



Your fundraising pack

A Helpful guide



★ Thanks for supporting the STV Children's Appeal

The STV Children's Appeal is all about helping children and families affected by poverty in Scotland.

Over 240,000 children live in poverty across Scotland, which is around 1 in 4 children. Child poverty describes the conditions in which children have little to no access to the resources they need to survive and thrive. It can take many different forms. 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. It can also mean they have fewer resources or opportunities available to them.

The good news is that together we can support children and families affected by poverty. 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



A message from Lorraine

The STV Children's Appeal just wouldn't be the same without the efforts of all our amazing fundraisers! Since we launched in 2011, hundreds of schools, communities, businesses, and everyday heroes have raised funds to help children affected by poverty in Scotland. Your incredible support has gone on to make a difference to the lives of tens of thousands of families and **we're so proud of everything we've achieved together.**

The sad reality is that there are still too many children in and around our own neighbourhoods who are going hungry or living in cold homes without proper winter clothing. Some children are suffering from isolation or not receiving the care they need to support positive mental well-being. Other children just don't get access to the opportunities they need to reach their potential. A lot of these issues have been made worse by the effects of the global pandemic and the recent cost-of-living crisis.

Whether you have fundraised in the past, or are new to the STV Children's Appeal, we are here to help you find the perfect fundraising activity. You will see a list of our upcoming events at any given time on our website, but you're always welcome to organise your own too. Whether you want

to run, cycle, swim, bake or dive, you can take part and do your bit to help the children of Scotland struggling with the effects of poverty.

Please continue your efforts for the children and families that need the support. This brilliant pack is bursting with ideas to inspire your fundraising, where you can have lots of fun or find a challenge that suits you and helps you make a huge difference. Together we can make sure no child in Scotland is left behind.

I look forward to seeing all your brilliant fundraising activities and celebrations.

Lots of love,
Lorraine



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How the STV Children's Appeal helps

Our promise

- 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 chance for every child to realise their full potential.

"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, STV



How your fundraising helps

- **£10** could pay for urgent household items like nappies
- **£20** could contribute towards gas and electric bills for a family with children
- **£30** could provide a young person struggling with their mental health a counselling session with a professional.
- **£50** could provide an emergency food package for a family struggling to make ends meet.
- **£100** could help a family to purchase clothes, bedding and other essentials for their children.
- **£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.
- **£500** helps with housing, employment and life skills for young people who are either homeless, in threat of homelessness, or coming out of care.

School fundraising Ideas

There's lots of ways to fundraise.

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

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?

Summer Fair

When you're holding your summer fair you can also have fun fundraising for the STV Children's Appeal. Bake treats that will sell like hot cakes, host raffles, have a bric-a-brac sale, or why not host a car boot sale in your school car park?

Beat Your Teachers

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

Halloween party

Halloween is a great time to raise money from fancy dress or Halloween-themed cakes, classic games such as apple bobbing or a joke a thon to be crowned the winner of the best joke, are all a good way of raising money!

"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, STV



Work fundraising Ideas

There are lots of ways to boost your fundraising. Take a look at some of our suggested ideas and let us know about any other creative ideas you and your colleagues come up with.

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

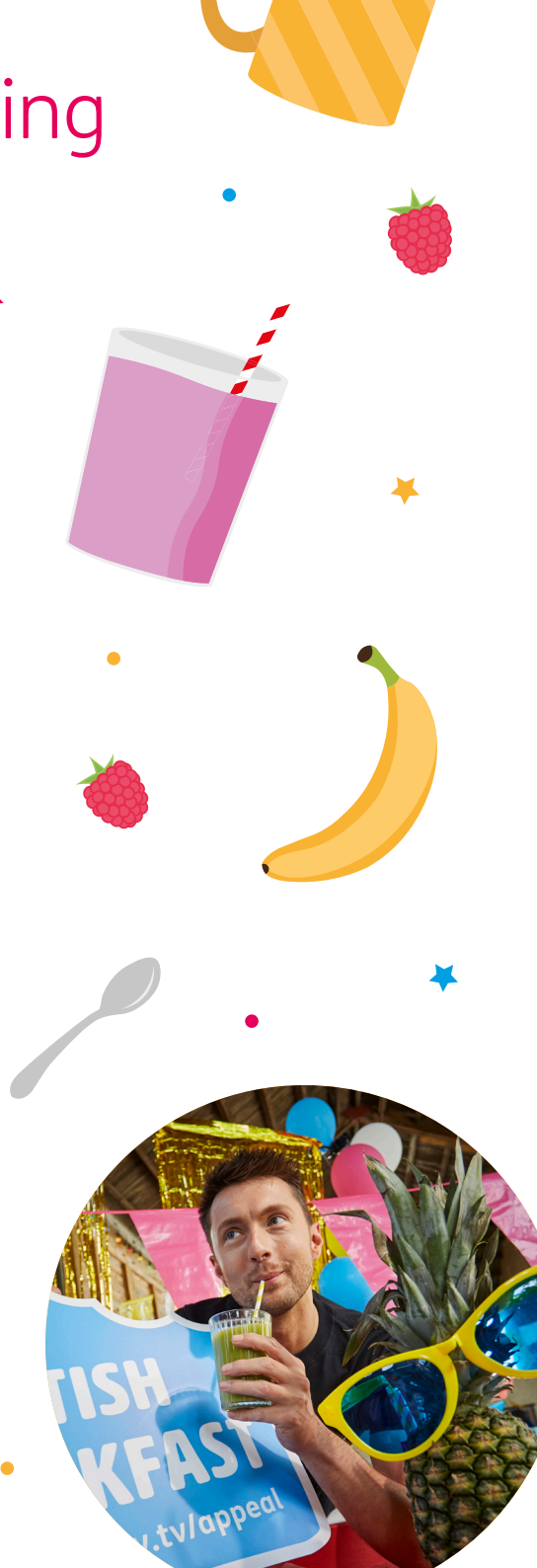
Sit down with your colleagues, eat breakfast together and raise money for children in Scotland who need it most.

Raffle

Holding a raffle is a great way to raise more money for charity at a fundraising event. You can even ask local businesses if they will donate a prize. If you are organising a raffle, please ensure you read the rules and regulations on the Gambling commission website.

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
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, STV



How to pay

Thank you for
your support!

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

Pay online or in branch

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.

Name _____

Address _____

Postcode _____

Email _____

Telephone _____

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

£ _____

Account details: Royal Bank of Scotland

Account name: STV Children's Appeal

Account No: 11956729

Sort Code: 83-06-08

Please use your school/business name as your reference

Gift Aid

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.

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Your 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 class mates 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.

Get social



@appealSTV



@stvappeal



@stvchildrensappeal



@stvchildrensappeal



stvappeal@stv.tv



stv.tv/appeal



0141 300 3858



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

Thank you
and
good luck!

We're fundraising!



What: _____



When: _____

Where: _____



Sponsor me

Speak up for the 1 in 4
children living in poverty
in Scotland.

Let's make a difference!

Your total
sponsors:

£ _____

Your Name _____

Your Email _____

| Name | Address | Postcode | Total (£) | GiftAid |
|------------|-------------------------|----------|-----------|---------|
| Joe Bloggs | 1 House, Example street | 123 ABC | £5 | X |
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |
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**If you pay UK tax, tick Gift Aid
and the government will give us
25% on top of your donation!**

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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.

