

# CAMPUS

## Fundraising Pack



Registered Charity Number: 252982



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117

CHILDREN ON  
RESIDENTIAL  
PROJECT

NEW YOUNG  
HELPERS  
TRAINED 7

2

YOUNG HELPERS  
TRANSITIONED INTO  
ADULT HELPERS

74 ADULT  
VOLUNTEERS

50

CHILDREN ON  
HIPPOCAMPUS

ANNUAL COST TO  
RUN ALL PROJECTS  
AT FULL CAPACITY

£50,000

6 EXECUTIVE  
COMMITTEE

MEETINGS AND

1 ANNUAL  
GENERAL

MEETING

25,000 VOLUNTEER HOURS  
OUTSIDE OF PROJECTS

## INTRODUCTION LETTER

Hello!

Thank you for viewing the Fundraising Pack for Campus Children's Holidays. This pack contains all the information that you (or your friends and family) might want to know about Campus, including the ways in which you can support us. It also provides a wealth of information to help you decide how to fundraise and ensure that your fundraising is as effective as possible.

During the past few years, the economic climate has been tough for small charities like Campus, which has made it difficult to raise enough money each year to cover our operating costs. As such, your fundraising activities make a more important contribution than ever towards enabling us to run our projects to full capacity.

In 2017, we launched our 50 for 50 fundraising campaign, with the aim of at least 50 people each committing to raise at least £50 during our 50<sup>th</sup> anniversary year. Our supporters rose to the challenge, with 61 people raising over £18,000 between them over the course of the year - a huge income boost, of which all those involved should be proud.

There continues to be high demand for our projects year on year. As a small, volunteer-run charity, we need you to carry out vital fundraising activities for Campus, so that we can continue to provide much-needed holidays to children who would benefit from a break from challenging home lives. Whether that's running a marathon, undertaking a sponsored knitathon, or encouraging friends and family to become regular donors, I very much hope that you'll find a way to get involved.

Once again, thank you for your support of Campus - and all the best with your fundraising!

*Helen Scott*

Helen Scott  
Fundraising Officer  
Campus Children's Holidays  
10<sup>th</sup> June 2018



## WHAT CAN YOU DO?

With so many volunteers, even something little can go a long way. Following our fundraising success in 2017, we want as many people as possible to get involved in 2018. Anybody can get involved, whether you first volunteered with us one year ago or thirty. You can start raising funds in loads of different ways and we want to empower every individual to raise money to make a difference in the lives of the children we support.

It's as simple as **1 - 2 - 3**:

### 1. DECIDE

Decide how you want to fundraise and email Helen at [fundraising@campusholidays.org.uk](mailto:fundraising@campusholidays.org.uk) with your name, email address, mailing address and fundraising idea.

**Lots of ideas to help you on PAGE 6.**

### 2. FUNDRAISE

Set up a Virgin Money Giving (VMG) online giving page and start raising money!

**Full details on how to do so, including tips and advice, can be found on PAGE 7 and APPENDIX A.**

### 3. MAKE A DIFFERENCE

The money raised will go straight to Campus to make a difference for the children we give holidays too. All our fundraisers deserve to be recognised so we have some exclusive rewards for you too.

**More details on the difference your money makes can be found on PAGE 8 and APPENDIX B**



## 1. DECIDE

### HOW CAN I RAISE MONEY?

There are lots and lots of ways to raise money - here are just a few suggestions to kick-start your thinking!

#### SPONSORSHIP

- 10km run/half-marathon/marathon
- Long distance swim/cycle
- Sit in a bath of baked beans
- Don't talk for a day
- Cut your hair off
- Talk in rhyme all day long

#### MAKE A CHANGE AND DONATE THE MONEY YOU SAVE TO CAMPUS (MCDMYSTC)

- Buy a newspaper every day? Read online to MCDMYSTC!
- Buy a lottery ticket every week? Buy one every fortnight instead to MCDMYSTC!
- Buy a sandwich every lunchtime? Make your own to MCDMYSTC!
- Got a gym membership you don't use? Cancel it to MCDMYSTC!

