

# Baby Loss Awareness Campaign: Guidelines and Information for Fundraisers.



Never raised a penny for charity in your life? Daunted by the prospect of fundraising for the Baby Loss Awareness campaign? Simply bored with always doing the same fundraising event? These guidelines contain dozens of ideas and tips! But don't let our suggestions prevent you from running wild with your imagination – sometimes the wackiest ideas are the most successful.

We hope that the guidelines will inspire you to raise lots of money, whilst having lots of fun! However, raising awareness is also important and the factsheet contains useful information on publicising the Baby Loss Awareness campaign generally as well as your fundraising activities.

This factsheet has been designed to provide information and to give guidance on all aspects of fundraising and publicity for the Baby Loss Awareness campaign.

If you have any questions arising from this factsheet, or it does not cover the information you require, please contact the campaign Co-ordinator on 07900 495436. Alternatively, please write to us at Baby Loss Awareness, PO Box 13703, Musselburgh. EH21 6WX  
or e-mail: [info@babyloss-awareness.org](mailto:info@babyloss-awareness.org)

# 1. INTRODUCTION

The Baby Loss Awareness campaign group exists to:

- Promote October 15th as National Baby Loss Awareness Day\* within the UK.
- Promote the annual Global Wave of Light\* events and services where parents can acknowledge their losses.
- Promote awareness and understanding of the impact of pregnancy and baby loss among health and social care workers and the community at large.

The Baby Loss Awareness campaign group consists of designated representatives from the following registered UK charities:

- ARC (Antenatal Results and Choices). Registered Charity No: 299770
- The Ectopic Pregnancy Trust. Registered Charity No: 1071811
- The Miscarriage Association. Registered Charity No: 1076829
- Sands, the stillbirth & neonatal death charity, Registered Charity No: 299679

\*Baby Loss Awareness Day, including the "Wave of Light" events and services, are products devised as a result of collaboration involving the support organisations operating in the area of pregnancy and baby loss. The work of each organisation is promoted without preference at all times.

Income generated through donations received for our Ribbon Pins will be allocated first to cover the costs incurred in promoting the Baby Loss Awareness campaign and thereafter any surplus will be distributed equally between the participating organisations.

## **2. SAFETY AND THE LAW IN YOUR CHARITY**

### **Fundraising**

The interests and good reputation of the Baby Loss Awareness campaign group are paramount. Please make sure that you and those you are fundraising with are safe and acting within the law. If in doubt about legal aspects (which can be quite complicated) please consult the campaign co-ordinator for advice.

### **Health & safety**

You must comply with the Health & Safety at Work Act 1974 and all other relevant subordinate legislation. If children are helping with fundraising always ensure that they are safe and that you do not allow them to solicit or collect money alone or without an adult.

The Baby Loss Awareness campaign group cannot accept liability for accidents, so make sure that your fundraising event is safe for all concerned.

Be extra careful with security if you are carrying money around. Bank cash as soon as possible.

### **Insurance**

Insurance is a complex area for charities and it can be difficult to obtain comprehensive cover for one off events. However most venues for hire will already be insured. If you have any questions or need insurance contact the campaign co-ordinator for advice.

### **Collections**

It is perfectly legal to collect from your friends, family and work colleagues (although it might be wise to okay this last one with your employer when collecting around your workplace).

If your fundraising involves collecting money in the street or in a public place you will need a license from your local authority and closed collections tins must be used, not open ones.

Please do not collect money house to house. Again this is illegal without a license and many people consider it intrusive.

These regulations do not apply to collections made during a private function, or to static collection boxes placed in pubs or shops, etc.

Supermarkets are usually private property therefore all you need to do is obtain permission from the store manager. Please give supermarkets plenty of notice as they often book up months in advance. The easiest sort of collections therefore is ones at your own events.

### **House to house collections for goods/jumble**

Collecting goods/jumble on a house to house basis also requires a license.

Therefore, you must contact the local authority before you begin collecting to check local licensing requirements. Getting a license will take a certain amount of time so be prepared and plan ahead.

Many people have jumble to give away and we are very happy for you to carry out these types of collections.

