



**Future
First**



FUNDRAISING PACK

ABOUT FUTURE FIRST

NO YOUNG PERSON'S FUTURE SHOULD BE LIMITED BY THEIR START IN LIFE

Britain has a deep social mobility problem. For too many young people, their start in life is limiting their future. They do not have access to relatable role models to help them understand what they can achieve, nor the networks, knowledge and tools to help them to get there. Your support will help us change that.

By fundraising for Future First, you will help us to empower local young people, equipping them with the connections, resources, and inspiration they need to achieve their potential.

About Future First: Seeing 'someone like me' succeed

We are Future First, a social mobility charity and we are here because every student from every walk of life deserves to thrive.

- We want to build a society and economy that harnesses talent from all social backgrounds: supporting social and economic progress, unlocking potential, helping local communities to thrive, and creating pathways to success.
- We bridge the gap between careers' education and the world of work.
- We want young people to see 'someone like them' succeed.

Our mission is for every state school and college in the UK to be supported by a thriving and engaged community of former students and employee volunteers that equips young people with the skills and confidence to reach their potential and contribute fully to society.

We work in schools across the UK, have more than 100,000 volunteers registered with us and are proud to have supported an estimated 465,000 young people since our inception.

Thank you for choosing to support young people's life chances.

FUNDRAISING IDEAS

Thank you so much for choosing to fundraise for Future First and supporting our mission of creating a more socially mobile society.

Looking for some inspiration? Check out these popular fundraising ideas to get you started!

Run, walk or cycle

Take on a physical challenge solo or with friends. Have a laugh in a Santa suit in a charity santa dash, build camaraderie by joining a team on the Three Peaks Challenge or take on an individual challenge like a marathon.

Battle of the battenbergs

Showcase your baking skills and be the cream of the crop! A community favourite that brings people together to raise some dough for a good cause.

Dress down days

Get your work or school involved with a casual dress code in exchange for a small donation. Are your colleagues largely remote and casual dress is the usual norm? Then opt for a dress up day and impress everyone with your wardrobe finery.

Merry Quizmas

Hold a festive and fun fundraising quiz night. Virtual or in person, up the stakes with score-boosting 'joker cards' that teams can purchase for an extra donation.

Dine and Discover

Are you a current affairs expert, history buff or subject specialist that would see you scoop the top prize on Mastermind? Host a series of 'donate-at-the-door' dinners either virtually or in-person. Want to take this idea further? Invite outside speakers in.

Game night gala

Host a game night where your friends, family or colleagues can participate in board games, video games, or trivia. Participants can contribute to play and win prizes.

Sweepstake

Whether it's Olympic fever, Eurovision mania or Strictly frenzy, hold a sweepstake with half the prize pot donated to Future First.

Gift wrapping station

Set up a festive gift wrapping station in your work or school canteen and set up a volunteer rota to run it. For a small charge, gift wrapping is taken care of.

Need more inspiration? Just get in touch and give us an idea of what you're looking for:

fundraising@futurefirst.org.uk

READY TO START?

Ready to start fundraising? Work through our checklist, supported by the rest of this pack, to get your fundraising off to a flying start!

- ✔ Choose your activity and date
- ✔ Let us know your plans by emailing fundraising@futurefirst.org.uk
- ✔ Read through our fundraising resources in this pack
- ✔ Set up your fundraising page (we'll tell you how in this pack)
- ✔ Let your friends, family and network know and share your page
- ✔ Follow our fundraising top tips (on the next page!)
- ✔ Don't forget to thank your amazing supporters for their donations
- ✔ Pay any final donations in
- ✔ Celebrate and share what you've achieved!



"SHOW ME SOMEONE LIKE ME"

For too many young people, their start in life is limiting their future. They do not have access to relatable role models to help them understand what they can achieve, nor the networks, knowledge and tools to help them to get there. Your support will help us change that.

SET UP YOUR JUSTGIVING PAGE

Once you're ready to start fundraising, follow these simple steps to set up your JustGiving fundraising page so you can start letting friends and family know about your plans today:

- 1. Visit Future First's JustGiving page:** Go to www.justgiving.com/cffn and click the 'Start Fundraising' button.
- 2. Log in or sign up:** Log in to your JustGiving account. If you don't have an account, sign up using your email or connect with your social media account.
- 3. Choose your event:** Select whether you're taking part in an established event, or doing your own thing.
- 4. Choose a fundraising target:** Aim for at least £100 to meet the minimum fundraising target.
- 5. Create a catchy title:** We've pre-populated this for your ease, but feel free to get creative!
- 6. Write your story:** Share why you're taking part and supporting Future First. This might be what inspires you about the cause, or it could be why this event is a big challenge for you. Either way - let your personality shine through!
- 7. Customise your URL:** Create a memorable page URL, like www.justgiving.com/fundraising/AlexSantaRun2024, so it's easy for friends and family to find and share.
- 8. Add a photo:** Upload a photo of yourself to make your page engaging and personable.
- 9. Share your page:** Distribute your page link through social media, email, and messaging apps. Keep re-sharing it and following our fundraising top tips to maximise your page's success.
- 10. Thank your donors:** Don't forget to thank your donors to show your appreciation and motivate others to support you.

If you need help with any part of setting up, customising or sharing your page, the JustGiving Help Centre is available with useful guidance, or you can reach out to our team for support - fundraising@futurefirst.org.uk

TOP 10 TIPS TO SUPERCHARGE YOUR FUNDRAISING

Here are our top ten sure fire actions you can take that are guaranteed to turbocharge your fundraising.

