

Business Fundraising Guide

Barnardo's means *Business*

Tips and tricks to smash
your fundraising goals!





Contents

Welcome

Page 3

What we do

Pages 4-7

What you can do

Pages 8-11

How you can do it

Pages 12-18



Welcome to **Barnardo's**

Here at Barnardo's, we mean business;
we believe that a child's future should
never be defined by their past.

We are a national charity, with local impact and over
1,000 services dedicated to improving the lives of children,
carers and families.

In this booklet, you will find lots of advice on maximising
your fundraising to make the biggest difference to the lives
of children across the UK.

Happy Fundraising!

Team Barnardo's

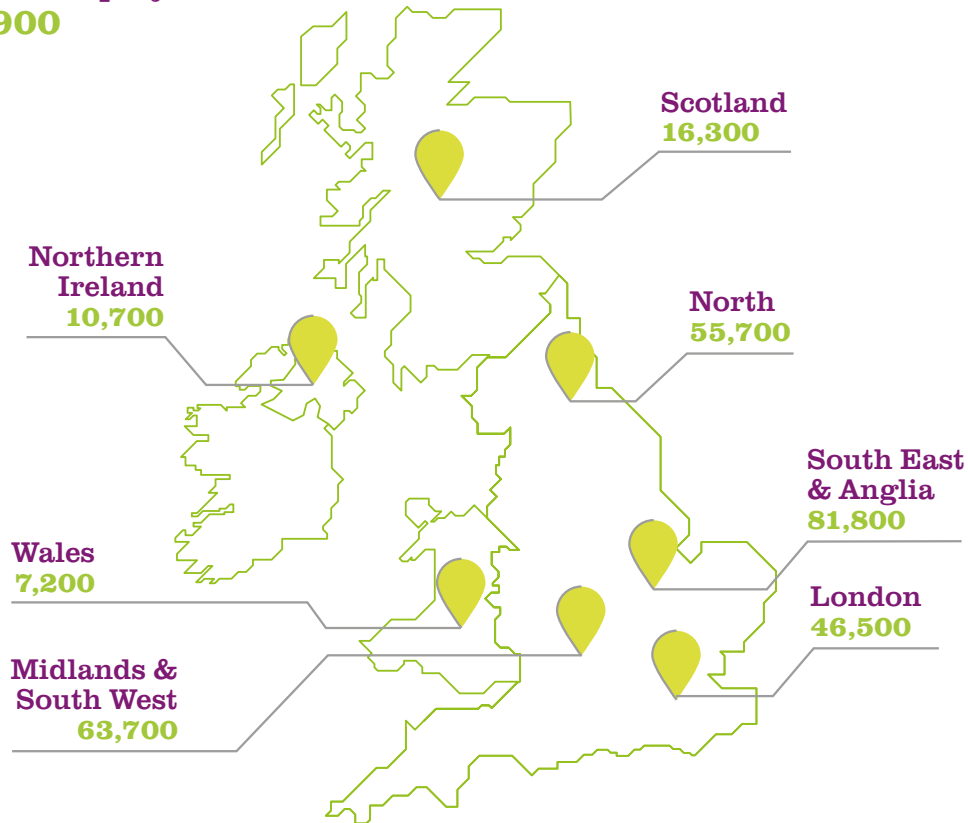


What we do

Our service users by region/nation

School-based programmes
23,500

National projects
3,900



What we do

We adapt to the
**challenges children
are facing today...**

Around one in ten children have a diagnosable
mental health condition equating to roughly
three children in every classroom.



In 2016 we made children's mental health and
wellbeing one of our key priorities.



What we do

We have done this through services like:

PATHS[®] Promoting Alternative Thinking Strategies

PATHS[®] is a curriculum schools based programme which aims to improve emotional and social understanding in primary school pupils through activities in regular taught lessons.

93%



of teachers reported that PATHS[®] has had a positive impact on the children in their class.

“PATHS[®] has helped improve relationships in the school between adults and children... it is a very worthwhile programme.”

Vice principal



What we do

Barnardo's
TIGER Services offers
support to young people
coping with trauma by
adopting an approach
that empowers them.
Find out more about the
service by visiting
Barnardos.org.uk



*We helped Kevin process
his trauma and feelings of
loss, to help him feel more
invested in his future.*



What you can do

The money you raise through your fundraising can have an

incredible impact

£5,000

Being sexually exploited is devastating and for some children they do not fully understand what has happened to them. **Your fundraising of £5,000 could help a child to process their experiences by accessing trauma-informed one-to-one interventions**, ensuring a safer, more positive future, so they can become strong and resilient adults.

