

Your Guide to Fundraising



✉ fundraising @stem4.org.uk

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FUNDRAISING

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Where do I start with my fundraising?

Without fundraising and support from dedicated individuals, stem4 wouldn't be able to continue to provide mental health support and resources for young people and those that look after them.

However, we know that fundraising is a challenge! This guide aims to help you on your fundraising journey, and ensure that the process is as fun and rewarding as possible.

When you start, ask yourself:

1

How much can you raise?

Set yourself a realistic fundraising target. Your supporters will be impressed by your determination and more likely to reward your efforts.

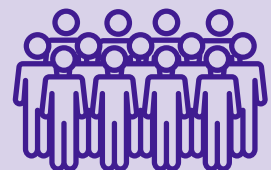


2

Who can support you?

Think about all the people you know and split them into groups. E.g., family, friends, work, local community.

Then think about how likely all these people are to sponsor you, and how much they might donate – you'll soon see if your sponsorship target is achievable.



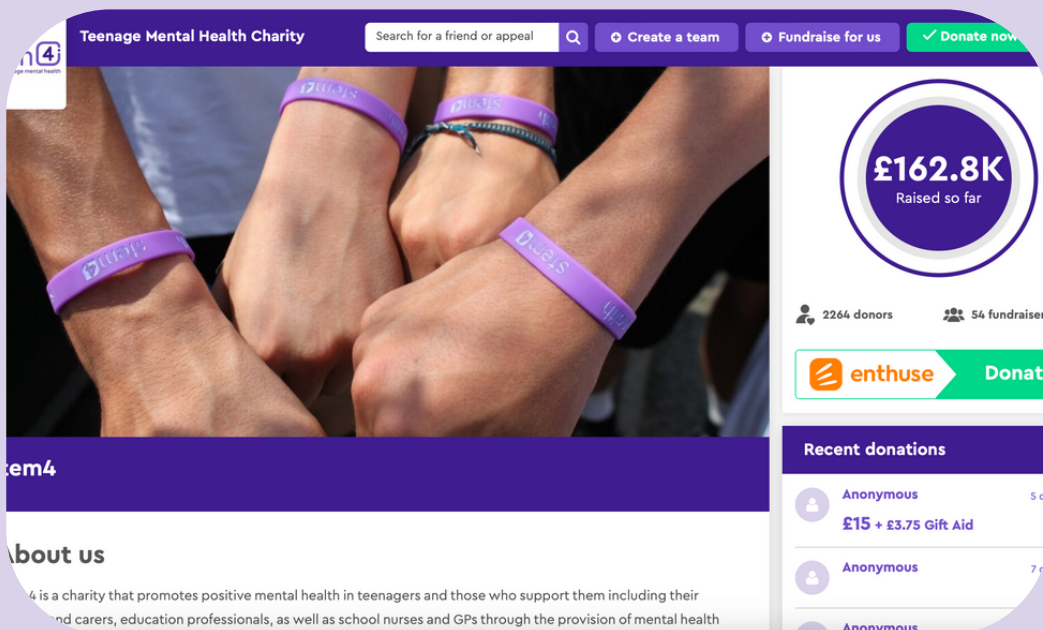
Setting up your fundraising page

Next, it is a good idea to set up an online fundraising page so that your supporters, family, friends, and colleagues can make a donation.

Online fundraising is fast, easy, and safe. It lets you promote your challenge, contact all your supporters in one go (wherever they live), and raise funds securely

If you fundraise online, the money goes straight to stem4 so you won't have to handle it yourself. Sponsors are also more likely to Gift Aid their donations, and last but not least, online donors are likely to give more!

You can set up your online fundraising page at either [Enthuse](#) or [JustGiving](#).



Remember: Keep it Legal

It is important that you ensure that any activity you run to fundraise in aid of stem4 is legal and safe for you and the public taking part. Here is some basic advice, but please get in touch with the fundraising team if you need any more information.

Raffles 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 there are no cash prizes. Raffles on their own have complex regulations, so please get in touch if you would like to hold a raffle.



Licenses

To collect in any public place you will need a stem4 collectors licence. You will also need a licence from your local authority for any of the following activities: sale of alcohol, extended hours, provision of food and drink, copyright and royalties for drama or film shows, collecting money or selling goods in a public place.



- Get parental permission if children are helping at your event
- If your event is on private property, get permission from the owner/manager
- Do not collect money from door to door – this is illegal without a licence from your local authority
- People collecting on your behalf must be aged 16 or over.

We also have a policy for organising events “In Aid of” stem4 – if you would like a copy please get in touch with the Fundraising Team at fundraising@stem4.org.uk

Shout about your fundraising!

Promoting your event, challenge or fundraising idea is key to maximising your fundraising efforts. First you need to decide who you want to tell, what you want to tell them, and how.

Remember a few easy tips

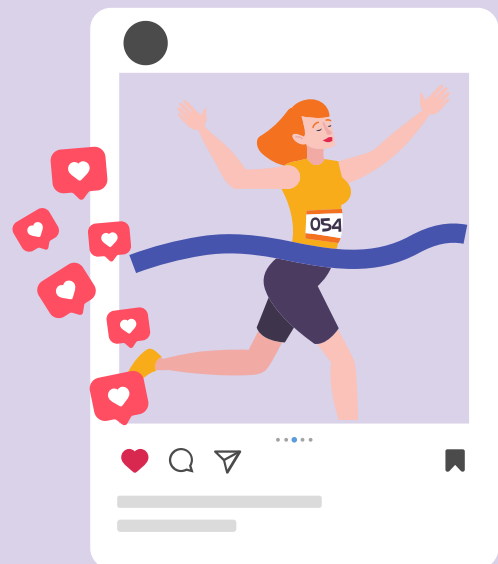
- Be short, compelling and to the point.
- Say what you are doing, how much you want to raise and how they can help.
- Tell them why you're supporting stem4, and where their money will go.
- No two audiences are the same – think about how best to talk to them.
- If you get stuck, ask our team for help – contact us at fundraising@stem4.org.uk

Post on social media!

Whatever your fundraising looks like, be sure to share it with your friends, family, and colleagues on social media.

The more people that know about your fundraising, the more support you will get!

Be sure to tag us, @stem4org, when you post so that we can see what you are up to!



Share the link to your fundraising page via email and on your social media platforms to make it easy for people to donate.