



# FUNDRAISING PACK

**YOUR FUNDRAISING  
JOURNEY STARTS HERE!**



KidsAid is a registered charity, No. 1167852



The KidsAid Foundation, 5 Giffard Court, Millbrook Close  
Northampton, NN5 5JF  
07471 762737 | [info@kidsaid.org.uk](mailto:info@kidsaid.org.uk) | [www.kidsaid.org.uk](http://www.kidsaid.org.uk)

**Thank you so much for fundraising for KidsAid! With your support we can create positive and sustainable change to empower families, stop the cycle of intergenerational trauma, and give young people every opportunity to move forward with their lives and meet their full potential.**

KidsAid was formed in 2007 in response to the lack of local provision available to support traumatised children and young people suffering from poor mental health.

In the years since its inception, KidsAid has continued to respond to the increasing need for child-led therapeutic support, particularly since the pandemic which has driven an unprecedented surge in demand for mental health services for children and young people.

We are in need of your support more than ever before!

Northamptonshire referrals to young people's mental health services has increased by 200% since the start of the pandemic. It is estimated that 1 in 6 children and young people aged 6 - 19 years have a probable mental disorder, and more than 1 in 3 children and young people are exposed to at least one potentially traumatic event by the age of 18.

KidsAid are committed to supporting vulnerable young people and families who do not have access to other services or have the financial means to fund therapy themselves. We do this with the help and kindness of supporters like you, whose funding supports the provision of long-term, evidence-based therapies to children, young people and their parents.

Whether you are organising a large dinner party fundraiser, taking part in a sponsored silence, or having a small bake sale, every penny that is raised helps us to make a lifetime of difference for traumatised children and their families across Northamptonshire.

Our sincere thanks for supporting KidsAid's vital work by raising much needed funds. Without the kindness of supporters like you, the work we do wouldn't be possible!

Wishing you the best of luck with all your exciting fundraising activities!



Rebecca Caswell-Fox,  
Charity Director.



# WHATS INSIDE!

Healing the Hurt  
Empowering Families  
Creating Change



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# CASE STUDY OF LACEY

March 2021 – October 2021

**This case study demonstrates an example of the positive outcome our beneficiaries achieve from our creative therapeutic interventions.**

*All names and identifying information have been changed in the below case study to protect and maintain client confidentiality. Consent to write this case study has been granted.*

## Background History

Lacey was 9 years old when KidsAid started working with her. She was referred to us by her school to provide therapy for the trauma she had experienced during the early years of her childhood.

Lacey was removed from her mother's care in 2018 after her school alerted children services when Lacey attended school with untreated burns. When Lacey was taken to the hospital, she alleged repeated significant physical chastisement including the use of implements, witnessing repeated domestic violence between Mum and her ex-partner and being left alone regularly at night when Lacey's mother would go out. Lacey was also unclean and malnourished.

Since being removed from her mother, Lacey was placed in Foster Care. Several placements had broken down during the past 3 years which added to Lacey's anxiety and distress. As placements broke down, she was moved from home to home and with that she

was also placed in various schools within the county, which made it difficult for her to build relationships with her peers and amplified her mistrust in adults.

At point of referral Lacey had just been placed with her foster carer, Jill.

## Assessment

The assessment for Lacey included a carer assessment to measure attachment, developmental milestones and presenting difficulties at home; a risk assessment to identify safeguarding concerns; and an observation/introduction session for the therapist to assess emotional regulation and behaviours.

Jill and Lacey's schoolteacher advised that Lacey often presented with varying levels of distressing behaviours where she would scratch at her skin and pull at her hair. Lacey was also incredibly withdrawn and avoided engaging in class.



Strength and difficulties questionnaires were also completed by Jill and Lacey's schoolteacher, which provided a baseline to measure progress throughout the intervention.

The assessment identified attachment difficulties, high levels of anxiety, self-harming concerns and low self-esteem.

Following KidsAid's assessment, it was recommended that Lacey have 30 weeks of creative therapy sessions. The aim of the sessions was to give Lacey a confidential space to safely work through the traumas she had been through with her therapist, to express herself through the use of creative art and play, to reduce her anxiety and improve her self-esteem.

