West House

FUNDRAISING PACK

Become one of our West House Heroes!

Make a real difference to people in your community!

westhouse.org.uk | E: fundraising@westhouse.org.uk | T: 01900 67777 |

Welcome to West House Heroes!

Thank you for helping us to raise money for care in our community.

West House

We are West House.

For over 30 years, we have been Cumbria's leading care and support provider for adults, young people and children with learning and other difficulties. By providing individual, genuine and caring support, we enable all those in our care to lead a rewarding, happy life in a homely environment.

Our vision is for children, young people and adults with learning and other difficulties in Cumbria to live a fulfilling life, in the way they want and with the support they choose.

To help us achieve this, we provide a range of care and support options at every stage of life, from 24/7 residential care to occasional support, education to work-ready programmes, activity centres to our three enterprises - Grow West, The Pottery and Cafe West. From childhood all the way through to adulthood, we want to make sure we are there for the people in our community that need us to ensure they reach their full potential.

Did you know?

West House is one of the largest voluntary organisations and a major employer in Cumbria, with over 400 care and support staff. We support over 200 adults and over 150 children at home and in the community.

What will your money do?

We wouldn't be able to achieve our vision and deliver our vital care service in Cumbria without much-needed income. Your contribution as a fundraiser is very important.

By raising money for us you are helping us to provide care to those that need it in our community, to ensure every person in our care receives the resources and facilities they need and to provide opportunities for training, education and development to the people within our care - to name a few.

Here is what your money can do:

£5

Allows a person with their own support to have a session at our centre

£15

Gives someone with complex needs time in our state of the art sensory room

£30

Pays for a family with a disabled child to receive two hours of respite care

Fundraising Ideas

There are 101 ways you could fundraise but here are a few of our favourite ways. Remember, you don't just have to do one - you could do a combination of these to raise money!

Take on a challenge!

Run - lace-up your trainers and take on a running race of any distance.

Cycle - get on your bike and complete an epic two-wheeled challenge.

Walk - scale a Wainwright or get a group together to walk in the park.

Swim - in the pool, in the open water, it doesn't matter!

Jump - thrill-seekers look no further. Adrenaline-filled skydives are the perfect fundraiser for you!

Give something up - not a physical challenge but perhaps a mental one! Give up something you love. It could be coffee, chocolate or even TV!

You never know what you can achieve...

Fundraising Ideas

West House

Set up your own event

Charity Ball - go big and dress up! Get local businesses involved, make tables available to buy and make it an all-round party.

A sponsored night in - a pamper night with your friends, a games evening or even an at home casino night are all great fun.

Celebrate and donate - have you got a birthday, anniversary or wedding coming up? Instead of gifts for yourself, why not ask people to donate.

Coffee morning - get a few friends together and organise a coffee morning. Ask everyone to bring something and set up a few donation boxes to collect funds.

Pub quiz - if you enjoy a pub quiz anyway, make it charitable and raise some money!

Sweepstake - whether it's the FA Cup or the Great British Bake Off, setting up a sweepstake and donating the money is a fun and easy way to raise money!

Make a night of it and enjoy yourself!

Do something at work

Charity of the year - if your workplace chooses a charity of the year to support, why not suggest West House? You could do a few of the things we've listed below to help raise money throughout the year.

Sports match - get a few of your colleagues together to create two teams and have a charity sports match. Think 5-a-side, netball, rounders or tag rugby.