### **Raffles**

If you are holding a raffle as part of an event, such as a fete, dinner, disco, or sporting event, you do not need a license provided all ticket sales and the draw will take place during the event. There must be no money prizes, no limit on the number of tickets sold, and if you purchase prizes you must not spend more than £250. However, you should obtain permission from the event organiser or the owner of the property.

For any other sort of raffle, you will need permission either from your Local Authority or the Lotteries and Gaming Board.

For total ticket sales of up to £20,000 taking place over a period of time, you will need to apply for a license from your local authority. A small charge of £20 - £30 will be made for the license. For larger scale raffles, you will need to apply for a license from the Lotteries and Gaming Board. Because of the bureaucracy, costs and attendant risks involved we advise you to stick with the type of raffles, which don't require a license or printing special tickets.

## **Events**

If your event is to be held on private property make sure you get permission from the owner or manager. Some events require a license from your local authority, for example:

### *1) Music/dance events*

Indoor events where music or dancing forms a major part and which are open to the public on payment of an entrance fee require a public entertainment license obtained from your local authority. For any event involving music, you may also need a license to perform or play music. Again if you are organising this as part of another event this may not apply e.g. if at a hotel they probably have a license for music already, but it is important that you check with the venue that this is the case.

### *2) Public theatrical performances*

These events require a license. If they take place at a theatre, the current theatre license will cover the performance.

### *3) Indoor sporting events*

Indoor sporting events, which involve physical activity and have a fee-paying audience, require a public entertainment license.

### *4) Dinners, debates, quizzes, bazaars*

These types of events do not require a license.

### *5) Serving alcohol at events*

To serve alcohol at an event you need a license obtained from your local licensing justices. For a single fundraising event an occasional license may be granted by the justices to permit the sale of alcohol. Contact your local magistrates' court for further details.

## **Companies/businesses**

If you persuade a company to make a donation for every product or service purchased over a specific period of time, the law requires there to be a written agreement between the charity and the company.

## **Publicity materials and the law**

It is a legal requirement for charities to give their charity registration number when their logo is used and to include the name and registered charity number on all fundraising materials. (See also 'Press and Publicity')

It must be clear in all communications to potential donors, written and verbal, where the funds raised are going and if another charity is benefiting the exact proportions. Use our correct name 'Baby Loss Awareness Campaign' and no other variation.

## **3. RAISING MONEY AT WORK**

With a little imagination there are plenty of ways to put some fun into work! Think of your workplace colleagues as an untapped source of support, more people to pledge sponsorship, more potential karaoke competition teams and more people to take part in your themed party or dress down day.

Remember, anyone who comes into your office or workplace is a potential supporter, most work contacts, clients, visitors and customers will be happy to support your efforts, you may even find them joining in the fun themselves.

### **Donations**

They can almost certainly help us with a donation. Why not ask if you can tell your colleagues about the campaign?

All cheques to the Baby Loss Awareness campaign group need to be made out to 'Baby Loss Awareness' and sent to: Baby Loss Awareness, PO Box 13703, Musselburgh. EH21 6WX.

### **Help with publicity and your employer**

Ask the campaign co-ordinator to help you publicise your challenge or specific fundraising event. This could be in the mailings to the members of each participating organisation or their newsletters, for example. If your event is a public event we can help you with a press release to local media on campaign headed paper.

## 4. PRESS AND PUBLICITY

The Baby Loss Awareness campaign represents a great opportunity to highlight the issues surrounding pregnancy and infant loss and the devastating impact on the families involved.

### *a) Materials and merchandise*

There is a range of publicity material available. The Awareness Ribbon Pins are available on a sale or return basis. Please contact the campaign co-ordinator for information.

### *b) Local media*

Includes newspapers, radio and television.

You will be pleasantly surprised at the interest the above media will have in your activities if you present them in the right way.

A good picture can be worth a thousand words and local newspapers, staff newsletters etc. are always on the look out for interesting photographs. If you can offer the publication in question an interesting photo opportunity they are much more likely to cover your story.

### *c) Headed paper*

For correspondence, please do not make up your own headed paper using the campaign logo.

### *d) Further information*

If you need any more help and guidance with fundraising or press and publicity, please contact Marion Currie, Campaign Co-ordinator, Baby Loss Awareness, PO Box 13703, Musselburgh. EH21 6WX. E-mail: [info@babyloss-awareness.org](mailto:info@babyloss-awareness.org) Tel 07900 495436.

