

# Your fundraising pack

Your  
helpful  
guide



stv  
children's  
appeal

STV Appeal SCIO SC042429

# Thanks for supporting the STV Children's Appeal!

The STV Children's Appeal is all about helping young people affected by poverty in Scotland. Poverty can mean many things. For some children in Scotland it can mean going hungry, not having a bed of their own or not having warm clothes to wear in the winter.

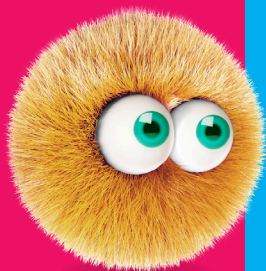
The good news is that together we can make a real difference to the lives of these children. Every pound you raise goes straight to helping them. As soon as we reach one million pounds, the Scottish Government will donate another one million pounds!

We're here to help you every step of the way and in this pack you'll find everything you need to get started. If you want to ask any questions, just get in touch with us at [stvappeal@stv.tv](mailto:stvappeal@stv.tv)

## Good luck and have fun!

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# How the STV Children's Appeal helps

It took just nine years for the STV Children's Appeal to raise £21 million.

The money raised went to 1344 projects all over Scotland, helping over 95,000 children.



## The STV Children's Appeal promises to:

- Give every penny of every pound that you donate to the children who need it most right here in Scotland.
- Give a voice to children who can't be heard.
- ▲ Support a community project in every single local authority in Scotland.
- Create chances for every child to realise their full potential.

## How your fundraising helps:

- ▲ £20 will help provide a dignified offer of food for two families for a whole week - many of the projects we support have been able to get food to thousands of families in need across Scotland.
- £200 buys beds, a washing machine or a cooker for grandparents who suddenly find themselves caring for grandchildren full time in the absence of parents. We're proud to support Kinship Care groups who support grandparents in this situation.
- £500 helps with housing, employment and life skills for young people who are either homeless, in threat of homelessness, or coming out of care. Projects we fund include counselling and support for young people who might otherwise drop out of the system.

“

**I went back to the classroom to join pupils and teachers across the country for a host of fun events and challenges and I'm already planning some brilliant activities for the year ahead. I hope you will join in and help raise money for Scotland's children.**

**Sean Batty**

”

# School Fundraising Ideas

There are lots of ways to fundraise.

Take a look at some of our ideas or let us know about any weird and wonderful things you're doing to raise money.

“

**“If, like me, you love walking why not put your best feet forward and take on the Kiltwalk in aid of the STV Children’s Appeal. You’re raising money for an amazing cause and getting fit at the same time!”**

”

**Chris Harvey  
Sports Presenter  
for STV**



## ■ Non-Uniform Day

How about a day where you ditch the blazer and set your own style agenda?

## ● Hold a Bake Sale

School dinners are great – but some home baking is even better!

## ▲ School Disco

Show off your moves and see if your teacher can cut it on the dance floor.

## ■ Talent Show

Discover who's got a hidden talent!

## ● Sports Day

On your marks, get set, go! Could you take on an Olympic challenge?

## ▲ Beat Your Teachers

Have a showdown at a game of football or in a pop quiz!

# Work Fundraising Ideas

There are lots of ways to boost your fundraising. Take a look at some of our suggested ideas, or let us know about any weird and wonderful things you're doing to raise money.



## Simple Office Fun

Favourite childhood games, dress up/dress down days or Ban the Buzzwords.



## Quiz Night

A classic way of raising money and it can be held anywhere.



## Join STV Appeal's Big Scottish Breakfast

Sit down with your colleagues, eat breakfast together and raise money for children in Scotland who need it most.



## Raffle

A great way to raise money and gain support from local businesses in your community. We can help by supplying you with a letter confirming your support.



## Cycling, Running or Walking Challenge

Inspire your colleagues to join you! Why not sign up to Kiltwalk and walk for the STV Appeal.



# Raise Money Online

It's easy to raise money by setting up your own fundraising page online.

## JustGiving

1. Go to [www.justgiving.com/STVAppeal](http://www.justgiving.com/STVAppeal)
2. Click on 'Fundraise for us.'
3. Follow the steps on the screen.
4. Give your page a personal touch!



## Sponsorship

If you want to print out a sponsorship form instead of doing it online, it's at the end of this pack.

## Gift Aid

Ask your sponsors if they'll tick the Gift Aid box on your fundraising page or sponsorship form. This means that STV Children's Appeal gets an extra 25p for every £1 donated, at no extra cost to your sponsors.



**The Big Scottish Breakfast was such a fun experience, with everyone raising money for a great cause as they tucked in to their cereal, tea and toast. A good breakfast is the best way to start the day and if you can help the STV Children's Appeal at the same time, everyone wins!**



**Raman Bhardwaj**

# How to Pay

Thanks so much for raising money for the STV Appeal.

If you've been fundraising online, we'll receive your funds directly, so there's nothing more you need to do - thank you. If you're collecting your donations you can pay in the money raised at any Royal Bank of Scotland branch. **Please do not send cash directly to the STV Appeal.**

## Pay by cheque

Please complete and return this pay in form with your cheque to: STV Children's Appeal, Pacific Quay, Glasgow, G51 1PQ  
Contact Name \_\_\_\_\_

School/Business Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

☐ I enclose a cheque made payable to 'STV Children's Appeal' for £ \_\_\_\_\_

## Pay in at any branch of Royal Bank of Scotland or visit your online banking to transfer funds.

Please use the details below to pay in your money at any branch of RBS.

**Account details:** Royal Bank of Scotland

**Account name:** STV Children's Appeal

**Account No:** 11956729

**Sort Code:** 83-06-08

Please use school/business name as reference.



If you are returning a cheque by post, please remember to send your sponsorship form to the address above so that we can claim Gift Aid.

*giftaid it*

**Thank you for your support!**

# Checklist

- Step 1** Decide on your fundraising activity.
- Step 2** Set a goal of how much you want to raise.
- Step 3** Create your online fundraising page.
- Step 4** Share the link to your fundraising page or circulate your printed form to friends, family, colleagues and classmates.
- Step 5** Get your friends, family, colleagues and classmates involved in your fundraising efforts.
- Step 6** Have a great time raising money for a good cause.
- Step 7** Return your sponsorship form and pay in the money



## Keep in Touch



[www.stv.tv/appeal](http://www.stv.tv/appeal)



[@STVAppeal](https://twitter.com/STVAppeal)



[facebook.com/AppealSTV](https://facebook.com/AppealSTV)

## Contact Us

If you have any questions please don't hesitate to get in touch with a member of the STV Children's Appeal Team.



STV Children's Appeal, Pacific Quay,  
Glasgow, G51 1PQ



0141 300 3984



[stvappeal@stv.tv](mailto:stvappeal@stv.tv)



**Thank You  
and  
Good Luck!**



# We are fundraising

■ What:

● When:

▲ Where:



stv  
children's  
appeal

# Sponsor Me

Speak up for the 1 in 4 children  
living in poverty in Scotland.  
Let's make a difference!

Your Total

£ .....

Your Name .....

Your Email .....

Name	Home address	Postcode	Total (£)	Gift Aid
Joe Bloggs	1 house, Example street	ABC 123	£5	✓
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If you pay UK tax, tick Gift Aid and the government will give us 25% on top of your donation!

*giftaid it*

You will need to have paid UK income or capital gains tax in the current tax year (not including VAT or council tax) that is at least equal to the amount that all the Charities or Community Amateur Sports Clubs that you donate to will reclaim on your donations for that tax year. The charity currently receives 25p for every £1 donated.



