

# WE'RE DOING THIS FOR JIMMY



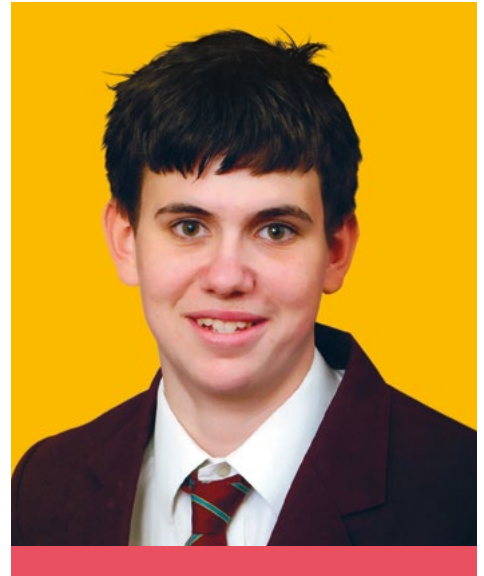
Fundraising Pack

# Thank you

**Thank you for joining us on our journey for peace and choosing to support our work building safer and more peaceful communities.**

Since founding the charity in 2009, the kindness of communities across the UK has enabled us to continue sharing Jimmy's story and helped to fulfil the potential of young people to build Safe Havens in their communities.

This fundraising pack will give you all the information you need to make your fantastic idea a reality! We love to hear from our fundraisers, so as soon as you're ready to launch your event then please let us know and we can be on hand to provide further support and share your amazing fundraising efforts. To tell us about your event please fill out our fundraising form [here](#).



## **This pack includes:**

- Fundraising tips**
- Charity Information**
- Event ideas**
- How to pay money in**
- Sponsorship form**
- Gift Aid donation form**





# Fundraising Tips

## Before you start, set a realistic fundraising target

Decide on how you are going to collect the funds, whether this is through cash donations or an online platform. To do it online, you can set up an online fundraising page at EverydayHero. This fundraising tool is simple to use and is linked to For Jimmy, so we'll be notified when you set up your event.

[Visit EverydayHero](#)

## Decide on how you are going to publicise your event

You might put posters up around your local area or workplace, create a Facebook event or email friends and family. Social media is a great and simple way to reach your audience. Make sure you tag us in posts @forjimmyHQ and we'll help you spread the word.

[Visit our Facebook page](#)

## Why not see if you can get match funding from your workplace?

Some employers will double your fundraising by donating a pound for every pound raised.

## Show your guests or sponsors where the money goes

Find out more here or email us at [hello@forjimmy.org](mailto:hello@forjimmy.org) to order some magazines and/or a collection box.

[Email For Jimmy](#)

## For Jimmy Social Media

Twitter

Facebook

Instagram



# Event Ideas

Here are some fun ways that supporters have fundraised for us in the past.

- Why not organise a sports event. This could be a five-a-side football tournament or golf day that brings your local community together
- A sponsored walk is a great way to get active. There are plenty of walking routes, resources and groups online to help inspire your event
- Test your baking skills or cake decorating and organise a cake sale in your local school or community centre
- Quiz nights are a great way to bring people together for a fun evening. You can also add the addition of a raffle to help you reach your fundraising target. See page seven for more ideas
- Why not set yourself a personal challenge. We've had people take on the Great North Run, London Marathon and the mammoth task of attempting to try one new sport every week for a whole year!

## Stay in touch with #ForJimmy

We love to hear how our fundraisers are getting along with their events. Make sure you send us any photos of your preparation and keep us up to date with how it's going. We'll help you promote the event by sharing these on our social media and through our website. If you need any further assistance then please email [connor@forjimmy.org](mailto:connor@forjimmy.org) and he'll be on hand to offer support.





# Charity Information

When you're ready to start promoting your event, it's important to let friends, family, colleagues and your community know who you are raising money for. Please use the following information when creating and promoting your event.

## For Jimmy

Following the murder of 16-year-old Jimmy Mizen in May 2008, the Mizen family has been determined to focus on two outcomes; they will not be beaten by his death, and something good will come from it. Since the charity was founded, For Jimmy, has worked tirelessly to create a legacy of peace in Jimmy's name; helping young people to fulfil their potential creating safer and peaceful communities.

