

FUNDRAISING GUIDE



REGISTERED CHARITY NO: 1128026

Thank you for supporting VIA - Veterans in Action Charity.

VETERANS IN ACTION - THE POST TRAUMATIC GROWTH CHARITY.

VIA are a UK based charity that helps veterans who have suffered the effects of war or who have found the transition to civilian life difficult.

With people like you fundraising, we can continue to provide long term projects that enable veterans to grow at their own pace working alongside their peers alleviating severe stress and anxiety. The support that VIA provides helps to rebuild veterans confidence, self-esteem and self belief and facilitates enhanced communication through their participation on projects.

Contact us:

Via email to: info@veteransinaction.org.uk
or by telephone on 01264 771658



CONTENTS:

- Fundraising made easy.
- Useful Tips for fundraising online.
- Where do the donations go.
- Promote your fundraising activities.
- How to pay in the donations you raise.
- Gift Aid and how it works.



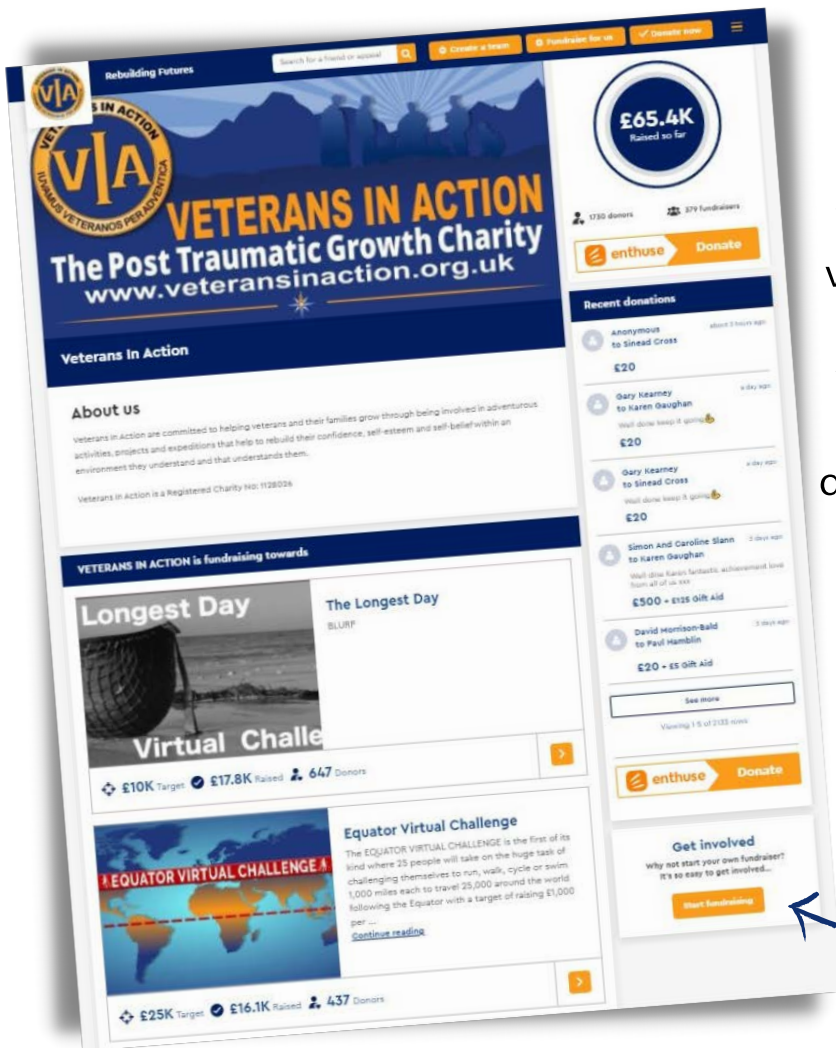


FUNDRAISING MADE EASY.

Veterans in Action work alongside Enthuse, a great online fundraising platform. It is quick and easy to set up, you can personalise your fundraising page with pictures and detail your fundraiser by telling your story and keeping those who donate and follow your progress up to date with regular updates.

With Enthuse, like most online giving pages, donations are collected and forwarded directly to the charity.

Visit : <https://veteransinaction.enthuse.com/profile>
To get Started.



Get Sharing!

You can send your fundraising links via email or text to family and friends. Reach a wider audience by sharing your page via social media, you can ask your connections to share or donate to help you reach your target.

If you would like any literature to share, we can help!

Here is where you get started.



Set yourself a realistic donation target.

Update your followers regularly on all platforms.

Tell your story and your 'why' are you fundraising

TIPS

Share photos & videos of your journey

Tell us about you so we can promote your efforts.

Educate people on how they can donate or better still, join in.

- By setting yourself a realistic target means you will have achievable milestones to celebrate, this will also motivate you and encourage supporters to donate.
- Keep your page up to date with videos and pictures including any training and preparation, supporters will become invested in your story.
- Tell us what your up to, tag Veterans in Action in your posts so we can share your efforts. We want to follow your story and share this with our followers, we will also know where to share our gratitude to your successes.
- Make it easy for followers to find your donate links / pages.