£20,000

For young people leaving care it can be an isolating time. **A rewarding donation of £20,000 could fund a team of volunteer mentors to help up to 40 care leavers to not feel alone once they have left care.** A volunteer mentor can do fun activities with them and provide support with the complexities of adult life. Helping the young person to get out of the house and build their confidence.



What you can do

£40,000

By the age of 19, care leavers are significantly less likely to be in education, employment or training. These young people are more likely to be involved in substance abuse and show a higher risk of homelessness. Our construction skills training programme provides young care leavers with practical skills free of charge, with 71% of our young people going onto further employment or training. **Your fantastic donation of £40,000 could provide work placements, mentoring from key industry players and wider support for twelve young people.** Making a real difference to their future prospects. One of our students had this to say about their experiences:

“all the time that we’re here, we’re not on the streets and we are safe. We’re getting the skills we need... so I think we’re really lucky.”



What you can do

Our top 4 fundraising ideas to get you started

1.



The Barnardo's Big Bake!

Who doesn't love a bit of cake during the working day? For quick fundraising results 'get baking!'

Click here to get started to get started.

2.

Dress down or themed fancy dress days!

It is simple and one of the easiest fundraising activities to do. Our suggested twist on the classic is a stress down Friday! Come to work in comfy clothes and take part in relaxing office activities.



What you can do

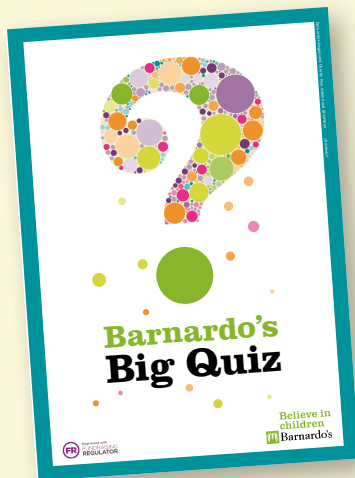
3.

Get running!

Get a group together to take part in your local 5km, 10km or half marathon for Barnardo's. For those who are not so keen they can cheer the rest of you on! Find out more by **clicking here** and visiting our website.



4.



Quiz!

Find out which department or person in your office is the ultimate quiz champion. **Click here** to download our Quiz.

We are here to help you every step of the way, so please get in touch with us if you need advice or any help.



How you can do it

Our best tips on reaching *your fundraising target!*

1.

Think about how you are going to get people involved and excited about your fundraising – get people's engagement early on, share with your office what is coming up and put those posters up!



2.

Send out reminders for when people are feeling the most generous, i.e. just after pay day!!



4.

Fill out and use our activity chart. Download it by [clicking here](#).



3.

Let people know about the impact they are making! Below are price points that you could use to encourage people to make a donation.



How you can do it

Your donations add up to make a big difference



£3

For every £3 coffee you forgo and add to your fundraising pot you could ensure that three children who have left home hungry get a hot breakfast at an 'early morning' club, fuelling them for their day ahead.



£20

Sponsoring your work colleague £20 to help them reach their personal target could provide a blanket and personal care kit, for a homeless teenager found sleeping on a city centre street.



£50

A generous £50 donation could pay for warm winter essentials for a disadvantaged child. Making sure they do not become isolated and are able to wrap up warm when playing outside with their friends.



Fundraising inspiration

Scotland



Courtyard By Marriott Glasgow Airport Hotel, Scotland

Staff at the Courtyard By Marriott Glasgow Airport Hotel have held regular Barnardo's days, with staff getting their Barnardo's t-shirts on and encouraging their customers to make a donation. General Manager, Kuldeep Badesha led by example by taking on the Great Scottish Run Half Marathon as part of their fundraising efforts. The team have also held workshops for young people who are seeking employment to give them a taste of what it is like to work in the hospitality industry.

How you can do it

Northern Ireland

PwC, Northern Ireland

PwC Northern Ireland were charity partners from 2016 – 2018. What started as a regular fundraising partnership with a goal of £50,000, led to a two year partnership that raised £115,000. This also included £25,000 worth of Gifts in Kind, volunteering, and the creation of Barnardo's Bravehearts, a resource for our child bereavement service. Plus a new all ability sensory room and playground for Barnardo's service in Banbridge, Co. Down.



