1. Can we change Useful links at the bottom of the page to Other useful links?

2. The SCVO link is no longer live but the sites to replace it with seem to be www.gov.uk/street-collection-licence and www.gov.uk/public-charitable-collection-permit-scotland.
Welcome to the RAF Benevolent Fund, the RAF’s leading welfare charity. Thank you for choosing to support us - whether you’re volunteering your time, organising an event, or taking part in a challenge, we are so grateful for everything you’re doing for us.

Without fantastic supporters like you, we couldn’t continue to look after the RAF family, young and old, providing emotional, practical and financial support.

We want to make it as easy as possible for you to support us, whether that’s by providing volunteering opportunities or helping with ideas, advice and equipment for your fundraising. Most of all we want you to have fun and get the most from the support you are giving to us.

Inside this pack you’ll find a range of ideas and tips and all the information you need to ensure your fundraising is as successful and enjoyable as possible.

Remember, the Regional Fundraisers are here to help you, so get in touch with the contact in your area and let them know what you’re doing (see page 10).

Once again, thanks for your support, and good luck!

The Regional Fundraising Team

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Fundraising ideas 4
Planning your fundraiser 5
Top tips to boost your fundraising 6
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Your Regional Fundraiser and how they can help you 10
The Royal Air Force Benevolent Fund has been the RAF’s leading welfare charity for nearly 100 years. We provide financial and practical assistance to anyone who is serving, or has ever served in the RAF, and their partners and dependants too.

We provide assistance with a range of issues – from childcare and relationship difficulties to injury and disability, and from financial hardship and debt to illness and bereavement.

Our Heritage

In 1919, just one year after forming the Royal Air Force, Lord Trenchard founded the RAF Benevolent Fund. Our remit then was to provide direct welfare assistance to those of the extended Royal Air Force family in need or distress. Today, the Benevolent Fund’s purpose proudly remains the same.

It is really important whether you’re volunteering for us and representing the Benevolent Fund, or fundraising and spreading awareness about our work, that you take the time to find out more about us – you may be asked questions by members of the public or people who would like to make a donation or sponsor you. You can read more at www.rafbf.org.

The time you give and the money you raise is vital as it helps us continue this work – thank you!

How we helped Luke

Former Senior Aircraftman Luke Wigman hadn’t thought about a life beyond Service until he was seriously injured in an IED explosion in Afghanistan in 2011.

Luke was mentoring a team of Afghan troops on foot patrol in Sangin, Helmand province, when he stepped on the IED. The blast threw him in the air, burning the skin off his left leg. Luke spent two months recovering in hospital, during which time he had no movement in his left leg.

After six years’ service, he was eventually medically discharged from the RAF in 2013 and faced the daunting prospect of finding a new career.

Luke wanted to improve his driving skills and turned to the RAF Benevolent Fund to help him pay for an advanced driving course. The qualification has helped him gain a new career with the East Midlands Ambulance Service.

Read Luke’s story at www.rafbf.org/how-we-help/who-we-have-helped

“WITHOUT THE FUND’S SUPPORT MY FAMILY WOULDN’T HAVE BEEN ABLE TO STAY CLOSE BY WHILE I RECOVERED IN HOSPITAL.”

How we helped Kevin

Senior Aircraftman Kevin Ogilvie, from RAF Lossiemouth, was left paralysed from the chest down after an IED exploded under his vehicle in Afghanistan.

The RAF Benevolent Fund supported Kevin’s family during this traumatic time, paying for his wife Amie and daughter Grace, who was just six-months-old at the time, to stay close by to the spinal unit, where Kevin spent more than three months recovering. We also assisted Kevin’s parents, Phillip and Rhona, who lived in Forfar, Scotland, to make regular trips to visit him.

Read Kevin’s story at www.rafbf.org/how-we-help/who-we-have-helped

“THE RAF BENEVOLENT FUND PUT ME ON THE PATH TO A WHOLE NEW CAREER”
**FUNDRAISING IDEAS**

**ON DUTY**
- sponsor the boss to go back to the shop floor
- employer matched giving
- auction of promises
- casual clothes day
- sweepstakes
- cake sale
- swear box

**FEELING BRAVE**
- baked bean bath
- ironman competition
- sponsored leg wax
- bungee jump
- fire walking
- headshave
- skydive

**SHOWTIME**
- comedy show
- fashion show
- local band concert
- Christmas carols
- pub quiz
- bingo

**KEEP FIT**
- sponsored walk/hike/run/cycle/swim
- 5-a-side football tournament
- tennis tournament
- golf competition
- tug of war
- aerobics
- yoga

**OFF DUTY**
- street collections
- bring & buy sale
- coffee morning
- car boot sale
- car wash
- tombola
- auction
- raffle
- BBQ

**AT SCHOOL**
- sponsored silence
- teddy bears’ picnic
- non-uniform day
- sponsored walk
- treasure hunt
- summer fete
- talent show
- concert

**LET’S PARTY**
- disco/barn dance
- Christmas/Valentine’s Ball
- Eurovision/Bollywood
- 1940s Blitz party
- murder mystery
- cheese & wine
- casino night
- fancy dress
- Bonfire night
- Halloween

**Challenge events**

The RAF Benevolent Fund has a fantastic challenge events programme. We have places on various running, cycling, obstacle course races and endurance events throughout the UK and overseas.

