



Kenward Trust

transforming lives, creating new futures

Fundraising Pack

Hello,

Thank you for downloading this pack and showing an interest in fundraising for Kenward Trust to give our residents the opportunity to transform their lives and create a future they deserve. Without fantastic people such as yourselves coming up with fundraising initiatives or donating to us, we could not continue providing our life changing services.

NHS figures show that there were 1.3 million hospital admissions linked to alcohol in 2019, which equates to around 3,600 admissions a day. However, funding for specialist drug and alcohol treatment has been declining since 2012/13. At Kenward Trust our work centres on giving our residents the opportunity to change their lives and reach their full potential and with a success ratio of 73% our work is successful for the vast majority of those who access it.

Your support matters. The money you raise means that we can provide a bespoke programme of support for our residents, including one-to-one counselling, key-working, therapeutic groups and wellness workshops in our Therapeutic Gardens & Workshops. It helps us continue changing lives.

This pack contains some ideas on how you could fundraise, but really that is completely up to you, we just want to help you maximise your fundraising efforts to help you raise as much as possible, whilst having the most fun.

Thank you so much for your support of the Trust, it means a great deal to us, and we hope your efforts will inspire more to fundraise for our cause. Make sure to let us know about your fundraiser, and share any photos or videos you may have on socials. We will be there for you every step of the way, so if you need us just get in touch. However you decide to fundraise for us, you are helping change lives.

Thank you.

Team Kenward



How your support makes a difference

The money you raise will help us achieve our mission of offering people the opportunity to change their lives and reach their full potential. Our residents are at the heart of all the services we provide.

We help our residents realise a life away from addiction.

We help them find our independence.

We help them gain self-confidence.

We show them kindness.

We give them the opportunity to change their lives.

All services are designed to help individuals from all backgrounds to be able to create a new future which they deserve. With your help, we can provide our vital support to more individuals across the country and continue saving lives.



Alan's Story

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Alan was 43 and has been suffering with alcohol dependency since he was 16 years old. His drinking had a huge impact on his education and he'd left school with no qualifications.

“I was told by my doctor that I would be lucky if I lived for another two years, as my drinking had caused me to have heart problems. I was in a real state and heavily dependent on alcohol. Then I went to detox and went straight from there to the Kenward Trust. Yes, it was tough at first, but then I realised that here was my chance at getting my life back together and I haven't looked back since.”

“Today I am sober and happy and have got my family back due to the hard work and support Kenward staff have given me. They have always been there through my ups and downs, they are caring people and they make you feel as part of the family.”

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Organising an Event

Step 1- What type of event do you want to organise?

There are hundreds of options on fundraising events you can organise to fundraise, it is just a matter of picking the event that best suits you! Here are our A-Z of fundraising ideas to hopefully give you some inspiration, but do contact us if you think of any we have missed:

A Abseiling, Arm Wrestling, Auction, Afternoon Teas.

B BBQ, Bake off, Barn Dances, Bungee Jump.

C Cake Sale, Car Boot Sale, Cycling, Car Wash.

D Dance Tournament, Dog Walking or Darts.

E Egg and Spoon Races or Egg Hunts.

F Fancy Dress, Facebook Events.

G Golf Tournament, Guess the Weight.

H Head Shave, a Hike or a Half Marathon.

I Ice Skating or It's a Knockout Challenge.

J Jumble Sale, jeans at work day or a Jamboree.

K Karaoke or a Keepy Uppy Challenge.

L Line Dance, Lego Making Competition.

M Murder Mystery Night or a Music Event.

N Night In or a Non-uniform Day.

O Office Olympics or an Open Air Cinema.

P Pin the Tail On or Press Up Challenge.

Q Quizzes.

R Raffles, Races or Running.

S Sponsored Silence, Swimming, Skydive.

T Tea Party, Tombola or a Treasure Hunt.

U Unusual Clothes Day or Upcycling.

V Virtual Fundraising or Volleyball.

W Walk to Work or World Record Attempt.

X Xbox Tournament or X Marks the Spot.

Y Yorkshire Three Peaks Challenge.

Z Zumba or a Zip Wire Challenge.



Step 2: Decide on your audience.

Pick who you think would be interested in your event and make sure to let them know you are doing it, and how they can get involved.

Step 4: Get in Touch

We can send you our logo, information on the Trust and share your event across our platforms, so make sure to let us know of the fantastic event you are organising!

Step 6: Book a Venue

If you need a venue to host the event, find one that fits all your requirements. Make sure it has the right facilities such as car parking or toilets if you need them!

Step 8: Shout about it!

Make posters, post on Facebook and make sure to let us know so we can do the same.

Step 10: Thank your donors

Make sure to thank the people who have supported you throughout your fundraising, whether this be a thank you post on Facebook, or sending them photos of you on the day.

Step 3: Pick a Date

Make sure it is a date your audience would be able to attend to make sure you have support on the day.

Step 5: Plan of Action

Put together a list of things you need to do to make the event a success and put together a realistic fundraising target you would like to hit.

Step 7: Risk Assessment and Insurance

A risk assessment and having insurance is an important, necessary part of any event, see our legal bit section to find out more, or get in contact with us to get a template or advice.

Step 9: Enjoy yourself

Make sure to have fun! Ask someone attending to take photos and videos of the day so you can make the most of the day and have some fun whilst raising some incredibly worthwhile funds.

