



Fundraising Guide

2025

Surrey Care Trust

Registered Charity No. 285543

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SURREY
CARE
TRUST

**DON'T FORGET
TO FOLLOW
US ON SOCIAL
MEDIA AND
SHARE YOUR
STORY**

 /surreycaretrust

 instagram.com/surreycaretrust

 @surreycaretrust

 /company/surrey-care-trust

CONTACT US:

By email:
events@surreycaretrust.org.uk

By Phone:
01483 426 990

Hello!

Thank you for choosing to participate in one of our events and to fundraise for Surrey Care Trust.

Your support is vital in helping us to achieve our goal of tackling disadvantage, social exclusion and hardship within our local community. We simply could not do this without you!

However you choose to fundraise, we hope you find the advice and tips in this pack useful. We would love to see your efforts, so tag us on Facebook, Instagram and/or X (formerly Twitter).

If you have any questions, please do get in touch! We are always on hand to help.

Good luck from all of us!

The Surrey Care Trust Events and Fundraising Team



What We Do

We think it's important for anyone fundraising to know how they are making a difference and what they are helping to support. For over forty years Surrey Care Trust has been working with volunteers to help vulnerable young people, families, and adults to improve their lives.

Using our decades of expertise and experience we provide long term services that understand and respond to local people's needs.

Most of our clients live with multiple, complex issues like isolation and loneliness, poor mental health, unemployment, low skills, poverty, and family breakdown.

This is why we offer such a diverse range of holistic long-term support, confidence boosting skills training, and engaging nature-based activities. By bringing people together, we make our communities stronger and help people to break their cycle of disadvantage.

Providing the skills people need to thrive

Helping young people, adults, and communities build their confidence and skills to create better chances for life, learning, and work.

Helping families to flourish

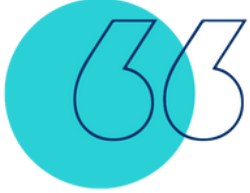
Providing the support families need to flourish - helping parents provide positive childhoods and supportive families.

Nurturing wellbeing through nature

Helping vulnerable people improve their skills, mental health and wellbeing, by harnessing the power of our natural environment.



Providing the skills people need to thrive



I'm so grateful that your service exists and consider myself lucky that I was able to access it for my daughter – the early intervention was important. Thank you!

Every year we work with hundreds of young people, adults, and families through our Skills to Thrive programmes. With the help of our trained volunteers, we help them to develop the skills they need to be more resilient and to build the confidence they need to fulfil their potential.

Skills to Thrive Programmes

Based in Woking, our alternative learning STEPS to 16 team provide social, emotional and educational support to 14 to 16-year-olds who struggle in mainstream education. In other locations, we support people with their numeracy skills through our Multiply courses.

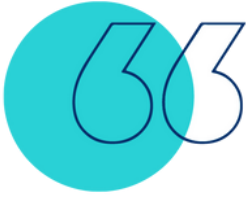
Trained volunteers provide free and independent Youth Counselling for 16 to 25-year-olds unable to access support elsewhere. Our Wellbeing Mentors provide long-term support to 11 – 18-year-olds living with issues such as anxiety, depression, or self-harming.

Our Steps 2 Work team in Woking, supports young people and adults struggling with isolation and long term unemployment by providing mentoring and job-searching support. The team also help people struggling with their literacy or language skills, including refugees and Ukrainian guests.

In Stanwell, the **Stanwell Community Group** team work to support and equip residents to identify local problems and find solutions.



Helping families flourish



Everyone is so kind and compassionate...all the little things made a big difference, thank you for all your generosity, kindness, and support.



Our trained Family and Youth volunteer mentors help hundreds of young people and parents to raise their skills and realise their aspirations.

Developed over the past ten years, our mentoring combines long-term support with skills training. Mentors are 'listening ears', they teach coping strategies, guide through short-term goals, and provide personalised, practical help. Our mentors, supported by dedicated Mentor Coordinators, bring considerable skill and expertise to each relationship. They share experiences and learnings from across our other services and signpost for more specific help. Mentors give mentees control and motivation to make their own positive changes.

