so we want to help you make it count. Our Regional Fundraisers are on hand to give you any advice you need, while this handbook contains the essentials you need to get your fundraising experience started.

HOW YOUR FUNDRAISING WILL HELP

FINANCIAL ASSISTANCE

Providing grants to top up income or cover unforeseen expenses

FAMILY & RELATIONSHIPS

Easing the strain on family and social life

EMOTIONAL WELLBEING

Overcoming mental health difficulties

WELLBEING BREAKS

Providing respite and holiday breaks

INDEPENDENT LIVING

Enabling independence and dignity in retirement

TRANSITION

Helping the move into civilian life and employment

Find out more about these services at rafbf.org/help



£29
COULD FUND
A WEEKLY
PHONE CALL
FOR A LONELY
VETERAN



IDEAS FOR YOUR FUNDRAISER

SUPPORT THE RAF FAMILY YOUR WAY

For dozens more inspiring thought-starters search **'fundraising ideas'** online

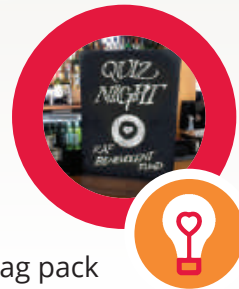
To make your fundraising count for the RAF Family, the first thing you need is a good fundraising idea. If you don't already have one, think about what you enjoy doing. Think about how much time you can dedicate to organising your event and how much money you want to raise. Think about what will interest your audience.

Here are a few of our supporters' favourite fundraising ideas to get you started...

TRIED & TESTED IDEAS

You can fundraise with a classic, easy-to-organise event:

- Put on a quiz or bingo night
- Arrange a street collection or bucket collection
- Host your own bake sale
- Take part in a supermarket bag pack
- Hold a raffle, tombola or sweepstake
- Organise a car wash



IDEAS FOR YOUR FUNDRAISER

BIG IDEAS

The bigger your event, the more money you could raise:

- Host your own gala dinner
- Arrange a golf day or race night
- Put on a concert or carol service
- Plan a charity auction
- Organise a village fete or carnival
- Hold a charity sports tournament

ONLINE IDEAS

You can use new technology to fundraise in innovative ways:

- Set up a Facebook birthday fundraiser
- Host a live 'gaming for good' event and ask viewers to donate
- Take a virtual challenge – get sponsored for your steps or swimming strokes
- Organise a geocaching treasure hunt
- Do a sponsored social media silence
- Come up with a social media dare and challenge your friends

CHALLENGE IDEAS

You can put yourself though your paces by taking on a challenge:

- Run a race
- Take a skydive
- Climb a mountain
- Trek or cycle a famous route
- Try a world record attempt
- Give up something you love for a month

FUN IDEAS

You can fundraise in any way you like, just be sure to make it count:

- Do a sponsored beard grow or head shave
- Plan a paper aeroplane competition
- Host a fancy dress party
- Arrange a New Year's dip in the sea
- Organise a face painting day
- Hold a mufti day at work

To see a list of official challenges, visit rafbf.org/challenges

£48

A WEEK PAYS THE TOP-UP FEES FOR AN ELDERLY VETERAN TO STAY IN A CARE HOME OF THEIR CHOICE





WHEN IT REALLY COUNTS

“ I wanted to do something that represented the struggle people go through.”

Flt Lt Tom Mountney

Flt Lt Tom Mountney ran a 450-mile ultra-marathon to thank the RAF Benevolent Fund and Tommy's – the two charities that supported him and his wife through successive miscarriages. He ran the three peaks challenge, starting with Ben Nevis, finishing with Snowdon and including every hill and mountain in his way. He ran 40 to 50 miles every day for 10 days raising more than £16,000 for the two causes.



“ We will always be grateful to the RAF Benevolent Fund for helping us when we needed it.”