Step 11: Pay your money to the Trust

With fundraising pages like that from JustGiving, your donations and Gift Aid will come directly to us. If you do have money take it to the bank and send us a cheque and your sponsorship form to us at:

Kenward Trust Fundraising Team
Kenward Trust
Kenward Road
Yalding
ME18 6AH

Nicola's Story



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I've always used drugs and alcohol, but when I became 40 I became physically dependent on alcohol. In 2010, I lost my little girl to the care of social services, and my son went to live with his father. My addiction spiralled out of control, I was drinking about 6 bottles of wine a day, I was using a great deal of cocaine, I was smoking loads of weed. I knew I wanted help, but I didn't know what to do, I didn't know where to go. I can remember arriving at (Kenward Trust) and I can remember feeling so scared, so vulnerable, but the minute I went into that office, they shut the door and they all looked at me, I just felt at ease. I felt at ease and I felt that I belonged there. I felt there were people looking at me that wanted to help me.

Before I went into the (Kenward Trust) my confidence was at an all-time low. I had not bathed, showered and all those sorts of things whilst I was in active addiction. They work on your self esteem, they teach you to look in the mirror and I am slowly am becoming to like the woman I see in that mirror again. Not the woman who used to sit in a room with bottles and drugs around her, not the woman that lost the care of her little girl to social services, the woman who is seeing her daughter on a once every two months basis, that can hold her little girl in her arms. I couldn't love anything anymore. I learnt to love in there.

I am now at 18 months into recovery. I could not have done it without the valid life skills that I learnt at Kenward. If there's any women out there that know that they have a problem with drugs and alcohol, make that step. Go to your local drug and alcohol services and think about being part of the Kenward Trust. I went in there a broken woman, a woman who had no contact with her children. I came out an unbroken woman, a woman that liked herself. I had lost everything, I'd lost self-worth, my family, my friends, financial things, my house, everything that went into it, but one day I realised that those things didn't matter, the material things didn't matter. What mattered were my family and my two beautiful children.

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Online Fundraising

Online Fundraising is an easy way to get people to sponsor you and your fundraising event.

JustGiving

JustGiving is a very effective site to use for fundraising, with donations being sent to us straight away, so all you need to focus on is your event.

How to set up your page:

- Visit justgiving.com/kenwardtrust
- Click Fundraise and follow the instructions
- Personalise your page with your event and photos
- Share your page

JustGiving™

Gift Aid

Gift Aid is an amazing resource for charities, and even better it is free.

Sites such as JustGiving will automatically claim the gift aid for us, but if you are using sponsor forms please make sure to use ours, as we have the correct wording to ensure we can claim it. If you would like more forms please do not hesitate to contact our team!

Please ensure all UK tax payers tick the Gift Aid column on the sponsor form and include their full name and home address. Please note we cannot claim Gift Aid if they use their work address.

Please also ensure to fill in the 'amount given' section on the form to confirm the amount you have received.

Thank you! This small step makes the world of difference.

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The Legal Bit

Your responsibilities

In law you will be Trustee of any funds raised and therefore must ensure that all monies raised go directly to Kenward Trust. You must inform any potential donors if any funds you have raised will not be paid to the charity.

Food and Drink

If you are providing food for your fundraising event, then you will need to follow guidelines set out by the Food Standards Agency. To find out more visit their website <https://www.food.gov.uk/>

Lotteries and Raffles

If a raffle lasts longer than 24 hours, then you will need a lottery licence and printed tickets. Please confirm with us all details to go onto the tickets before starting a raffle on behalf of the Trust. In order to make sure you are following all relevant guidelines please visit [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk).

Health and Safety

It is important to make sure you have adequate first aid cover for any event that you organise. To do this, we would recommend consulting with voluntary first aid organisations such as British Red Cross or St John's Ambulance.

Risk Assessments are an important part of organising an event, and they are nowhere near as complicated as you may think! A risk assessment is a form which highlights any potential hazards that could cause harm, and rates them on a scale from high to low.



What is the risk?



Insurance

If you are organising an event with the public, then you will need public liability insurance. If you are having your event in a venue, then they may already have public liability insurance so make sure to ask them first!

If you are using suppliers make sure you have a copy of their public liability insurance and a risk assessment too.

Licences

Some fundraising activities could require licences from the local authority such as collections and live music. To find out if you require a licence check your local authority website.

Promoting the Event

When promoting your fundraising event please ensure that you say that your event is being held **'in aid of Kenward Trust'** and always use our charity number, **'Registered Charity Number 1146481'**. If you would like our logo please contact a member of our team at reception@kenwardtrust.org.uk.

Collections

When organising collections please make sure that you have written permission from:

- Local community when you are collecting in the street
- If you are collecting on private property, the owner of the property
- Collections in pubs, factories or offices class as house-to-house collections, so you will need a permit.
- Collections can only be conducted by those over the age of 16

All buckets must be labelled with Kenward Trust's name, address, charity number and they must be sealed.

Under 18's

If you are organising a fundraising event, and are under 18 then you must make sure that your parent or guardian is happy before organising any event.

How to send your stories

We love chatting to you about your fundraising initiatives and seeing your photos and videos of the day, so make sure to get in touch and share your fundraising so we can share it!

Call us on **01622 814187**

Email us on **reception@kenwardtrust.org.uk**

Follow us on social media:



@Kenward Trust



@Kenward Trust



@Kenward Trust

Thank you.

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Registered in England no. 07931728