For more information, please visit www.rafbf.org/challenges
PLANNING YOUR FUNDRAISER

WHEN?
Choose a date that doesn’t clash with public holidays, other local events (e.g. school fêtes) or popular sporting fixtures. Hold your fundraiser at the end of the month – people will be more likely to dig deeper when they’ve just been paid!

WHERE?
Make sure your venue is big (or small) enough for your needs. Think about whether you want to use your home, workplace or the local pub, your community centre, a church hall or even an RAF station. Some venue owners don’t charge a hire fee for charity events so don’t forget to ask! Check that people will be able to reach your venue by public transport or that it has adequate parking facilities.

If you are holding your event at an RAF station make sure you have obtained the correct permissions first.

HOW?
Spread the planning load by forming a team of helpers. Work out what needs to be done and give each person a specific job to do – many hands will make light work! Work out a realistic budget and stick to it! The overall success of your event will depend on how carefully you manage your costs.

Remember that local shops and businesses might like to support your event by donating raffle prizes or by printing flyers and invitations – so don’t be afraid to ask.

Please let your Regional Fundraiser know before you contact any companies, as we already hold relationships with them.

WHO?
Invite everyone you know from friends, family, work colleagues, members of your sports club, place of worship or community group. It’s a good idea to know in advance so you have an idea of how many people to expect.

ADVERTISING
In order to make your fundraiser stand out we can provide you with all kinds of branded promotional materials including T-shirts, buckets, banners, posters and more. For more information on how we can help you please contact your Regional Fundraiser (see page 10).

PR is a great way to advertise your event, as well as helping to raise the profile of the RAF Benevolent Fund. A press release template can be found on page 8. If you would like any help, please contact your Regional Fundraiser who will put you in touch with our PR officer. 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.

How far your money can go...

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>£30</td>
<td>per week pays for care home top-up fees for an elderly veteran or widow, allowing them to remain in a care home of their choice</td>
</tr>
<tr>
<td>£60</td>
<td>pays for an electrically powered scooter for a veteran for a month</td>
</tr>
<tr>
<td>£85</td>
<td>buys a World War Two veteran new clothes and shoes</td>
</tr>
<tr>
<td>£120</td>
<td>pays for a month’s top-up so veterans can choose to live in a home close to family and friends and not move when their savings run out</td>
</tr>
<tr>
<td>£200</td>
<td>pays for Airplay youth activities for a year for a child living on a remote RAF station</td>
</tr>
<tr>
<td>£400</td>
<td>a week pays for a veteran to stay at Princess Marina House for a respite break</td>
</tr>
<tr>
<td>£1,000</td>
<td>will pay for a riser recliner chair or a straight stairlift for an elderly/injured beneficiary</td>
</tr>
</tbody>
</table>
Online fundraising

Online fundraising is a quick, easy and effective way to raise awareness of your event or challenge. Your very own fundraising website allows friends and family to sponsor you online wherever they are in the world – and it’s a great and easy way for us to claim back Gift Aid automatically. Contact us for more information or visit the HMRC website www.hmrc.gov.uk/charities/gift-aid.htm

The three providers we recommend are:

www.justgiving.com

Justgiving also provides a TextGiving service, which means that family and friends have no excuse not to sponsor you! You’ll attract more donations as people can sponsor you anytime, anywhere, and it’s free to send on all networks.

www.virginmoneygiving.com

The added benefit of using Virgin Money Giving is that if you decide to fundraise for another charity as well as the RAF Benevolent Fund, you can split your online fundraising between the charities.

www.mydonate.com

Set up by BT, MyDonate is a no fee, no commission online fundraising service meaning we will receive every penny of the money you raise.

All of the above three providers are free to use.

Your web page

When you create your web page, try to make it as engaging and as personal as possible by adding your own photos and text. We’ve found that fundraisers who explain why they are supporting the RAF Benevolent Fund are the most successful.

Make sure the first donation you receive is for a generous amount as the rest of your donators will use this as a benchmark.

Encourage people to revisit your page by regularly updating it. Change your picture, post updates on your progress and, if you are taking part in a sporting event, keep a training diary. Let supporters know how much you’ve raised so far. An email update is interesting for those who’ve already sponsored you and a gentle nudge for those who haven’t!

Add a link to your fundraising page in your email signature and on any social networking sites that you use.

Keep fundraising after your event. 20% of donations come in after the fundraising event so don’t stop once you’ve crossed the finish line. Update your page and email your supporters with news of your success. Remind those who haven’t yet donated to do so, and ask others to donate again in recognition of your achievement.

Get Social

Promoting your event or challenge to your friends and family will really help to increase the number of donations you receive, and of course telling the wider community not only raises our profile but also raises awareness about what you are doing.