“For PWC it has been an absolute pleasure and privilege to be associated with such an amazing organisation.”

Benny Miskelly, Purpose Officer

How you can do it

Wales



Eaton Electrical, Wales

A talented team of engineers, designers and interns from Eaton spent six months planning a daring fundraising mission that saw Barnardo's own Barney bear travel approximately 115,000ft into the stratosphere. Thanks to an on-board camera Barney's four hour trip was captured – which you can check out by visiting our YouTube page! This amazing journey was not just an exciting science experiment but

also raised awareness and money for Barnardo's. Project Engineer, Adam McBride said:

“In many cases the children Barnardo's works with have endured things no child should ever experience. By seeing the pictures Barney brought back we hope these children can see that the world can be a beautiful and positive place.”



youtube.co.uk/barnardos

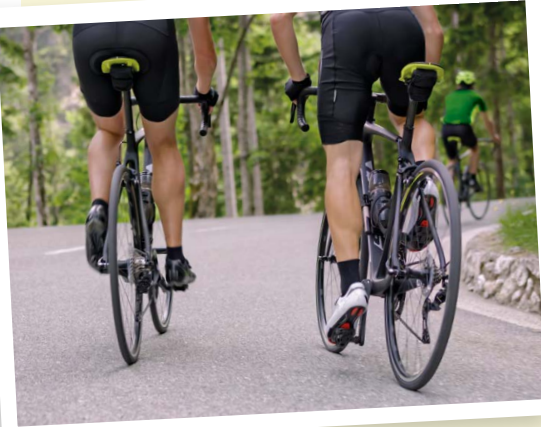
How you can do it

England

Renault, England

Groupe Renault has been working with Barnardo's for over 20 years now and have engaged in a wide variety of fundraising activities throughout this time. As a company they have had staff take part in the London Marathon, hosted multiple 'charity cycle challenges' to locations such as Paris and Brussels, and have also raised money internally through the sale of office furniture. These are just few of the multiple fundraising activities which Groupe Renault have engaged in.

"Barnardo's is a charity close to the heart of Renault's operations and we look forward to continuing this relationship in the future."



Ways to bank your fundraising...



By phone

Call our **Supporter Relations Team** on **0800 008 7005** to make a donation by credit or debit card.



By post

Fill in [this form](#) and post it with any cheques or CAF vouchers, made payable to Barnardo's, to the following address:

CF Business – Income Processing
Barnardo's
Tanners Lane
Barkingside
Ilford, IG6 1QG

Please do not send cash in the post.



At the bank

Please call **0800 008 7005** and we'll send you a blank giro slip. You can then pay it in at any of these banks:

Barclays Bank (England and Wales)
Bank of Scotland (Scotland)
Danske Bank (Northern Ireland)



Online

You can pay directly into our bank account with online banking. Our bank details are:

Barnardo's
Barclays Bank
Account number: 50507393
Sort code: 20-57-30

Please quote your unique reference number when you pay. If you do not know your number then give our **Supporter Relations team** a call on **0800 008 7005**.



JustGiving

You can add your offline donations to your JustGiving page, meaning that you can see your final total in one place. Visit [JustGiving.com](https://www.justgiving.com) to find out how.

If you're paying in your fundraising on your JustGiving page please read the Gift Aid questions carefully and only tick if it applies to your donation.



Any questions paying in your funds?

Feel free to email: supporterrelations@barnardos.org.uk or call **0800 008 7005**.

Every donation makes a big difference.

Thank you



*Believe in
children*
 Barnardo's

Barnardo's believes in **stronger families,**
safer childhoods and **positive futures** for
vulnerable children and young people.

If you need further information on other fundraising
activities and events – please visit our website:

barnardos.org.uk/fundraise

**Believe in
children**



Barnardo's

Barnardo House Tanners Lane, Barkingside, Ilford,
Essex IG6 1QG. 020 8550 8822.

Northern Ireland 542–544 Upper Newtownards Road,
Belfast BT4 3HE. 028 9067 2366.

Scotland 10000 Academy Park, Gower Street, Glasgow
G51 1PR. 0141 419 4700.

Cymru/Wales Trident Court, East Moors Road,
Cardiff CF24 5TD. 029 2049 3387.

barnardos.org.uk

Tel: 0800 008 7005

Email: supporterrelations@barnardos.org.uk



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