Working with families approaching crisis, the Stanwell Family Centre team offers outreach support, practical advice, and activities to help parents give their children the best start in life.

Family Mentoring – Julie's Story

"I was able to support Julie to build confidence in approaching difficult life situations. Over time I watched her overcome challenges and achieve where she wanted to be. It's encouraging to see her become more confident in trusting her own abilities and to see her in her new place happy and healthy. Nothing is more rewarding to me"

Read Julie's Story [HERE](#)

Nurturing wellbeing through nature



My son has a learning disability and volunteers with the Swingbridge crews. The help and support he receives is both improving his confidence, aiding his communication skills and enabling him to engage with the community in a meaningful way. Surrey Care Trust is an absolute lifeline for him.

Our Nurture through Nature outdoor activities help hundreds of people to improve their skills, mental health, and wellbeing.

For community groups and vulnerable individuals, our Swingbridge Community Boats volunteers offer wellbeing cruises and conservation activities on the Rivers Wey and Thames.

The Gateway Community Allotment team in Reigate provides support and therapeutic gardening activities for families and adults and deliver our new Outside & Active wellbeing courses for young people struggling with mental health.

The Community Allotment run by the Stanwell Community Group delivers activities for local groups and families, helping people to get outdoors and engage with nature.

We also work with other charities and organisations to offer our clients unique nature-based opportunities and experiences – for example the activity days offered by our Wellbeing Mentors.





Our fundraising commitment:

Our fundraising promise is a commitment we make to the people and organisations who are fundraising on our behalf. It is based on six key pledges:

- We are committed to high standards
- We are honest & open
- We are clear
- We are respectful
- We are fair & reasonable
- We are accountable

What becomes of your funds?

People are more likely to support your fundraising efforts if they know how their money is going to be used, and how it will help those in need.

Why not use your fundraising and social media pages to quantify what a donation brings to Surrey Care Trust? For example, did you know that a donation of £10 can pay for a student's textbook at our STEPS to 16 programme?



How can the money you raise make a difference?



£10

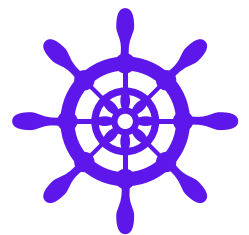
could fund a mentor's monthly phone costs

£25

could provide 1 hour of support from a qualified trainer to a struggling student with social, emotional, and mental health needs

£60

could pay for a disadvantaged person to take part on a **Swingbridge** boat trip or course, giving them the opportunity to experience nature and a taste of real success



£100

could help pay for regular 1:1 counselling for a young person in need, helping them to manage their situations and avoid damaging behaviour & poor mental health

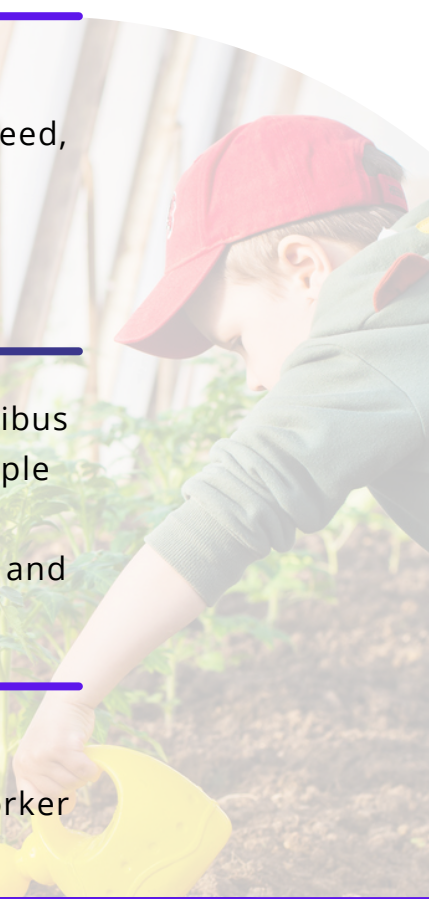
£250

could help run the **STEPS to 16** minibus for two months allowing young people to attend sporting and educational activities, supporting their learning and development



£500

could fund support for vulnerable parents from a trained outreach worker



Do something incredible today

Online fundraising for the people and charities you love

Start fundraising



Our preferred platform for fundraisers to use is Just Giving. It is easy to set up, has plenty of resources to help your fundraising be successful and it sends donations straight to the Surrey Care Trust.