Chris & Sue Beadel

Chris and Sue Beadel organised a 'Best of British' ball to raise money in memory of their son, RAF Corporal Simon Beadel, who died tragically of sepsis while on leave from serving in Kosovo. Their sell-out event featured an auction, a raffle, and a disco to raise money for the RAF Benevolent Fund. The two dedicated fundraisers have also organised pram races, golf matches and Zumba-thons in the past.





PREPARE TO SUCCEED



Once you've chosen your fundraising idea, it's time to plan your event. Follow these tips for organising a successful fundraiser so you can make it count for the RAF Family...





PLANNING YOUR FUNDRAISER

WHEN?

WHERE?

WHO?

When planning your event, ask yourself **when** is best to hold it. Does your idea work better on a weekend, when more people are free? Should you hold it at the end of the month, after payday? Does your proposed date clash with any local events or public holidays?

Then ask yourself **where** is best to hold your event. If you need to book a venue, what size does it need to be? Can people get there by public transport or do you need to arrange parking?

Finally, ask yourself **who** your event's audience is. Try to involve everyone you know – your friends, your family your work colleagues. You can then estimate the number of people who'll get involved and how much money you can expect to raise.



Popular venues include:

- community centre
- place of worship
- sports club
- school
- park
- pub



DON'T GO IT ALONE

Depending on the size of your fundraising event, you may find planning easier if you form a team of friends to help you. Work out between you what jobs need to be done and then delegate to spread the workload.

You could also recruit the help of local businesses to sponsor your event, donate prizes or help print leaflets. If you do plan to get businesses involved, talk to your Regional Fundraiser first, as we may have an existing relationship with them.

MANAGE YOUR COSTS

The success of your event will ultimately depend on how well you manage your costs.

A little financial planning up front goes a long way. Start by working out a reasonable financial target for your event and then deduct an organisational budget from that total.

If you are able to keep your organisational costs to a minimum, then more of the money you raise can go to help the RAF Family.

KNOW YOUR CAUSE

When you represent the RAF Benevolent Fund, it helps to know a little about the work we do, as you may be asked questions from people interested in supporting you. You should know that we provide a range of support for the RAF Family, from support with childcare and relationship difficulties to help with retraining, injury, disability, illness and bereavement.

If you need to learn more about us, please visit rafbf.org/how-we-help



IT COSTS
£200
TO PAY FOR
AIRPLAY YOUTH
ACTIVITIES FOR
A YEAR FOR A
CHILD LIVING
ON A REMOTE
RAF STATION

IT'S TIME TO GET OUT THERE

Make your fundraiser count by getting as much publicity for it as possible. Raise awareness of what you are doing and who you're doing it for. That way, you'll encourage more people to attend your event or sponsor you...





GET THE WEB WORKING FOR YOU

Online fundraising is one of the easiest and most effective ways to raise awareness of your event or challenge. It allows friends and family to sponsor you online wherever they are in the world. It also allows supporters to add Gift Aid, which adds 25% to every eligible donation.

CREATE YOUR OWN WEBPAGE

We recommend that you create your own fundraising page with either JustGiving (justgiving.com) or Virgin Money Giving (virginmoneygiving.com). You can then link to your page in your emails and on your social media pages.

MAKE IT PERSONAL

Add a photo and a personal explanation of why you are fundraising for the RAF Benevolent Fund to your page.

SET A FINANCIAL TARGET

We have found that adding a financial target to your fundraising page can increase supporters' donations.

USE SOCIAL MEDIA

Your social media pages such as Facebook, Twitter, Instagram, LinkedIn – are ideal for publicising your event and sharing updates and photos with friends. You can also link to our pages too. Follow us on twitter and Instagram (@rafbf) and 'like' us on Facebook. And don't forget to let us know what you're doing.

KEEP UPDATING YOUR PAGE

Encourage people to revisit your page by updating it regularly. Keep changing your profile picture and posting updates on your progress. Let supporters know how much you've raised so far. Email updates are also good.

IT'S NOT OVER 'TIL IT'S OVER

A lot of donations come in after an event or challenge is finished. So, when you're all done, update your page and email your supporters one final time to ask for donations or sponsorship.