#### ASK PEOPLE YOU KNOW

- Ask at work or college about any charity fundraising they do and how Campus could be a beneficiary
- Ask your neighbours/parents/colleagues if they'd like to become a 'Friend of Campus' and make a small regular donation through Virgin Money Giving - see [PAGE 9](#)

#### EVENTS

- Cake Sale
- Speed Dating
- Board Games Night
- School Non-Uniform Day
- Ceilidh
- Pub Quiz
- Band Night
- Cocktail Night
- Bingo Night



#### OXFIZZ

- If you're an Oxford/Cambridge graduate then get in touch with Helen to find out more about a Social Enterprise we partner with called Oxfizz. You can help do Oxford/Cambridge mock-interviews for provisional applicants to raise money for Campus.

## 2. FUNDRAISE

### HOW DO I GET STARTED?

- Email Helen at [fundraising@campusholidays.org.uk](mailto:fundraising@campusholidays.org.uk) to sign up to be a fundraiser
- We recommend that you set up a Virgin Money Giving (VMG) Fundraising Page - See Appendix B for instructions
- Publicise using Social Media - Facebook is very effective!

### HOW DO I GET THE MONEY I RAISE TO CAMPUS?

- **VIRGIN MONEY GIVING (ONLINE)** - When you've set up a VMG page linked to Campus Children's Holidays anyone can donate on that page and the money is automatically paid to Campus. This will include Gift Aid if the donation is eligible (almost all donations from an individual are eligible for Gift Aid). You can track this via your page too.
- **PHYSICAL CASH** - If people donate money physically (i.e. give you cash) then you can deposit this at any branch of HSBC using the details below. If you do then please email [fundraising@campusholidays.org.uk](mailto:fundraising@campusholidays.org.uk) to inform us of how much was donated, when, by who and if it's Gift Aid eligible.
  - Account Number: 42173530
  - Sort Code: 40-16-08

### HOW DO I MAKE MY FUNDRAISING EXCELLENT?

- **BE AUTHENTIC!** Everyone has their own story for why they want to fundraise for - tell people yours. Explain how you got involved and what your first week volunteering was like. Explain in general how you see Campus holidays helping the children you've met. Talk about what you think of the Campus community and the other volunteers.
- **BE CLEAR ABOUT WHAT CAMPUS IS** - Use the information from **PAGE 3** of this booklet, from Appendix B or from the website if you want some simple explanations
- **HAVE A GREAT TARGET** - Pick an achievable target and aim higher! Have a look at **PAGE 8** of this booklet to see what difference you can make to Campus with the money you raise. Don't forget you don't have to raise all the money in one event - raise what you can in one event then do something else. But we don't recommend doing too many sponsored events as people might not want to sponsor you multiple times. Maybe do one great sponsored event then run an event or Make a Change and Donate the Money You Save To Campus!
- **SHARE WITH THE CAMPUS COMMUNITY** - We love to know about what people are doing and others will want to get involved to help or to do joint events.
- **THANK PEOPLE THAT DONATE TO YOU** - A thank you in person or a Facebook message can go a long way to making people feel proud to be supporting you
- **TARGETED FUNDRAISING LEVELS** - Change what you do if you raise a certain amount, for example if you raise over £200 you'll do it in fancy dress!
- **INCENTIVISE SPONSORSHIP** - Give something to people if they sponsor you. Maybe they get a vote in something related to your activity? Or bake them a cupcake?
- **HAVE FUN!** Fundraising should be enjoyable and rewarding!

