



Red Balloon
LEARNER CENTRES
For the recovery of bullied children



The Red Balloon Fundraising Pack

Socially-distant edit

Why support Red Balloon?

In the UK, thousands of children are too scared to go to school because of severe bullying, other trauma or mental ill-health. At least 16,000 self-exclude every single year.

Red Balloon is the only UK charity to address this problem, offering education and therapy to help frightened children get their lives back on track.

It's a service that's sorely needed. Fifty per cent of Red Balloon students have contemplated, or actually attempted, suicide. We offer young people with otherwise bleak futures a chance to creep out from under the duvet and face the world again.



How we help

Red Balloon provides a bespoke programme for each student, comprising academic study, mentoring and therapy, and community re-engagement activities.

We have four Centres in Cambridge, Norwich, NW London and Reading, in addition to our online service, Red Balloon of the Air (RBAir). RBAir supports those who are too frightened to leave the house, live too far from a Centre or where Centres have long waiting lists. To ensure our online students also have face-to-face contact with others we have dedicated mentors who visit students at their homes, coax them from the sanctuary of their rooms, take them on educational trips, and provide opportunities to meet with our other students, something they may not have done for months, if not years!

What your support can do

£15

could send



a box of science experiments
to a child learning from home

£40

could fund



a wellbeing support session for a
vulnerable Red Balloon student

£350

could fund



an outward bound programme - so
important for children who find
simply leaving the house a challenge

£1000

could fund



cultural enrichment programmes for 10 students
for a year, helping them grow in confidence and
grow an appreciation of their heritage

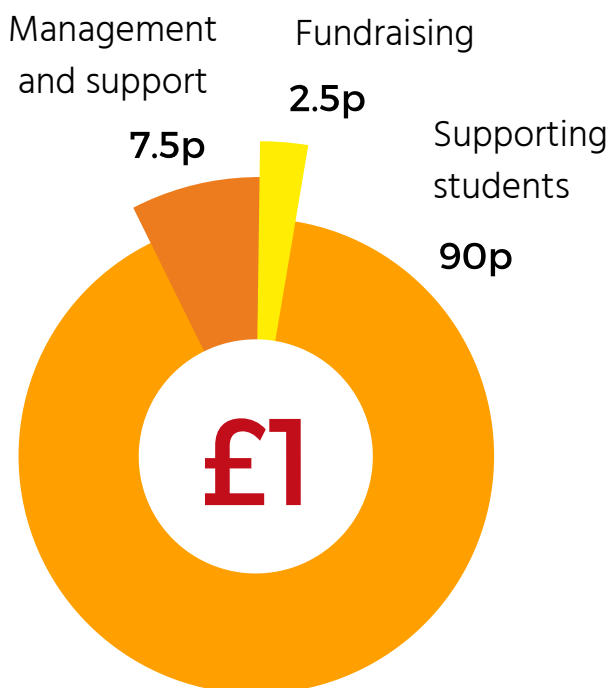
£2491

could fund



the average bursary needed to
help a student in financial need

Where your support goes



**Across Red Balloon in 2018/19,
90p of every £1 donated went directly to
supporting our students.**

We cannot operate effectively without good
management and fundraising efforts.

Last year, 7.5p of every £1 was spent on
strategic support and 2.5p was spent on raising
funds.

How to fundraise: the speed read

PICK SOMETHING YOU ENJOY

Whether you're a dab hand at baking, an expert at cycling, or quite fancy doing a skydive, you can do almost anything you want to. Take a peek at the next page to see which activities inspire you - or come up with your own.

SET A TIME, A DATE AND A TARGET

Like any task, good planning and an end goal make all the difference. Get these things sorted and you'll know where you're headed, and what you need to do to get there.

SET UP AN ONLINE FUNDRAISER

Make it easy for people to support you, by collecting donations through websites like JustGiving or Virgin Money Giving. They're super efficient and you can see your total progress towards your goal.

SPREAD THE WORD

You're doing something amazing, so shout about it! We've got a whole page of this booklet dedicated to helping you know exactly how to get the word out.

MAKE SURE YOU STAY SAFE

It's a challenging time at the moment, and we need fundraisers like you more than ever. But it's important to keep yourself and those around you safe.

Whatever fundraising activities you are up to, remember to always keep to your local restrictions and follow national advice of social distancing and staying safe.



Choose your activity

Need to think socially distant?

Some of the traditional fundraisers like running the London marathon might be out of the question, but that doesn't mean you can't spin things on their head and do it in a socially distant way!

Choose an activity that inspires you and don't be afraid to go bold! Wacky and creative events are more likely to grab people's attention and raise the money you're hoping for.

You may already have a great fundraising idea, but if not, don't worry - here are some socially distant suggestions to get you started.

You can pick one of these as they are or find something that catches your eye and mix it up a bit to make it really you!

Virtual events

Just because you can't get out and about doesn't mean you have to miss out. Take your favourite events and make them virtual instead! Grab your friends and family, get online, and start having fun.

