



Villiers Park
Educational Trust

Fundraising Tips and Ideas

What are you waiting for?



Empowering young people to succeed



Why fundraise for us?

Our vision is a future in which young people achieve success based on merit, not background.

We run programmes supporting less advantaged young people all over the UK, and we campaign for the government to work harder to create a more equal society.

Right now, young people from lower-income backgrounds are not achieving their full potential at school, not gaining further qualifications, and not ending up in high-level careers. As a result, a huge amount of talent is going to waste, a tragedy for both our young people and for the nation. Villiers Park is working to change this.

We rely on donations to pay for our life-changing work. Every pound that you raise brings us closer to greater equality for everyone.

"I am not convinced I would be here without Villiers Park. I felt that it was such an asset to my university application and it helped me so significantly in interviews that I would hate to think what would have happened if I hadn't gone."

Georgina, Scholar alumni now studying Medicine at Cambridge



How the money you raise will help

£10

could cover the cost of a vital study book for the student's subject

£25

could enable a Scholar to travel to a university interview or Open Day

£50

could enable a Scholar to attend a university admission interview practice session

£40

could enable a young person to travel to our centre near Cambridge to attend a transformational Inspiring Excellence Programme course

£180

could enable a Scholar to attend a two-day Stepping Stones to Excellence residential to develop key skills

£350

could enable 35 Scholars to attend an inspirational masterclass at a leading university

£600

could enable a Scholar to receive one-to-one support from a Learning Mentor for a whole year

£1,500

would enable a student to join the Scholars Programme for a whole year



Your fundraising is supporting the next generation. Thank you.

Fundraising ideas



Fitness

Best foot forward: Whether you're walking 5K or climbing Mount Everest, get sponsored to take part in a challenge. Go as a team or tackle it solo.

Can you kick it? Drum up support and organize a charity football match in your local area. Maybe a business will put up a trophy.

Barn dance: Good clean fun, and ideal for families, (barn optional!). Get some straw in and decorate the garage, garden or lounge if you're feeling adventurous.



Classic

Car-Clean-Collect: Grab your buckets and host a charity car wash for the day. Get in touch with a local garage to see if they'll host you too.

Hair-raising: Get sponsored to shave, dye or style it in a ridiculous way.
Put your feet up: Get your family or housemates to sponsor you to do the chores for a week.

Hold your tongue: Introduce a swear jar at work or at home and insist on a donation for every expletive.

Social

Come dine with me: Create a menu and host a dinner party for a group of paying guests.

Ball/Dinner: Masquerade, costume, sit-down, black tie - the possibilities are endless. Include a raffle for some extra fun and donations.

Open your house: Everyone loves an excuse to get together, so invite your friends over for a party and ask for a donation on the door. Best to let them know this in advance.

Brain power: Set up a quiz night or bingo at your local pub or town hall, pay to enter, and donate the proceeds. The venue may even put up a prize.

At work and home

At work

Team Trials: You know your work team is the best, now it's time to prove it. Stage a company-wide sports day, invite your friends and family, and see which team is crowned victorious.

Brew up, guv! Test your boss's mettle with the kettle. Pay your boss to make everyone's tea at 50p a cup, and donate the money at the end of the week.

Business Bake Off: Whether you create your own version of the Great British Bake Off, or keep it cupcake sized and hold a coffee morning; tea and cake are a winner in any office.

Gamble and Give: Organise a Vegas night, with donations made in exchange for chips. Offer up prizes for big winners, and get everyone testing their luck.

Donate your pay: Giving an hour's weekly or monthly pay is an easy way to donate. Ask your company to match what you raise.

On your marks: Get sponsored to run or cycle to work for a whole week. You'll raise money and keep fit too.

Sell your skills: get colleagues to offer a lesson in something they're good at, be it music, art or sport, and auction their time to the highest bidder.

At home

Car-boot sale: Arrange to take part in a car-boot sale. Save on fuel with just one car, and offer to pick up items for sale from people in the neighbourhood a few days before.

Open up your gardens: Have some fun and open your garden up, have a BBQ or party for a small entry fee (try selling tea/cake to raise that little bit extra).

Cheese-and-wine evening: Remember to ask for gifts in kind for this type of event – local shops may be willing to donate a cheese or two in return for some publicity. See if you can find someone with a good knowledge of wine who would be able to lead a small tasting.

Celebrity auction: Do you know anyone famous? Ask them for a signed copy of a book, picture or item of clothing and auction it online.

At university and school

At university

RAG Raid: Put forward Villiers Park to your uni's RAG group and get everyone involved in raising funds.

Flash mob: Descend on your university in fancy dress, choreograph a dance routine or just have some fun, and donate a few pounds to be part of this phenomenon.

Clean and collect: Get your housemates to sponsor you to wash up, cook or take the bins out for a month.

Hoods for good: Speak to your club or society, and get them to donate £1 from each sale of hoodies and other paraphernalia.

Bike for Britain: Set up an exercise bike somewhere on campus and challenge sports teams to ride for 24 hours.

Just Dance!: Put on a night showcasing local bands or DJs and raise loads of cash either on the door or at the bar.

Eat to Earn: Organise an eating competition, whether it's spicy, huge or just plain gruesome, get your friends to pay to watch!

Bring out the Buckets: Sometimes simple is best. Grab a bucket and some friends and practice your town market sales voice (remember to ask permission from the venue).

