RUN FOR REFUGEES
Fundraising Pack
Thank you so much for joining Team Children on the Edge as one of our Run for Refugees runners.

You're part of our brilliant team of runners, all taking on the challenge to raise money for our work with refugee children around the world.

You might be taking on a race for the first time, running 10 miles or be a seasoned athlete. Whatever your running experience is, we're thankful you're putting a 'why?' before your 'what time?', and choosing to run for refugees.

£100 can help provide for one school day for 100 refugee children in our tent schools for Syrian refugee children in Lebanon.

How much can you raise?

If you've got a charity place with us at an upcoming event, we’ll be supporting you to reach an specific fundraising target.

If you have your own place at a race or event and have chosen to raise money for us, then we’d love you to raise as much as you feel you’d like to. We’ll be offering support at each step.

Once you’ve decided on your target, you’ll find people love to back your ambition - so share with friends what you’re hoping for, and explain how their money will be helping.

Who could sponsor you or fundraise with you?

Think about all the people you know, from different parts of your life. Each one could be a potential supporter. Chat to family, old school friends, colleagues, neighbours and people you know at clubs, or your local pub.

Some supporters may even want to help you organise a fundraising event, be happy to share your fundraising on social media, or come along and support you on the day.

Children on the Edge focus on children living in barren and dangerous places, overlooked by their governments, larger organisations and the media.

They are forgotten, but not by us. You’re helping us to create safe and child friendly environments, and helping to restore the ingredients of a full childhood.

On the Bangladesh - Myanmar border, in the largest refugee camp in the world, we are providing education in a safe space for over 8,000 Rohingya children who have fled from military attack.

In Lebanon we provide education for over 500 Syrian refugee children in four tent schools in the Bekka Valley, and a Community Centre in Beirut. We use Syrian teachers who are trained from within the refugee camps.

In Kachin State, Myanmar we provide Early Childhood Development to 1440 children who are displaced by conflict and living in hard to reach refugee settlements near the borders.

You are supporting a small organisation making a big impact through innovative and effective programmes. You can learn more about all our work in these countries and others at www.childrenontheedge.org.
Making a difference

£750 can provide teacher training in a school for a term; training teachers from within the refugee community to teach in a tent school in Lebanon.

£100 can help provide for one school day for 100 Syrian refugee children in a tented school in a camp in Lebanon.

£75 can help employ a teacher in a camp school in Bangladesh for three months. This provides quality teaching from a local Rohingya teacher, who also benefit from an income and training.

£25 can provide one refugee child in Lebanon with all the books and pencils they need for a year in school.

£5 can provide exercise books and text books for five Rohingya refugee children in a Bangladesh camp for a year.

£10 could help pay for a warm coat and woolly hat for an internally displaced child in Kachin State, Myanmar, enduring freezing temperatures in the mountains.

TOP TIP...When you share an online fundraising page, ask friends to think about a specific amount, writing something like: “Could you help by donating £25, which can provide one refugee child in Lebanon with all the books and pencils they need for a year in school?“.
Fundraising made easy

Fundraise online

Forget those old-fashioned sponsorship forms and get online with a JustGiving page. It's easy to share with friends and family on e-mail and social media, so you'll reach more people and raise more money. Using JustGiving also makes collecting Gift Aid easy as well.

Top tips to set up a great page

• Fundraisers who add a personal photo always raise more money
• Set up your page as soon as possible, pages set up more than 3 months before your event raise on average £300 more
• Personalise the information sections with details from this pack - it all helps build a picture for your supporters

Timing is everything

Be prepared to share your page through e-mails and on Twitter, Instagram and Facebook. Don’t forget to include photos and post regularly. Most people only catch 10% of what you post, so think about sharing it every week while you train.

Remember payday! Posts shared on the last weekend of the month can catch people feeling generous just after payday.

Keep people involved

Find creative ways to help people follow your training and fundraising.

Sweepstakes and Guess your time

Ask people to comment on your Facebook, or donate and guess what your finishing time will be. Offer a prize for the closest answer.

Put out collection tins

Think of places where people know you, and ask if they will put out a collection tin for a few months.

Share a training blog

Sharing photos and short videos can keep people engaged - everyone is inspired to see someone go through the pain barrier, or out running the rain! One fundraiser filmed brief thank you’s for friends when they donated - and tagged them when he shared the films. Telling your story will keep people entertained and inspired to keep cheering you on.

Donate a dare

Let friends dare you as you train - you might run in a tutu for £50, or sprint to a friend’s to mow their lawn for £20, or tackle that steep hill twice for £10. No pain no gain!

Plan an event or two

For some friends, you can unlock their generosity by involving them in the fun. Throw an event, or even better ask friends or family to throw one with you.

Get the BBQ out

Cook up some delicious food and make a small charge for your friends to come along.

Bake offs and Pizza Fridays

Whatever works with your friends or colleagues, find an easy way to get people donating one or two pounds for a easy-to-plan bake sale, or takeaway lunch.

Take over the curry house

Who doesn't love a curry on a Friday night? Persuade your local to give you a deal on a fixed price menu and sell tickets to all your friends. Raffle off a round of beers or a bottle of wine to add to your fundraising total.