## Early Sessions of Therapy

During the first few sessions Lacey was withdrawn and reluctant to engage. It took her some time to feel comfortable to make art and to build trust in a new adult, her therapist.

However, as sessions continued Lacey grew more confident and she began to move more freely around the space and by session 4, she was using materials independently and began to develop trust in the therapeutic relationship by testing what was safe and not safe to bring to the sessions through the communication and vulnerability of her artwork.

Themes begun to emerge that the therapist supported Lacey in exploring, including strong negative feelings of self, such as guilt, shame, and low confidence. The therapist was able to gently challenge some of these thoughts, which helped Lacey reflect on her understanding of self.

Lacey also began to make verbal links between the images she was creating and her feelings: as she painted, she began to feel able to revisit some of her traumatic experiences so that they could be contained into the sessions and her art making.

## Interim Sessions of Therapy

An interim review meeting was held at the half-way point of Lacey's therapeutic interventions, where her therapist met with Lacey's carer Jill, Lacey's social worker and her schoolteacher.

At the meeting it was discussed that Lacey was engaging well with her sessions and had started exploring difficult memories and emotions. Lacey's therapist reflected that Lacey's confidence was slowly growing, which was echoed by Jill, who shared that Lacey was starting to come out of her shell at home.

At this meeting, a midway strength and difficulties questionnaire was completed by Jill and Lacey's schoolteacher. Outcomes from these questionnaires demonstrated slight improvements in all areas.

## Final Sessions of Therapy

Around week 16, Lacey began to play with the sand tray and figures. To begin with the characters seemed to be quite chaotic with the 'bad' characters always beating the 'good' characters. Through this play Lacey explored the theme of safety and that of the victim and rescuer. Within the character's world it would seem all hope was lost, but at the last minute one character would swoop in and save the day. This continued for a few weeks until Lacey was able to move on and then the 'good' characters seemed more able to defeat the 'bad' characters. This coincided with her improvements in self-esteem and the last time she played in the sand all the 'bad' characters moved over to the 'good' team.

Lacey was also able to talk about her recent achievements in class, talking about herself in a positive way and recognising herself as a kind and thoughtful girl. Furthermore, Lacey was showing her increasing confidence, as she reflected on the friendships she had made with a group of girls in her class.

As Lacey's self-esteem improved, episodes of self-harm were becoming more infrequent. Instead, Lacey was able to regulate herself using breathing exercises and mindfulness exercises that her therapist had shared with her.

