



# Individual Fundraising Pack



**Be part of our amazing charity!**

**For More information**

**Email [fundraising@c-o-t.org.uk](mailto:fundraising@c-o-t.org.uk)**

**Call 01233 861493**

**Visit [www.c-o-t.org.uk](http://www.c-o-t.org.uk)**

**Follow us on twitter @COTCharity**

**Find us on facebook.com/cotcharity**

# Welcome to Canterbury Oast Trust

Thank you very much for choosing to fundraise for Canterbury Oast Trust (COT). We are a local charity based in Woodchurch, which supports adults with learning disability across Kent and East Sussex to live more independently and take control of their lives.

Your fundraising will make a significant difference to the lives of adults with learning disability. The money that you raise will support the growth and development of our life skills projects that we offer adults with learning disability. Without fundraising our charity would not be able to provide the high level of service that it does and you are ensuring that we can continue to do so.

This pack is designed to make fundraising for COT as easy as possible with step by step support, fundraising ideas and marketing materials. Whether you want to hold a one off event for us or if you are looking to meet your fundraising target for a sponsored event the information you need is here.

However, the fundraising team at COT are more than happy to answer any questions or to give you additional information so we welcome your call or email!

## Contents

**About Canterbury Oast Trust**  
**Your money makes a big difference!**  
**Handy fundraising tips**  
**Organising your own event**  
**Meet other COT fundraisers**  
**Fundraising Ideas**  
**Raffles, collections, competitions and lotteries**  
**Sample raffle request letter**  
**Fundraising materials request form**  
**COT events 2014**  
**Sponsorship form**

## About Us

Canterbury Oast Trust is a charity which exists to make sure that adults with a learning disability are supported in making choices about their own lives to be more independent and equal in society. We support adults with learning disability throughout Kent and East Sussex through providing personalised care, family style supported accommodation in communities in Kent and East Sussex and social enterprises which provide opportunities to develop skills through City and Guilds accredited training in commercial settings.

We work closely with the people who use our services, friends, families, volunteers and supporters to create a truly unique environment for everyone connected to COT.

**We provide 91 individuals with a home** across Kent and East Sussex. Each house is unique with its own individual character but all focus on family-style living.

**We currently support a further 70 people** at any one time to develop their skills and capacity through our life skills projects. We are supporting more people all the time!

Our vibrant commercial enterprises that generate income for the charity include:

- **The 100 acre Rare Breeds Centre and Granary Restaurant** which attracts over 75,000 visitors a year
- **The Mariners' Tea Room**, a bustling café in the heart of the historic town of Rye
- **Poulton Wood Nature Reserve**, a beautiful 10 hectare conservation area
- **The Rainbow Gallery**, producing quality fine art and crafts
- **Rare Breed Plants and Produce**, giving the opportunity to enjoy our home grown fruit, veg and plants in your home.

Each of our commercial enterprises has a development arm where our students can train and develop their skills in a commercial environment.



## Your support makes a BIG difference

**The training projects that Canterbury Oast Trust provides for adults with learning disability really do enhance our service user's lives and enable them to be more independent.**

### **Meet Sally....**

Sally has severe autism and has been accessing our Poulton Wood life skills project since it began in 2011. She has built a strong relationship with her tutor and very much looks forward to her time in the woods.

Working with her one to one means that it is possible for her to fully embrace the opportunity to explore the wood and experience the sensory benefits offered by the environment. She is able to direct her sessions with a freedom rarely found in learning disability services.

*"The tutor understands Sally so well. He is very creative and knows what activities will motivate her and hold her interest. Her sessions in the wood are the only time she has without care staff. This is very important as it provides an opportunity for her to be more independent. She returns home tired, happy and keen to discuss her day!"*



# Whether you are organising a one off event or collecting sponsorship for an event or challenge, we have some handy tips to help you raise as much as you can!

## Set yourself a target!

People are more likely to dig deep and give to you if they know you have a goal to reach. You can always increase your target along the way if it looks like you'll reach it!

## It's not as bad as it looks!

If your target is £200 that's £20 from 10 generous friends, £10 from 20 amazing people or £5 from 40 lovely work colleagues, family members or members of the public!

