Music is not just a pastime, it’s a lifeline.

Raising money your way for The Amber Trust

Fundraising Guide
Welcome to The Amber Trust Fundraising Team

Thank you for deciding to support us and the thousands of blind or partially sighted children across the UK!

We’ve put together a few suggestions to help you fundraise your way. We’ve packed it full of information and ideas to help you make your fundraising a success. So if you’re planning a bake sale, to climb a mountain, reach for your running shoes or bring music to your community with your own musical event, there are tips and hints galore.

If you have any questions, need some fundraising resources or simply want to discuss an idea, you can get in touch by emailing contact@ambertrust.org. We’ll be very happy to help.

Remember, it really doesn’t matter how much you raise - every penny counts and lots of people raising small amounts, can change a lot of lives. The important thing is to have fun with whatever you decide to do!

Without support from people like you, we couldn’t provide the support we do. From the many children and young people whose life is being changed by music – thank you.

Good Luck!

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The Amber Trust was founded in 1995 to help blind and partially sighted children in the UK, who have a talent or love for music. We are passionate about promoting lifelong participation and love for music.

Many families in the UK who care for one of the 25,000 children with little or no sight live in relative poverty and cannot afford to give them the musical experiences that can transform their lives. The Amber Trust provides funding for music lessons, family music services, instruments, equipment and concert tickets.

For some children, learning to play an instrument or to sing can add immeasurably to their lives. Music can be a lifeline for children living with vision impairment, providing opportunities to support their social and communication skills.

With the right encouragement, blind and partially sighted children can develop their talents to remarkable ends, breaking down barriers, promoting social inclusion and helping to fulfil their potential as individuals and musicians.

The Amber Trust works with other charities to raise awareness of the special value of music. We fund research into the impact of music and develop materials to help support the musical development of children. Through research we know that music has the power to influence change in so many aspects of a child’s life: change that can last a lifetime.

The Amber Trust can only continue to support blind and partially sighted children across the UK with your help. Together we can continue to change lives through music.

**Why fundraise for The Amber Trust**

With your help, together we can make such a difference to the lives of children throughout the UK.

**How your money helps:**

- **£15** pays for a group music session
- **£25** pays for one violin lesson
- **£45** pays for one Braille music lesson
- **£200** pays for a term of singing lessons
- **£500** pays for Little Amber sessions for a year
- **£1,500** pays for one workshop programme
The Amber Trust is deeply committed to making every penny count in order to bring music to blind and partially sighted children. Here are some inspiring children’s stories showing how your support can help.

**Alana**

11-year old Alana loves exploring, so to her music is an opportunity for adventure. ‘She loves to play freely and create the sounds that give her such pleasure’, says her teacher. And the examiner for her ABRSM Prep Test commented that Alana has ‘fine levels of musical understanding’.

Her exploration of all that music has to offer has led Alana from playing the piano at school Christmas festivities to playing drums and percussion, composing her own music, and attending DJ workshops. She sings too. Alana looks forward to her piano lessons, funded by Amber since 2010, and just loves music. Her parents say music also provides a happy outlet for the little frustrations in her daily life.

**Samuel**

Samuel is in the sixth form at college, where his musical success with the cornet has given him the confidence to socialise with his peers, sometimes at impromptu jamming sessions, sometimes in the more formal context of the college brass ensemble and its jazz band too.

Amber has been funding Samuel’s cornet lessons since 2009. Music is his life, even in the holidays. Last summer he played piano and cornet for the residents of a local care home and Samuel’s grandparents see this becoming a regular feature. Samuel achieved a Distinction in the Grade 6 Associated Board exam and is studying for a BTEC in Music. He’s also started singing lessons.

**Kiitan**

Kiitan is just seven. He has oculocutaneous albinism. His normal academic work and play are inevitably tiring but for Kiitan there is the added problem that he then struggles with his vision. His parents hope that music and piano playing will provide him with fun and relaxation, giving him the strength and confidence he will need in his life to come.