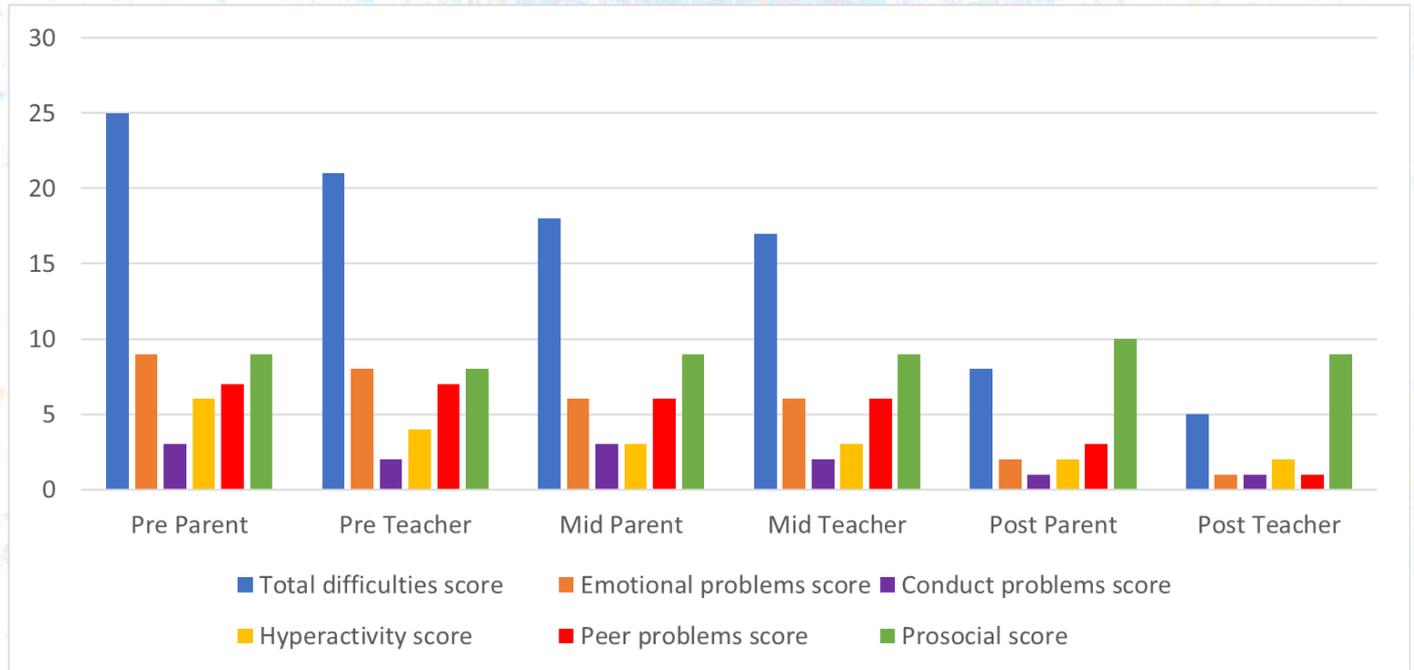
In Lacey's final session of therapy, she spoke about the positive effects of being able to "leave" her painful memories with her therapist, so she did not have to carry them with her anymore. Therapy with KidsAid enabled Lacey to label her feelings easier and have the freedom to express herself in a space where she felt validated and would receive neither judgement nor punishment.

## Outcome Measures

A final review meeting was held at the end of Lacey's therapy intervention and post therapy strength and difficulty questionnaires were completed by Jill and Lacey's schoolteacher.

In all areas, outcomes evidenced progress for Lacey.

### Lacey: Outcomes from Strength & Difficulty Questionnaire



Furthermore, Lacey's school provided feedback, advising that Lacey is engaging better in school and building positive relationships with her peers. Jill shared that Lacey continues to thrive at home, and it is planned that Lacey will remain living with her long-term.

# HOW THE MONEY HELPS

**£30**

£30 will provide a child with their own therapy tool kit

**£40**

£40 will fund an individual therapy session for a child

**£1200**

£1200 will provide a child with six months of therapy

**£1600**

£1600 will provide a family with 20 weeks of therapy

**£2000**

£2000 will provide 12 weeks of group therapy sessions for six children or young people

# FUNDRAISING IDEAS

## KidsAid Top 10 Fundraising Ideas

**1**

### **THE OFFICE BAKE OFF:**

Run a bake off in your workplace and combine it with a bake sale.

**2**

### **ABSEILING:**

Who would like to see the amazing views off the Northampton Lift Tower?

**3**

### **CHARITY BIRTHDAYS:**

Why not consider swapping birthday celebrations so instead of buying cake and a card, give some money to KidsAid in honour of the birthday person.

**4**

### **CHARITY CHOCOHOLIC:**

Ditch chocolate for a month and get sponsored.

**5**

### **OFFICE RAFFLE:**

Dig out all those unwanted gifts and clothes you've never worn and organise an office raffle.

**6**

### **A WALK-A-THON:**

Get your walking boots on and clock up your steps.

**7**

### **HEAD SHAVE/HAIR DYE/SHAVE BEARD:**

KidsAid commend you!

**8**

### **PERSONAL RUNNING CHALLENGE:**

Look on here for ideas

<https://etchrock.com/my-fundraising#campaigns>

**9**

### **SWEEPSTAKES:**

You have 1 question, for example, 'How many sweets in the jar?'

**10**

### **SPONSORED SILENCE:**

If you're a chatterbox who finds being quiet a challenge.

