

FLUTTERFREE FEBRUARY

NO GAMBLING. FOR FEBRUARY. FOR YOUR FAMILY. FOR A BETTER LIFE.

SEND US YOUR
THUMBS UP SELFIE
IN SUPPORT

#flutterfreefeb



NO GAMBLING.
FOR FEBRUARY.
FOR A BETTER LIFE.

Fundraising Pack

www.flutterfree.com

FEBRUARY 2018

THANK YOU

For choosing to raise money in support
of Flutter-Free February.

This booklet is full of ideas and inspiration and useful tips on how to make sure you can get the most out of your fundraising activities or events.

Good luck with your fundraising and thank you for your support, it's people like you that can change people's lives for the better

#flutterfreefeb



HOW THE MONEY RAISED WILL HELP US

Excessive gambling is one of the key challenges of our age, with the consequences leading to serious debt and strain on families.

We can't afford to stay silent any more.

Figures show that Wales has a huge 'hidden' gambling problem, with an estimated £52m a year being lost on fixed odds betting terminals alone. Access to gambling has never been easier – either on the high street or via a computer or television. With some 1,500 FOBT (fixed odds betting terminals) machines in Wales, the average staked on each machine is just over £1,000,000 per year or about £3,000 per day, resulting in a pre-tax profit per machine of £34,000.

Gambling is not a new phenomenon, but excessive gambling in Wales is on the increase. Excessive gambling can affect people from all walks of life. Figures for England and Wales show that almost 2% of the adult male population can now be classified as Excessive Gamblers. Excessive gambling can lead to incredibly tough emotional, financial and psychological issues which are not easy to spot until it gets too much for the individual in question.

Many people who struggle with excessive gambling don't reach out for help until they're in a crisis situation. Recent research suggest that only 10 per cent of people with excessive gambling problems seek formal help. The pioneering Beat the Odds initiative is a collaboration between one of the world's leading gambling help services, The Victorian Responsible Gambling Foundation, in North Melbourne, Australia, and community based recovery centre Living Room Cardiff.

As in Wales, excessive gambling in Australia is increasingly recognised as an important public health issue with negative impacts for individuals, families and communities. It is estimated, from research undertaken by the Victorian Responsible Gambling Foundation that around 20-30% of Australian punters are classified as problem gamblers, who in turn account for as much as 50-60% of all money spent on gambling. In Wales the population spends £1.6billion a year on gambling.

**We can't afford to stay silent any more.
It's time to take action.
Join the movement, treat yourself to a Flutter-Free February.**

03 // www.flutterfree.com

£10

Could go towards coffee, tea & biscuits for a week at our main community based recovery centre in Cardiff.

£25

Could go towards travel expenses for a qualified counsellor to one of our many outreach sessions.

£75

Could help fund a weekly local gambling addiction support group.

£250

Would provide a place on our two-day recovery retreat for an Excessive Gambler.

£500

Could help towards developing new fundraising campaigns.

£750

Could pay for a year's worth of support group sessions for 10 people with Excessive Gambling Problems.

£3000

Could provide professional, accredited training and support for three people in Addiction and Recovery Coaching

£5000

Could pay towards setting up new Outreach Centres across Wales.

LOOKING FOR SOME THINGS TO DO?



HOST A DINNER PARTY AND GET YOUR DINERS TO DONATE!



BE DARING AND HAVE A WINTER BBQ!



HAVE A FILM NIGHT AT HOME WITH FRIENDS



TEST YOUR SPORTING KNOWLEDGE WITH A QUIZ NIGHT!



HOST YOUR OWN SPORTING EVENT WITH FRIENDS AND COLLEAGUES



HOLD YOUR OWN BAKE OFF AT WORK!

AN A-Z OF FUNDRAISING IDEAS

- A**
Abseiling
Aerobics-athon
Arts and crafts fair / auction
Afternoon tea
- B**
Barbeque
Bake Off / Sale
Bike Ride / Marathon
Beard Shaving
Book Sale
- C**
Cake Sale
Car Wash
Coffee Morning
Cinema Screening
- D**
Dance Mrathon
Dinner Party
Disco
- E**
Eating Competition
Exhibition
Exercise bike race
Egg and spoon race
- F**
Face Painting
Fancy Dress Party
Film Night with Friends
Football Match
- G**
Garden Party
Girls Night In!
Guess the Weight
Gym Challenge
- H**
Head Shave
Hour of Pay
- I**
It's a Knockout Challenge
Italian themed Party
- J**
James Bond Night
umble Sale
- K**
Karaoke
Knitting Marathon
- L**
Ladies Who Lunch Day
- M**
Mastermin Event
Music Marathon
Music Event / Concert
- N**
Name the...
No Make-Up Week
- O**
Office Olympics
Office Swear Box
- P**
Pin the tail on the...
Personal Challenge
Pamper Day
Paintballing
Pre-loved sale
- Q**
Quiz Night
- R**
Recycle sale
Running Event
- S**
Skydiving
Sponsored Silence
Swear Box
Super Hero Day
Sweets in a Jar
- T**
Tea Party
Treasure Hunt
Tug-of-War
- U**
Unwanted Christmas Gift sale
Unusual Clothes Day
- V**
Valentines Day
Vintage Clothes Day
- W**
Walk
Waxing
World Record Attempt
- X**
X-factor Competition
Xbox marathon
- Y**
Yoga Marathon
- Z**
Zip Wire Challenge
Zumbathon