At school

Get cracking: Hold a traditional sports day with classic races such as the egg and spoon, sack-relay and three-legged race. Why not think up some new ones too?

Stars in their eyes: Make some money while you find a star by hosting a lunchtime talent show.

Fingers on buzzers: Pick your teams and test your knowledge at an after-school quiz.

Take on the teachers: Get fit while you fundraise with a kids-against-teachers sports match.

Dress to impress: Come to school as your hero or favourite character with a sponsored fancy dress day.

Put a sock in it: Give your teachers some peace and quiet with a sponsored silence.

Planning your event

Tell Villiers Park about your event and we will help you plan and promote it.

Ask friends and family to help you organise your activity.

Need sponsoring? Set up an online fundraiser linked to our Virgin Money Giving page. It's free to use for you and us, so every penny of your sponsorship money goes to Villiers Park Educational Trust.

If you prefer to collect your sponsorship by hand, please ask us for a sponsorship form.

Spread the word and shout about what you're doing and why! Use social media to promote your event and we will do the same.

Remember to tag us at: @VilliersPark, www.facebook.com/VilliersPark

As well as social media, you can write press releases to the local media to boost donations, or edit our promotional poster at the end of the booklet to spark interest in your activity.

Give people clear information about your activity - where, when, what, why, how, who?

Have fun! Be bold, enthusiastic and make your activity stand out by decorating yourself, your cake stand, your bike etc. with colours and Villiers Park posters.



Remember to set
up your Villiers
Park fundraising
page at Virgin
Money Giving

Remember to be safe

We want you to be safe while you're fundraising for us so here are a few things you should think about:

- Please don't collect money in the street or do house-to-house collections.
- Make sure that you have the owner's permission if your activity is on private property and that you've checked whether you need insurance.
- Please pay in all the money from your fundraising activity.

Keeping it safe and legal

It is important to consider safety when planning an event and to make sure that everyone, including spectators, are safe while having fun. Villiers Park Educational Trust cannot accept responsibility for accidents, so make sure that your event is safe for all concerned.

Safety - You must comply with the Health and Safety at Work Act 1974 and all other relevant subordinate legislation. Make sure that no-one is fundraising, working or spectating in an unsafe environment. Assess the risks involved and make sure that they are eliminated or minimised to an acceptable level, particularly in the case of children. [Click here for more information.](#)

Cash - If you are going to be carrying money around take care with personal security. Always use a safe route and always be accompanied and/or carry a personal alarm.

Raffles - You can organise a small raffle as part of an event, but please steer clear of cash prizes and make sure the raffle is drawn on the day, at the event.

Collections - If you want to collect money in a public place, you must first obtain permission to do so. To collect in the street, you will need a licence from the local council who will also give you a set of rules to follow during your collection. Street collections are a popular means of fundraising so you need to apply for the licence well in advance. To collect on private property, for example in a shopping centre, you must ask for permission from whoever is responsible for it. Door-to-door collections are illegal without a licence. Further regulations do apply so we suggest that you contact us for more information before undertaking any street collections.

Inform your Students Union – If you want to fundraise as group affiliated with your university you must inform your university's Raising and Giving group. Visit your Student Union website or contact your university's RAG committee to find out how to organise a fundraising event at your university.

Insurance - If you organise an event that involves the public in any way, you will need to ensure you have public liability insurance. Check if your company policy covers you for such activities.

Alcohol - A licence is needed if you sell alcohol at your event. You can avoid this issue by either holding your event on licensed premises or by asking a local pub to organise a bar at your venue. Event organisers need to issue a Temporary Event Notice to the Local District Borough Unitary Council. See the DCMS website for more information www.culture.gov.uk.

Food - Food safety laws apply when food is available at an event whether it is for sale or not. You need to be aware of these and follow food hygiene procedures. Further information can be obtained from the Food Standards Agency.

Villiers Park Educational Trust's charity registration number (1179436) must appear on all posters and advertisements that invite people to participate or help. Please contact us for guidelines and permission to use our logo.

Paying your money in

Thank you for fundraising for Villiers Park Educational Trust; your support will enable hundreds of young people to reach their full potential and have equal access to opportunities.

Now the hard work is over, how do you get your donation to us?
There are two ways:

Fundraise online through Virgin Money Giving, the money you raise will come directly to us. You can even link your fundraising page with ours, just follow the link below and then click on 'Create a Fundraising Page'.

Set up an online fundraising page [here](#).

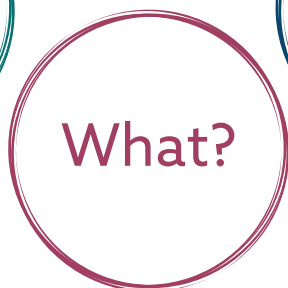
Or send a cheque made payable to: 'Villiers Park Educational Trust'
Address: Fundraising Team,
Villiers Park Educational Trust, Royston Road, Foxton, Cambridge CB22 6SE.

Thank you for choosing to support Villiers Park Educational Trust!



Spread the word!

Tell everyone what you're doing and why



@VilliersPark



www.facebook.com/VilliersPark



@VilliersPark



Snip me off and
put me up in your
office, SU, school
or home!





Villiers Park

Educational Trust

I am fundraising to support Villiers Park

Who:.....

What:.....

Where:.....

When:.....

My sponsorship page is