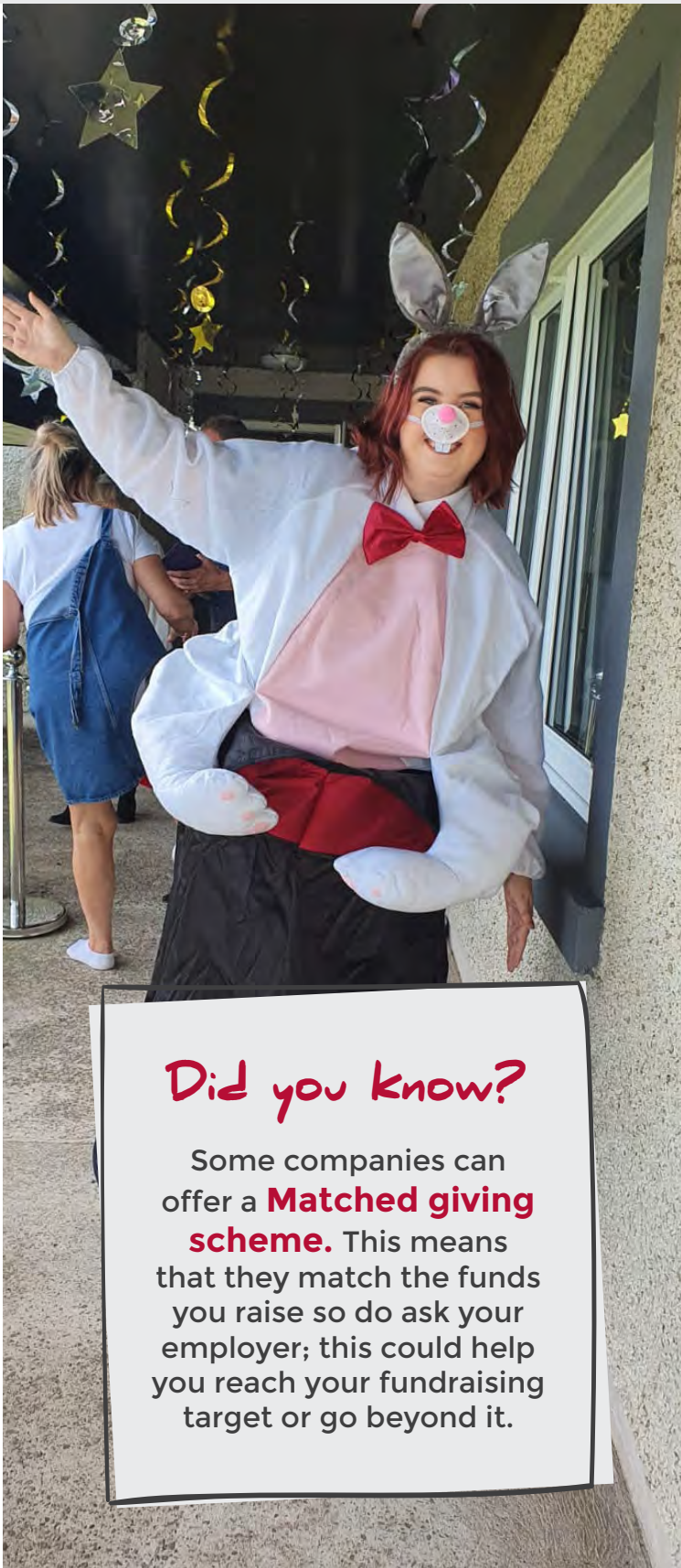
Dress up or down day - set up a day where everyone in your office can donate some money to come in either dressed down or dressed up. Have some fun with it and do something seasonal for Halloween or Christmas.

Coffee morning - rally everyone together and get them baking! Everyone can bring in their bakes, and you can all enjoy an hour of fun, food and caffeine.

Office relay - don't fancy running a marathon yourself? Set up a relay team with some of your colleagues and split the distance between you.

Collections - do some random collections at work. You'd be surprised how much loose change people will have to donate. It all adds up!

Make Monday, funday!



Did you know?

Some companies can offer a **Matched giving scheme.** This means that they match the funds you raise so do ask your employer; this could help you reach your fundraising target or go beyond it.

Fundraising Ideas

West House

Schools

Own clothes day - each pupil can donate £1 to come to school in their own clothes.

Bake sale - parents, pupils and staff can all get involved by baking and selling their goods.

Fun run - it doesn't have to be far but a fun run sure can raise a lot of money!

Collections at the school gates - having collections at pick up and drop off to gather bits of loose change.

Disco - students can have a boogie and raise money doing it by paying an entry fee.

School talent show - pupils and teachers can get involved in this one and show their hidden talents.

Raffle - parents, teachers, pupils and local businesses can donate to the raffle and buy tickets to win!

Teachers vs. students - a teachers vs. students sports match or quiz is a fun way of flipping the tables and giving teachers a challenge!

Get the whole community involved!

Make your fundraising a success!

West House

STEP 1 Collecting donations or sponsorship

One of the first things you'll want to sort out is how you're going to gather sponsorship.

Donation form

A donation form is a great option if you are out and about collecting donations. It includes a handy Gift Aid option, which allows us to claim 25p for every £1 that you donate.

JustGiving

Setting up a JustGiving page is the quickest and easiest way to let people know you're raising money, allowing people from all over the world to donate to your fundraiser. Visit justgiving.com/westcumbria-care and follow the instructions to set up your own fundraising page. It is also worth setting a target amount you'd like to raise. JustGiving pages with a fundraising target raise 46% more money.

STEP 2 Shout it from the rooftops!