# TOP TEN TIPS FOR SUCCESSFUL FUNDRAISING

**1**

**SELECT YOUR FUNDRAISING ACTIVITY**

**6**

**CREATE A FUNDRAISING PAGE ON KIDSAID VIA  
THE JUSTGIVING PAGE**

**2**

**GO ALONE OR BUILD A TEAM**

**7**

**LET THE WORLD KNOW WHAT YOU ARE DOING  
VIA SOCIAL MEDIA**

**3**

**CREATE AN ACTION PLAN**

**8**

**CONTACT YOUR LOCAL NEWSPAPERS, RADIO  
STATIONS AND TV**

**4**

**PICK A DAY AND FIND A VENUE IF NEEDED**

**9**

**ASK THE BOSS TO MATCH FUND IF POSSIBLE**

**5**

**LET KIDSAID KNOW BY COMPLETING A  
REGISTRATION FORM**

**10**

**CELEBRATE YOUR SUCCESSES AND RETURN THE  
MONEY RAISED!**

# LEGAL STUFF

## Logo

You can use the KidsAid logo on your promotional material relating to fundraising activity, however you will need to get your marketing material approved by KidsAid before finalisation. KidsAid's Charity number must be on all marketing material.

## Licenses and Permission

Collecting cash on private or public land should be in line with the terms of the relevant permit or licence from the council. They may ask for a letter of authority, which KidsAid can supply. When holding a collection on private property you just need permission from the landowner. All cash collected needs to be collected in a sealed container, which KidsAid can provide.

If you are planning a public event, then you will need to get a public entertainments license. If alcohol is being provided, an alcohol license will be needed if the venue where the event will take place does not have one already a license can be obtained from your local council.

If food is to be sold or served at the event, you will need to check food safety regulations, which you can get by contacting the local council.

If you are organising an event involving music and/or dancing, you will need a licence from the local authority.

## Raffles

Raffles held at events do not need a licence or permission from any authority, as long as: you only sell tickets on the day of the event and the winning ticket is drawn on the same day; any prizes purchased are worth a total of no more than £250; and alcoholic prizes are only included if the event is being held on a licensed premises.

## Insurance

You will be required to have Public Liability Insurance if you are running an event in a public place, such as running a stall or stand. KidsAid does not have insurance that covers events undertaken by third parties. If you're holding an event at home, make sure your insurance covers the event.

## Health and Safety

KidsAid cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of your fundraising activity. We strongly recommend carrying out a risk assessment so you can properly plan your event. When thinking about potential risks, remember to consider the number of people (including vulnerable people, such as children or elderly people), the location and venue type, the length of time that the event will last, weather conditions, and where the nearest medical facility is located.

# MOVING MOUNTAINS

**For the week starting the 16th May 2020, Natalie wanted to give herself a challenge and something to focus on for a week during the lockdown.**

Natalie was looking for a local charity where she could see the change that she was making. "It is great to raise money for a children's charity, and the more I found out about what KidsAid provides for families, I was amazed. Knowing that you are helping people on my front doorstep really spurred me on. It's lovely to know that the service you are providing is for local people in Northamptonshire. You do such amazing work!"

Natalie explained that she has worked for the prison service for more than six years, so she has a great understanding of how trauma in childhood can manifest into difficulties later in life.

So, what was her challenge? Over a week Natalie and her boyfriend Craig climbed a little bit higher than

Kilimanjaro, at 6,000 metres. They each climbed and descended the stairs in their home 307 times per day. That's 307 times up and 307 times down... What a feat!

**Natalie and Craig raised an incredible £790.00!**

Natalie recommends raising funds for local children. "It makes it feel more real", she says. "Plus, I feel that when you give funds to a local charity, there aren't the overheads, so it almost goes directly to those that you are helping."

Thank you Natalie and Craig!



# SPONSORSHIP & GIFT AID DECLARATION FORM

The simplest way to receive sponsorship is to set up an online sponsorship page.

**Here's how to do it:**

Go to our approved fundraising website, Justgiving. Select KidsAid as your charity. Follow the instructions to set up your page. Once your page is set up, email the link to your supporters!