His piano lessons, funded by Amber, began just a few months ago and his teacher says he is a committed and enthusiastic student, who enjoys both lessons and practice. He has begun to play pieces with understanding and feeling and has already taken his ABRSM Prep Test.
Getting started

Whether you’re sporty, social or crafty, there are lots of ways you can raise funds for The Amber Trust. You might already have a fundraiser in mind. But if you haven’t yet decided, here are some simple steps to help you get started.

1. Pick something fun to do
   If it’s your first event, keep it simple and start with what you know. If you love baking, have a cake sale! Or if you are an old-hand at putting on events, try something more adventurous. For more fundraising ideas, see pages 7 & 8.

2. Set a date, a time and a target
   Setting a fundraising target will give you something to work towards and help motivate your generous supporters to give more. But be sure to start with something realistic!

3. Choose a venue
   If you are putting on your own event select your location or venue. Somewhere easily accessible for friends and family will help ensure a good turnout!

4. Tell everyone
   Tell everyone you know - friends, family, colleagues or contacts from any school or social groups you’re part of. The more people you tell, the more you’ll raise! See page 5 for ideas of how to spread the word!

5. Get a little help from your friends and family
   Don’t go it alone. Think about everyone you know and the ways that they can help. Get your friends, local businesses and community groups involved.

6. Stay safe
   Small but important details like carrying a first aid kit, knowing where the fire exits are, checking any equipment, should not be forgotten. For more information on how to stay safe and legal see page 10.

7. Remember who you are supporting
   To help inspire potential donors, remember to tell them why you’re supporting The Amber Trust, what we do and why their support is so important. Together we’re changing the lives of blind and partially sighted children through music.

8. Keep in touch
   We’re all in this together! Do remember to tell us how you’re planning to fundraise either by completing the Fundraiser Registration Form or by emailing contact@ambertrust.org. That way, we can support you if you need it.

TOP TIP!
Split your fundraising target into manageable chunks working towards your target. See our example here:

Fundraising Chunk Target:
- Organise afternoon tea and cake: £50
- Donations & sponsorship: £150
- Hold a musical evening with a raffle: £100
- Ask your employer to match your fundraising: £450
- Total Target: £750

Your £750 could pay for over a year of piano lessons for a child struggling to fit in at school.
Spreading the word

Word of mouth is still one of the most effective (and cheapest) ways of letting people know about your event. However, there are many other channels of communication that you can use to really help spread the word. Here are a few to think about:

Sponsorship
Setting up your own online sponsorship page is the easiest and quickest means of collecting immediate support from friends, family and work colleagues. You can reach a lot more people and raise more money by setting up an online fundraising page.

When you set up a fundraising page, remember to personalise it. Add a photo of yourself or even a video and a short overview of what The Amber Trust means to you and why you are fundraising for us. By adding a fundraising target to your page, you are likely to raise almost 10% more than without one. It is also really helpful to make sure your first sponsor is a generous one, as it helps get larger subsequent ones.

We have an account with GoFundMe, which means we receive any funds raised on this platform directly. www.gofundme.com

If you want offline sponsorship forms to give to friends and family, or to give to local businesses to display to help collect extra donations, you can download a copy from the website. Also, do get in touch with us so we can send an official collection box to you to help with your fundraising efforts.

Social Media
Promote your fundraising activity on your social media channels, such as Facebook, Twitter, Instagram, LinkedIn and YouTube. These channels are great for promoting your fundraising page and can make good use of any additional materials you’ve prepared, such as photos and videos. Remember to also link up to The Amber Trust social media profiles.

Engage with your community and tell everybody you know about your event! Don’t just stick to family and friends. Tell colleagues, clients, suppliers, school and university friends – the list goes on!

Posters & Flyers
Use our templates, which are available on our website, to advertise your activity locally on noticeboards. Also ask shops to display them in their windows, as well as local schools.

