

# Raising money

Armed with your great idea, now it's time to think about how you are going to raise money through your activity or event.

The best place to start is with the question **What'll it cost?**

It is really important to set a budget and more importantly, stick to it! To make sure that as much of the money raised as possible comes to St Ann's, you'll need to keep a record of all your costs and the money you have made. This will also help you set a fundraising target, as obviously you need to raise more money than it costs you! Here's an example account you might want to use:

**Money matters:** If at all possible, it is always advisable to collect any money before the event takes place. Collecting after the event can sometimes be that bit harder and a lot slower.

**JustGiving:** If you are asking for sponsorship for an event, an easy and efficient way to collect money is to set up a JustGiving web page. Here you can detail your fundraising and the target you are trying to raise. Visit [www.justgiving.com/stannshospice/raisemoney](http://www.justgiving.com/stannshospice/raisemoney) to set up your page.

**Sponsorship Forms:** We can also provide you with a bespoke sponsorship form, which also has the important Gift Aid information/tick box to help increase your sponsorship total. Please contact us (Page 2) for a form. Remember to take it everywhere with you as you never know who might sponsor you! Once you've collected donations, you will then need to send this to us with the money.

**Gift Aid:** Anyone making a donation or sponsoring you, who is a UK taxpayer, can Gift Aid their donation. Make sure they tick a Gift Aid box on the donation envelope or sponsor form and provide their full home address. We can then claim back 28p for every £1 they donate!

**Social Media:** Use social media to highlight your fundraising by posting your just giving page or your sponsor form.

**Employer Match Funding:** Check whether your employer runs a matched funding scheme. Many companies offer to match any fundraising done by employees and this is a very easy way to double your funds.

Income and Expenditure Breakdown	
	Cost
<b>Income</b>	
Event	£
Online donations	£
Sponsorship	£
<b>Total</b>	<b>£</b>
<b>Expenditure</b>	
Hire	£
Printing	£
<b>Total</b>	<b>£</b>
<b>Gross Income</b>	<b>£</b>
<b>Expenditure</b>	<b>£</b>
<b>Net Income</b>	<b>£</b>

**Ask People:**  
If you don't ask,  
you don't get!

**Thank You:**  
Don't forget to thank people after your event and tell them how you did with your fundraising. Sometimes this can result in a further donation!