## 5. A – Z OF FUNDRAISING IDEAS

### A

Apple bobbing; antique fairs; art shows; assault course; auction of promises; aerobic sessions/stamina competition; animals – charge others to feed, clean, walk pets.

### B

Beard shave; baby sitting; balloon racing; beetle drive; bread & cheese lunch; barn dance; bedroom tidying; bed push; bring and buy sale; barbecue – charge by sausage or plate; bake sale; bathing in cold beans, gunge or something equally gooey and unpleasant.

### C

Coffee morning; car wash; computer games marathon; celebrity – does someone famous live near you, would they help?; create a cookbook – sell the secrets of your culinary success; concert; cabaret; charity cricket match; craft fair; car boot sale; comedy evening; collections.

### D

Darts tournament; disco; double or dare; dress as donkeys, run races or give rides; dinner parties, invite your friends and charge for the privilege; dress up or down, but only for a price.

### E

Egg and spoon race; empties, take them to the recycling bin for a fee – keep an eye out for people having parties; exhibitions; Easter egg sale.

### F

Fashion show; face painting; fairs; fetes; fishing tournament; flower sale; football match – can you get a local league player or team involved too?; fortune telling; flower show; foreign stamps; families and friends are always there to support you, get each to pledge to raise £20 for your sponsorship event.

### G

Guess the weight competition; garden open day, have you got a garden people would pay to see?; gala; go karting; garage sale, but not the car!; golf day; games evening; gym circuits.

### H

Head shave; Hallowe'en party; hat sales; homemade goods; hockey match; hobbies – will yours raise money?

### I

Indoor sports contest; It's a Knockout; ice skating; ironing, sell your services; indulge in your favourite foods, how many tins of beans can you eat?; international evening.

### J

Juggling; jail break; jelly eating competition; jumble sale; jazz evening; jobs about the house; jam making.

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## **K**

Karaoke; keep fit-a-thon; kilts, how good are your knees?; knobbly knees competition, for those that shouldn't be seen in a kilt; kidnap the boss/teacher.

## **L**

Lambada marathon; lawn mowing; line dancing; lunches; loud tie day.

## **M**

Magic show; mini marathon; massage, if you know what you are doing there will be no shortage of those willing to pay for the pleasure; make up/make over demonstrations; medieval banquets; murder mystery evening.

## **N**

No smoking day, or longer if you can bear it; non-uniform day; nearly-new sale; nature trail.

## **O**

Outdoor sports day; onion peeling competition; outing or day trip.

## **P**

Plant sale; pool tournament; pram race; paper chase; pasta/pizza party; put up a poster; pantomime; panel games; paper chase party.

## **Q**

Quack quack: go quackers, sell plastic ducks and race them on the river; quadruple race – four-legged races are harder than three, and if it's still too easy combine it with fancy dress; quaff (something non-alcoholic), for speed, style and quantity; quizzes.

## **R**

Recruitment event; raffle – lost property, unwanted presents, all those books you have read; relay race; rally; record sales; rich man/poor man supper.

## **S**

Scrabble marathon, exercise the little grey cells; sweeties, guess how many, win the lot!; swear box; sponsored silence; scavenger hunt; swimming gala; sack race; side shows; strong man competition.

## **T**

Teddy bear's picnic, fun for all the family; tug-o-war; theme day/evening/event; treasure hunt; three-legged race; tombola; toy sale; talent contest; ten pin bowling.

## **U**

Unwanted gift sale; unicycle ride; underwear – are you Superman or Superwoman, wear it on the outside if you dare!; university challenge.

## **V**

Video marathon; vices, give yours up for a price!

## **W**

Walkathon, welly throwing competition; whist drive; wheelbarrow race; wine tasting; window cleaning.

## **X**

Xylophone concert; xtra terrestrial convention, who's your favourite ET?; xtraordinary feats with.....  
.....(your imagination is the only limit!); x marks the spot and do your own treasure hunt

## **Y**

Yodelling competition; yogurt pot modeling; yoga marathon; your own ideas!

## **Z**

Zany clothes or zany anything day; zoo – be your favourite animal for a day or have a zoo party.