Emails
Change your work and personal email signature to include an appeal for sponsorship with a link to your fundraising page. This is a great way to raise awareness of what you’re doing!

Blog
Do you already have a blog? Talk about your fundraising for Amber. If not you might like to give it a go. Try Wordpress or Blogger to set up a free blog to help publicise your fundraising event. If you’re training for a challenge event, you could do a series of posts about your progress. It is a great way to keep everyone involved at every stage of your event.

Local Press & Radio
Local or regional press coverage for your event will not only help you boost your fundraising efforts but it’s also a great opportunity to highlight the work of The Amber Trust.

The best way to get noticed in the local media is to write a press release. Use our template to help you write a press release and then email it to the newspaper or radio station. It’s good to follow up with a phone call to ensure they have read it too.
Top 10 fundraising ideas

1. Cakes and bakes
   A cake sale or coffee morning is one of the easiest ways of fundraising – plus everyone loves a homemade cake! Why not invite a group of friends or neighbours to your house, hold one at work, at school or involve the wider community at your town or church hall?

2. Get musical!
   Bring music to your community and organise a battle of the bands (maybe involving local schools or music groups), a themed concert or a sing-along night e.g. Sing-a-long a Lion King in fancy dress. Charge for entry, sell refreshments and collect donations on the night!

3. Round the clock fundraising
   Build a sense of excitement with a timed period of fundraising? For example, a 12 hour silence or sing-a-thon event.

4. Feeling sporty
   Find a sport to fundraise through: a sponsored run, cycle or swim (you could organise your own route or join a local event), organise a five-a-side football, netball, or rugby tournament, or why not get the cricket club or local golf course involved and enlist teams from your social groups or local companies to enter.

5. Take the challenge
   Always fancied conquering the UK’s highest mountains, trekking in Peru or climbing Mount Kilimanjaro? If so, then a challenge event could be for you. There are lots of open challenges to choose from. Have a look at www.globaladventurechallenges.com. You can even combine your holidays with your fundraising via www.different-travel.com. Challenge yourself to something new and help change lives!

6. Musical presents
   Why not ask for donations to The Amber Trust in lieu of birthday, Christmas, wedding or anniversary gifts? Or if you have any unwanted gifts, why not sell them on eBay for charity (PayPal Giving Fund) and donate a proportion (or all) of the sales amount to Amber.

TOP TIP!
Why don’t you print off little business cards with your personal fundraising page address and hand them out at work or at school to get people to sponsor you!
Meet our supporters

£3,500 raised

“I have never run anything like 26 miles before but when the opportunity came up to run the London Marathon in aid of The Amber Trust it seemed like the perfect reason in which to really challenge myself, while at the same time supporting those children in need across the UK. My sister and I set ourselves a target of £2,000 but easily beat it by organising a pub quiz in London for family, friends and colleagues where we raised over £800. We also set up a Virgin Money Giving page and posted it on Facebook and Twitter, which helped generate sponsorship.”

Helen Leeder ran the London Marathon and also organised a pub quiz raising over £3,500.

£1,375 raised

The boys at King’s College Junior School in Wimbledon enjoyed a live jazz concert - with a number of them joining in - given by Derek Paravicini and his Quartet. With the support of their parents and staff they raised £1,375.

£420 raised

Year 8 students at the Purcell School raised £420 in their annual composition competition with a sponsored run and swim, as well as a cake sale.

£800 raised

“Amber is a charity that touches my heart. Being immersed in a musical world offers opportunities for blind and visually impaired children to express themselves, to improve their confidence and self esteem, and to offer them an experience that they can apply to all areas of their lives. It is so apparent that some of the children Amber supports have difficult home lives, experience poverty and to some degree social exclusion because of their disabilities. Music can create for such a child a different world and an opportunity for expression and creation. It can truly change lives.”

Angie McGhee organised school cake sales, a concert and box collections in local stores raising more than £800, and all with the help of her daughter, Poppy and friends.

