

livability
Choices for disabled people



Loving Life

All you need to raise money for Livability



“We wanted some extra cash to brighten up York House so we took to our bikes. Eight riders, including staff, friends and family members, completed a 68-mile sponsored ride in the pouring Yorkshire rain. Everyone was absolutely soaked and very tired by the end, but extremely proud of such a huge personal achievement. We’ve raised £1,600 so far, and with the residents, have refurbished several rooms. The residents bid for furniture on eBay, chose the colour schemes and helped with DIY. We are so proud of what we have achieved.”

Staff member Emma Denny, who organised the event and completed the 68 miles



York House's sponsored bike ride means new-look living areas for the residents

Welcome to **Loving** life

Nothing beats the feel-good factor of transforming someone's life. Thousands of disabled people and their families need our support each year, so when you fundraise, volunteer or campaign with us, your efforts will count.

Organising a fundraising event for Livability doesn't have to be complicated or involve large teams of people. Your time is one of the most valuable gifts you can give. In this booklet, you'll find lots of simple ideas and suggestions that you can put into practice by yourself.

You'll also get the full support of a dedicated contact in our fundraising team, a supporter magazine and our regular e-newsletter.

So whether you decide on a sponsored skydive, a fabulous fashion show or a quiet crossword challenge, I want to thank you for supporting Livability. You can be sure that any money you raise will help disabled people to get more out of life because Livability is about creating choices for disabled people, rather than making choices for them.

Visit our website **www.livability.org.uk** to find out more.

Many thanks

John Chamberlain

Director of fundraising and marketing, Livability

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When David Dixon, 57, ran the Royal Parks Foundation half-marathon with his family and raised £2,500 for Livability, he knew firsthand that the money would be well-spent. David was treated at Livability's Icanho brain injury centre in Stowmarket after he fell and hit his head at his daughter's wedding in 2005. Initially, David could do nothing for himself and had little concentration. The treatment and rehabilitation he received over two years helped him to make a good recovery. He has supported Icanho ever since by raising money and volunteering at the centre.



Sell tickets to the stars for a Hollywood-themed party

Loving life: ideas 4 u

Whether you're a student or a grandparent, live in the town or the country, like adrenaline sports or prefer knitting, there's a fundraising idea below to suit you and your friends. Read on for inspiration ...

Outdoors

Garden party, picnic in the park, sponsored walk, treasure hunt, tug-of-war

Party time

Christmas, fancy dress, Hallowe'en, New Year ball, murder mystery night, Eurovision song contest night, cheese and wine party, dance/disco, Hollywood night, World Cup football – any excuse for a party!

Community

Summer fête, book sale, car boot sale, jumble sale, harvest festival, Livability collection, coffee morning, pub quiz night, horseracing night, car wash, raffle

At school

Fashion show, sports day, disco, jumble sale, harvest festival, concert, pantomime, play, non-uniform "mufti" day, fun run, sponsored silence, talent show

Get fit

Bike ride, trek, run, marathon, triathlon, swimathon

Big adventure

Parachute jump, mountain climb, deep-sea dive, learn to dance, beat a world record

At college or university

Comedy evening, Livability collection, darts competition, themed party, speed dating, battle of the bands, makeover night

Creative

Cake sale, toy-making sale, music concert, paint portraits, make a comic or magazine, clothes swap "swishing" party, short-film competition, photo-caption competition

Sport

Five-a-side football tournament, netball tournament, golf tournament, yacht or boat race, darts competition, dragon boat racing, tennis competition

Loving life: **three of the best**

You don't have to reinvent the wheel – these three fundraising events are perennially popular and always raise money. Here's a heads-up on how to start:

Coffee morning

Where?

Home, church/village hall, school, local café or workplace

When?

Choose a convenient time and make sure everybody knows

Who?

Family, neighbours, friends, work colleagues, school parent groups, gym members or the general public

How?

