



Eddie's

FUNDRAISING GUIDE

WELCOME TO TEAM EDDIE'S





Rick volunteers at our Artworks and Befriending services. When he started work volunteering he wanted to make a difference and do some good. But after that he came along because he enjoyed it so much. He says: "Seeing peoples faces light up when they see me means a lot. A smile or hug means the world."



Lizzie graduated in 2018 from our Catering and Hospitality course that we run with St John's College and Cambridge Regional College. She says: "I learnt so much during my three years. When I started the course I had a lack of self-confidence and self-esteem. Throughout the course I made some really good friends and that, with the course, has transformed me into a confident and independent person."



Alice is a family support volunteer for Eddie's. She has been paired with a young boy who has autism and every couple of weeks she spends a few hours with him. Alice gives his mum a break and the chance to spend some quality time with her other son. She gets huge satisfaction from her role.



Marick attends our Artworks service. He says: "Since I've been coming to Artworks I've made lots of friends. We perform in our shows together and help each other. I'm much happier now."



Kodie has a befriender called Emma.

Kodie says: "I love having Emma as my befriender. We always have so much fun together and she always makes me laugh. She is like a big sister and I always feel safe as I know she will help me when I struggle with things." Emma adds: "Kodie is such an amazing friend, she adds such sparkle to the world - I've loved spending time with her and seeing her grow in confidence. I think the world of her."



Family Support volunteer Sev says: "As a volunteer, I value every minute I get to spend with the little boy I support. Seeing him happy and excited at the prospect of having some fun together motivates me to spend more time with him, and take part in activities together that brings us both out of our shells! Together we have a wild time and I'm very grateful to have been given an opportunity to be a part of his life and watch him grow!"



Shahid is a befriender, he says: "I really enjoy spending time with Usman, I think I have more fun than he does!"



Matt runs our Down's Syndrome Parent Support Group. He says: "We're so lucky to have been supported by the very many friends we've made at the group over the years. We first attended when Ada was four weeks old - she's now five. We continue to welcome and support new families. The lovely thing about the group is that everyone understands, we share our stories, our tips and advice as we watch our children grow up together."



Welcome...

Eddie's is an award-winning charity based in Cambridge. We work across Cambridgeshire to provide lifelong opportunities for people with learning disabilities to create the lifestyle they choose and be equal and active members of the community.

Everything we do is about valuing and supporting people with a learning disability, and their families and carers. Our vision is a world where people with a learning disability are valued equally, listened to and included. We want everyone to have the opportunity to achieve the things they want out of life.

Our incredible volunteers help us deliver our services that support hundreds of children, young people and adults with learning disabilities, and their families and carers, every year.

Our services;

- **Befriending service:** volunteers provide friendship and support to young people with a learning disability.
- **Family support service:** volunteers give practical support to families of children with a learning disability and to the children themselves.
- **Artworks:** sessions that provide opportunities to take part in arts and drama and also to develop friendships.
- **Catering and hospitality course:** giving young adults the skills to enter paid employment and/or further education.
- **Down's syndrome parent-led support group:** a friendly, informal group for families with young children with Down's syndrome.
- **Theatre arts workshops:** children and young people get to explore their creative talents and develop confidence.
- **Gardening project:** supported volunteering for adults at a National Trust property.
- **Hydrotherapy pool:** allowing those lacking mobility to experience beneficial physical activity opportunities.

The need for our work

Our services are a vital lifeline for the people we support, helping children and adults with a learning disability who face a wide range of issues and who have a wide range of needs. People with learning disabilities are among the most vulnerable in the country.

Young people with learning disabilities find it harder than other young people to learn, understand and communicate. They may find it hard to adapt to new situations, and it can also be a challenge to behave in a socially acceptable way.

All of these factors present themselves in some very negative ways, with many people we support reporting that prior to our involvement with them, they were experiencing very low confidence and self-esteem, a low level of social, independence and work skills.

"I've gained lots of confidence and made new friends."

Lizzie



The impact of our work

The people that we help reported that after accessing our services they no longer felt lonely or isolated. Also that they are happy, confident, have good mental or physical health, are able to make choices on their own, and have the chance to go out and do things they want to do. Many of our volunteers also report positive outcomes from their involvement, such as improved confidence, skills and work-readiness.



Changing lives forever...

When you fundraise for Eddie's you can rest assured that your money is going to change the lives of the people with learning disabilities who we help.