### 3. MAKE A DIFFERENCE

#### WHAT'S IT WORTH?

- £10 pays for a day's activities for a child on Residential Project
- £30 pays for a child to come on Winter Project
- £50 pays for a week's worth of activities for a child on Residential Project
- £210 pays for a child to come on Residential Project, inclusive of all Project costs
- £550 gives five children a holiday on the Hippocampus Project, inclusive of all Project costs

#### HOW ELSE CAN I SUPPORT CAMPUS?

- Like us on [Facebook](#)
- Make sure you're subscribed to our emails - if you think you're not then get in touch.
- Become a regular donor (or encourage friends and family to do so)- as little as £1 a month can make a big difference. Donations from new regular donors count towards our 50 for 50 fundraising target! See [PAGE 9](#) for more information.
- Campus' other main income is from grants and we always need people to help apply for them. We run dedicated days where you can come along and help, with full training provided - do get in touch.
- Get involved with events throughout the year that other people organize - find out about them through Facebook or email.
- Spread the word and let other people know about the work we do and how they can support us.



## REGULAR GIVING TO CAMPUS CHILDREN'S HOLIDAYS

Regular donations from our supporters is our most reliable source of funding. To improve Campus' sustainability we need more supporters to give a small, regular amount.

If you are a volunteer, you will probably find that your family, friends or colleagues would love to support your volunteering. You may even want to donate regularly yourself!

### WHY SHOULD SOMEONE BECOME A REGULAR DONOR?

- Receive a thrice-yearly newsletter - by mail or email - giving updates on our projects
- Tangible way to support under-privileged children
- Friends and family can ask you about the charity - what the projects are about and where the money goes

### WHO SHOULD YOU ASK?

- Parents
- Family members
- Work colleagues
- Friends

### DOES THIS APPROACH WORK?

Yes! Most of our regular donors started giving based on knowing a volunteer or were a volunteer themselves. Most people want to give money to support a good cause if they can and if they trust the charity. There's no better way to do that than to know someone who actually volunteers with the organisation!

### HOW MUCH SHOULD YOU GIVE?

Every donation is valuable so any amount is welcome - for example £10 a month.

### HOW DO YOU DONATE?

- Invite friends and family to look at our website: [www.campusholidays.org.uk](http://www.campusholidays.org.uk) and click Donate
- There are two main ways to set up regular giving:
  - Click through to Virgin Money Giving and click  OR
  - Email [fundraising@campusholidays.org.uk](mailto:fundraising@campusholidays.org.uk) to get a regular donation form, which includes our bank details and a Gift Aid section, so we can reclaim tax on the donations.

## OUR FUNDRAISERS

Many of our volunteers have been busy raising money for Campus by organising and taking part in a huge range of events. Here are a few of their stories:

### CASE STUDIES

#### ANNA DICKSON - CEILIDH



What could be better than raising money for Campus and doing some lively Scottish dancing! I organised a ceilidh in Gonville and Caius College in Cambridge to help raise money for the Campus 50 for 50 challenge. We had a good turnout of people with about 40 people attending, including some from Liverpool and Cambridge. I even managed to persuade a few of my work friends to come - including a couple from New Zealand who had never even heard of a ceilidh before! After negotiating the room for free and getting the charity price for the ceilidh band we raised approximately £250 for Campus - so all in all a very successful evening!

#### LYDIA OMODARA - LONDON MARATHON



When the opportunity to run the London Marathon for Campus came up, I was way more excited than someone facing the prospect of running 26.2 miles has any right to be. I had only started running in February 2016 but I was thrilled to have the chance to run one of the most famous races in the world and to do it for the charity that means so much to me. When the day finally came, I was nervous but excited to put all of my training efforts to the test at last. I finished in 4 hours 41 minutes and 6 seconds, raising a grand total of £2,521.19 thanks to the generous donations of friends and family, and through organising a Mini Marathon at school.

#### CHARLIE HOWELL - OXFIZZ AND FIREWALK



I signed up to volunteer with Oxfizz, giving mock Oxbridge interviews to students in exchange for money donated to Campus. I was a little worried at first, feeling like I might have forgotten everything I'd learned and would make a fool of myself. Once I'd done a couple though, I really got into it. Having been out of university a few years, it was nice to consider academic topics in depth again, and discussing students' personal statements brought up topics from bitcoin to Voltaire. I did 4 days of fundraising interviews, and an extra day of access volunteering for disadvantaged students. For the four paid days, I raised a full £751.20. I also did a sponsored firewalk with 9 other Campus volunteers. It was really easy to organise - I set up a Virgin Money Giving page, sent around an email at work and asked friends and family to donate. That raised £585. I'd never done it before so I was actually really excited to do it (that, and I didn't like the idea of doing a marathon or something sporty). As part of the warm up, we could also choose to try walking on glass or breaking an arrow with our neck! I did the latter, and have the broken arrow on my shelf to prove it. So, after four fun days of Oxfizz and one evening of walking on fire, I managed to raise over £1300 for Campus!

