

# Fundraising Pack!



**Action for  
Stammering  
Children**

*changing lives forever*

# Thank You!

for choosing to fundraise for  
**Action for Stammering Children**

We're thrilled to hear that you have chosen to fundraise for ASC. Together we can help change the lives of thousands of children and young people who stammer across the UK. This booklet is full of inspiration, helpful advice and tips on how you can make the most of your fundraising activity - whatever you choose to do for us.

We will be here for you every step of the way. If you want to discuss your fundraising ideas, or request more materials to support your activity, just get in touch.

Email: [info@stammeringchildren.org](mailto:info@stammeringchildren.org)

Telephone: **020 3316 8113**

Online: [actionforstammeringchildren.org/fundraise](http://actionforstammeringchildren.org/fundraise)

 [/ActionForStammeringChildren](https://www.facebook.com/ActionForStammeringChildren)

 [@ascstammering](https://twitter.com/ascstammering)

Good luck with your fundraising and thank you for your support!

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# Why is ASC needed?

- You may not be aware, but 1% of the population has a stammer and there are 150,000 children who stammer across the UK.
- Action for Stammering Children's vision is a society where children and young people who stammer have the same opportunities and quality of life as their peers.
- We want to ensure that every child and young person across the UK who stammers has access to effective services and support to help them meet the challenges created by their stammer.



That's why we need your help. At ASC we aim to provide the support and therapy all children and young people and their families across the UK desperately need.

# What is Stammering?

- Stammering is a very unusual problem. Estimates suggest that only one person in every 100 stammers. In fact, up to 5% may have experienced it at some stage in their lives, especially during childhood.
- It can take many different forms and each person who has a stammer shows slightly different features. No two people who stammer do so in the same way. In fact the only thing that is common is that the ability to speak fluently varies from situation to situation and can sometimes feel totally unpredictable.
- Sometimes it is there and sometimes it isn't.
- Sometimes you can predict a stammering moment, while at other times it seems to come completely out of the blue. That's what makes it so frustrating.
- During childhood it can fluctuate. In other words it can disappear and then return. For some young people there can be times when it seems to have gone altogether, only to come back, sometimes at the worst possible times (before exams, starting a new school and other difficult times).



# How your money will help

Your donations will go directly to those children and young people in desperate need of help managing their stammer. Part of the money we raise pays for crucial intensive courses at the Michael Palin Centre and in other areas of the country for those families who might struggle to pay for them. As we look to the future, we hope to work with far more children in schools, colleges and universities to bring them the help they need while also raising awareness of stammering.

Currently there are around 150,000 people in the UK who stammer and only 2% receive help. We don't think that's good enough and we think more has to be done. With your help we hope to reach far more children across the UK and give them the confidence they need to succeed in their lives.



**£50** - Will contribute towards a child's therapy assessment

**£100** - Will help pay for the training of a Speech and Language Therapist

**£200** - Will contribute towards therapy for someone less fortunate

**£500** - Will help cover the cost of a child's participation in a life-changing residential therapy course

**£1000** - Will pay for advanced technology us to provide the best treatment for children and young people who stammer



# Case Studies

## Phoebe Avbulimen

On November 18th 2016, Phoebe raised a whopping £230 by organising a fancy dress disco at her school.

*"There was a lot of planning entailed before the event arrived. This involved raising awareness about having a stammer and the challenges that come with it. However, the response was overwhelmingly positive. Immediately many were willing to help by either donating or purchasing tickets for the event."*

*"When the night of the disco arrived there was a lot of excitement, which led to a nice turnout. I received an abundance of positive feedback from everyone who came. It was a truly amazing evening!"*



## Lewis

Lewis raised over £1000 for the Charity by doing a sponsored silence at his school. He attended an intensive group therapy course at The Michael Palin Centre and this is his message:

*"When I first arrived at the Michael Palin Centre, I was unable to speak for days on end, such was the damaging effect of my stammer. After my course there, I am now looking to pursue a career in drama, have performed in a variety of shows, and was able to give an assembly at my school in front of nearly 1000 people about my speech problems. Because of the Michael Palin Centre, I have a voice, and I honestly could not be more grateful to all the people there and the fantastic work that they do, helping people like me to realise that they are not alone, and that they will get past the problem."*

Thank you, Lewis, for your generosity.

