



**COMMUNITY
ACTION** Malvern
& District

Charity of the Year

Fundraising Pack

Help us provide activities, transport and wellbeing support to prevent isolation and loneliness in Malvern.

Your money goes right where it is needed - Getting people out who are stuck in!

Thank you for choosing to support and raise funds for Community Action Malvern and District by nominating us as your Charity of the Year. Whatever you're doing to help us we hope this guide will give you some great tips for fundraising success! Our team are always here to help, so if you have any questions about how to fundraise or how to keep it safe or legal please get in touch.

Thank you and good luck!

The Community Action Team

10,000

Every year we support over 10,000 Malvern people to help prevent isolation and loneliness

20,000

We make over 20,000 essential car journeys each year - a lifeline for many stuck at home.

77%

77% of our disabled community living in Malvern have only spoken to 1 other person in the past month.

50

We are a well known charity in Malvern and have been providing support for over 50 years.

93

We currently have about 93 Volunteers. We simply would not be able to offer our services if it wasn't for them.

28%

28% Malvern Hills population are aged 65 and over, while the national average is just 18.6%



Did you know...

77% disabled people
living alone in Malvern,
only spoke to 1 other
person in the past month

About us



OUR VISION

Malvern as a community where everyone has wonderful engaging clubs, events and activities, where people can go to be with friends, giving them a better quality of life and something to look forward to.

OUR MISSION

- Our Malvern based charity is dedicated to supporting people aged 60+ unable to travel independently, or anyone facing mobility or health challenges.
- To provide a lifeline for those who otherwise would be isolated, alone and confined to their home.
- To offer essential transport services and a range of activities that help people stay connected with the community around them.

Together we are tackling isolation and loneliness one connection at a time

Community Action Malvern and District, are a lifeline for those who would otherwise be isolated, alone and often confined to their own homes.

Our small, Malvern based charity is dedicated to supporting people age 60 and over, who are unable to make it out on their own as well as anyone living with physical or mental disability. We do this by providing essential transport services and a range of activities that help them stay connected to the community around them.

Thanks to the generosity of local businesses, fundraisers and our incredible volunteers, we offer opportunities to join regular clubs, events and day trips, giving those we support the freedom to live full and vibrant lives.



Malvern Men's Shed

10,000

Malvern people supported annually

50

Years spent serving our community

20,000

Essential journeys made annually

Be part of something that makes a **difference.**

Across Worcestershire, organisations just like yours have pledged to help our charity, ranging from coffee mornings, running challenges, company BBQs, bake sales and even teams of people hiking in extraordinary locations to raise much needed money for our charity! It really doesn't matter how small the amount is, every pound will make a huge difference to our work helping people in need and most importantly, you can have some great fun whilst supporting a fantastic cause! Take a look at some of our amazing services.



Malvern Men's Shed



Friends of Community Action



Car Service



Out and About



Sunday Tea Club



Wheelchair Vehicles

Publicise your event on social media or through the press

Shout about it!

Social Media

Share your fundraising event via social media - the more people that are aware of what you are doing, the better! Don't forget to use the hashtag #CommunityAction and tag us in your posts so we can share it with our followers too!



https://x.com/CA_Malv



<facebook.com/CommunityActionMalvernandDistrict>



<linkedin.com/company/community-action-malvern-district>

Press

This is your moment of fame! So grab all the glory you can by contacting your local press to see if they'll cover your story and make sure you get as much publicity as possible. Feel free to get in touch if you need any help with this.

Start early

Start promoting your event early on. The earlier people hear about your event, the more likely they'll want to get involved! As soon as you know what you're doing and when - shout about it!

Easy to donate?

Don't forget to tell people how and where they can donate. Our online fundraising platforms make it easy - just set up your fundraiser profile and share the link!



Make it fun!

Get the whole team involved, share pictures and videos and enjoy yourselves! Have some fun whilst supporting a great cause!

Top Tips to make your fundraising a success!

Whether you're running a marathon, having a golf day, competing in a quiz or taking on a tough mudder challenge, here are some top fundraising tips to make your event a fantastic success!



Think outside the box - try something different and don't be afraid to get creative with your ideas!



Don't be afraid to ask for sponsorship - make sure you use all forms of communication to tell people about your fundraising. Publicise your event through internal newsletters, local press and social media. Consider engaging your supply chain to get extra support too. The more people that know what you are doing - the better!



Set a date, time and place - make sure that it doesn't clash with any of the major sporting or social events.



Tell us what you're doing - we love to hear the unique and fun ways our supporters are raising money for us!



Send us some photos and a short story about how your day went. We'll publicise this on our website for all to see!



Keep costs down - you're more likely to get items/services donated if you mention you're fundraising for a charity so don't be afraid to ask.



Don't forget to say thanks to everyone who donated, participated, or who helped on the day.

Keeping your fundraising safe

Here are a few key points to consider while planning your fundraiser:

- Consider health and safety to make sure people are safe
- Conduct a risk assessment if necessary and follow any food safety laws
- Please ensure you have consent when taking pictures of your event (especially under 18's)
- Public liability insurance - Community Action Malvern and District cannot accept any responsibility for your fundraising activities or anyone who participates in it, so we strongly recommend you have adequate insurance.

For further information on legal guidelines visit www.institute-of-fundraising.org.uk

Collecting **donations** and paying in the money you've raised.

Now that you have planned your fundraising event, you'll need a way of collecting all of your donations! There are lots of ways to do this, either through one of our online fundraising platforms, or by collecting donations and sending the final amount safely to our charity through bank transfer or by cheque.

Online fundraising

It is easy to set up a free online fundraising page where people can donate quickly and securely online. These reach a wide audience and allow donations in a simple and secure way. Don't forget to send us the page link so we can share this too!

Click the links to get started:

Matched Giving

Many employers will match £1 for £1 for staff taking part in charity fundraising. Don't forget to ask your boss to see if they can support you in raising funds.

Gift aid

You can get a boost to your fundraising by using Gift Aid. For every gift aided donation our charity will receive an extra 25% for every £1 at no extra cost to you. Any UK tax payer can claim gift aid as long as they have paid more tax than the donation amount they wish to claim - all you have to do is declare that you / your donors are a UK tax payer and HMRC will do the rest!

Paying in by bank transfer or cheque

It would really help us if you made payments directly into our bank account so that we can avoid those dreaded bank charges!

Here are the details you need:

HSBC - 1 Church Street, Malvern, WR14 2AB

Account: 7187 6821

Sort Code: 40 31 09

Please make all cheques payable to Community Action Malvern and District





Thank you and good luck!

www.communityaction.org.uk