## Be prepared!

Don't leave your fundraising to the last minute. Give yourself plenty of time to think about how you are going to reach your target!

## Online fundraising

This is an easy way for people to give to you especially for those friends and family members that you don't see every day. Go to <http://www.justgiving.com> to create your page. Remember to make it personal with lots of pictures and information about the cause you are supporting.

## Remember

- Email all of your contacts after pay day when they will be more generous!
- Tell people why COT is important to you. Tell them inspiring stories so they share you enthusiasm.
- Don't be afraid to ask for support from people- not everyone will say yes but if you don't ask you don't get!
- Ask people personally for their support. People respond better to a message that is addressed to them.
- Don't forget to ask your work colleagues to support you. Put your just giving link under your signature line.

## The Power of social networking

- Post a message on your face book or twitter page with a link to your online fundraising profile.
- Ask your friends to share your page
- Post updates in how close you are to your target
- Tell people what their donation could buy
- Be sure to private message your friends as well as group messages. People respond better if they have been asked personally.

## Sponsorship forms

Always carry your sponsorship form with you – you never know who might donate to your cause! It will save a lot of time if you get the sponsorship money from people when they sign your form.

## Gift Aid

Gift aid adds an extra 25% on top of your fundraising at no extra cost to you or your sponsors! Donors can only add gift aid if they are giving a direct donation or sponsoring you.

If donors are giving online they will be asked automatically if they would like to add gift aid. If they are sponsoring you on paper then make sure they write down their full name, home address and postcode and tick the box.

## Match Giving

Get your workplaces supporting you! The company you work for might run a match giving scheme whereby they will match what you fundraise £ for £. If they don't run a match giving scheme you could ask them if they would consider starting one.

**“Organising a fun event that everyone can get involved with, like a quiz night, is a great way to raise money towards your sponsorship and raise the charity profile at the same time!”**

Sarah Kirk

Completed the British 10k in 2011, trekked the Great Wall of China in 2012, ran the 10k Santa Fun Run, London in 2013 and competed in the 2014 Dirty Dozen assault course all in aid of Canterbury Oast Trust.



*Sarah and Emma raised nearly £6,000 trekking the Great Wall of China for our charity!*

## What's on your bucket list?

## Organising your own event

Planning is essential to making your event a success. Read our steps to success. Don't forget we are here to help you along the way so if you need us give fundraising a call!

### Set a target and a budget

Think about how much you want to raise from your event. This will give you something to work towards and encourage people to donate. Think about your expenditure and how you are going to cover it.

### Decide how you will make money from your event

You could raise money through ticket sales, raffles, collection tins or auctions.

### Pick a date

Pick the date carefully as you don't want to clash with any other significant dates as this could affect attendance to your event. Are there any important dates that you could tie your event to? You could host an event during Learning disability week (16<sup>th</sup> – 22<sup>nd</sup> June 2014).

### Tell Everyone about it!

Promote your event as much as you can using social media, posters, or even through the local press! We would love to hear about what you are doing – we can help promote your event through our face book page as well as giving you a letter to help you secure support from local businesses!

### Don't go it alone

Get your friends, work colleagues and family involved so you don't have to do everything!

### Remember to say thank you

After the event remember to say thank you to everyone who helped make the event a success including local businesses who donated raffle prizes, friends and family who helped out and of course the guests! Be sure to let everyone know how much you raised from the event!

### Sending your fundraising into COT

- Send in a cheque made payable to Canterbury Oast Trust including a note detailing which event the money is for and any pictures that were taken on the night!
- You can pop the cash into the fundraising office.
- You can complete a bank transfer to Canterbury Oast Trust.
- Call us on 01233 861493 and make a payment over the phone.

## Meet some other COT fundraisers

Andrew and Dave trekked for 19 days through the Himalaya to the heady height of over 18,000 feet to Base Camp Everest in aid of COT!

Andrew is the brother of Sammy who lives in Harrington Cottage. Her love of horse riding inspired Andrew and, as a physiotherapist, he fully appreciates the benefits which horse riding can provide for people with a disability. They raised a staggering £1200 for COT to pay for horse riding activities for our residents!