Britain’s got Talent

Use your friends’ talents - if friends are playing a gig or taking part in a play, ask if you can use their event to fundraise for your run.
Make a plan

When you start planning it’s easy to see how it all adds up, and your target won’t seem so far away. Here’s some ideas of how you could increase the amount you raise:

4 months to go - £100

Set up your online giving page on Just Giving. Write a list of 20 people you can write to and ask them to donate £5. Keep sharing the page every week.

3 months to go - £50

As you train, share your training sessions and photos and ask people to donate £5 on a payday weekend.

2 months to go - £50

Organise a curry night for 10 people, or have a takeaway evening at home, add on £5 to your costs for everyone who comes and collect donations on the evening as well.

1 month to go - £50

Organise a dress down donation day at work, or a bring in cakes or pizzas.

Weekend before - £50

Hold a BBQ for neighbours and friends, and ask them to donate for their burgers and beers. Everyone loves a good get together, it won’t even feel like fundraising.

Raise more cash for free

Matched funding

Ask at work if your company offers any matched funding schemes, most do and will match your fundraising up to a certain amount. Contact your HR department to find out how your company could help you double your fundraising.
Keeping it safe and legal

It is important that you ensure that any activity you organise to fundraise in support of Children the Edge is legal and safe for you and the public taking part. Here is some basic advice, but please get in touch with our fundraising team on 01243 538530 or at fundraising@childrenontheedge.org if you need any help or advice.

Raffle and Lotteries

Small raffles held as part of a larger event are acceptable as long as ticket sales and the announcing of results take place during the event and on the same day and there are no cash prizes.

Larger raffles (for example when you sell tickets over a number of days or weeks) have complex regulations, so please get in touch if you would like to hold a raffle.

Collections

Do not collect money door to door - this is illegal without a license from both the charity and your local authority.

If you would like to collect money in a public space (in the town centre for example) get in touch with Children on the Edge first for advice as we can help you apply for a collection license.

Licences

All of the following activities will require obtaining a license so please get in touch in touch first for advice; the sale of alcohol, selling food and drink to the public, copyright and royalties for drama, films or music, collecting money in a public place or selling goods in a public place. Be aware it can take several months to apply for the right licenses so please plan well ahead.

Get the right permissions

Get parental permission if children are helping you with your event.

If your event is on private land or in private property, including shops, get permission from the owner or manager.

People collecting on your behalf must be over 16 years of age.

Health and Safety

If planning an event in a public space ensure that the space is also covered for public liability insurance. For more advice or for a check list to help with planning health and safety for your event get in touch.
Collecting and Paying in money

Collecting money

Use a Just Giving online page, this means the sponsorship money will be donated directly to Children on the Edge. It’s also an easy way for people to Gift Aid their sponsorship money too (see right).

If you would like to use a paper sponsorship form, email fundraising@childrenontheedge.org and we can send you a copy. Or you can download a Sponsorship Form from our website.

If you can, start your sponsorship form or your online giving with your highest donations. People will see how much people have already donated and use that as guide!

Gift Aid

Children on the Edge can claim back tax on some donations at no extra cost to the donor. We can collect an extra 25p for every £1 donated. This could mean an extra £100 when you raise £400, which makes a huge difference to your fundraising. Here’s how it works:

• ensure that all sponsors who are UK taxpayers tick the Gift Aid column next to their name on the sponsorship form (or when they donate online)
• make sure they write down their full name & home address (including the post code)
• when you collect the money, fill in the ‘amount given’ and ‘date given’ boxes to confirm the amount has been received
• send the sponsorship forms to Children on the Edge and we will claim the Gift Aid

Download our Gift Aid form online

When can Gift Aid not be claimed?

• When the donor receives something in return i.e. goods from a stall or raffle tickets
• On donations made by you, the participant
• On company donations
• When the donor has not written out their details themselves. Do not fill in the form on their behalf

After the event

After your fundraising you can pay in any cash or cheques collected from your fundraising that you haven't already paid onto your online fundraising page.

Pay your donation using a bank transfer

You can bank your donations using the following details:
Account: Children on the Edge
Sort Code: 20-20-65
A/C: 93808149
Bank: Barclays, East Street, PO19 1HR
Please use reference: RFR + YOUR NAME

Send in a cheque

You can also send in a cheque or cheques, making sure they are made payable to Children on the Edge and send with a covering note that includes: RUN FOR REFUGEES + YOUR NAME

Cash

Please do not send cash in the post or bring in cash to the Children on the Edge office. If you would prefer not to donate cash via a personal cheque or onto your online page, please ask us to send you a paying in slip so you can pay in the cash at your local Barclays bank.
Thank you so much for joining Team Children on the Edge. You're helping make such a difference to the lives of vulnerable children across the world.

All your fundraising and training is also helping to raise awareness of our work with new people. As a small charity, the majority of people hear about us through word of mouth - from people just like you. We really appreciate you sharing about our work.

You can keep up to date with all that is being achieved through our projects via the news stories on our website. To get all the news delivered straight to your inbox each month, just sign up to receive our newsletter.

You can also join in the chat on or Twitter, Facebook or Instagram. We would love to see your photos, posts or tweets.

Tweet us at @cote_uk or tag us on Facebook @coteuk and Instagram @childrenontheedge and use the hashtag #runforrefugees.

You can download our Gift Aid form and Sponsorship Form online or by emailing fundraising@childrenontheedge.org for a copy.

For any more help or just to stay in touch, give us a call on 01243 538530 or email us at: fundraising@childrenontheedge.org. We’d love to hear from you.

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