Setting up your JustGiving page

1. Go to <https://www.justgiving.com/surreycaretrust>
2. Click "Fundraise for us" and follow the step-by-step instructions.
3. Choose your fundraising target, page title and team members, if you have them.
4. Personalise it! Express what you care about. Tell people why Surrey Care Trust is important to you and how the money you raise will impact our community. Post pictures, updates of your training and selfies!

Did you know?



"People who make a donation to their own page to get them started raise a whopping 84% more!"

"Pages with a target raise 17% more. Aim high and tell the world."

"Fundraisers who use pictures and videos on their page boost their donations by 23%. Can I hear you say #selfie?"

"20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did."

Fundraising Ideas To Help Get You Started



Host a Cooking Class

You do not have to be Gordon Ramsay to host a culinary fair. If you cannot cook why not reach out to local restaurants, cooking schools, and chefs to see if they'll donate an hour of their time. Or, ask a talented friend, family member, or co-worker to lead the class.

Sell tickets to get a headcount, and then pick up ingredients from the grocery store. To lower costs, you could make it virtual and live stream it.



Host a Quiz night

Get your thinking caps on and organise a quiz night. You could even make it themed! Why not have a chat with your local pub to see if you could hold it there. Let them know what you are raising money for.

Charge an entry fee or suggest a donation to raise funds. You could even hold a 50/50 draw on the night.



Host a Karaoke Night

What's more entertaining than a karaoke event? The fun and the music create a fabulous environment for all. Why not reach out to a local pub or other venue to donate a private room for you to hold your karaoke night. Tell them it is for charity, and ask them for their best charity price. Some pubs and restaurants may have their own karaoke equipment in a special function room, or you could hire a room at a karaoke bar. In order to control and plan for the evening it's best to sell tickets for the evening in advance.



More Fundraising Ideas!



Get Shopping

Another option is EasyFundraising. It's simple and free to use. You shop directly with the retailer as you would normally, but if you sign up through EasyFundraising, they will donate a percentage of your purchase to us!

Get Baking



Grab your apron and switch on your oven! Hosting a cake sale is the perfect way to fundraise from any location! Take your delicious delights into school, work or invite friends over for cake and tea! Perhaps you even have friends who want to get involved and show off their skills by whipping up something scrumptious for you to sell. Think apple pies, cupcakes, scones, cakes and cookies!

Get Pickled

Baking may not be your thing, so why not try your hand at making jams, pickles and preserves and sell them to friends, family and colleagues.

Get Crafting



Why not get crafty and fundraise! Invite your friends and family around for a crafting evening. Get creative! You could follow a painting tutorial, make some jewellery or paint some pottery.



50/50 Draw

A "50 / 50 draw" is a prize draw where 50% of cash generated makes up the winning prize and the other 50% goes towards your fundraising for Surrey Care Trust.



Other Fundraising Ideas!



Arrange a Community Event

- Music concert
- Open garden
- Pantomime
- Fashion show
- Variety show
- Afternoon tea
- Bingo
- Coffee morning
- Carol/choir concert
- Indoor market

Ask for donations to attend your event & contact local businesses for sponsorship

Fundraise at Work

- Bad tie day
- Swear Jar
- Dress down day
- Win a duvet day (extra day off - check with HR)
- Silly socks day

Ask colleagues for a donation to participate in events or simply arrange an office collection. Remember to check with your boss and HR that it is ok



Throw a Party

- Charity/masked ball
- European song contest
- Eighties party
- Fancy dress party
- Garden party
- Halloween party
- Rollerblade/skate party
- Murder mystery evening

Ask for a donation to enter and/or ask local businesses to sponsor your event.