WHERE DO THE DONATIONS GO?

£25

Will Fund a Veteran for day at our centre.

£50

Will Fund a Veteran for a day learning how to fly a drone.

£100

Will fund a service for one of our expedition vehicles

£100

Enables us to take a veteran out on a weekend overlanding and camping adventure.



£1000

Enables us to take a veteran on a 2 week overseas expedition.

All donations made to Veterans In Action are 100% used to fund all projects, expeditions and facilities within the centre.



VETERANS IN ACTION
The Post Traumatic Growth Charity

PROMOTE YOUR FUNDRAISING ACTIVITIES.



There are many fun and valuable ways to make your community aware that you are fundraising. You can extend your reach using the power of social media, by sharing videos and photos to get peoples attention.

REMEMBER

Tag your family and friends and especially Veterans in Action in your posts, so we can also raise awareness for you, as well as a tag, remember to check what #hashtags are trending too.



@Veterans In Action - VIA



@viacharity

#veteransinaction #viacharity #fundraising #supportingveterans

Whatever fun and imaginative way you decide to fundraise, you must ensure you have taken the following in to consideration:

Asking for permission: If you are planning a collection in a public area or private property you must always run this by your local authority, the land owner or community officer. If you are planning on a set up with an activity (like an exercise bike or running machine) please ensure you have checked this out, sometimes you need a license/ certain permissions to do this.

Be Obvious & Get Creative: Make it obvious and stand out. Make sure you have fundraising literature explaining what you are doing and who you are doing this for. Pick a great spot where you will get noticed. Be creative and create posters and flyers to show off in local shops and businesses. You could purchase an embroidered jumper or polo shirt from our shop to help you stand out.

Local News: You may have a local newspaper or local community radio station you could involve, they are usually looking for positive and inspirational local news that could help you raise awareness.

Make sure whatever you choose to do you make it FUN, smile and enjoy it.



IMPORTANT THINGS TO CONSIDER:

Auctions, Lotteries & Raffles: These are all great way to raise funds and awareness, however, before considering these as a means to fundraise, please check the specific laws around them, you can do this by checking the latest advice from The Gambling Commission here: www.gamblingcommission.gov.uk

Insurance for your Event: If you are holding an event at a venue it is always best practice to check with the venue management whether insurance is included.

We are unable to cover you with any insurance ourselves for your event, we would recommend you speak with an insurance company to ensure you have the correct cover.

The most common insurances needed for an event are:

- Event / Venue Cancellation Insurance.
- Public Liability Insurance.
- Damages to Property.

Public Collections & Bag Packing: If you are considering collections in a public place you must first seek permission from your local authority or council licensing officer, this is important as it could result in a fine.

If you are considering collections in a supermarket or private area within your town, you will need the venues management team to authorise this.

Make sure, once you have the go ahead you let us know where you will be, we can offer support and help raise awareness once permissions have been granted.



giftaid it
Making donations go further



GIFT AID, WHAT IS IT AND HOW DOES IT WORK?

For every £1 donated, we can claim 25p from the Government at no extra cost to you or your support network.

This means that a £20 donation is worth £25.

Gift Aid is a Government scheme which enables registered charities in the UK to claim backtax from HMRC on donations made.

The option to add Gift Aid is on our sponsor forms and Enthuse Fundraising site. It is a simple way for a UK taxpayer to increase their donations with no extra cost to them. Gift Aid can only be claimed on personal donations. It is not possible to claim on behalf of a company or group donation.

Please be advised Gift Aid cannot be added to your fundraising total but only on individual donations that qualify.

Please visit www.gov.uk/donating-to-charity/gift-aid to learn more about Gift Aid and how it works.



HOW DO I PAY IN MY DONATIONS?

There are different ways you can pay your donations to Veterans in Action Charity, we have listed these below:

Direct Bank Payment in Person:

You can pay your funds directly to our bank account by visiting our nearest branch to you. You will require a paying in slip of which we can provide if required - email: info@veteransinaction.org.uk or call us on: 01264 771658 for more information.

By Post:

Cheques can be sent by post to: Veterans in Action Charity, Redenham Park Farm, Andover, Hampshire, SP11 9AQ.

Please make cheques payable to Veterans in Action Charity.

Online Payments:

If you have a fundraising page set up via Enthuse or any other online fundraising site, donations will come automatically to Veterans in Action.

Transfer Direct From Your Account:

You can transfer your donations directly to Veterans in Action Charity account from your own account. Please email: info@veteransinaction.org.uk or call: 01264 771658 for details.

Company Matched Giving:

If you have been authorised to gain match funding through your employer, please let us know by email: info@veteransinaction.org.uk or call: 01264 771658.

THANK YOU

For choosing to support Veterans In Action Charity with your fundraising and donations