84p of every £1 donated to Eddie's goes directly to delivering our services and changing people's lives, the remaining 16p helps us find the next £1 and supports our essential running costs.

✓ **£10**

will allow us to recruit a new volunteer to help us deliver our services.

✓ **£20**

could support a volunteer to take their befriender tenpin bowling, to the cinema, out for a meal or to enjoy a football match.

✓ **£31**

will kit out one of Catering and Hospitality students with a uniform.

✓ **£31**

will enable us to train a new volunteer, equipping them with all the skills they need to support someone with learning disabilities.

✓ **£34**

a year is spent on each volunteer to retain them – this goes towards social activities, a Christmas card, and a certificate in Volunteers Week.

✓ **£48**

will buy a new wheelbarrow, spade and trowel for our gardening group.

✓ **£58**

would buy a hoist sling for use in our hydrotherapy pool.

✓ **£150**

would buy ten canvasses for our Artworks group to create an art exhibition.

Our family support service and befriending schemes have been running for many years but are heavily reliant on fundraising. We always have families on our waiting lists. The more funding we get in, the more we can continue to grow the services and help more families.



The key to **successful fundraising?** It must be fun for you!

So whether you want to run a marathon, hold a bake sale, jump out of a plane or organise a collection, the fundraising team at Eddie's is here to support you all the way, with fundraising ideas, marketing materials and PR. Have a look at our A-Z of fundraising ideas (pages 10-11) for inspiration and check out our fundraising tips.



Susan regularly uses our hydrotherapy pool and has volunteered for us. On her Silver wedding anniversary, rather than accepting gifts from family and friends, they asked for donations to Eddie's. They raised £160!



Nic volunteered with Eddie's as a befriender of a young person with autism. To help support Eddie's she decided to run the Cambridge half marathon raising vital funds towards our services.

Get in touch with our fundraising team
on fundraising@eddies.org.uk or 01223 883140 to talk about how we can support you.

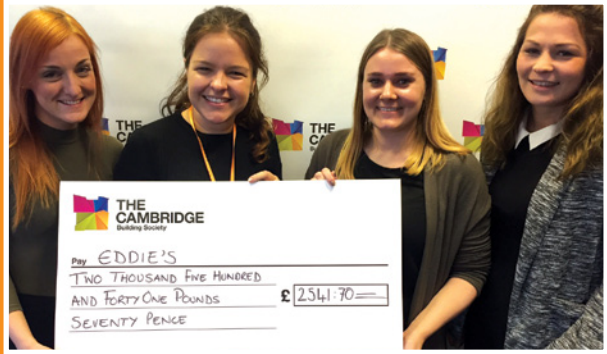
As a business working with a charity is a win-win...

Staff morale rises leading to higher engagement, your brand is seen to care, and fundraising activities, that we can support, will enable your teams to bond.

If you choose to partner up with Eddie's we'll support you with fundraising ideas. We can come in and talk to staff, jiggle a fundraising pot, man a cake stall, provide places on sporting events, and offer opportunities for staff to come and help out at our services. Have a look at our A-Z of fundraising ideas at the back of this pack for inspiration!

We'll also promote your activity through our social media channels, engage with the local media to secure you press coverage, tell our supporters about you, provide you with a partnership manager, and support any events you organise. We will help you to fulfil your corporate social responsibility objectives.

Contact our fundraising team on
fundraising@eddies.org.uk
 01223 883140



For three months, Eddie's benefitted from being the charity partner of The Cambridge Building Society. For that time all branches had Eddie's merchandise on display, and team leaders ran a series of events to raise money. A brilliant total of £2,541.70 was raised.



A team from Qualcomm came together, for a corporate volunteering day, to paint the chill out zone at the new home for Eddie's Artworks service in Milton. They helped to give all who access the facility a bright and vibrant place to spend time.



Holiday Inn, Impington, staff and Spirit Health Club members, swam three miles, ran thirty, and cycled three hundred miles to raise funds towards a new hoist chair for our hydrotherapy pool. The challenging event was part of an ongoing relationship supporting Eddie's.

Our top tips...