Quiz night

An absolute classic, and staying socially distant won't get in the way - simply make your quiz a virtual one! Think of some questions suitable for your audience, and offer ways to up the ante - maybe a £1 donation for a hint about the answer, or £5 for another joker card. You'll have raised loads in no time. And there are plenty of quizzes online you can plunder for questions!

Virtual coffee morning

What's better than a good old catch up with friends with a tasty sweet treat too? Ask for a donation to join, and chat away putting the world to rights knowing it's all for a good cause.

Sweepstake

Fan of the Six Nations? British cricket? The GBBO? Gather friends and family and place your bets! Ask everyone to donate a set amount (say £4) to enter before settling down to see which player/team/upside-down cake is going to be victorious. Whoever guesses right wins a suitable prize to celebrate their predictive skills.

Virtual movie night

You might not be able to head to the cinema, but you can still throw a virtual movie night on your own couch - start a watch party with friends using your favourite streaming site or Facebook and enjoy a movie together while donating what you would have spent on tickets and your favourite cinema snacks and drinks.

Getting Active

Beating a challenge as part of a crowd may be off the cards, but there's nothing to stop you getting out there and doing incredible things. Get yourself a virtual team, or take it on solo, and put yourself to the test!

Tracking apps such as Strava mean you can electronically track exactly what you're achieving and share it for others to see - they can watch your progress as it happens and see you meet your goals.

Whether it's an activity you normally do or you're trying something completely new, set yourself a challenging target and a deadline and get that blood pumping. Here's some ideas to get you moving:

New distance

Whether it's running, walking, cycling, swimming or even rowing, whatever way you like to get around you can set yourself a new distance challenge: all in one session or over the course of a month, keep on keeping on and see just how far you can go.

Skills boost

Not all sports are about getting from A to B - whatever you're into, be it trampolining, martial arts, yoga or boxing, you can still set yourself a challenge. Try learning a new technique or move (or two, or three!) and watch your ability grow.

Virtual competition

Keeping your distance is no obstacle to competing - make it virtual! Set a goal, get some friends together, track your activities, and race to first place!

Speed run

Distance not your thing? Time to beat the clock! set yourself a new time goal and show that PB who's boss.

Push your limits

Wanting something a little more unusual? Serious or silly, make it yours! Be it doing 1000 push-ups, cartwheeling for 200m, or egg and spoon running round your town, find a challenge that people can't help but be impressed or amused by.

Gaming

Gaming is great way to do fun activities with friends (or solo!), and if you're playing together online then you don't even need to leave your couch! There's lots of ways to raise funds while playing:

Sweepstake

Find a competitive game and a group of friends, each pay a certain amount to take part then compete to see who the ultimate winner is - the winner gets a proportion of the winnings (or simply a prize) and the rest gets donated. One ultimate battle, or lots of little rounds - it's up to you!

Donate to play

Find a cooperative multiplayer and host an online event with friends - each person donates to join the team and you beat the game together

Solo challenges

If solo playing is more your thing then how about a sponsored gaming marathon challenge, or a time trial to complete a game within a time limit? Check out [Gaming for Social Good](#)



Set up a fundraiser

Create a fundraising page on a site like [JustGiving](#) or [Virgin Money Giving](#).

Creating a fundraiser is easy - just log in to one of the sites and follow their instructions to set up a fundraising page in aid of Red Balloon. They'll walk you through each step of the process and before you know it your shiny new fundraising page will be up and running. You can create a team page too, if you're fundraising together. (If you get stuck you can always contact us for a helping hand!)

Your fundraiser page will automatically keep track of all the donations you receive, messages from your supporters, and your progress towards your target. And they'll send all donations straight through to us, so you can forget the finance and focus on doing your thing and spreading the word!



Make your fundraising page as successful as possible with these three tips

(find more tips and tricks on our [website!](#))

1

Add a target

People donate more when there's something to aim for and they'll want to help you reach your target. Get the first donation right, as people often decide how much to sponsor you based on the first donation made. Ask a generous friend or relative to be first and get the ball rolling!

2

Use emotion

Use emotion to tell people why you're doing what you're doing, how you feel about it (nervous/excited/absolutely blooming fantastic), and what you hope will happen. Everyone loves a story, and if they can see how much it means to you they'll be rooting for you to succeed.

3

Add pictures

A picture says a thousand words! Pictures bring your story to life and make it more relatable, so add some that capture your story. If your challenge is over time then add images of you in action as you go - people will love to see how you're getting on and back you through your struggles and triumphs.



Spread the word

Once your planning is in full swing, it's time to start promoting. The more people you can tell, the more money you're likely to raise - and the more children you can help.

Tell everyone

Tell all your friends. Tell them again. Hopefully they will get the message. If you have ten friends, and they all ask five people to donate, and those five people all tell another five people...well, you've got a lot of people right there. Need some help with the wording? Visit the fundraising pages of our website for 'Words to crib from'.

Local media

Contact your local papers, newsletters or magazines, and, if you can, write a press release (feel free to get in touch with Red Balloon for help and advice doing this!). You could also contact local radio to see if they're interested in your story.

Social media

This is a biggie. Keep people updated on your journey to remind them what you're doing and why. And make sure you encourage people to do more than just 'like' your post - that's great, but it's even better if they can donate too.