Please sponsor me (name of participant):

To (fundraising activity or event):

In aid of:

If I have ticked the column 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 Tax in the current year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay the difference. I understand the charity will reclaim 25p of tax for every £1 that I have given.

**Remember:** you must provide your full name, home address, postcode and complete the "Gift Aid" column for the charity to claim back tax on your donation.

| Sponsor's Full Name<br>(first name and surname)    | Sponsor's Home Address<br>(only needed if gift aiding your donation or if wanting to hear more about the charity. Do not give your work address.) | Postcode | Donation Amount<br>(£) | Date Paid | Gift Aid<br><input checked="" type="checkbox"/> | Charity Marketing Allowed? (Y/N) |
|--|---|----------|------------------------|-----------|---|----------------------------------|
|  |   |          |                        |           |   |                                  |
|  |   |          |                        |           |   |                                  |
|  |   |          |                        |           |   |                                  |
|  |   |          |                        |           |   |                                  |
|  |   |          |                        |           |   |                                  |
|  |   |          |                        |           |   |                                  |
|  |   |          |                        |           |   |                                  |
|  |   |          |                        |           |   |                                  |
|  |   |          |                        |           |   |                                  |
| <b>Total donations received including Gift Aid</b> |   |          | £                      |           |   |                                  |
| <b>Total Gift Aid donations</b>                    |   |          | £                      |           |   |                                  |
| <b>Date donations given to charity</b>             |   |          |                        |           |   |                                  |



# FUNDRAISING REGISTRATION FORM

Thank you for offering to raise money on behalf of KidsAid. To help get us connected we need some details from you.

## Fundraising Organiser Contact Details

We would like to provide you with a letter confirming you are fundraising for KidsAid and following your event, send you a letter of appreciation.

|                                      |                 |
|--------------------------------------|-----------------|
| <b>Title:</b>                        |                 |
| <b>First name:</b>                   | <b>Surname:</b> |
| <b>Company name (if applicable):</b> |                 |
| <b>Postal address:</b>               |                 |
| <b>Post code:</b>                    |                 |
| <b>Contact telephone number:</b>     |                 |
| <b>Email address:</b>                |                 |
| <b>Date of birth (if under 18):</b>  |                 |

## Fundraising Activity

We want your event/activity to be a great success, so please give us as much information as possible and we will ensure you have all the relevant information and guidance to help you.

|                                    |                    |
|------------------------------------|--------------------|
| <b>Name of the event/activity:</b> |                    |
| <b>Description:</b>                |                    |
|                                    |                    |
| <b>Who will be fundraising?</b>    | <b>Please tick</b> |
| <b>Individual</b>                  |                    |
| <b>Workplace team</b>              |                    |
| <b>Group</b>                       |                    |

# FUNDRAISING REGISTRATION FORM

|   |                      |
|---|----------------------|
| <b>School or College</b>  |                      |
| <b>Organisation or Club</b>   |                      |
| <b>University</b>   |                      |
| <b>Social Group</b>   |                      |
| <b>Other (please specify):</b>  |                      |
| <b>Where will the event/activity take place? (please complete the full address)</b> |                      |
| <b>When will the event/activity take place? (date)</b>                              |                      |
| <b>What is your main reason for fundraising for KidsAid?</b>                        | <b>Please tick</b>   |
| <b>Enjoy fundraising</b>  |                      |
| <b>For the challenge</b>  |                      |
| <b>Good cause</b>   |                      |
| <b>Family or friend experience</b>  |                      |
| <b>Personal experience</b>  |                      |
| <b>In memoriam</b>  |                      |
| <b>How will the money be collected (e.g., sponsorship, sales)?</b>                  |                      |
| <b>Would you like to set up a fundraising page on the KidsAid JustGiving site?</b>  | <b>Yes</b> <b>No</b> |
| <b>How is the event/activity to be promoted?</b>                                    |                      |

## Fundraising Materials

We can provide some materials free of charge to help with your fundraising. Please indicate what you would like and the quantity below.