TIPS ON HOW TO PROMOTE IT

POSTERS AND FLYERS

Use our templates to advertise your activity. Ask shops to display them in their windows, put them on local notice boards and get them up at work.

USE YOUR LOCAL PRESS

The local media are often looking for stories about people who are doing extraordinary things. The best way to get noticed is to write a press release. Don't forget to follow up with a phone call to make sure they have read it.

PHOTOS AND VIDEOS

Take films and photos and use them on social media pages and in the local media to raise more cash after your activity. Make sure you get consent from people you photograph.

USE YOUR EMAIL SIGNATURE

Change your work and home email signature to include an appeal for sponsorship with a link to your fundraising page. This is a great way to raise awareness of what you're doing. Get friends and colleagues to add your appeal to their signatures too.

SOCIAL MEDIA

Make sure you promote your event on your favourite social media channels, from Facebook and Twitter to Snapchat and Pinterest, making good use of any additional materials you've prepared, such as videos and photos.

Don't forget that through using social media you'll be able to reach a wider audience and don't forget to ask your friends to spread the word too!

PLANNING FOR SUCCESS

WHAT?

Pick something you enjoy doing.

Ask friends, family and colleagues what they think of your idea first.

Keep it simple.

WHO?

Don't be afraid to ask friends, family and colleagues to help you.

Think about who you will be inviting to your activity

Advertise and reach out for local help on social media, community notice boards etc..

WHERE?

Where are you going to hold your fundraising activity? Indoors or outdoors?

Do you need to plan a route or book a venue? If so, can you get one for free?

Make sure the venue can be accessed easily by public transport.

Check the venue's public liability insurance and make sure it covers the owners' liability risks.

WHEN?

Make sure you don't clash with other things on in your area (or nationally) that could take your audience away.

WHY?

Don't forget to tell everyone WHY you're doing it. Use social media as much as you can and ask friends, family and colleagues to do the same for you.



TIPS ON KEEPING THINGS SAFE & LEGAL

FOOD HYGIENE

Food safety laws apply when food is available whether it is for sale or not. Ensure you follow food hygiene procedures. Contact your local council for food hygiene regulations at events or see food.gov.uk

LICENCES

Ask your local authority whether or not you need to obtain any special licences (eg public entertainment, collection or alcohol licences). If you are holding the event in a public place, you must have permission from the council or landowner.

RAFFLES

If you hold a small raffle on the day of your activity you do not need a licence, so long as all ticket sales and the draw itself take place during the main event. (It is okay if your event lasts more than one day.) Tickets must be sold for the same price with no discounts applied. You must make it clear who is running the raffle. Check the latest information and advice at www.gamblingcommission.gov.uk

RISK ASSESSMENTS

Identify any hazards and assess any risks at your activity that you'll need to consider. Ensure you have adequate first aid cover available for the scale of your activity. If you're not sure, check with your local council.

COLLECTIONS

It is illegal to carry out house-to-house or public street collections without a licence. Your licence can be easily obtained from your local council.

INSURANCE

Please remember you are responsible for the activity and Living Room Cardiff / Flutter Free February cannot accept liability for any fundraising activity or event you undertake. If you are planning an activity that involves the general public you'll need to budget for public liability insurance, which can be obtained from any insurer. If you are holding the event in a venue which has liability insurance (such as a village hall or pub) check they have the appropriate insurance and that it covers your activity.

THE MONEY

For your own protection, if at all possible, make sure you count the money you've collected with another person present and have them verify the total amount raised. Ask people who want to make a donation by cheque to make it payable to Living Room Cardiff rather than you personally. Make sure any cash donated is kept in a secure place and is banked as soon as possible.

GET CONSENT

You will need to get parental permission if children are helping or if you're taking photographs of children. Children under the age of 17 must be accompanied by an adult. If your event is on private property, get permission from the owner or manager.