- 1. Make the first move** - A small personal donation onto your own page is guaranteed to get the ball rolling and shows your supporters that you mean business!
- 2. Personalise your fundraising page** - Did you know fundraisers who personalise their page raise 65% more on average? Take the time to explain why you've chosen to take on the challenge.
- 3. Set a target** - People are often more motivated to donate when they see how close you are to reaching your goal. Don't be afraid to increase it when you reach it too!
- 4. Share, share, share!** - Email, WhatsApp, Facebook, work newsletters, carrier pigeons ... the more people who know that you're fundraising, the more you'll raise!
- 5. Gift Aid it** - Ask your friends and family to add Gift Aid to their donation. This will mean Future First can reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer.
- 6. Keep supporters updated** - Regularly update your supporters with your progress, training milestones, or preparations. It helps build excitement and engagement.
- 7. And share again!** - In today's fast paced world, many donors have every intention to sponsor a friend's challenge, but forget to. Regularly sharing your page acts as a friendly and helpful reminder.
- 8. Match funding** - Does your workplace offer match funding? Find out and potentially double what you've raised!
- 9. Add some jeopardy to your challenge** - Why not set mini challenges for key fundraising milestones to encourage donations? For example, announce that if you reach £100 by the end of the week, you'll do the challenge in fancy dress!
- 10. Celebrate and show gratitude** - Always thank your donors, whether publicly or privately. Acknowledging their generosity encourages others to join in too!

PLANNING YOUR OWN EVENT? HERE ARE SOME GUIDELINES.

Thank you for choosing to support Future First by organising a fundraising event! To help make your event safe, successful, and enjoyable for everyone involved, make sure you follow these guidelines.

Risk assessment

Doing a risk assessment before your event helps you spot anything that could go wrong and plan how to prevent it. Make sure to note down any checks you've done and how you'll address any hazards to show you've thought it through.

First aid

Be ready for any little accidents by having some basic first aid covered. Depending on the size of your event, you might just need a good first aid kit on hand, or you may want a first aider there. If you're unsure, you could get advice from St John Ambulance.

Insurance

As the organiser, it's your job to make sure your event is safe for everyone. Some events need public liability insurance to cover you in case someone gets hurt or there's any property damage. If you're unsure whether your event needs this, it's worth checking with a professional.

Handling money

If you're taking donations in cash, make sure it's kept safe, such as with a cash box with a lock. If possible, have two people count and handle the money together, and try to get it to the bank as soon as you can after the event.

Public collections

Please contact Future First before carrying out any public collections as collecting donations in a public place, like on the street, is strictly regulated, and you'll likely need a licence from the local council. For collections on private property (like a shopping centre), you'll need permission from the property owner.

Data protection

If you collect any personal information, like names or emails, make sure you follow GDPR rules. Only gather the info you really need, keep it secure, and don't share it without permission. Once you're done, dispose of any personal data responsibly.

Food and drink

If you're serving food or drinks at your event, make sure it's prepared and handled safely. The Food Standards Agency has useful tips to help with this. If you're hiring caterers, check that they have the right food hygiene certificates and insurance. Don't forget to label any foods with allergens (like nuts or dairy), and if you're selling alcohol, you'll need a licence from the local council.

Raffles and prize draws

For small raffles held at your event, where tickets are sold and drawn on the same day, you don't need a licence. But if you're selling tickets in advance or to people not attending, you will need to check with the council about getting a licence. Remember, Gift Aid applies to donations but not to raffle ticket sales.

SPONSORSHIP FORM FOR OFFLINE DONATIONS

The simplest way to collect sponsorship is by encouraging your brilliant supporters to make their donations directly onto your JustGiving page. This is also the simplest way for Future First to claim Gift Aid on their donations, increasing their support by an extra 25%.

However, we totally understand this doesn't work for everything, so you can use our handy table below to track your offline donations. You can find out more on the next page about how to pay these in.

Fundraiser name _____

Event name _____

Event date _____

Full name	Contact email	Donation amount	Gift Aid?* (✓)	Paid? (✓)

Total raised: £.....

***Gift Aid Declaration:** If you are a UK taxpayer, you can boost your donation by 25p of Gift Aid for every £1 you donate. Please tick the box above to confirm you'd like Gift Aid added to your donation. Future First will then email you to take your address, as required for us to claim Gift Aid.

Thank you for your support!

FINISHED? WHAT NOW?

Congratulations on completing your fundraising! Thank you so much for supporting our work providing young people with the tools and resources to achieve their potential. All that's now left to do is pay in your fundraising.

JustGiving page

If you have an online fundraising page like JustGiving, there's nothing you need to do to make sure Future First receives your donations, JustGiving will automatically send these on to us.

Offline donations

If you've collected any offline donations, the easiest way to send them to us is to bank them and then pay the total directly onto your fundraising page. This also means you'll be able to see the full amount you've raised as your final total!

Bank transfer

If you've not been fundraising online, you can pay in your fundraising via bank transfer. Please email us to request our bank details and your reference for the transaction.

Pay by cheque

If you have a cheque donation for Future First, please post this to: 86-90 Paul Street, London, EC2A 4NE. Please make cheques payable to 'Future First'. It would be brilliant if you could include in your envelope a note with your name, contact info and what the donation is related to (e.g. sponsorship for your marathon), so we can make sure it is recorded as part of your total.

Pay online

You can also pay in your donation via our website by clicking on the 'donate' button at the top of our homepage.

THANK YOU SO MUCH FOR YOUR SUPPORT!



NEED HELP?



We're here to make your fundraising experience as smooth and enjoyable as possible! If you have any questions, need advice, or just want a bit of inspiration, don't hesitate to get in touch. Email us at fundraising@futurefirst.org.uk and one of our team members will be happy to help.



You can also check out our website for handy resources to make your fundraising a great success. We're with you every step of the way – happy fundraising!



www.linkedin.com/company/future-first



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