# Thank You!

# 5 Steps to Success

From social evenings to sporting challenges, there are lots of ways you can raise funds for Action for Stammering Children. You might already have a fundraiser in mind, but if you haven't yet decided, then start at step one for some inspiration.

## 1 Pick an idea:

- If you love getting active, you could organise a sponsored ride or sports tournament.
- Perhaps social events are more your thing, so how about arranging a cheese and wine evening or bingo night?
- Or get crafty and bake cakes or make cards to sell.

You'll find lots of ideas and inspiration later in this pack, and, throughout you can read about people who've done amazing things to raise money for us.

## 2 Plan your activity:

- Even the simplest activities need some planning and preparation. The better prepared you are, the more smoothly your activity will run, helping you to raise even more for Action for Stammering Children.
- Think about how you're going to raise funds and what will work best for you.
- So if you're putting on a social event, will you charge an entrance fee, or price drinks and nibbles individually?

## 3 Promote your fundraiser:

- Once the details are decided, it's time to drum up lots of interest from your friends, family, workmates and all your social contacts!
- The more people you tell, the more donations you'll attract.
- You'll find lots of useful materials to promote your event for download on our site.

## 4 Pay in your money:

- Once the fundraising's over, it's time to collect donations and send them to us.
- If you've raised funds online through JustGiving, then all donations will be sent directly to ASC.
- If you've collected donations yourself, then there are several ways you can pay us. Find out more on page

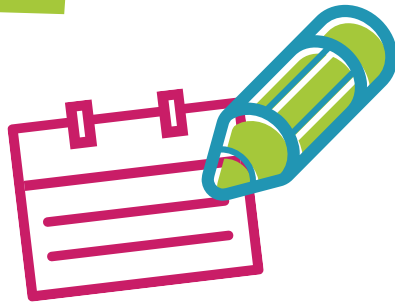
## 5 Pat yourself on the back:

- All your hard work has paid off. The funds you've raised will help Action for Stammering Children reach more children and young people who stammer across the UK.
- Thank you so much for everything you've done.





# Planning your Activity



Some simple planning can mean the difference between an average event and a fantastic fundraiser.

## Who?

Think about who you will be inviting to your activity and how you'll do it.

- Don't be afraid to ask friends, family and colleagues to help you.
- Use people's skills (eg if you know someone who is great with social media ask them to help publicise your activity).
- Advertise for help from the local community groups for support.

## What?

Pick something you enjoy doing.

- Ask your friends, family and colleagues what they think about your idea.
- Keep it simple. If you're stuck for ideas turn to the next page for some helpful ideas for fundraising.
- Aim to raise at least three times as much as you spend. List your costs and ask for a charity discount or a donation of goods from all your suppliers.
- Look at ways you can maximise the money you raise, such as holding a raffle at your activity or asking your employer to match your fundraising total.

## Where?

- Where are you going to hold your fundraising activity? Indoors or outdoors?
- Do you need to plan a route or book a venue? If so, can you get one for free? Ask local schools and community centres.
- Make sure the venue can be accessed easily by public transport.
- Check the venue's public liability insurance and make sure it covers the owners' liability risks.

## When?

- Tell everyone why you are fundraising and about the great work Action for Stammering Children does. Use blogs, social media and anything else you can think of.

## Why?

- Avoid clashes with local or national events.
- Write a plan and keep it updated.
- Allow enough time for any travel, accommodation or suppliers to be booked in cheaply.

### Top tip: Approach companies

Ask local businesses for support. As well as a monetary donation you could ask them to donate a raffle prize or provide a resource you need. Offer to mention them in any local media articles you have planned.

# Our Favourite Fundraising Ideas



## Ebay

Sell your unwanted items on Ebay and donate the money made. Get your family and friends to do the same!

Raise more money at a ball or dinner party by asking guests for a donation of their choice. Play games and auction off a prize to the winner.



## Dinner Party



## Themed fancy Dress Party

Host a fancy dress party at Christmas/Halloween/Valentine's Day/St Patrick's Day. You could charge family and friends entry to the party.

## Bike Ride

If cycling is your thing then speed off on a sponsored ride, static bike ride or spinathon at your local gym. Get sponsored to do a coast-to-coast ride or to cycle to work for a day, week or month.