Keep us in the loop!

We love to know what you're up to and help you spread the word, so drop us a line! If you mention us on social media, we'll do our bit to get you heard.

Here are our pages:



@RedBalloonLCC

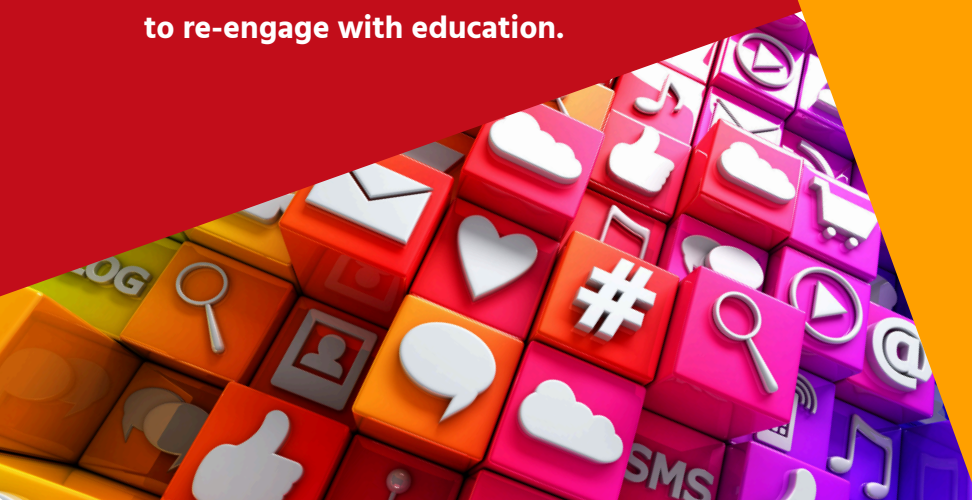


Red Balloon Learner Centres

Boring but important!

If you're going to create any publicity materials about your event, please include the following statement:

All proceeds/profits will be donated to Red Balloon, Registered charity number 1109606. Red Balloon supports bullied children to re-engage with education.



Day-to-day fundraising

Fundraising doesn't have to be a big event or a huge amount of effort either! There's lots of ways you can raise funds to support us just with your day-to-day activities.

Online shopping

Did you know you can fundraise when shopping at online at no cost to you? Simply log in to a fundraising site first, complete your shopping with your favourite online shops as normal, and voila, you've raised donations for us without costing you a penny! You'll be surprised how many shops are available and how easy it is to earn donations.

We're signed up with the sites below, so check them out and shop away!

[Easy Fundraising](#)

[The Giving Machine](#)

[Amazon Smile](#)

Online selling

If you're a fan of selling things online then eBay for charity means you can list items so that a proportion of the money goes to us when they sell - and it reduces your sellers fees too!

Have a look at [eBay for charity](#) to find out more.

Celebrating a birthday?

Not sure what presents you'd like this year? A birthday fundraiser is a super-easy way to support us! When it gets near to your special day simply set up a birthday fundraiser (Facebook makes this very easy - or create your own on platforms like Just Giving or Virgin Money Giving) and then spread the word with family and friends.



How to get money to us

If you've set up a page on [JustGiving](#) or [Virgin Money Giving](#), this bit's really easy. These sites will automatically send the money you've raised to Red Balloon once a week. It's also possible to include cash donations in your total - the sites' FAQ and Help sections will show you how.

And if you've not done an online fundraiser and have all the cash yourself? First things first, make sure that you're safe! Don't carry large sums of money down dark alleys. It's also really important that there are at least two of you there to count the money at the end.

After that, please bank any cash or cheques made payable to you, and then write a cheque payable to 'Red Balloon Learner Centre Group' for the amount collected.

Send your cheques to:

Red Balloon Learner Centre Group
Suite 3 Winship House
Winship Road
Milton
Cambridge
CB24 6AP

A note about Gift Aid

Gift Aid is a way in which charities can claim tax money back on people's donations!



If a taxpayer makes a charitable donation the charity can claim some tax back based on the donation.

Gift Aid means each donation made is worth an extra 25% - that's an extra £1 for every £4 donated - so it's a worthwhile amount that adds up fast!

If you're using JustGiving or Virgin Money Giving your donors have the option to add Gift Aid to their donations automatically, so as a fundraiser you don't need to do anything except know you're making that extra difference to those in need!

If you'd prefer to stick with a paper sponsorship form, then contact our fundraising team for a copy.

Need Help?

Need some advice on your fundraising journey or a little stuck with something? Get in touch!

Our fundraising team is here Mon-Fri and happy to help support you on your fundraising journey.

Drop us an email at fundraising@group.rblc.org.uk or give us a ring on **01223 366052**

On behalf of everyone at Red Balloon, we thank you for choosing to fundraise for us. Your support will mean that scared children get the help they need to overcome their challenges and face the bright futures they deserve.

Your help really does change lives.

Thank you



Red Balloon Learner Centre Group

Registered charity no: 1109606

www.redballoonlearner.org

December 2020

Front cover: staff member Paul Morton-Kemp
mud-running for Red Balloon



Registered with
**FUNDRAISING
REGULATOR**