Ask family, friends and neighbours to help you serve drinks and clear up afterwards. Make a display of leaflets and posters about Livability's work (see px), or show a Livability short film from our website

www.livability.org.uk on a laptop

Raising funds

Charge an entry fee, charge per cup, sell cakes, run a quiz or competition, hold a raffle, tombola or bring-and-buy sale on the day

Refreshments

Ask your local supermarkets, bakers and cafés for donations of tea, coffee and cakes to keep costs down

Quiz night

Where?

Local pub, village or school hall, student union or golf club

When?

Try not to compete with an existing quiz or major sporting event

Who?

Friends, family, neighbours, work colleagues, pub regulars, gym members or golf club members

Raising funds

Charge an entry fee per team, per individual or for every wrong answer. Hold a raffle, tombola or bring-and-buy sale on the night

Refreshments

Ask your venue if they would provide food free or at reduced price, for a good cause

Fête

Where?

Local school, church, gym, golf club or sports centre

When?

Set a date well in advance - you will need several months to organise. If you are running a stand at someone else's fête, you only need a couple of weeks

Who?

Invite local businesses, farmers, bookshop owners, and family and friends to set up stalls. You could even ask a local celebrity to open the event

How?

Set up an organising committee and share out tasks. Will you need equipment? Can you borrow it from a local school or hall? What refreshments will you provide?

Raising funds

Charge each stallholder a fee or take a percentage of their takings. Charge a small entrance fee, hold a tombola, treasure hunt, name the bear competition, face painting, lucky dip, "guess the weight of the cake" competition

Ready to plan in more detail?

- **Easy does it:** see p8 for tips on running a smooth event
- **Get your event seen and heard:** see p9
- **Make sure your event is legal and safe:** see p12

Did you know?

Six out of ten disabled people live below the poverty line

Who could resist? Pile 'em high at your Livability coffee morning





Anvil House residents enjoying afternoon tea

“It was really good fun running a charity lunch with my church friends and work colleagues. I’m delighted it meant our residents could have such a great time away.”

Sue Quinney works at Anvil House, one of our residential centres in Essex. Sue and other Anvil staff organised a charity lunch at Sue’s church, and raised £300 towards Anvil’s summer holiday

Loving life: **easy win with eBay**

Everyone has stuff they want to get rid of – and someone out there will pay for it! eBay for Charity allows you to turn your unwanted stuff into cash for Livability. You can give 10% or 100% of the proceeds to Livability.

It’s easy to do with our three-step guide:

1 List the item

- Go to www.ebay.co.uk and click the sell tab
- Select the “advanced sell” form to create a listing
- Look out for the charity ribbon and the box “donate a percentage to charity”
- Select Livability from the list and choose 100% donation

2 Review the listing

- Once the listing is created, your charity logo and mission statement will automatically appear in the listing
- If you don’t have an eBay seller account, you will be prompted to create one

3 The bidding begins

- The listing is now live on eBay and the bidding starts!
- The listing will appear with your logo, mission and charity ribbon

Essential selling tips

The title is vital: If people can’t find your listing, they can’t buy it. Make sure your title is descriptive and contains as many relevant key words as possible

The category counts: Buyers use categories to browse and find items. So put your item in the right category

A good description: This is where you seal the deal. Make sure your description is accurate. If there is a story behind the item, tell the buyer

Picture this: Clear and crisp images will help to encourage bids

The price is right: Be realistic, research your item and look at other listings. Starting the price as low as possible helps get the auction going

Postage: Be sure to include postage (UK and international if necessary) to cover your costs

Preparing for payments: Provide as many options as possible for the buyer and remember, Paypal is the most popular payment method on eBay

The final stage: Wrap, wrap and wrap again to avoid any losses. You can include a Livability newsletter or leaflet with the item. Ask our events team for these (see p15)



Loving life: nice work

Why not inspire your colleagues to give to Livability with a work-related event, for a day less ordinary? And don't forget to ask your employer if they have a matched-giving scheme so you can watch your money double with no extra effort. Here are some fun ways to fundraise at work ...



