

A photograph of two young women smiling and posing for a photo. They are both covered in colorful body paint, including faces, arms, and legs. The woman in the foreground is wearing a grey t-shirt and blue jeans, while the woman behind her is wearing a light-colored t-shirt. They are outdoors at what appears to be a festival or event, with other people and structures visible in the background.

# Quetzal

Fundraising Guide



# Thank you for choosing to support Quetzal

Fundraising for us really makes a difference to lives of women your the local area. All the funds you raise go directly to providing vital support to survivors of childhood sexual abuse. We will be with you every step of the way to make sure your hard work pays off, but most importantly, that you have a great time while supporting the work of Quetzal.

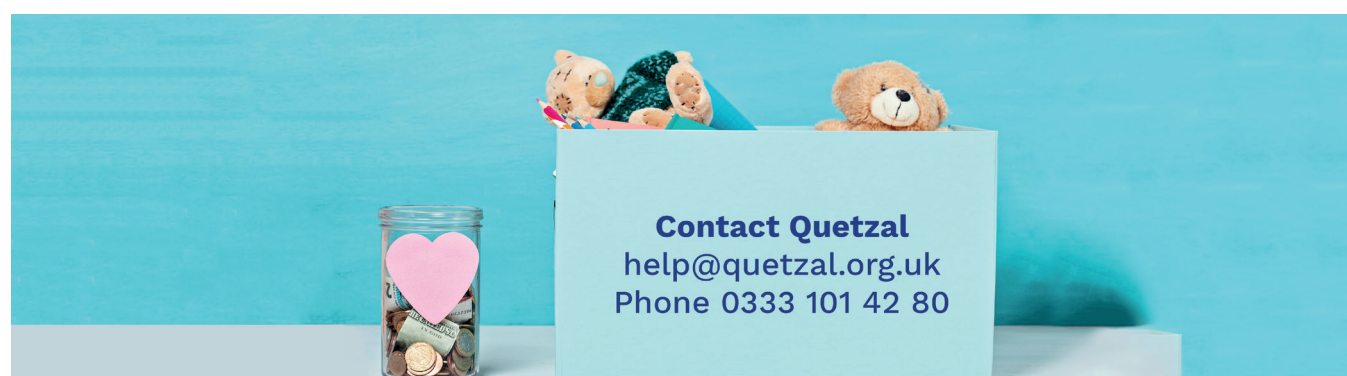
## Why your fundraising is important to Quetzal

We are a charity, we rely on donations and grants to deliver our services. Only with the support of committed fundraisers like you can we continue to provide our services free of charge to those who need it most. We work with local women who have suffered the trauma of childhood sexual abuse. Private counselling is often financially inaccessible so our service is vital. The women who access our services are recovering from deep trauma and our support can help them to transform their lives.

**“With help and guidance from my counsellor, I am the person I am today. Therapy was needed and I’m glad I sought help. I am really pleased Quetzal paired me with the right counsellor.”**



When you raise funds for us you can be sure **your efforts will directly help local women who are survivors of childhood sexual abuse**, we provide one to one counselling, phone support, group work and online advice. The funds you raise will contribute directly to this work. Our counselling is provided by qualified and professional therapists who are all volunteers. This counselling can have a transformative effect on the lives on women that have suffered the terrible trauma of abuse.



# How to get started

The best way to make sure you have fun and fundraise successfully is to **choose your fundraising activity based on what you are good at and what you enjoy**. If you love running then a sponsored event could be for you, if you have a large group of friends an event could be suitable. If you consider what your friends and family would respond well to, they are more likely to engage and join in. Start by setting out a basic plan.

## Think about:

- where and when your fundraising will take place?
- how many people do you expect to take part?
- is the activity weather dependent?
- What will you need?

These are all important factors in deciding the size and scale of your fundraiser and help you get a clearer idea of what will be involved.

## Tell people about your fundraising

Your best supporters will be your friends and family but it's really important to promote your fundraiser as widely as you can to get the best out of your efforts.

**Social media** is a great way to reach lots of people, ask people to share your posts and there are often local events pages which will be happy to share details of fundraisers.



# Fundraising checklist

## Your Fundraising Checklist

- ☐ Plan what you want to do and decide on the **who, what, when and where**.
- ☐ Get your **friends and family on board** to help you.
- ☐ **Set a fundraising target and a budget** for any event or activity you plan to organise.
- ☐ **Set up a JustGiving page** and spread the word using social media, email or face to face.
- ☐ Contact your **employer** and see if they will **support your efforts**.
- ☐ **Follow up your original requests** for donations and share your story again.
- ☐ Share your success and thank your supporters after your event or activity.
- ☐ **Ask again for support** to catch all the last minute donations.
- ☐ **Send in any funds you have**; for full information of how to pay in your donation contact us.