£4,000 raised

“Nightrider was fantastic! While a huge personal challenge, it was made easier doing it as part of a team. The Amber Fundraising Team was really supportive in the run up to the event and helped with the organisation. They also promoted our sponsorship pages across their social media channels which really helped.”

Louise Walport was part of the eight person Amber Team that took part in Nightrider cycling over 100km along the streets of London raising more than £4,000.

£500 raised

“I chose to raise money for Amber when by chance I picked up their leaflet and it touched me how vital their achievements are. It was a pleasure to help this genius of a charity, where everyone is so appreciative of any effort to raise funds: I had a fantastic response from my sponsors.”

Helen Sargent swam 10km down the River Dart in Devon and raised £500.
More fundraising ideas

7 Raffles and prizes
Raise extra funds through raffles and auctions. Ask for local companies or friends to donate prizes to show their support.

8 Encourage the competition
Encourage that competitive spirit Create sweepstakes for national events like the Grand National, Rugby and Football World Cup, or popular television programmes like the XFactor, or Strictly Come Dancing. Friends and colleagues make a donation to play and pick a participant/team out of a bag. The player with the winning team/participant gets a prize. Or create your own quiz/crossword and charge for each sheet and let the battle of the wits commence. A great way to fundraise at work, with friends or at an event.

9 Employer matching
Tell your employers what you’re doing and ask if they will match any money you raise - a great way to double your donations.

10 Come dine with me
Invite friends to your house for dinner, a party or an evening in. Ask them to donate the amount that they would’ve spent if they’d gone out instead.

FUNDRAISING REGULATOR
Shop online regularly? Then this is for you! Easyfundraising is a great way to raise money for The Amber Trust simply by shopping online. You don’t pay anything extra. easyfundraising.org.uk

TOP TIP!
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.

giftaid it
If you’re being sponsored, ensure your sponsors sign up for gift aid on their donations (there’s a tick box on our sponsorship form). This increases the value of their gift by up to 25% at no extra cost to them or you!

Gift Aid can also apply to small donations of £20 or less from one individual – it is called the Gift Aid Small Donations Scheme.

To enable us to claim an extra 25% on each donation, send us the below information:

• Where the donations were collected, including postal address
• Date of when the collection took place
• Name of the person who collected it
• Total cash donations collected
• Confirmation that the donations were counted and witnessed by two unrelated people – dated signatures on a piece of paper
More children’s stories

With your help we can continue to change lives through music

Music ticks all the boxes for Thomas. In the morning it helps him to wake up but when relaxation is the order, he can lose himself in his piano playing. Thanks to his newfound manual dexterity his handwriting has improved, and through the discipline of his musical studies Thomas has found himself better able to concentrate on his other academic studies. So it is no surprise that Thomas has found a new confidence in his social and academic life.

Amber has been funding Thomas’ piano lessons and he has just achieved a high merit in his Grade 2 exam. His teacher says he is ‘a pleasure to teach’. Thomas is learning how to play short notes on the piano to mimic the harpsichord in baroque music but he enjoys playing music of any style and era. Thomas’s mother says ‘music has become part of his daily landscape, and it would be lovely for him to take his studies as far as he can, as they have enriched his life tremendously’.

10-year old Maddie loves music. From the moment she gets up in the morning she whistles or sings her favourite tunes. She can run through ‘Chicago’ or ‘Hairspray’ before breakfast, before heading off unprompted to practise her violin, recorder or piano. She has just gained a Distinction in her Grade 1 piano exam and loves performing. She joins any available workshop in the area and will happily sing or play for school concerts.

Maddie’s mother says she is a natural musician, who has outstripped the rest of the family in her knowledge and skill. Maddie’s teacher says ‘she is an absolute joy to teach’. Amber is proud to fund Maddie’s violin lessons and we look forward to following her progress in the years to come.

Congratulations to Poppy who has been awarded the ‘Most Improved’ Trophy by FTM Dance. Poppy’s teacher tells us she has made huge improvements and achieved tremendous things since starting singing lessons funded by Amber.

