



THE FLORRIE

FUNDRAISING PACK

Contact us on INFO@THEFLORRIE.ORG or 0151 728 2323

Charity No: 1109301.

THANK YOU FOR FUNDRAISING FOR THE FLORRIE

We can't thank you enough for dedicating your time to fundraise & helping us to support the most vulnerable people & families in our community.

Whatever you choose to do, we hope you find all the answers and inspiration right here.

Please tell us your fundraising plans or fire away with any questions by contacting us on:

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Registered Office: The Florence Institute Trust Ltd, 377 Mill Street, Liverpool L8 4RF. Charity Registration No: 1109301. Company Registration No: 05330850 (registered in England and Wales).



**THE
FLORRIE**



“The Florrie is a wonderful place that helps me with my wellbeing and sanity and without them I’d be lost.”

DIANE. 76

FLORRIE FEST: A HUGE COMMUNITY FESTIVAL WE ORGANISE EACH YEAR



THE
FLORRIE

ABOUT THE FLORRIE

The Florrie is a charity at the heart of Liverpool 8. Our stunning, Grade II listed, Victorian community heritage venue is a social & educational hub for the people of south Liverpool.

Open Monday to Friday, we offer a wide variety of participatory activities for people of all ages, multi-purpose event spaces available for hire and fully inclusive workspaces for small local businesses & charities. We are also home to The Florrie Food Union an initiative aimed at combating food poverty in South Liverpool.

OUR AIMS

The Trust's aim is to provide a venue, accessible to all as a comprehensive social centre within an historical and architectural gem in the heart of South Liverpool.

- Open to All
- Being Responsive
- Being the Best
- *Acting with Integrity*

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ROSE'S STORY

In January 2020, Rose first visited The Florrie to enquire about our food-union. Rose informed us she was struggling to cope with the daily demands of feeding and clothing her 6 children, aged 6 months to 7 years. We informed Rose she was entitled to our emergency food support, which also includes essential hygiene, feminine and baby products. Upon receiving these Rose couldn't thank us enough and become a member of our Food-Union.

Several weeks later the entire Country went into lockdown, meaning Rose and all our other Food-Union members were unable to enter The Florrie to receive their daily essentials. Luckily, our database contained addresses and details of each member, so we could deliver to them.

Rose and her children remained as Emergency Food-Union members throughout 2020, where they also accessed our Holiday Hunger Scheme, which remained open throughout 2020.

“If it wasn't for the incredible people and volunteers of The Florrie, me and my children would have starved. Life can be so cruel and desperate at times with nobody to turn to for help. Thankfully a neighbour told me about The Florrie and they saved me and my children. I will never forget what they've done and will always be eternally grateful.”

FOOD SHELVING INSIDE
THE FLORRIE FOOD UNION.



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KJ'S STORY

In October 2018 KJ finally managed to flee the threat of death and years of violence in his home of Togo to come to Liverpool to seek work and live in shared accommodation with other asylum seekers. Like many he was alone and had left his family, that included 3 young children and his wife.

KJ barely survives on £35 a week or £5 a day for food and travel, which he feels is a gift and is truly thankful for, for survival. In March 2019 KJ saw an advertisement for Free English Classes at The Florrie and contacted us to attend. After a couple of months of learning English KJ got to know people and began volunteering as an assistant to help others learn English.

Today KJ is a confident English teacher and translator with many new friends. Later in 2021 KJ will begin a French Class at The Florrie and online, as part of our Community Hub Programme, where he'll play a vital role.

A CLASS TAKING PLACE IN
OUR COMMUNITY HUB ROOM



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YOUR MONEY MAKES A DIFFERENCE

FOR EVERY £1 YOU RAISE...

WE CREATE £8.20 IN SOCIAL VALUE



£10

A donation of £10 will cover the running costs of our mini bus for one day. Allowing us to deliver vital support to our community.



£25

A donation of £25 will allow us to provide personal hygiene packs for a family off four including toiletries, feminine products and baby supplies.



£100

A donation of £100 will allow us to create 20 nutritious food parcels helping to feed families in our community.

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FUNDRAISING IDEAS

AT HOME, WORK OR IN THE COMMUNITY

In this pack you'll find info on pre-organised events you can sign up to as well as lots of ideas for organising your own event or activity.

Most of these ideas can work with groups of friends, family or work colleagues. It's always more fun to fundraise with others and you will raise more money too!