**“Counselling has given me improved confidence, ability to make better decisions and helped me look forward to the future. I understand the experience better and am now able to process it, I feel like a ton of bricks has been lifted off my shoulders.”**



# Top tips

## At your fundraising event

- **Remember to have fun!**

The most effective fundraisers are enjoyable for everyone involved.

- Be as **organised as you can** in advance to take any potential stress out of the day.

- **Take pictures** so that you can **share news and updates** of your activities. This also helps when it comes to thanking your donors.

## Saying thank you

- After you've completed your fundraiser it's really important to **celebrate your success and say thank you to your supporters.**

- If possible **let people know how much you've raised** so they can see the difference that your efforts will make.

- A good thank you also encourages donations from people that were not able to attend on the day.

## Maximise your fundraising

- Will your workplace support your fundraising? **Many employers will support community fundraising** and some will even match your total.

- Use JustGiving. It will make the whole process a lot easier, not just for your donors, but for you too.

- **Ask, ask and ask again.** You will often need to ask more than once. A little reminder never hurts.





# Fundraising Ideas

## Fundraising Ideas

### Bake Sale

The absolute number one easy fundraiser is a bake sale. They are so easy to run and everyone loves cake! You don't have to be a star baker, you can either ask for donations of cakes or buy them. Find out if your work place, school or community group will let you can run a simple bake sale in aid of Quetzal.

### Sponsorship

There is nothing more straight forward to organise than a sponsored challenge. You can do it single handed and play completely to your strengths. Your challenge could be something you would immediately think of like a marathon but it could also be something more unusual.

### Sweepstake or Raffle

Sweepstakes or raffles can be a great way to connect with people that might not want to simply make a donation. You can ask for donations of prizes from your network or your local community.

### Dress down day

A great way to get a bigger group involved, you could be organise a 'Casual Friday' or go a bit more elaborate by involving a theme and fancy dress.

### Bring and Buy sale

Ask for donations of unwanted items such as clothes, toys and household items and then sell them on a stand at a car boot sale or fete. You could even go a bit bigger and organise a sale and charge for stands.



# What you need to know before getting started.

It is important that you consider the legal requirements when you fundraise. They can seem daunting at first but with the information enclosed in this section and some simple common sense measures they do not need to be a hindrance.

## If you are running an event

Conduct a **basic risk assessment** to make sure everyone involved is kept safe and that you have **proper plans in place in the event of an accident**. Make sure the proper **insurance in place, if you are hiring a venue** the insurance should be included in the price.

**Consider Health and Safety regulations** that apply to your event. If you want to sell **alcohol** you will need to obtain a **licence from your local authority**. Some forms of entertainment will also require a licence. These are relatively inexpensive and easy to obtain but can take time to come through, so **apply early**. If your event includes physical activities make sure everyone involved is briefed on the risks, requirements and expectations of the activity. Make sure you have **First Aid cover** on hand.

## If you are running a raffle

As long as you are **not selling tickets before the event**, a raffle falls under the terms of an **‘incidental lottery’**. **Therefore, you don’t need a licence**. However, all tickets must be sold at the location during the event and no more than £500 can be deducted from the proceeds for prizes (but other prizes may be donated).

If you are selling tickets prior to the event to members of the public or advertising your raffle outside of the premises in any way, this falls under the terms of a ‘small society lottery’ and a licence is required.

*Remember to have fun fun fun!*



## Supporting women recovering from the trauma of childhood sexual abuse

Please sponsor \_\_\_\_\_

For \_\_\_\_\_

On \_\_\_\_\_

*giftaid it*

I am a UK taxpayer and understand that if I pay less Income tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay the difference.

Please notify the charity if you: want to cancel this declaration, change your name or home address, or no longer pay sufficient tax on your income and/or capital gains. If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Just tick here to Gift Aid your donation and add 25% for your gift. You need to include your full name, address & postcode



Initial	Surname	Home Address (House number / name & Street)*	Postcode*	Amount	Date Paid	Gift Aid	Signature
T	Sample	24 Sample Street, Sample town	SA1 2TR	£20.00	12/06/2020	✓	



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