REMEMBER

Keep records of everything you do for future reference. Visit www.institute-offundraising.org.uk for extra advice and to ensure everything you are doing is legal.

TELL US ABOUT IT
WE'D LOVE TO HEAR WHAT YOU'RE PLANNING SO
TELL US WHY YOU'RE #FLUTTERFREEFEB ON
TWITTER OR POST IT ON FACEBOOK.

SPONSORSHIP FORM

First Name:	
Last Name:	
Address:	
	Town:
County:	Post Code:
Email Address:	
Telephone number:	
Name of Event:	

HOW TO RETURN YOUR SPONSORSHIP MONEY

Whether you choose to send your sponsorship to us online or via the post, it's quick and easy.

- Online via justgiving.com/livingroomcardiff
- By phone on **029 2049 3895**
- By post with a cheque made payable to 'LIVING ROOM CADIFF' to:
Living Room Cardiff
58 Richmond Road,
Cardiff CF24 3AT

DON'T FORGET TO ASK YOUR SPONSORS TO GIFT AID IT!

Remind your sponsors that Gift Aid means UK taxpayers can add an extra 25% to their sponsorship at no extra cost to them.

Make sure your sponsors write their full name, home address and postcode on the form so we can claim Gift Aid.

The form must be completed in their own handwriting.

Did you know gambling costs you, your family and the nation a fortune each year?

£675

The average person in Wales gambles in a year on FOBTs

£1.6^{BN}

Welsh gamblers stake on fixed odds betting terminals alone in a year

146%

The yearly growth of online gambling

£5.5^{BN}

The amount Britons regularly gamble online

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Information for donors

- Please ensure you fill out each section in full
- Please ensure the details of each donation are recorded accurately in your own handwriting – forms in the same handwriting or printed are not valid for Gift Aid purposes
- Please ensure you tick the Gift Aid box next to your address below if eligible.
- In order for us to claim Gift Aid, we need your title, first name, surname, full home address, postcode, Gift Aid declaration and donation amount.
(Please note we can not claim Gift Aid on business addresses or on multiple donors, e.g. Mr & Mrs Smith)

Gift Aid – Important information

Living Room Cardiff can claim an extra 25% back from the government on every donation, without costing you a penny extra. Please tick the box on the form below if you would like us to Gift Aid your donation. Please make sure we can read your full name, home address and postcode. This supports our tax claim and will not be used to contact you. Please be aware that by ticking below you are agreeing to Gift Aid your donation and any donations that you make in the future, or have made in the past 4 years, to Living Room Cardiff. You are agreeing that you are a UK taxpayer and understand that if you pay less income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on your donations in that tax year (6 April one year to 5 April next) it is your responsibility to pay any difference. We currently receive an extra 25p for every £1 you donate. Other taxes such as council tax and VAT do not qualify.

giftaid it

Title	Initial	Surname	Full home address	Postcode	Amount	Gift Aid	Date paid
Mr	A	Nother	1, New Street, Oldstown, Cardiff	CF1 2AB	£20.00	<input checked="" type="checkbox"/>	DD/MM/YY
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I've raised a total of					£		

Yes, I would like to make a donation



1 Name (Mr/Mrs/Miss/Ms)

Address

Postcode

Tel / Mobile

Email

2 HERE IS MY DONATION OF: £10 £15 £20

Or my preferred amount of £

- I enclose my cash
- OR** I enclose my cheque/postal order payable to **Living Room Cardiff**
- OR** Standing Order

STANDING ORDER

To the Bank Manager of

Branch

Address

Pay the Living Room Cardiff (HSBC 40-16-35 Account 51701509)

The sum of/y swm o £

For months/years/until further notice*

(* delete as appropriate)

Starting from the of/o (dd/mm)

Name

Address

Account no.

Sort code

Signature

Date

3 **GIFT AID DECLARATION**

I **want** the Living Room, Cardiff to treat my donation as a Gift Aid donation

I **do not want** the Living, Room, Cardiff to treat my donation as a Gift Aid donation

Signed *giftaid it*

Date

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs), that I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I give.

4 **PLEASE RETURN TO**

Flutter-Free February
c/o Living Room Cardiff
58 Richmond Road
Cardiff CF24 3AT

Living Room Cardiff is a registered charity in England and Wales (XXXXXXXX). Living Room Cardiff is registered as a company limited by guarantee in England & Wales No. XXXXXXX. Living Room Cardiff's registered address: 58 Richmond Road, Cardiff CF24 3AT © Living Room Cardiff 2016

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I'm not gambling in February.
Are you?

Join me and see how much money you could save.

www.flutterfree.com



For more information visit:
flutterfree.com