- **Decide on your idea.** Make sure it's something you'll enjoy. Check out our A-Z of fundraising ideas for inspiration (page 10-11).
- **Confirm a location, time, date** (if required).
- **Set your target!** This will really motivate you and engage your supporters. Keep it realistic though, so as not to put too much pressure on yourself. Make sure you're comfortable with what you set.
- **Let Eddie's know what you're doing!** Our fundraising team is here to support you with PR, marketing materials and, if you need, ideas. Contact us on fundraising@eddies.org.uk or 01223 883140.
- **Create a plan.** Put a timeline together of what needs doing and when. So who do you need to speak to about what you're doing? When do you need to contact friends and family? Do you need to make any payments to anyone?
- **Set up a personal fundraising page.** Add your story. Tell people why you're supporting Eddie's, and add photos to engage people.
- **Share your efforts through your social media.** Make sure you tag Eddie's into your posts so we can share them.
- **Keep your friends and family posted with what you're up to and your progress.** Make sure you share the reason you're supporting Eddie's so that they understand why it's so important to you.
- **Make sure people tick the Gift Aid box when they donate.** It means the government will add an extra 25% to their donation. It can make a huge difference to us.

"The lovely thing about our group is that everyone understands."

Matt, Down's syndrome support group



Our A-Z of ideas...

A

Auction of promises: Try to get people to donate a gift, the promise of their time or use of their belongings.

Aerobics: If you enjoy keeping fit, why not get people to sponsor you over a certain time.

Abseil: Get that adrenalin racing with an abseil.

Afternoon tea: Organise a fundraising afternoon tea for colleagues or friends.

B

Birthday: Is it a big birthday? Why not ask friends and family to donate to Eddie's rather than receiving presents.

Barbecue: Hold a charity barbecue and charge people to come.

Book sale: Dig out all those old books and have a book sale at home or at work.

Baked bean bath: Get sponsored to spend an hour in a bath of beans!

C

Cakes: Who doesn't love cake?! Bake away and sell to colleagues, family and friends.

Coffee morning: Get all friends together and have a coffee morning.

Car wash: Ask everyone in your street or office if you can wash their car for a fee.



D

Disco: Organise a disco or 70's night - with fancy dress!

Dress down day: Ideal if you work in an office environment where your colleagues might be keen for an opportunity to work in jeans.

E

Event: Organise an event – a show, party, quiz to raise funds.

F

Football tournament: Get teams to play against each other or have a go at beating the goalie.

G

Golf tournament: Organise a charity golf day.

Garden party: Plant sales and open gardens are a great way to raise funds.

Games night: Twister, Jenga, Team Trivial Pursuit. Pay to enter.

H

Head shave: A popular fundraising event sure to pull in the £££.

Hike: Set yourself a challenge or take part in an organised event.

I

It's a Knockout: A brilliant corporate fundraising challenge.

J

Jumble sale: People love a good rummage and it's always a good fundraiser.

K

Karaoke night: Ask a local pub to host a Karaoke night for you and charge people to take part.



L

Lunchtime quiz: Stimulate the mind before heading back for the afternoon slog. Get together teams and charge to take part.

M

Marathon events: Running, cycling, dancing, yoga – it could be anything but will definitely get people donating!

N

Night in: Stay in on a Saturday night and donate the money you save to Eddie's.

Neighbours: Offer to wash their windows, mow the lawn or throw a street party (if it's big and in the street, do get council authorisation). Charge admission.

O

Open day: If you have a colourful garden, let all those garden lovers come and admire, for a charge.

P

Pancake Day: Get flipping for a donation.

Pound day: Ask your colleagues to each bring a pound into work in aid of the charity.

Q

Quiz nights: Are always a favourite whether it is at home at work, in a club or in your local. Charge people to take part. Great for team bonding too.

R

Raffle: Get some raffle tickets and persuade your friends and colleagues to donate prizes.

Run: There are tons of charity runs around. Speak to us and we'll help you find the right one for you.

S

Sponsored events: Bike ride, walk, silence, swim, skydive, slim, head shave.

T

Treasure hunt: A challenge event for people, and a fun way to raise big money.

U

Unwanted and unused gifts: Ask friends, family and colleagues: use for prizes or car boot sale.

V

Valet service: Offer to clean cars inside and out for all your family, friends and colleagues.

W

Walk: Set yourself a challenge or take part in an organised event.

Wedding: Ask friends and family to donate to Eddie's rather than receiving presents.

Walkies: Dog walking for donations.

X

X-Factor: Arrange your own talent contest, or arrange a sweepstake for one on TV!

Y

Yoga evening: Get flexible with your friends and raise money for Eddie's.

Z

Zumba: Get those feet moving for a sponsored Zumba-thon!





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