BOOSTING YOUR FUNDRAISER

WORKING WITH YOUR LOCAL MEDIA

You could also raise awareness of the RAF Benevolent Fund by telling your local media what you are doing and why you think it's newsworthy.

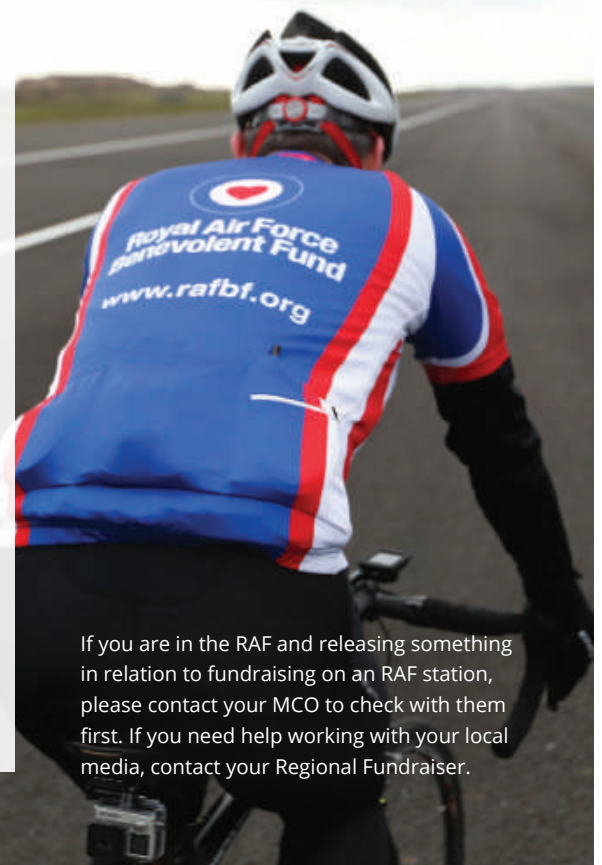
Here are a few tips:

- Before you call your local newspaper or radio station, plan what you want to say and have all the details to hand
- Find out the deadlines for your local newspaper and what day it's published
- Local press usually like to have at least a week's notice as they tend to keep a diary of events. This is particularly important if you want to ask a photographer to attend
- If you want to send a press release, use email and always paste your press release into the body of the email. Attachments tend to go into junk mail
- If you want to send pictures, email them in 'jpeg' format and try not to send too many at once
- If you are invited to be interviewed on air/by a newspaper, please let the press team know on 020 7307 3305. They will be able to help you prepare with answers to the questions you may be asked
- If you need any help contact your RAF Benevolent Fund Press Team. Otherwise, you can download a press release template at rafbf.org/fundraising-materials



WRITING A PRESS RELEASE

- Aim for 25-30 words per paragraph and no more than two pages
- Write in the third person
- Make sure you include the who, what, where, when and why
- Include full names, ages and the areas people come from
- Include your contact number at the end
- Consider including a photocall so a photographer from the paper will come to your event



If you are in the RAF and releasing something in relation to fundraising on an RAF station, please contact your MCO to check with them first. If you need help working with your local media, contact your Regional Fundraiser.

“ The Fund was there for me from the very beginning.”

Rob Bugden

Rob Bugden was left quadriplegic by a parachute accident while on exercise in California. The RAF Benevolent Fund gave his parents an immediate-needs grant towards their costs of travel to the USA to visit Rob in hospital, and later funded a respite break to give Rob some time away from hospital. Since then, we have also provided funding for a new home that is adapted so that it is suitable for Rob's changed needs.



WHEN IT REALLY COUNTS



“ It's wonderful to come and leave it all behind.”

Nancy Presland

Nancy Presland's late husband Brian served in the RAF for 25 years. The couple first came to Princess Marina House 30 years ago when Brian was recovering from an illness. Through her visits, Nancy has developed a close friendship with another member of the RAF Family, Maureen Pearce. Nancy says her visits have been a great tonic for her since Brian passed away.