## Bake Sale

Include a cake decorating competition and have a bake off to find the star baker.

## Raffle

Get family, friends or local businesses to donate prizes which you can raffle or give away as prizes..



## Challenge Event

Feeling like a challenge? Why not run a 10k or a marathon, or complete a Tough Mudder in aid of ASC?

## Quiz Night

Host a quiz night at your house or local pub. Make sure to include questions on stammering so they understand the importance of the money being raised.





# Upcoming Events in 2017

**Here are a few events to look out for in 2017 that you can sign up for to raise money for ASC!**

**14th April - Good Friday Marathon**

**23rd April - London Marathon**

**5th - 7th May - Lake District Triathlon Weekend**

**6th & 7th May - Tough Mudder London West**

**20th & 21st May - Tough Mudder Midlands**

**17th & 18th June - Tough Mudder Scotland**

**28th July - Three Peak Challenge**

**29th & 30th July - Tough Mudder Yorkshire**

**2nd September - Stonehenge Marathon Trek**

**9th September - Deloitte Ride Across Britain**

**10th September - Great North Run**

**17th September - London to Brighton Bike Race**

**23rd & 24th September - Tough Mudder London**



# Publicise your Event

**Make sure you utilise the information on the Action for Stammering Children website. For example, learn more about ASC on our website and watch our videos for more information. Use our poster and flyer templates to advertise your activity locally on noticeboards. Ask shops to display them in their windows. Also, try out some or all of the following:**



**Write a blog:** Try Wordpress or Blogger for a free blog. If you're training for a challenge event, you could do a series of posts about your progress.



**Social media:** Promote your event on your favourite social media channels, from Facebook and Twitter to Snapchat and Pinterest, making good use of any additional materials you've prepared, such as video and photos. You could also post your event on Action for Stammering Children's social channels and get inspired by other people's fundraising achievements.

**Twitter:** @ascstammering

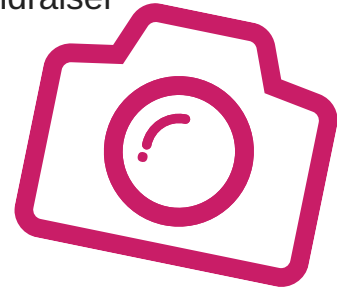
**Instagram:** @stammer\_action

Please send us an email [asc@stammeringcentre.org](mailto:asc@stammeringcentre.org) with photos and how much money you have raised so we can promote it on our Facebook and twitter sites.

## Top tip: Gift Aid it

Gift Aid allows us to claim back the tax on every eligible donation. That means for every £1 you raise, we'll be able to claim at least an extra 25 pence. Ask your sponsors to choose the Gift Aid option to boost your total.

**Photos and videos:** Take films and photos and use them on social media pages and in the local media to raise more cash after your activity. Make sure you get consent from people you photograph (your local fundraiser can provide forms).



**What's on guides:** Local newsletters and websites usually have a section listing events. Contact the editor or administrator and ask to be included.



# How to donate the money you raise

**Thank you so much for fundraising for us!**

Your hard work – and the money you have raised – will help so many children and young people who stammer across the UK.

## Here's how to send us the money

### Online with JustGiving.com:

There are lots of advantages to setting up a fundraising page on JustGiving:

- You can add a personalised story, images, video and updates and really bring your activity, and reasons for supporting Action for Stammering Children, to life.
- Link your JustGiving page to your Twitter account or Facebook, and you'll reach even more people. In turn, supporters can donate online, quickly, simply and anonymously if they want, and leave you messages of support.
- Even better, all donations are sent directly to us, so once your activity is done, you won't have to do any chasing.

Visit [justgiving.com/stammeringcentre/donate](https://www.justgiving.com/stammeringcentre/donate) to set up your fundraising page.

By phone: Call us on **020 3316 8113**

Send a cheque to:  
**Action for Stammering Children**  
**13-15 Pine Street**  
**London, EC1R 0JG**



# ***Tell us about your event!***

Don't forget to tell us all about your event. We'd love to know what you did, so we can say thank you and be inspired by your idea!

If you have any queries contact us at:

**info@stammeringchildren.org**  
or call **020 3316 8113**

# ***Thank You!***