One of our dragon boat teams, RBS Cardiff, who raised nearly £3,000

Sweepstakes: Run a sweepstake on the Grand National, World Cup, Six Nations, X-Factor, Strictly Come Dancing, or even the name, sex and weight of a colleague's baby! Donate half the winnings to Livability

Lunchtime car wash: Gather a team to wash cars in the office car park. Charge a fee per car

Guess who?: Ask everyone to bring in baby photos of themselves and ask people to pay to identify their colleagues. The person with the most correct answers wins

Name the bear: Order a Livability bear (see p9) and charge people to submit suggested names. The winner, drawn from a hat, keeps the bear.

Raffle a day's holiday:

Persuade the HR department to give away an extra day's holiday as a prize. Sell as many raffle tickets as possible and the lucky winner will have an extra day off work

Honesty boxes: Order Livability collection boxes (see p9). Ask people to donate money for any personal photocopying, phone calls, swearing or even cigarette breaks

Collection boxes: Place collection boxes in your office reception area all year around

Sponsored leg or chest wax:

Find a popular victim and use www.justgiving.com to set up a fundraising webpage. Email your colleagues and collect donations from spectators

Christmas party: Use your Christmas party to fundraise for Livability. You could ask permission to charge a small entrance fee or hold a raffle/auction on the night

Cake day: Bake cakes and take them into the office. Sell them during lunch or coffee breaks to your colleagues



“Our walk across Dartmoor from Princetown to Plymouth covered 17 miles. Although it rained for a large part of the walk, it wasn't enough to put the team off. The prize for the longest distance covered goes to Daisy the dog, who zigzagged all the way! Although we had a few aching muscles by the end, there was a great sense of achievement, both from completing the walk and knowing the difference the £250 raised will make to people who use our Lifestyle Choices service.”

Joe Canning works at Lifestyle Choices Plymouth, a Livability service which supports disabled people to have an active community life. Not content with this walk, the staff team are planning a second, this time with some of their clients



Organise a golfing day for your sporting friends

Loving life: **easy does it**



Taking up archery with Livability's Lifestyle Choices has turned Hugo's life around after an attack left him with brain injury

Think ahead so your event goes smoothly

What?

Whatever you choose, keep it simple and achievable. Do you know of an event already happening that you could join in with and raise money for Livability? Or do you want to set one up from scratch?

- Set a realistic fundraising target
- Set a budget and stick to it
- Make sure you can cover the costs and still raise money for Livability

Who?

Think about the people you are going to invite

- How many people are you expecting?
- Will you know them all, or are you opening the event to the public?
- How much do they already know about Livability and your local service?

When?

The timing of your event is crucial

- Give yourself enough time to plan thoroughly
- Consider the weather if your event is outdoors
- Be aware of key dates such as bank holidays and local events
- Don't clash with an established event

Where?

When you choose and book your venue, consider:

- Is it the right size?
- Can people get there by public transport? Are there parking facilities?

- Does it have wheelchair access?
- Will you need to supply equipment?
- Are there catering facilities?
- Will you need any special permissions or licences?
- Remember to tell the venue you are raising money for charity. Try to get as many free services as possible

How?

Draw up a plan of who is going to do what, by when

- How will you let people know about your event?
- Will you need extra help on the day?
- Think about other ways to fundraise on the day, such as selling drinks and homemade goods or running a competition
- Contact Livability for support and resources

Why?

Take every opportunity to tell people why you are raising money for Livability. Remember you are helping disabled people to lead fulfilling, independent lives, and to maximise their potential. Your enthusiasm will catch on. And don't forget to have fun and enjoy yourself!

Check it out: see p13 for our detailed checklist

Loving life: get the word out

Don't be shy – tell the world what you're doing! Read on for how to promote your event...