## Safe Havens

The Safe Haven programme is a key part of For Jimmy's work in schools. Safe Havens are shops and local businesses that children can turn to in times of need and are identifiable by a sticker on the window. If a child feels threatened or in danger, they can enter a Safe Haven and the shopkeeper will agree to lock the door and call a parent, guardian or the police. This fosters a sense of mutual care and responsibility between children and adults in the community. A shop or business agrees to become a Safe Haven after being asked by the children we work with if they would like to be involved. As well as helping to keep young people safe, the scheme is vital in building positive relationships between schools, communities and local authorities.

If you need further information or photos then please email [hello@forjimmy.org](mailto:hello@forjimmy.org)



# How to pay money in and Gift Aid information

## Online

You can donate directly to us through CAF donate. You can make an online donation [here](#).

## By post

We do not recommend sending cash donations via post, however, to send a cheque please make it payable to For Jimmy and send it to our office.

If you have raised money through sponsorship, then please bring the cash to our office with your sponsorship forms, along with a completed Gift Aid Donation Form so we can process the donation. To arrange an appropriate time to do this then please email [hello@forjimmy.org](mailto:hello@forjimmy.org) or phone the office on [02088527855](tel:02088527855).

For Jimmy  
2nd Floor Leegate House  
Burnt Ash Road  
SE12 8RG

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Please make sure you don't forget about Gift Aid. For every £1 your supporters donate (provided they pay tax at the time of donation), For Jimmy are able to claim an extra 25p from the taxman. This extra money can make a huge difference to our work with young people, so please do encourage your eligible supporters to say that they are happy for us to claim Gift Aid on their donations when they fill in your sponsorship form.





# In detail: Host your own Quiz Night

## A how to guide

Setting up a Quiz Night is a great way to bring friends, family and your community together for a fun and social evening. Here are some simple steps to follow to make sure your night is a success.

Find a suitable venue that has drinks and snacks available throughout the evening

Set a date and your fundraising target. When choosing a date, remember to check whether it clashes with any other events going on and make sure your fundraising target is achievable

Set an appropriate entry fee. This will determine the amount of money you raise. Our supporters usually charge between £5 and £10 entry. You may decide to collect the entry fee on the night, or you could use an online ticket system such as Eventbrite. This means you don't have to handle cash on the night, however, you will have to account for the fees that online ticketing systems charge

Decide on your questions and select a Quiz Master. Luckily, there are a number of free resources online for you to use when sourcing questions. You'll need an MC for the evening and remember to also consider whether you'll need a PA system

Promote your quiz. Social media is a great, and more importantly, free way of promoting your quiz night. Setting up a Facebook event will help get your friends and family involved, however, to reach a wider audience you may need to think about publicising your event on community groups and local forums. Posters and leaflets are also a great way to promote in local businesses, however, you'll need to factor in the cost of printing

You may consider also holding a raffle on the night. This is a great way to help you reach your fundraising target and reward your supporters on the night

So the winners don't leave empty handed, perhaps think about getting local businesses to donate prizes

Keep in touch with our team at For Jimmy HQ with photos and updates on how your quiz planning is going. We're always on hand to give support and love to hear about how your fundraising is going! Please email [connor@forjimmy.org](mailto:connor@forjimmy.org)





# WE'RE DOING THIS FOR JIMMY

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One-off donation and  
Gift Aid declaration form

## Your details

Title \_\_\_\_\_ First name \_\_\_\_\_ Surname \_\_\_\_\_

Full home address \_\_\_\_\_

Country \_\_\_\_\_ Postcode \_\_\_\_\_

Please treat as Gift Aid donations  
all qualifying gifts of money made:

Please tick all boxes you wish to apply.

Today  In the past 4 years  In the future  Make a recurring gift

Amount donated £

Reason

## Payment method (please tick)

Cheque (including CAF cheques)

Cash payment

Bacs payment

Sort code 40-52-40. Account no. 00025035

"It has been estimated that as much as £750 million is lost each year in unclaimed Gift Aid, as eligible donors don't always tick the box."

Boost your donation by 25p of  
Gift Aid for every £1 you donate

Add Gift Aid

I am a UK Taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given and that other taxes such as Council Tax and VAT do not qualify.

Please notify For Jimmy or CASC if you:

- Want to cancel this declaration
- Change your name or home address
- No longer pay sufficient tax on your income and/or capital gains.

Note: Please do not send cash in the post, cash must be counted by both donor and For Jimmy

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Supporter signature \_\_\_\_\_ Recipient signature \_\_\_\_\_

Date \_\_\_\_\_ Recipient signature \_\_\_\_\_

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