We've included everything you'll need to organise a successful event, booster your support and raise some money for a fantastic cause.

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SPORTY CHALLENGES

RUNNING

Liverpool Half Marathon: www.btrliverpool.com/liverpool-half-marathon

Mersey Tunnel 10k: www.btrliverpool.com/tunnel10k

Rock N Roll: www.runrocknroll.com

The Colour Run: www.thecolorrun.co.uk

Other Liverpool Races: www.btrliverpool.com

TOUGH

Tour of Merseyside: www.btrliverpool.com/tour-of-merseyside

Three Peaks Challenge: www.threepeakschallenge.uk

Rough Runner: www.roughrunner.com

Great North Swim: www.greatrun.org/great-swim/great-north-swim

Tough Mudder: www.toughmudder.co.uk

Triathlon: www.xtramileevents.com/events

EXTREME

Skydive: www.skylineparachuting.co.uk

Zipslide: www.zipworld.co.uk

Parachute jump: www.ukparachuting.co.uk

EVENT IDEAS

- Host a **bake sale** or **coffee morning**: Meet up with your friends or work colleagues and enjoy some freshly baked treats whilst raising money for The Florrie. You could even encourage people to decorate their cakes or set a theme and award a prize for the best cake.
- Entertainment with a social impact: Organise a **charity dinner**, a **gig** or a **comedy night**. You can ask for donations at the door or include raffles and quizzes to raise money.
- Ask your local supermarket if you can hold a **car wash** or **bag pack** to raise money over one weekend.
- Hold a **board game tournament** at your house, school or with your community group. Give out prizes for individual winners.
- Organise an **office tournament**: Whether it's a football match or table tennis, a bit of a friendly competition is great for team building. Offer work based prizes like an extra day off or to be in charge of the office radio for a week to encourage people to join in.
- Host a **talent show** in your school with students (and staff) showcasing their talents to an audience. Ask for donations at the door and run a charity auction in the interval to raise funds.
- Organise a **sweepstake** during a significant event such as Football World Cup, Eurovision Song Contest or the Grand National. Hold a party on the day, make it fancy dress and get fundraising!

AN EVENT IN OUR
COURTYARD GARDEN

A-Z FUNDRAISING IDEAS

A – Auction, Arts & Craft Fair, Afternoon Tea, Abseil

B – Beard shave, Bag packing, Bake-Off, Black Tie Ball, Bike Ride

C – Casino night, Cheese & Wine night, Car wash, Coffee morning, Concert, Comedy night

D – Dress down day, Dinner party, Dog walking

E – Easter egg hunt, E-bay jumble sale, Eighties night

F – Fashion show, Football match, Face painting, Film night

G – Games night, Golf day, Garage sale

H – Head shave, Halloween party, How many sweets

I – In Memory of a Loved One

J – Jazz night, Jail break, Jumble sale

K – Karaoke, Knitting contest, Knockout pool

L – Lyrics quiz, Litter picking, Limbo contest

M – Movie night, Marathon, Murder Mystery, Music evening

N – Non-uniform day, Name the bear, New Year pledges

O – Obstacle course, Odd jobs day, Orienteering, Office workout

P – Pub quiz, pop-up-shop, Pie & peas, Pantomime

Q – Quiz, Quiet-sponsored-silence

R – Raffle, Rugby match, Race night, Retro night

S – Sponsored run

T – Tombola, Treasure hunt, Team building day

U – Unwanted gifts shop, University challenge, Uniform free day

V – Variety show, Valentines shop, Vegas night

W – Waxing, Walking challenge, Wedding donations, World attempt record

X – Xmas party

Y – Yoga

Z – Zumbathon, Zipwire challenge

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PLANNING MAKES PERFECT

EVENT TIMING

Remember to think about your audience when deciding what day of the week and time you hold your event. Have you thought about food if it hits a time when people usually eat? Are there any other big events that might stop people attending?

THE VENUE

How much will it cost or can you get it for free?

Make sure the venue is appropriate for your event. Is it accessible? Venues near train / bus stops and with car parking make events easier to attend.

Is it insured? Make sure you obtain a copy of the risk assessment for the building / venue and obtain insurance for your event separately if necessary.

If you want to use The Florrie to host your event please get in-touch with us on info@theflorrie.org or 0151 728 2323.

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STAFF & EQUIPMENT

How big is your event? How much help will you need?