FUNDRAISING LEGALLY

HERE'S THE SMALL PRINT

Thank you for fundraising for the Royal Air Force Benevolent Fund, we truly appreciate it. Please be aware that we cannot accept liability for any loss, damage or injury as a result of activity you undertake whilst fundraising for us. Please also be aware of the following information:

LICENCES

Collections: anyone under the age of 16 must be accompanied by an adult when collecting from the public. In order to carry out a collection on the street or in any other public place you must first obtain a licence from your local authority. Please contact your Regional Fundraiser for more information on licences. We would encourage you not to take on house-to-house collections.

Raffles and Lotteries: please visit www.gamblingcommission.gov.uk to check whether your raffle requires a licence.

Alcohol: if you are planning to sell alcohol at a public event, first check that the venue is licensed then, if appropriate, contact your local authority to find out more about obtaining a temporary licence.

Entertainment: please contact your Regional Fundraiser to check whether your event requires a Public Entertainment Licence.

HEALTH AND SAFETY

It's good practice to undertake a risk assessment for health and safety hazards. Check what kind of public liability insurance the owner or operator of your venue has and that it covers the owner's liability risks. Ensure that there is wheelchair access. If appropriate, confirm that first aid provision*, fire-fighting equipment and emergency evacuation procedures are in place.

FOOD AND DRINK

For current food hygiene regulations please visit www.food.gov.uk

USING OUR LOGO

If you want to use our logo on your own promotional materials, please contact your Regional Fundraiser beforehand and they will advise you on the correct way to do this.

OUR CHARITY NUMBER

It is good practice to use our charity number on anything you produce on our behalf: 1081009/SC038109.

INSURANCE

We are covered for most fundraising activities by Public Liability Insurance but please check with your Regional Fundraiser.

DATA PROTECTION

Please be respectful of any personal data you gather from supporters such as names and contact details. If you are unsure about what this means for your fundraiser, please contact your Regional Fundraiser.

OTHER USEFUL LINKS

www.legislation.gov.uk

www.gov.uk/street-collection-licence

www.gov.uk/public-charitable-collection-permit-scotland

* Recommended providers of first aid for larger events include the British Red Cross, St John's Ambulance and the National Association of Private Ambulance Services.



HOW TO PAY IN YOUR MONEY

PAYING IN BY POST

If you are using paper sponsorship forms and collecting cash, please bank the money yourself and send a cheque made payable to 'RAF Benevolent Fund', for the same amount, along with your sponsor form and details of your event, in the pre-addressed envelope provided.

Please don't forget to ask your supporters to tick the Gift Aid box on your sponsorship form if they are a UK taxpayer, we can increase your donation by 25% by claiming the tax they have paid back from the government.

PAYING IN ONLINE

If you prefer, you can pay in your money at our website. Visit rafbf.org/ways-to-give, select 'one off donation', tick the box titled 'I'm paying in money', tell us about your event and then we will process your donation instantly.

Good luck with your fundraiser. Thank you for making it count for the RAF Family!





**Royal Air Force
Benevolent Fund**

ANY QUESTIONS?

If you need any more help, please email your Regional Fundraiser.

IN THE EAST

email: fundraisingeast@rafbf.org.uk

IN THE NORTH

email: fundraisingnorth@rafbf.org.uk

IN THE SOUTH

email: fundraisingsouth@rafbf.org.uk

IN THE WEST AND IN WALES

email: fundraisingwestandwales@rafbf.org.uk

IN SCOTLAND & NORTHERN IRELAND

email: fundraisingscotlandandNI@rafbf.org.uk



DOWNLOAD YOUR FREE FUNDRAISING MATERIALS

We can provide a range of RAF Benevolent Fund promotional materials for your event. Visit rafbf.org/fundraising-materials to download:

- posters
- sponsor forms
- tickets
- bucket wrap
- bunting
- and more

Your Regional Fundraiser can also provide you with other materials such as T-shirts and running vests – but please try to give us enough notice to ensure they can be delivered on time. Ideally, you should let us know 10 days before your event begins.



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity Number 1081009/SC038109