Arrange a sale, auction or swap shop

- Book sale
- Car boot sale
- Jumble sale
- Nearly new sale
- Swap shop/ jewellery swap
- Sell unwanted presents

Ask for a donation to enter and/or donate profits made from sales on the day

Get Social!

**Shout out and share with your friends,
family, followers & contacts!**



Facebook

- Once you've asked your friends to donate let them know they can help by just sharing your link.
- Facebook also allows you to set up a fundraising page directly so that your friends have immediate access to sponsoring you.
- You can also set up a birthday fundraiser, asking friends and family to donate in lieu of a gift.
- Don't forget to follow and tag @SurreyCareTrust!



Twitter

If you have X formerly known as twitter, post about it! If you can, post right through your event. Don't forget to include your pictures, your JustGiving link and tag us @SurreyCareTrust.



Instagram

Remember to share your pictures and videos, or create a story on Instagram! You can also include your JustGiving page link.



LinkedIn

Boost your CV and share your fundraising with your LinkedIn connections.

Spread the word!

If 40 people took part raising £40, that would be £1,600!

Other Information



Gift Aid

If your sponsors are UK tax payers, they can Gift Aid their donation. It won't cost you or them a penny, and we can claim an extra 25p for every £1 donated. For JustGiving donations, the option to Gift Aid their donation will automatically be given. If you are raising offline, please contact us and we can send you a claim form.

If your supporters are receiving anything in return for their donation, Gift Aid cannot be claimed. You can find more information on Gift Aid [here](#).

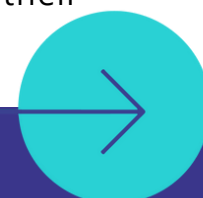
Payroll Giving

Ask your company if they do Payroll Giving. It is an easy, convenient and tax-free way to give a regular gift to the Surrey Care Trust. Through Payroll Giving, donations are taken from your salary before tax, so each pound you donate will cost you less.

You Donate...	Costs for standard rate tax payer (20%)	Costs for a higher rate tax payer (40%)
£5	£4	£3
£10	£8	£6
£15	£12	£9

Matched Giving

Some organisations offer matched giving to employees, meaning you could double your fundraising total! Don't forget to ask if they will make us their Charity of the Year.



The (not so) small print

Your Fundraiser needs to be **SAFE AND LEGAL**

Don't worry, it is not as daunting as it may sound. We have put together some information to help keep your fundraising fun, safe and legal. You can find more information [here](#).

Your Responsibilities

- It is your responsibility to ensure all donations and sponsorship money is paid to The Surrey Care Trust.
- You must inform potential donors if any of the funds you raise will not be paid to the Charity.
- The Surrey Care Trust cannot accept any responsibility for your event, nor for anyone who participates in it.
- You must not do anything that threatens or negatively impacts The Surrey Care Trust's reputation or name. If you do, without prejudice to The Surrey Care Trust's other rights, The Surrey Care Trust has the right to ask you to stop fundraising immediately.
- Any fundraising materials must not suggest that you represent, or have been authorised or endorsed by The Surrey Care Trust. It is vital that you inform people you are fundraising **In aid of Surrey Care Trust, Registered Charity No. 285543.**
- It is really important that you keep us informed about what you have planned in case we receive any enquiries regarding your event. We can also help gain permissions for collections or prizes and give you advice on how to make your event a success.
- Please get in touch by emailing events@surreycaretrust.org.uk.



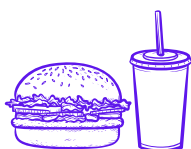
The advice given in this section is clearly intended to provide general guidance only and to that extent the information conveyed is accurate.

LEGAL INFORMATION CONTINUED

Licenses



- For any event that involves the sale of alcohol and/or live or recorded music, dancing, showing of a film or performance of a play, an indoor sporting event (including a boxing or wrestling match), or any entertainment of a similar nature, you may need a licence. You can check whether your event will require a public entertainment or alcohol licence on the [Government's website](#).
- You may also need to have a Letter of Authority issued by The Surrey Care Trust, please email events@surreycaretrust.org.uk to check.



Food and Refreshments

- It is the legal responsibility of anyone selling or processing food to do so safely and hygienically. Guidelines can be found on the [Food Standards Agency](#). This [section](#) of their website is useful for people organising charity and community events involving food.
- If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.