Do you need to buy / hire equipment? How much will this cost? Who will manage volunteers?

Do you need music / a band / celebrities?

ON THE DAY

Make sure you have enough people to help make the event a success. Create a committee and allocate tasks with an action plan if necessary.

Who is your audience? Who will you market the event to and how? Will people want to support it?

Make sure you know the maximum capacity for your chosen venue and organise the promotion / ticket sales accordingly.

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SETTING UP THE FUNDRAISER

Once you've registered for a challenge or decided on an event to organise you're ready to start fundraising!

First you'll have to **set up your own fundraising page**. We recommend using **Go Fund Me** as it allows the funds raised to come straight to the charity without you handling any cash. Set it up by searching for 'The Florrie' at this link uk.gofundme.com/start/charity-fundraising and following the instructions on the page.

Remember to make your page as attractive as possible with a photo and details about what you are doing. Share the link with friends, family and work colleagues on your email, social media accounts, and give regular updates to maximise your fundraising.

You can also print off the **sponsorship form** on the next page. This is a good method for people who don't have access to the internet or prefer to give cash. Once you've collected donations you can upload them to the online fundraisers yourself.

We can help promote your event via our website, Facebook, Twitter and Instagram so please remember to get in-touch beforehand and to tag The Florrie in in all your updates.

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SPONSORSHIP AND GIFT AID DECLARATION FORM



Please sponsor me (name of participant) _____

To (name of event) _____

In aid of The Florence Institute Trust.

If I have ticked the box headed 'Gift Aid?', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand The Florrie will reclaim 25p of tax on every £1 that I have given.

Remember: You must provide your full name, home address, postcode & tick Gift Aid for the charity to claim tax back on your donation.

	SPONSORS FULL NAME First & Last Name	SPONSOR'S HOME ADDRESS Only needed if are Gift Aiding your donation. Don't give your work address if you are Gift Aiding your donation.	POSTCODE	DONATION AMOUNT £	DATE PAID	GIFT AID?
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

TOTAL DONATIONS RECEIVED £	
TOTAL GIFT AID DONATIONS £	
DATE GIVEN TO THE FLORRIE	

WE'RE FUNDRAISING FOR THE FLORRIE

WHAT:

WHEN:

WHERE:

CONTACTON
FOR MORE INFO ABOUT THE EVENT.



THE
FLORRIE

CHARITY NO: 1109301.

TOP 10 FUNDRAISING TIPS

1. **SET A TARGET:** Decide how much you want to raise. It's great to have a realistic target to motivate those around you to help you reach your goal.
2. **DECIDE ON YOUR EVENT:** Now you've set a target, it's time to decide how to achieve it. What are your strengths and hobbies? Are you the office motivator or the organiser of your group of friends? Think about your skills, those of the people around you and go from there. Remember to choose an activity you'll enjoy – fundraising should be fun after all!
3. **GET IN TOUCH:** Now that you know what you hope to do, it's time to get in touch with The Florrie team. We're here to help and answer any questions you might have. If you provide the ideas, we'll provide the expertise and resources to help you make them a success.

4. **PLAN OF ACTION:** Ask yourself the following questions:

What are you going to do? The sky really is the limit, so pick an activity you enjoy or a challenge you've always dreamed of completing.

Where is your fundraising going to take place? Make sure you obtain permission first to avoid issues later.

When will you do your fundraising? Make sure you set a realistic time frame that gives you time to plan, fundraise and promote. Check the calendar for any upcoming opportunities, potential event clashes or days of note, for example National Cupcake Day

Who do you know that can support your fundraising? Who could sponsor you or volunteer at your event? Who do you know that can donate materials? Do your friends or family have any special skills or spare time they might be able to use to help you?

Why should people get involved? Make sure you tell others why your fundraiser is important to you and how their help will support vulnerable people and families.