Social networking is a great way to do this.

www.facebook.com/rafbf – add the link to your online fundraising page on your own Facebook page, as well as using the RAF Benevolent Fund Facebook page to reach even more people and keep us in the loop about your support. Use status updates and photos of you in your RAFBF branded T-shirts and running vests to remind everyone what you’re doing and why.

@RAFBF – Twitter is also a brilliant way to tell even more people about your event. Follow us on Twitter – your Regional Fundraiser can also retweet about your event.

More people are using LinkedIn – it’s a great way to connect with current and former colleagues and also has potential for appealing to organisations as well as individuals.

If you are using social media, please do so responsibly.
KEY POINTS

What are you talking about?
It might sound obvious but the first thing to think about is what you want your publicity to achieve. Is it to raise money, sell tickets or raise awareness? Knowing this will help you decide what important points or key messages you want to get across. It will also help you decide when you want to generate publicity.

Is it local?
Again, this may sound obvious, but regional media cover a specific geographic area and this means that they want stories from their ‘patch’. Does your story have a connection to their patch? If it does, make sure you flag it up early in your press release or telephone call.

Who, why, what, when, where and how?
Know your facts. Before you call the local reporter or write a press release, make sure you have all the key information at your fingertips.

SOME PRACTICAL TIPS!

• Do your homework and 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. Reporters don’t really like attachments and they tend to go into junk mail.
• Before you call your local newspaper or radio station, it’s a really good idea to plan what you want to say.
• If you want to send pictures, email them in ‘jpeg’ format and try not to send too many at once.

If you have any questions or need some guidance please contact our Press team on 020 7307 3339. They can also help with contact details for your local media.
For Immediate Release / [Insert date]

FUNDRAISER GETS ON HIS BIKE FOR THE RAF BENEVOLENT FUND

An RAF Sergeant from Lossiemouth is getting into gear to ride 847 miles for the RAF Benevolent Fund.

Sgt John Smith will set out on the Tip to Toe challenge from Lands End to John o’Groats on Saturday 5th May.

He is planning to ride more than 200 miles a day and complete the route in just four days.

Sgt Smith is raising money for the RAF Benevolent Fund, the RAF’s leading welfare charity, and is hoping to raise more than £2,000.

Sgt John Smith said: “I'm really looking forward to this epic bike ride. I've been training for weeks and can't wait to get going. As someone serving in the Royal Air Force, I am delighted and proud to support the work of the RAF Benevolent Fund. The Benevolent Fund helped a friend of mine when they had an accident and was there to support his family. Such support only reinforces my strong desire to promote the charity and the wonderful work it undertakes.”

The RAF Benevolent Fund provides financial, practical and emotional support to all members of the RAF family whether they are serving or former members as well as their partners and dependants. They help members of the RAF family deal with a wide range of issues: from childcare and relationship difficulties to injury and disability, and from financial hardship and debt to illness and bereavement.

To donate to Sgt John Smith visit www.justgiving.co.uk

ENDS

Notes to editors

:: For more information, photographs or to arrange an interview please contact [insert contact details].

:: The RAF Benevolent Fund is the RAF’s leading welfare charity, providing financial, practical and emotional support to all members of the RAF family. We are here for serving and former members of the RAF, as well as their partners and dependants, whenever they need us. We help members of the RAF family deal with a wide range of issues: from childcare and relationship difficulties to injury and disability, and from financial hardship and debt to illness and bereavement.

For more information visit:
www.rafbf.org
www.facebook.com/rafbf
@rafbf
While we greatly appreciate your support, we’d like to remind you that the Benevolent Fund cannot accept liability for any loss, damage or injury as a result of activity you undertake whilst fundraising for us. To help guarantee it all runs smoothly we’ve prepared a checklist so you can be sure you’re keeping it legal and safe. If you have any questions please contact your Regional Fundraiser.

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.

* 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.

FOOD AND DRINK

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

RAFBF 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.

Other useful links

www.legislation.gov.uk
www.gov.uk/street-collection-licence
www.gov.uk/public-charitable-collection-permit-scotland
YOUR REGIONAL TEAM

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The Regional Fundraisers will be able to help you with your event and fundraising. Please use the online materials request form (found in the ‘Get Involved’ section of our website) for T-shirts, running vests and other equipment.

Send the form to your Regional Team with four weeks’ notice before your event. We will do our best to send materials with a shorter lead time than four weeks, but we cannot guarantee you’ll have them in time for your event.

Please also remember the cost to us – sending a T-shirt, running vest, and 20 pens, stickers and balloons costs us around £15, so make sure you factor in the cost to your target fundraising amount.

Banking
If you are using paper sponsorship forms, and collecting cash, please bank the money yourself and send a cheque to your regional office with your name and details of your event/challenge. Otherwise if your fundraising is ongoing, your regional office can send you paying-in slips so that you can bank the money straight into our account.

REGIONAL BOUNDARIES ARE APPROXIMATIONS. PLEASE CONTACT US FOR FURTHER INFORMATION, AND WE WILL PUT YOU IN TOUCH WITH THE RIGHT PERSON.