Poppy not only learned her favourite song ‘Let It Go’ to perform as her showcase in front of 500 people at Leicester’s Curve Theatre, but she was able to recall the Makaton signs for some of the song and performed the text to aid the audience’s understanding.
Keeping it safe and legal

We want you to stay safe and on the right side of the law when you’re fundraising. If you’ve got any questions, just get in touch with us.

Collections
Written permission from the owner is required when you collect on private property e.g. a pub crawl or supermarket and a licence is needed when you collect on council land or house-to-house. Contact your Local Authority for more information. Always use collection tins or buckets provided by Amber.

Collection Box
If you place our collection boxes on till points in local retail outlets there are legal requirements that we need to adhere to. You will need permission from the owner of the outlet to place your tin there. Tins require a seal by law - you should replace the seal (which we provide) each time you open the tin to empty it. Always have two people present when you open a tin and count/record the money – this qualifies the money raised for Gift Aid.

Alcohol & Food
If you plan to sell alcohol at an event which is not already licenced you will need to arrange an alcohol licence, even if the premises is already licenced. You should contact your local council for advice. If you are serving food in a public area you may need a licence and you should always get copies of food hygiene certificates from caterers.

Letters of Authority
We can write a letter that you can show other people to prove that you are fundraising for The Amber Trust. If you would like one of these, please get in touch.

Insurance
You may need to take out insurance for a fundraising event including Public and Products Liability Cover, insurance against theft of money/damage to property or special cover for valuable equipment.

Health & Safety
You should carry out a risk assessment to ensure that you have properly addressed any hazards at your fundraising event; we can provide a template risk assessment to help. Make sure you have first aid cover and that you inform the local Police and Council if your event is in a public area. Always get copies of insurance and certificates from any suppliers.

Raffles
Books of raffle tickets are available from most stationers; rules state that the raffle should be drawn on the same day that you sell the tickets and each ticket should not exceed £2.00 in price. If your raffle lasts longer than 24 hours there are strict rules that apply - call us for more guidance.

Children
If children are going to be at your event, you must consider their safety and your protection. Encourage parents to attend with their children, make arrangements to deal with lost children, do not take photographs of children without their parent’s permission, request copies of DBS numbers from suppliers such as children’s entertainers and do not allow children to enter raffles or games where the prizes include alcohol.

Music
If you intend to play music at an event you may need a PRS licence. Visit www.prsformusic.com for more guidance.
How to pay in your money

Well done, you’ve done it! Now is the time to stand proud and count your takings!

After all your hard work send us the money you have raised as soon as you can so we can get it to those who need it most.

Online

There are lots of advantages to setting up an online fundraising page, for example on GoFundMe. You can add a personalised story, images, video and updates and really bring your activity, and reasons for supporting The Amber Trust, to life. Link your online fundraising page to your Twitter, Facebook or Instagram account and you’ll reach even more people. Even better, all donations are sent directly to us, so once your activity is done, you won’t have to do any chasing. You can pay in your money online through our website using your debit card.

By Post

Send your cheques, made payable to The Amber Trust, together with your Money Return Form to:

The Amber Trust
64a Princes Way
London SW19 6JF

Please don’t send any cash in the post! If you are under 18 years old, ask an adult to cash the money and write you a cheque.

Thank you so much for fundraising your way. We think you’re fantastic!

The Amber Trust supports thousands of blind or partially sighted children across the UK who have a talent or love for music.

Contact Us

Most of all we want you to enjoy fundraising for The Amber Trust, so please do not hesitate to contact us by calling 0300 323 9964 or emailing contact@ambertrust.org if you need any help or information.

Thank Everyone.

It’s always a good idea to thank everyone who has been involved with helping your fundraising. When you know how much you have raised, tell them so they will know what a valuable contribution they have made.

Thank you so much for fundraising your way. We think you’re fantastic!