First Aid



- You may need to have first aid provision at your event. This will depend on how many people are involved, the type of activity they are doing, and what first aid facilities are already available at the venue.
- You may need a first aider present or at least a well-stocked first aid box.
- If you think you might need first aid support, check with an organisation such as [St John's Ambulance](#) or the [Red Cross](#). They will be able to advise you further and can also provide first aid support for your event.
- Do notify the emergency services (999) in case of any emergencies.



Collections

- For the most up to date information on collection visit the [Chartered Institute of Fundraising](#).
- When organising a collection please make sure that you have written permission from:
 - The local authority when collecting in the street
 - The person responsible for private property, for example, a supermarket or train station.
- Collections can only be conducted by people aged 16 or over.
- Collections in pubs, factories or offices are counted as a house to house collection, so you will need a license for them.
- House to House and Business to Business (including pub to pub) collections are illegal without a license. The Surrey Care asks that supporters do not carry out house to house or business to business collections on our behalf.
- Collection boxes and buckets must be clearly labelled with The Surrey Care Trust name, address and charity number and must be sealed.

Raffles/Sweepstakes

- There are strict legal requirements about the organisation of raffles, lotteries and prize draws. More information about these rules can be found at the [Gambling Commission](#).
- To ensure your raffle is legal, you must either sell your tickets and draw the raffle on the same night or, if you want to sell tickets in advance, make sure it's a 'Free-Prize Draw'. All this means is that you can't demand payment for a ticket, but instead, state a suggested donation.
- If you wish to sell tickets in advance, or to people not attending the event, this would require a licence, or an alternative such as a prize draw.

Insurance

- By organising your own fundraising event in aid of Surrey Care Trust, you are responsible for taking adequate steps to make sure that the event poses no risk to others. Check that any buildings or equipment that you hire are covered. Insurance is often included in the hire fee, but not always.
- You may need to consider arranging public liability cover for some events, which will protect you against claims made by third parties for injury or property damage as a result of negligence. In most cases, for public and/or hazardous events, you may need public liability cover in place. For private events this may not be necessary. Please seek advice if you are unsure.

Children

- If there are children at your event, you should ensure they have parental permission to take part, and have someone to look after them. Adults looking after children should have carried out appropriate checks. See the Government's [Disclosure and Barring Service \(DBS\)](#) information for more guidance.
- Children under 16 should not collect money from the public without an adult.
- Make provision for lost children at your event, if applicable.
- It is illegal to sell cigarettes, alcohol, solvents or knives to children.

Data Protection

Make sure any electronic or paper record you keep about people involved in a fundraising event complies with data protection law. As a rule of thumb, don't keep information about people any longer than you have to, and don't share information or data about someone without their permission. More information can be found at the [Information Commissioner's Office](#).





Thank You

Thank you so much for raising money for The Surrey Care Trust. Your hard work and the money you have raised will help us support local people to overcome the disadvantage of low skills, poor educational achievement, limited opportunities and tough financial circumstances.

Sending in Sponsorship

With your **JustGiving page**, everything happens automatically: the money is sent to us, Gift Aid collected, and your sponsors thanked. Job done!

If you collected donations using **Facebook Fundraising**, you do not need to take any further action, the money will be transferred to us automatically. However, please do drop us an email if you have fundraised in this way so we can say thank you as we don't always get notified about fundraisers on Facebook.

You can also pay offline donations to your own JustGiving page to add it to your total - just remember **not** to add Gift Aid if you're paying your sponsorship in yourself.

You can transfer the funds straight from your account to ours. Please email the team for the details on events@surreycaretrust.org.uk.

Staying in touch

If you would like to hear more about what we are doing, receive our newsletter, information about work and fundraising – by post or email or both please let us know by emailing info@surreycaretrust.org.uk. You can also follow us on [Facebook](#) and [X \(formerly Twitter\)](#).

For enquiries, contact us

-  www.surreycaretrust.org.uk
-  events@surreycaretrust.org.uk
-  01483 426 990



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