## 50 FOR 50 CAMPAIGN

As part of our 50th anniversary celebrations, we set a target of 50 people raising at least £50 each during 2017 - our 50th anniversary year. Over the course of the year, a total of 61 people got involved, smashing our original target and raising over £18k between them. We are so grateful to our 50 for 50 fundraisers for the huge amount of effort they put into carrying out an incredibly diverse range of fundraising activities.

Here's a shout-out to all of those wonderful volunteers who worked so hard to raise money in our 50 for 50 campaign.

### BRONZE FUNDRAISERS

Jodie Beverley  
Susie Bower-Brown  
Jamie Boyd  
Sarah Laing  
Shirley Halse  
15x NCS participants

Andy Owen  
Declan Rickerby  
James Rummens  
Gareth Senior  
Vicky Senior  
6x mini marathon participants

Rachael Southern  
Becca Stapleton  
Kathryn Waters  
Toyin Omodara  
Cat Somerville

### SILVER FUNDRAISERS

Jenny Baines  
Bronte Cooke  
Briony Davies

Anna Dickson  
Satchee Dodhia  
Emilie Dommett

Kate Henney  
Shulamit Morris-Evans

### GOLD FUNDRAISERS

Elliott Andrews  
Zoe Bunce  
Emma Davies  
Joe Hooton  
Charlie Howell  
Jess Landy

Emily Miedzybrodzka  
Lydia Omodara  
Julian Parmar  
Pippa Quincey  
Sam Riley  
Helen Scott

Keira Tatton  
Ellie Thompson  
Andy Westripp  
Jenny Whitby  
Mark Willis



## THREE PEAKS CHALLENGE



**LEFT:** Sam, Emily, Helen, Elliott and Joe took part in the Three Peaks Challenge, climbing Ben Nevis, Scafell Pike and Mount Snowdon within 24 hours.

**BELOW:** Susie completed the Cambridge half marathon, running 13.1 miles to raise money for Campus.

## CAMBRIDGE HALF MARATHON



SOME OF OUR

50  
FOR  
50

VOLUNTEERS



## SPONSORED KNITATHON

**ABOVE:** Emilie knitted little hats for 10 hours straight, from sunset to sunrise.

**RIGHT:** We held our 50<sup>th</sup> anniversary annual dinner at Selwyn College, Cambridge, bringing together people from all generations of Campus volunteers.



## 50<sup>TH</sup> ANNIVERSARY ANNUAL DINNER

## CONTACT US

Need some more help? Feel inspired? Just want to have a chat about a crazy, wonderful fundraising idea you've had? Found a typo in this fundraising pack?

We want to hear from you!

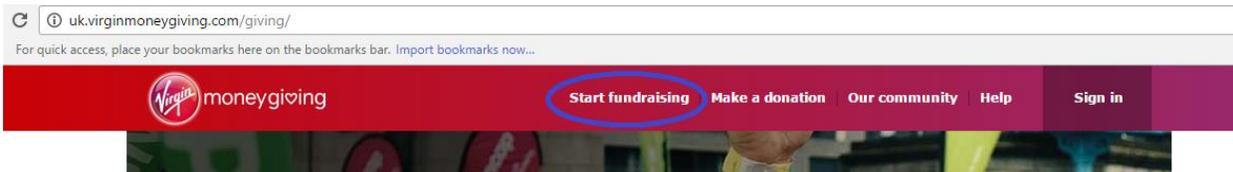
- Drop us an email at [fundraising@campusholidays.org.uk](mailto:fundraising@campusholidays.org.uk)
- Get in touch with us through Facebook (Search Campus Children's Holidays or click [here](#))
- Write to us at:

Fundraising Officer  
Campus Children's Holidays  
PO Box 421  
Cambridge  
CB2 1YG



# APPENDIX A - HOW TO SET UP A VIRGIN MONEY GIVING FUNDRAISING PAGE

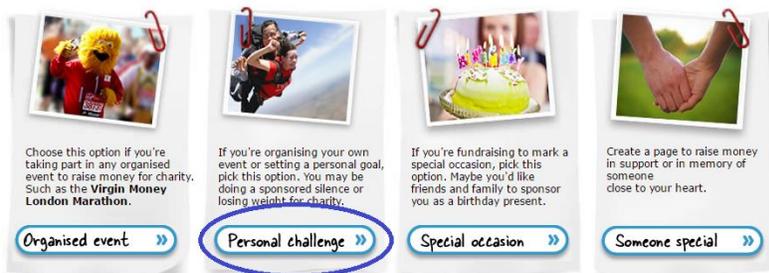
## 1. Click [Here](#) or navigate to Virgin Money Giving > Start Fundraising



## 2. Select Personal Challenge

### Start fundraising

Please pick the type of event you're taking part in. There might be more than one reason why you're fundraising, so choose the one you feel is most relevant.



## 3. Fill in Event details and then select Campus Children's Holidays under Charity details:

Start ✓ Event ✓ Charity > My details > Team details > My page >

### My personal challenge

Where is the event taking place?  
Cambridgeshire

When will it be completed?  
(dd/mm/yyyy)  
15 / 03 / 2017

How long after the event would you like to carry on collecting sponsorship money?  
3 months

Are you fundraising on your own or with other people?  
 Just me  With others

What's your challenge?  
 Adrenalin rush  
 Cycling  
 Give up smoking  
 Grow a beard or moustache  
 Keep fit  
 Lose weight  
 Running or marathons  
 Swimming  
 Trekking  
 Triathlon  
 Walking  
 Other

Other activity\*  
Half-Marathon

Next >>

### Start fundraising

Start ✓ Event ✓ Charity ✓ My details > My page >

### My charity

How many charities would you like to raise money for?  
 One  Two or more

Charity's name\*  
Search for the charity you'd like to support by typing in part or all of the charity's name and click search to select it from a list.  
Campus Children's Holidays Search

Can't find your charity?  
Your charity may not have signed up to Virgin Money Giving yet.  
Invite them to join

How much are you planning to raise? If you haven't got an amount in mind, just leave this blank.  
£ 215

Has your charity contributed to the cost of your event?  
 Yes  No

Next >>

4. The fun bit! Make your page personal! Suggest at least:

- Add a photo of yourself
- Make the page title personal
- Fill in the main details - can use Appendix B for a summary of Campus

Start ✓ Event ✓ Charity ✓ My details ✓ My page ▾

### Add Widgets

Countdown calendar ?  Photo gallery ?  Other fundraising ?  
 Video ?  Twitter ?

Save Next >>

Now simply upload your own image, give your page a title and add some content about yourself, then click next. **Please make sure you save your page within 30 minutes.** If you need to make any more changes you can update your page at any time from your account. Remember, other people will be able to view anything you add to this page.



Upload your picture  
to file chosen

Upload >>

**Page title**  
Mark Willis' Half-Marathon for Campus!

Fundraiser: Mark Willis  
My page: <http://uk.virginmoneygiving.com/MarkWillis1>

**About you**

Hi!

I'm running a half-marathon for Campus Children's Holidays! I've volunteered with Campus for six years and this year as part of our initiative to have 50 volunteers raise at least £50 each for our 50th anniversary I'm going to run a half-marathon!

Campus is an entirely volunteer-run charity committed to providing annual respite breaks for disadvantaged children. Campus was founded in 1967, and has run summer projects every year since. We work with some of the most vulnerable children in the Liverpool-Merseyside area: children in care, some who have been abused, young carers, and children living in poverty or violent neighbourhoods. These children are referred to us by parents, social workers and other organisations because they desperately need a break from their home lives. For some, it is the one chance they get each year to be a child.