| Item                      | Required Y/N | Quantity | Sizes (S, M, XL) |
|---------------------------|--------------|----------|------------------|
| <b>Sponsor forms</b>      |              |          |                  |
| <b>Collection buckets</b> |              |          |                  |
| <b>Collection tins</b>    |              |          |                  |
| <b>Banners</b>            |              |          |                  |
| <b>Badges</b>             |              |          |                  |
| <b>Posters</b>            |              |          |                  |
| <b>T-shirt</b>            |              |          |                  |

# FUNDRAISING REGISTRATION FORM

## Your Fundraised Donation

|  |             |
|--|-------------|
| How much money do you hope to raise?         |             |
| When will KidsAid receive the money?         |             |
| Where would you like your donation to go to? | Please tick |
| Therapy sessions                             |             |
| Resources for therapy sessions               |             |
| Fundraising                                  |             |

Some employers are willing to match some or all of your fundraising through a matched giving scheme.

Are you eligible for a matched giving scheme?

Yes

No

## Communication

Are you happy for us to include details of your fundraising event/activity on our website, social media, annual report and newsletter?

Yes

No

If yes, please can you help us by sharing:

**1. Anything about you, your group or organisation that you would like promoted:**

**2. A sentence or two that we can quote, about your reasons for supporting KidsAid:**

KidsAid would like to contact you from time to time about the vital work we do for families and opportunities to support us. We would never sell your data and we will keep your data safe and secure in line with GDPR. Please tell us what you want to receive and how you would prefer to hear from us (please tick):

|  |  |
|--|--|
| I would like to receive your newsletter              |  |
| I would like to hear about fundraising and campaigns |  |
| I would like to hear about events                    |  |
| I am interested in volunteering                      |  |

|           |  |
|-----------|--|
| Post      |  |
| Email     |  |
| Telephone |  |

## Photography Consent

|   | Please tick |    |
|---|-------------|----|
|   | Yes         | No |
| I give consent for my photograph to be used by KidsAid and I confirm I have permission from everyone featured in the photograph I supply for their image to be shared and used by KidsAid |             |    |

By signing and submitting this form you agree to us using your details to discuss your fundraising activity and to follow up on progress.

By signing/dating the below, you are agreeing to follow the KidsAid Good Practice Guide to Fundraising.

**Please sign and date below:**

Signature: .....

Date: .....

Print name: .....

If you are under 18, before submitting this form you must confirm you have your parent or guardian's permission to fundraise.

Parent / Guardian (please delete the inapplicable response):

Signature: .....

Date: .....

Print name: .....

**When completed, please return this form to:** lorraine@kidsaid.org or 5 Giffard Court, Millbrook Close, Northampton, NN5 5JF

**Thank you in advance for your great support!**

# RECEIPT OF DONATION FROM SUPPORTER

Once you have completed your fundraising, please complete and return this form:

|  |              |                          |
|--|--------------|--------------------------|
| <b>Supporter name:</b>   |              |                          |
| <b>Supporter address:</b>  |              |                          |
| <b>Email address:</b>  |              |                          |
| <b>Telephone number:</b>   |              |                          |
| <b>If you have a JustGiving page, please give details:</b>   |              |                          |
| <b>Amount raised (cash and/or cheque):</b>   |              |                          |
| <b>I am a UK taxpayer and understand that if I pay less income tax/capital gains tax in the current year than the amount of Gift Aid claimed on all my donations it is my reasonability to pay the difference.</b> |              | <input type="checkbox"/> |
| <b>Type and date of fundraising event:</b>   |              |                          |
| <b>Would you like to receive our newsletter?</b>   | <b>Yes</b>   | <b>No</b>                |
| <b>Are you happy for us to include details of the fundraising event/activity on our website, annual report, social media and newsletter?</b>   | <b>Yes</b>   | <b>No</b>                |
| <b>Signature:</b>  | <b>Date:</b> |                          |

Cheques should be made payable to: The KidsAid Foundation and sent to 5 Giffard Court, Millbrook Close, Northampton, NN5 5JF

Bank Details: The KidsAid Foundation, Metro Bank, Sort Code: 23-05-80 and Account: 39442051

Online donations can be made at: <https://www.justgiving.com/kidsaid>

Please do not send cash through the post.

**Many thanks for your support of KidsAid**