To ensure you can raise as much money as possible you need to promote your event as much as you can! The more people that know about it, the more donations you are likely to receive. There are lots of ways you can do this!

Social Media

Whether you share your fundraising event on your own social media pages (Facebook, Instagram, Twitter, TikTok), or set up pages, events or groups especially for fundraisers, you want to ensure you are sharing and publicising what you are doing through social media as much as you can. If you have a JustGiving page, put the link for people to donate in your profile and in your posts.

Don't forget to tag West House and add the hashtag #westhouseheroes to your social media posts. We'll share them on our profiles and help spread the word!

PR

Be your own PR guru! Drum up interest by contacting your local papers, radio stations and news channels to help spread the word in your local community.

Word of mouth

Don't be backwards in coming forwards! Tell the people that you know what you are doing - friends, family, colleagues, classmates. Your hairdresser, dentist, dog walker. The more people that know, the more the word will spread and the more likely you are to receive donations.

Keep updating people!

Make sure you are giving people regular updates on the progress of your fundraiser. Things like photos of your latest training run or cakes you've made for the bake sale. Remember to also thank all of those who have made a donation, bought a ticket or volunteered to help at your fundraiser.

STEP 3

Enjoy your event

Whatever you are doing to raise money for West House, ENJOY IT! Enjoy the process, enjoy the event, enjoy it all. You are doing an amazing thing.

Be proud!

Make your fundraising a success!

West House

STEP 4 Paying in the money you've raised

The money you've raised will help us to continue to provide care and support for adults and children with disabilities in Cumbria. To send it to us, you have a few options.

JustGiving

JustGiving is a brilliant little tool that makes donating or sponsoring really simple. All donations sent through a West House JustGiving page come directly to us, so you don't have to worry about chasing up donation money. Any money that comes through after your event is over will come straight through as well. Easy!

BACS transfer

If you've collected your money, you can pay it into your account and then transfer it straight over to us. Get in touch with us via email at fundraising@westhouse.org.uk or give us a call on 01900 67777 and we can give you all the details you need.

Post

To send your money to us via post, ensure you include your completed donation form and a cheque with the amount you've raised payable to West House. You can send this in to our Head Office at: 26 Stanley Street, Workington, Cumbria, CA14 2JD.

Safety & Legal

Fundraising can be great fun, but it's important to make sure your event is safe and legal whatever you're planning.

Raffles

Holding a raffle is a great way to drum up funds, but it's important to be aware of the legalities and whether you'll need a license for your event. You can check the latest information and advice at www.gamblingcommission.gov.uk, and talk to your community fundraiser.

Licenses

We recommend that you ask your local authority whether or not you need to obtain any special licences for your event. You can also check out events information from the Fundraising Regulator and guidance for in aid of volunteers from the Institute of Fundraising.

Keep it safe

You are responsible for your activity or event. West House is unable to accept liability for loss, damage, or personal injury to yourself or anyone else due to your event. Carry out a risk assessment before your event to ensure that everyone involved stays safe. For further information on risk assessments, please visit hse.gov.uk

Food hygiene

Whether you're selling cupcakes or putting on a spread, food safety laws will apply. Check-in with the Food Standards Agency at www.food.gov.uk for more information, just to be safe.

Collecting money

Remember - if you're planning on carrying out public street collections, you'll need a license. When you count the money, we recommend that you do so with another person present. You can check out The Institute of Fundraising for more information.

Resources

We can provide leaflets, collection buckets, posters and more. Should you require any of this collateral, please contact fundraising@westhouse.org.uk

West House

You can find a link to our logos and company information to use within your any of your communication below:

About West House

West House is Cumbria's leading care and support provider for adults and children with disabilities. Their vision is for children, young people and adults with learning and other difficulties in Cumbria to live a fulfilling life, in the way they want and with the support they choose. West House provides individual, genuine and caring support, enabling all those in their care to lead a fulfilling, happy life in a homely environment. They have three enterprises; **Grow West, The Pottery** and **Cafe West.** Each of these provides invaluable work experience and training opportunities for the young people and adults in their care as well as providing spaces within the Cumbrian community where everyone is welcome.

Thank you so much!

Downloadable resources

Download Logos

Download Donation Form

Download Fundraising Poster

West House

Thank you!

It is thanks to people like you, who are fundraising for West House, we are able to continue to provide care and support for adults and children with disabilities in Cumbria.

Find us here >> Fundraising,
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West House is the operating name of West Cumbria Care & Support a Charitable Industrial & Provident Society No. 28282R