

The Key
Inspiring belief in young people
Fundraising Pack



From everyone at The Key, we'd like to warmly welcome you and thank you for your support.

HELLO!

There's more information about The Key online and if you ever have any questions, please just get in touch on **fundraising@thekeyuk.org**.

We hope you have a fantastic time fundraising and we look forward to hearing from you soon.

The Key
32 Kingsway House
Kingsway
Team Valley
Tyne and Wear
NE11 0HW

Registered charity no: 1093569
Company no: 03339120
Registered name: Keyfund Federation Limited
Registered in: England & Wales

FUNDRAISING

Our Fundraising Pack

This handy pack should get you started on your fundraising journey and help you to reach your target.

It's jam packed with lots of ideas, tips and inspirational stories that will get you well on your way.

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How your fundraising will make a difference

The Key is a North East based charity that empowers 3,000 young people, aged 11-25, to believe in their ideas and take responsibility for living them every year.

By encouraging young people to explore their own ideas and passions, we help them to discover what they're capable of and generate the drive and determination to do something meaningful with it. We provide them with the skills, self-confidence and resilience they need to achieve their dreams.

Every penny you raise will help us to achieve the above and give some of the most vulnerable and disadvantaged young people the confidence and skills they need.



Ryan White

Set up a mini café for local elderly residents with help from The Key.

“The Key gave me the experience of having responsibility and being independent.”

Did you know?

The North East has the highest rate of unemployment and youth unemployment.

The region also has the highest proportions of 16-24 year olds who are not in education, employment or training.

The International Foundation says the North East is the worst place in the UK to be young.

Doesn't sound so good does it? We don't think so either. That's why we're here to help those in need.



Grace O'Keefe

Organised a spa day and meal for local families.

“It'll be a big help for the future. It's good to see how much effort you've put into one thing. It gave me an opportunity I thought I would never have.”



Fundraising tips

So you've got some ideas and now you need to get going. Check out our top 5 fundraising tips...

Keep it fun

Choose a fundraising activity that you enjoy makes everything better. Why not get your friends and family involved and do it together? It will increase your support and make it all the more fun.

Get organised

Give yourself plenty of time to organise and do your fundraising activity. Making sure you have plenty of time means less stress for you and more time for your supporters to support you.

Set a realistic target

Setting a target is a great way to motivate yourself. Not only does it get you in the zone but it also encourages your supporters too. It's also pretty satisfying when you smash it and reach your 100%.

Spread the word

Shout about your amazing challenge! Telling everyone you know will get you lots of support and help you to get closer to your target. So Tweet it, Facebook it, Instagram it, text it, email it and spread it!

Tell everyone how it went

Just because you've finished your activity doesn't mean it's over. People love to know what you achieved and how it went, why not give them a call, drop them a text or send an email to update them.

Remember

Please take care when you're fundraising and remember it's your responsibility to think and comply to the relevant health and safety laws.

Licenses

If your fundraising activity includes a bar, live music or selling stuff then you may need to double check you've got the right licences and permission.

If you're planning on a bucket collection then you may need permission from the venue manager or local council.

Insurance

Before you go, make sure you have the required insurance. Most venues will have the right insurance in place but it's best to be safe by asking.

[If you're a bit unsure visit the Institute of Fundraising webpage or click here for a little more information.](#)



A-Z of Fundraising

Fundraising can be quite a challenge, but if you're well organised and plan ahead it can be a lot of fun too.

There's so many ways you can fundraise for The Key...

Auction

Bake sale

Coast to Coast cycle

Dress down day

Ebay sale

Fun run

Guess the weight

Holiday home donation

It's a knockout competition

Joke-athon

Karaoke competition

Leg wax

Man Vs Food

Name the teddy

Office collection

Parachute jump

Quiz

Raffle

Sponsored silence

Tug of war

Uniform free day

Variety show

Wheelbarrow race

Xmas card donation

Yodelling contest

Zumbathon

Fundraising fun

At School

- Non-uniform day
- Bake sale
- Enterprise day
- School party
- Teacher v Student tug of war
- Raffle
- Face painting
- X factor competition

At your youth club

- Bag packing
- Quiz night
- Craft sale
- Zumbathon
- Street party
- Junior Blaydon Race
- Coffee morning
- Sponsored leg wax

At Work

- Dress down day
- Big charity ball
- Matched giving
- Sweepstakes
- Barbeque
- Bake off competition
- Five a side tournament
- Sponsored cycle to work

For the adventurous type

- Bungee jump
- Skydive
- Parasailing
- Iron man
- Organised fire walk
- Zip wire
- Boxing day dip
- Abseil

Do it yourself

- Sponsored shave
- Blaydon races
- Sponsored silence
- £ for a lb
- Sponsored give it up
- Great North Run
- Swear jar
- Think of your own fab idea!

Get Collecting

There's lots of ways that you can collect and send The Key your donations. Be sure to pick the right one for you and your supporters.

Online

The easiest way to raise money is by setting up your own virgin money page on virginmoney.com. We can help you with this by giving you an automatic link which connects you to The Key. Simply email us on fundraising@thekeyuk.org.

By post

Cheques can be made payable to **The Key** and can be sent to **The Key, 32 Kingsway House, Kingsway, Team Valley, Tyne and Wear, NE11 0HW**. Be sure to include your name, address and contact details so we can say a proper thank you too.

Directly into the bank

If you'd prefer to pay by bank transfer then get in touch and we can give you all of the details that you'll need. Call us on **0191 731 7830** or email fundraising@thekeyuk.org

In person

Come and see us - we love to meet our lovely supporters! You can pop in to our offices at 32 Kingsway House, Kingsway, Team Valley, Tyne and Wear, NE11 0HW. Give us a call to let us know you're on your way and we'll pop the kettle on.

Remember! If you're collecting Gift Aid then you must have the consent and personal details of your supporter to add gift aid to their donation. All you then need to do is send it to us and we'll sort the rest.

We're here for you

Remember we're here if you need us. Whether you need help spreading the word or you simply want to run your very own fundraising idea by us.

Get in touch at

fundraising@thekeyuk.org



Lauren Ingram

Set up her own dance and exercise class for children after school.

"I learnt more about my strengths and weaknesses."



Quotes from those we've helped

"The Key helped me to no longer feel alone. It helped me feel part of a team and I am so much more confident now."

-Matt, aged 17

"I feel more confident and comfortable in myself."

-Sarah, aged 15

"Organising things is harder than you think. I wasn't very good at it before but The Key has given me some great organisational skills."

-John, aged 16

"I really did feel empowered and it changed the way I thought. It left me thinking nothing was beyond my reach."

-Craig, aged 19

"The Key has helped me understand the world more and become a more rounded person."

- Hannah, aged 14

Good luck

Whichever way you decide to fundraise for The Key we hope you have a great time on your journey. Be sure to let us know what you're planning and how it went so we too can shout about it.

We can't thank you enough for choosing to support The Key and helping us to reach even more disadvantaged and vulnerable young people from the North East.



Hannah Wallace
Set up a fair trade breakfast club.

"The Key has helped me understand the world more and become a more rounded person."





The Key team

0191 731 7830

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