Providing a service user with an electronic talker can transform their communication

How to write a great press release

- See our template press release (p10)
- Journalists receive hundreds of releases every day so yours needs to stand out. Use a catchy title for your release and grab attention in the first paragraph
- Provide all the details: what, when, where, who, how, why?
- If you have a special, personal reason for raising money for Livability, make this clear
- Provide as much factual information as you can, but don't try to write the story yourself. Leave the headlines to the journalists
- Keep it to one side of one page, or one screen if an email
- Provide contact details so the journalist can follow up the story
- Double-check these details are correct, and make sure your press contact is always available. If a journalist can't reach your contact, your story is unlikely to get into the paper
- Do send your press release to Livability's Press and PR manager for tips and approval. Call 020 7452 2084 or email press@livability.org.uk
- Use the Livability logo for your release. Contact us for a copy – see right

Let us help

Livability's events team can supply you with t-shirts, balloons, sponsorship forms, collecting boxes, posters and banners, Livability teddy bears (small charge) and giveaway booklets. You can ring the team on 020 7452 2115 or email events@livability.org.uk. Don't forget to tell us how your event goes.

Did you know?

One in four UK households has a disabled family member



"I want to see disabled people enjoying the best possible quality of life. The sensory room we fundraised for is inspiring and comforting for the residents. In fact, I want one in my lounge!"

Geoff Salmon worked with local groups to raise £11,500 for a sensory room at Kenway Court, our Southend service for people with profound physical disabilities

For immediate release

TITLE

[Keep your title short, no more than a sentence, and make sure that the title explains what the release is about, highlighting the local angle. Here is an example:]

Take part in Livability's Charity Golf Day in Southend this summer

BODY ie important information

[Insert details of your event, where and when it is taking place and what you hope to achieve. Also tell people how they can support you ie buy tickets, make a donation or simply attend your event on the day]

QUOTE

[Insert your name], event organiser, said: "[insert a short quote, no more than a couple of sentences explaining why you are organising the event and why it is so important to you]."

END

For more information on this release, contact **[insert your name and a contact email and phone number so that journalists can get back to you if they want more information about your release/event]**

Notes to Editor

- Livability is the largest Christian disability charity in the UK. We work with adults, young people and children with physical and learning disabilities, helping them to lead full, independent lives and maximise their own potential.
- Livability is a specialist provider of innovative services, which aim to support and empower disabled and disadvantaged people throughout their lives. These include residential care, educational facilities, holiday accommodation, brain injury rehabilitation and care within the community.
- Through our Community Mission team we also work with churches, providing advice and support to help them make a difference in their communities.
- We actively campaign for change, giving people living with disabilities choice, opportunity and control.
- For more information visit www.livability.org.uk.

Use this template to create a professional press release for your local media. Please contact our events team for the Livability logo – see p15

How to use your press release

- Send a release before your event to announce it
- Send your release to local and regional newspapers, magazines, radio and television stations and don't forget internet publications (such as your local BBC news website)
- Find out the press deadline for your local paper/magazine ie when it goes to print. Your press release should be sent well before deadline
- Many regional newspapers are weekly publications so make sure you inform them of your event at least two weeks in advance
- It's always best to send your press release via email or standard mail (most journalists will prefer an email version) and follow up with a call. Or ring the publication's news desk, tell a reporter about your event and then send them a press release. This means you know they will receive it

- Shorter is better
- Take your camera and video camera to the event
- Send a follow-up "success" version after the event
- Include clear, sharp-focus photos if you can. Email the photo with the story; don't embed the photo in the text because it cannot be reprinted in this format

Make a big noise

- Make flyers and posters. Display them around your neighbourhood eg in the library, doctors' and dentists' surgeries, and newsagents' windows
- Advertise in the local paper, parish magazine or radio station
- Spread the news by word of mouth through friends and groups
- Email all your contacts
- Set up a Facebook page for your event and invite friends
- Send personal invitations to local dignitaries and celebrities
- Tell our events team



“Hatching chickens in an incubator proved to be a very special event for residents and staff at Treetops. Our Friends group raised the funds for the project, and we had 12 eggs to hatch. Our residents got very involved, helping to turn the eggs and later, feeding and holding the baby chicks. It was a fantastic experience for everyone.”

Treetops staff member Jo Garner

Hatching and caring for chicks was hugely popular with Treetops residents, funded by Treetops friends



“I’m absolutely loving working at Victoria Education Centre and Sports College (VEC). When my mum insisted I had a haircut before receiving an award at Buckingham Palace, I thought I might as well do it for charity! Some of the kids had a go cutting it, and it even made it into the local press.”