Personally I've seen the effect Campus can have on the children, how big a difference it is to their day-to-day lives, how much they truly look forward to the holidays and the passion and commitment of volunteers to make it a great experience for them every year.

**Running total**

£0.00

Target: £215.00

Total raised incl. Gift Aid: £0.00

Total donors: 0

Last donor:

Offline fundraising: £0.00

Donate now >>

5. Complete the final section and press Create My Page.

Start ✓ Event ✓ Charity ✓ My details ✓ My page ▾

### My page

Would you like us to email you when someone sponsors you?  
 Yes  No

When someone sponsors you, we'll send them a confirmation email with their donation details and a message from your charity.

Would you like to include your own personal thank you message on this email?  
 Yes  No

Please write your message in the box, then click 'next'.

Thanks for sponsoring me! That's awesome and really appreciated! You rock! Mark

If you have created this page to honour someone you know, you may be interested in linking your fundraising page to a 'Someone special' page. Simply finish creating your fundraising page and then link it to a 'Someone special' page using the 'Edit' button in your account or create a new page via the 'Create a page' link on the homepage.

Create my page >>

6. Can then automatically Share on Facebook, tweet it and email it to your contacts.

## APPENDIX B - WHAT IS CAMPUS CHILDREN'S HOLIDAYS?

Campus Children's Holidays is an entirely volunteer-run charity committed to providing annual respite breaks for disadvantaged children. Campus was founded in 1967, and has run summer projects every year since. We work with some of the most vulnerable children in the Liverpool-Merseyside area: children in care, some who have been abused, young carers, and children living in poverty or violent neighbourhoods. These children are referred to us by parents, social workers and other organisations because they desperately need a break from their home lives. For some, it is the one chance they get each year to be a child.

Over the years Campus has changed and expanded, drawing on the experience of children and volunteers. We now run two projects each summer - both a residential project and a day project ("Hippocampus") - which cater for around 160 children aged 6-13. In addition, we run a reunion 'Winter Project' and our 'Young Helper Project'.

When asked why Campus is so special, a word that constantly comes up is community. Lots of Campus kids return to the same project each year from the age of 6, providing them with much needed stability in their positive relationships with the adult volunteers. When they reach 13, many stay on to become Young Helpers themselves, and are trained to volunteer on the projects that they benefited from. Adult helpers from Liverpool, London and Cambridge frequently come together for Fundraising Events, our AGM and project meetings.

To quote one child at the end of our 2015 Summer Project: ***"The only problem with Campus is when it has to end."***



## APPENDIX C - OUR IMPACT

Campus provides children with the opportunity to simply enjoy being children, away from the stresses of challenging home lives. The high volunteer-to-child ratio and opportunity to try new activities in a caring and supportive environment enables children to increase their self-esteem, develop meaningful friendships and create positive memories. Our Young Helper programme also enhances the life chances and aspirations of approximately 20 young people aged 14 to 17 each year, by providing them with the opportunity to take on real responsibility and develop new skills and confidence through volunteering on projects.



**96%** of parents and carers who responded to our 2017 survey agreed that they would like their child to attend future Campus projects:

*“It was the first time my daughter had been away without family and she loved it. It also brought her out of her shell.”*

*“Campus promotes friendship and has helped my child be more positive and self-assured in his actions. They would love to return next year as a helper.”*

*“It gave my daughter a break away with new friends and she loved meeting the helpers. She is so excited about seeing them again. She was just “her” for the week. It also gave me a break, which we both needed.”*

**100%** of social workers who responded to our survey stated that they would refer children to future Campus projects:

*“As always, the children who accessed this project thoroughly enjoyed themselves, made new friends and built on their positive memories away from their caring role.”*

And from the children:

*“Campus is like nutella; it should never change.”*

*“I wish I could go back in time to when I was 8 years old, so I could start it all over again.”*