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5. **BUDGET:** It's important you keep a clear record of what you spend and raise. Try to keep costs as low as possible – ask people to donate their time and approach local businesses for support in kind. Remember that the lower the costs, the greater the impact your fundraising will have.
6. **THE DO'S & DON'TS:** When organising your fundraising, you need to be aware of which rules and regulations to follow. Check out the “*Keeping Your Fundraising Safe & Legal*” section for more information.
7. **SHOUT ABOUT IT:** Now that your plans are in place it's time to let people know about your fundraising! Whether you're putting up posters, spreading the word on social media or including a piece in your newsletter, try to get as many people on board as possible.
8. **FUN, FUN, FUN:** The big day is finally here! After all your hard work, it's time to have fun and enjoy yourself to reach that target.
9. **THANK YOU:** Your fundraising was a success and you're now reliving memories of the day. Now's the time to make sure you say thank you to all those who supported you to let them know the difference they made! Make sure you tell us how it went so we can thank you for your amazing support too.
10. **PAY IN THE MONEY:** If you've collected any cash or cheques, please send it in to start making a real difference for vulnerable people. Please see the “Easy Ways to Pay in Your Fundraising” for help with this.

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KEEPING YOUR FUNDRAISING SAFE & LEGAL

MANAGE RISKS: Think about the possible risks, accidents or legal issues – even if it's somewhere you know well like your workplace, school or local park. The best way to identify any potential accidents or hazards is to complete a risk assessment. If you've never done one before, take a look at some guidance and download a free template here: www.hse.gov.uk/risk.

FIRST AID: Consider everything you might need for your event, be it a First Aid Kit or qualified First Aider. You may also need to contact St John's Ambulance or The British Red Cross to provide First Aid Support.

SECURITY: Be certain all participants are safe & secure throughout the event. Think whether you'll need crowd control measures or extra security plans/ measures if you're collecting cash at the event.

RAFFLES & LOTTERIES: If you have a raffle prize draw, make sure your tickets are exactly the same price and that you name the winner during the event. If you wish to sell tickets at several places and announce the winner/s later you will need a lottery licence, which you can obtain from your local council. <https://ciof.org.uk/events-and-training/resources/lotteries>

COLLECTIONS: Collections on private property require the Manager's or Owner's written permission. Remember to keep this with while collecting. Public collections require a licence from your local council.

SELLING ALCOHOL: If you plan to sell alcohol at your event, you need to complete a Temporary Events Notice. Go to: <https://www.gov.uk/guidance/alcohol-licensing>

INSURANCE: If you intend to involve the general public in your event, you will need to obtain your own Public Liability Insurance, as you won't be covered by The Florrie's.

If you're holding your event at a place with Public Liability Insurance (e.g. School or Workplace), check the cover you'll need with them prior to proceeding.

MARKETING: When promoting & advertising your event/fundraiser, remember to include this statement at the bottom of your Advertisement (e.g. poster, flyer, social media).

The Florence Institute Trust is a registered charity with The Charity Commission of England & Wales, under Charity No: 1109301, whose registered office is, 377 Mill Street, Liverpool L8 4RF.

FURTHER INFORMATION:

Health & Safety Executive – <https://www.hse.gov.uk/event-safety/>

Institute of Fundraising – <https://www.institute-of-fundraising.org.uk>

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EASY WAYS TO PAY IN YOUR MONEY

ONLINE:

The best way to pay money in is to donate directly to your own online giving page (e.g. GoFundMe) or by making a donation at www.theflorrie.org/donate and your donation come directly to us here at The Florrie.

POP TO THE POSTBOX:

You can send cheques payable to:

The Florence Institute Trust
377 Mill Street
Liverpool
L8 4RF

NOTE: Please complete and include any sponsorship forms and your details so we can identify where the cheque is from.

OVER THE PHONE:

Please call us on – 0151 728 2323 – to make a card payment. We're available 9am – 5pm weekdays.

GIFT AID:

Gift Aid is an easy way to give even more. If you're a UK taxpayer, The Florrie can claim an extra 25p for every £1 you donate, at no extra cost to you, from the tax you've already paid.

When paying online, remember to tick the gift aid box and ask your sponsors to do the same when donating to your online page.

If you're using a paper sponsorship form, make sure each person sponsoring you enters their full name, address, including postcode and ticks the Gift Aid Box on your sponsor form.

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OTHER WAYS TO SUPPORT US

- Make a single or regular donation to us through our website: www.theflorrie.org/donate
- Send us a cheque, payable to The Florence Institute Trust, 377 Mill Street, Liverpool, L8 4RF
- Purchase items or merchandise through our online art shop <https://theflorrie.bigcartel.com>
- Following us on Twitter: @TheFlorrie
- Following us on Facebook: facebook.com/TheFlorrie
- Following us on Instagram: instagram.com/the_florrie
- Getting in touch for a chat: info@theflorrie.org

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WE CAN'T WAIT TO HEAR FROM YOU.
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