Student Justin Williams, 17, who worked on placement at VEC. His sponsored haircut raised £400



Fundraising for Livability means you are helping to provide the best care possible

Loving life: keep it safe

We are delighted that you are raising money for Livability. Please be aware that you are responsible for your event; Livability cannot take responsibility or be liable. Please consider these tips to stay legal and safe. If in doubt, check it out.

Collections

The minimum age for collecting money is 18 years in London and 16 years elsewhere. To collect on private property, which includes shopping centres, supermarkets and pubs, you need the permission of the owner or landlord. To collect in the street, you need to apply to your local authority for a special licence. Any person organising a public collection without the proper authorisation is in breach of the law and may be prosecuted. Public collections must not be used to collect sponsorship for events.

Raffles and lotteries

Check the law at www.gamblingcommission.gov.uk. Before printing any materials, please consult Livability’s events team to be sure you have all legally required information.

Insurance

Find out if your event requires insurance: this is likely for concerts, balls, fêtes and shows.

Police

If you are expecting 75-100 people or more, we recommend you inform the police.

First aid

Contact St Johns Ambulance at www.sja.org.uk or the Red Cross at www.redcrossuk.org about their first aid services for events. Make sure you have adequate cover for the number of people at your event.

Food

Make sure any food you serve complies with food hygiene regulations. Ask your local environmental health services department, or check www.food.gov.uk

Licences

Your venue may need a licence for live entertainment or to serve alcohol. Please check with your local authority first.

Did you know?

A disabled 18-year-old is less than half as likely to enter higher education as a non-disabled person



Friends groups do it together

Loving life: friends for life

Doing it together

Starting a Friends action group at your service is the ideal way to fundraise consistently. You can share expertise, plan together, support each other and have the satisfaction of seeing what a difference you are making to the Livability service you care about.

The aims of a Livability Friends group are to:

- raise the profile of the charity
- raise funds specifically for the work at their local service
- recruit new members for the Friends group

A group needs ten or more members, who will hold at least two committee meeting each year and appoint a committee with five members or more. If you would like to know more about being part of a Friends group, please contact our events team.



Meet David.

Like many boys his age, he lives and breathes sport. He'd love to learn to play football like Frank Lampard, his hero. Now - even though he uses a wheelchair most of the time - he can.

For many disabled children, sport is just something they watch on TV. Few UK schools and centres really cater for their needs. But, thanks to your fundraising efforts, David can study at a Livability school. He has epilepsy and cerebral palsy and his muscles are in almost constant spasm. Yet at school, he plays football using a customised walking frame and is learning to swim in a sensory pool. The extra-warm water gives his muscles a rare opportunity to relax.

David is thrilled to be able to live out his sporting dreams. This is only possible because people like you fundraise for Livability. Thank you!

Loving life: how can we help?

Every pound you raise for Livability makes a difference to the lives of disabled and disadvantaged people. Here's how we can support you:

- Livability's **events team** is here to help and advise you
Phone us: 020 7452 2115
Email us: events@livability.org.uk
- Contact Livability's **press office** for advice on publicising your event
Phone us: 020 7452 2084
Email us: press@livability.org.uk
- You can download the **events checklist** on p13 from www.livability.org.uk/supportus
- To use the Livability logo, please contact the events team



“I’m hairy and I think you have to use your assets to your advantage. That’s why I and three mates agreed to a sponsored chest wax. It was very painful but great fun!”

David Henley, who toughed it out and raised nearly £500 for Victoria Education Centre and Sports Centre



Breathtaking achievement

*“It was an amazing, exhausting journey.
The climb itself was a real test
of endurance.”*

Media personality Canon Roger Royle, 71, who led ten people in the footsteps of Moses across the Sinai Desert, reaching the top of Mount Sinai. The group raised more than £20,000 for Livability

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Livability is the new face of John Grooms and the Shaftesbury Society
Charity registration no: 1116530
Company registration no: 5967087