*“My trek to base camp Everest was an amazing experience that will stay with me forever!”*



Thomas Smith completed a freefall skydive in 2013 in aid of our charity. Through a mixture of fundraising from bucket collections at Rare Breeds events, online giving and sponsorship forms, he raised a staggering £1400 for COT!

*“If I can face my fear at 12,000 feet I can do anything! Raising money for COT meant that we were both winners!” Thomas Smith*

**You too could skydive for COT at any skydiving centre around the UK**



In 2013 Ian Bilick took on a challenge for our charity. Ian, a flexi worker in our horticulture project, completed the gruelling 12k, 20 assault course challenge as part of the Major Series.

With only a few weeks to raise sponsorship he did a fantastic job and fundraised an impressive £415!

*“The Rare Breeds is a wonderful place and the pleasure and joy it brings to so many people locally is truly humbling. I can see first-hand how much the trust relies on donations and fundraising to stay alive and prosper. I feel very proud to be part of the fundraising effort, because I am raising money for such a worthy cause.”*



Matt Brooks and co tested their limits in the Dirty Dozen Assault course in April 2014. 12k and 20 military obstacles later here's what one of them had to say....

*“Dirty Dozen is an amazing experience! It was one of the best days of my life. I pushed past my limits, made new friends and had fun!! The experience meant even more as it was for charity... simply amazing!” Matt Brooks*



## Fundraising Ideas

- Athletics/sports event
- Auction of promises/luxury items
- Afternoon tea
- Ball or dance
- Bake-a-cake sale
- Bad hair day
- Car boot sale
- Car wash
- Charity calendar
- Coffee morning
- Competitions
- Cookery classes
- Darts match
- Date auction
- Ebay
- Egg hunt
- Face painting
- Family fun day
- Fancy dress pub crawl/day at work
- Football tournament
- Fun run
- Golf day
- Guess the name of?
- Hair shave
- Honesty box
- International evening
- Jumble sale
- Joggathon
- Just Giving online giving
- Karaoke evening
- Lunch donations
- Murder mystery evening
- Name that tune
- Plant stall
- Quiz night
- Races
- Raffles
- Silent auction
- Sports day
- Swimathon
- Sponsorship
- Talent night
- Treasure hunt
- Tombola
- Text giving
- Uniform day
- Variety show
- Virgin money online giving
- Wine and cheese evening
- Xmas draw
- Xmas party

**“Asking for sponsorship face to face got better results than just posting a message to everyone online. It made it easier to encourage them to donate.”**

Steve Dowling completed the British 10k London Run in 2011 and the Santa London Fun Run in 2013 in aid of COT!

# Raffles, collections, competitions and lotteries

## Raffles and lotteries

These are a fun way to raise money and get your friends, family and work colleagues involved. However make sure that you follow the appropriate guidelines so that you don't break any gambling laws.

If you are selling raffle tickets on the day of the event and only to people attending the event then you do not have to apply for a license. You must make sure that the ticket is drawn at the event. You can use any type of ticket from cloakroom tickets to one that you have created yourself.

If you want to run a raffle over a period of time and sell tickets before or after your event then you will have to apply for a license from your local council and adhere to specific rules about what needs to be printed onto the raffle tickets.

Please get in touch with the fundraising team for more information on running a raffle.

## Collections

Collections are a great way to engage face to face with the general public and tell people why you are fundraising for our charity. When holding a collection you have to make sure that you are using a secure bucket or tin.

You can request collecting tins and buckets from the fundraising team using the fundraising materials request form. We do ask that you return them to fundraising when you are finished using them as we have a limited supply.

## Private collections

You do not need a license to hold a collection on private property (supermarket, theatre, pubs etc) however you will need written permission from the manager of the premises.

## Static collections

Putting a collection tin in a local shop, pub or workplace can collect a lot of spare change that can add up very quickly. You must make sure that you have written permission from the manager of the premises and that the can is put in a secure place.

## **SAMPLE RAFFLE REQUEST LETTER**

Full Name  
Job Title  
Company name  
Address Line 1  
Address Line 2  
Address Line 3  
Postcode

Date

Dear

I am organising a quiz night to raise funds for Canterbury Oast Trust, a local charity based in Woodchurch. The quiz night will be taking place on Friday 21<sup>st</sup> March with an event capacity of 100.

We are also holding a raffle on the night, which proves to be very popular at events like these. I am hoping that Sainsbury's would consider donating a suitable prize for our raffle for example gift vouchers to spend in store or maybe a luxury hamper.

I would be very grateful for your support and in return I would be more than happy to display any promotional materials on the night of the event and any social media pages surrounding the event that you feel appropriate.

Canterbury Oast Trust supports adults with learning and physical disability throughout Kent and East Sussex to live more independently and take control of their lives.

Thank you for considering my request and I hope to hear from you soon.

Yours sincerely

Joe Bloggs  
Number  
Email

**For more information about Canterbury Oast Trust please contact Leila Ilkhan in fundraising  
01233 861493 X 272 li@c-o-t.org.uk  
Charity registration no. 291662**

## Fundraising Materials Request Form

To help you with your fundraising you can request materials to help you promote your event and what the COT does. This is free of charge.

Please complete the following form and email it to [li@c-o-t.org.uk](mailto:li@c-o-t.org.uk) or post it FREEPOST to:

Fundraising department  
Canterbury Oast Trust  
FREEPOST SEA 9073  
Highlands Farm  
Warehorne Road  
Ashford  
Kent  
TN26 3RJ

Please tell us a little about the event that you are doing, where you are holding it, the date and what activities you are planning

I would like:

Canterbury Oast Trust collection box

Canterbury Oast Trust posters (enter quantity)

Information leaflets (enter quantity)

Name

Address

Email

Postcode

Telephone

## 2014

- **Acoustics in the Wood**  
Saturday 13<sup>th</sup> September 2014
- **Primavera, St Mildred's Church, Tenterden**  
Saturday 15<sup>th</sup> November 2014
- **London Santa Fun Run**  
Sunday 7<sup>th</sup> December 2014



## 2015

- **Dirty Dozen Assault Course**  
Dates and details coming soon
- **British 10k London Run**  
Dates and details coming soon
- **Prudential Ride London 2 Surrey 100**  
Dates and details coming soon
- **London Santa Fun Run**  
Dates and details coming soon



**WE NEED YOU!**

**If you or someone you know would be interested in taking part in a sponsored event for COT then please get in touch with fundraising 01233 861 493/ fundraising@c-o-t.org.uk for more information or to register for an event.**

DO IT FOR OUR LOCAL CHARITY

SWIM

CYCLE

FLY

RUN

WHAT COULD  
YOU  
DO?

IT'S YOUR TIME TO SHINE

Our charity needs people like you to raise money for us so we can continue enabling adults with learning disability to live more independently.

Talk to us today and do something amazing this year!

call 01233 861 493  
email [fundraising@c-o-t.org.uk](mailto:fundraising@c-o-t.org.uk)  
visit [c-o-t.org.uk](http://c-o-t.org.uk)  
follow  COTCharity  [facebook.com/cotcharity](https://facebook.com/cotcharity)

Canterbury Oast Trust & Rare Breeds Centre, Highlands Farm, Warehorne Road,  
Woodchurch, Ashford, Kent, TN26 3RJ

Charity number: 291662 Company number: 1897198



Supporting adults with learning disability



**MY TREK TO BASE CAMP  
EVEREST WAS AN AMAZING  
EXPERIENCE THAT WILL STAY  
WITH ME FOREVER!**

Andrew Causer raised £1,000 for COT

# WHAT'S ON YOUR BUCKET LIST?

**PUSH YOURSELF TO YOUR  
LIMITS. ACHIEVE AN INCREDIBLE  
PERSONAL GOAL & SUPPORT YOUR  
LOCAL CHARITY!**



Our charity needs people like you to raise money for us so we can continue enabling adults with learning disability to live more independently.  
Talk to us today and do something amazing this year!



Supporting adults with learning disability

**IT'S YOUR TIME TO SHINE**

call **01233 861 493** email **fundraising@c-o-t.org.uk**  
visit **c-o-t.org.uk** @ **COTCharity** @ **facebook.com/cotcharity**

Canterbury Oast Trust & Rare Breeds Centre, Highlands Farm, Warehorne Road, Woodchurch, Ashford, Kent, TN26 3RJ  
Charity number: 291662 Company number: 1897198







