

# Community Fundraising 2019



music as therapy  
international

# Your support means everything

## We rely on the support of individuals and community groups

Community fundraisers are integral to the work of *Music as Therapy International*. You help us raise awareness of what we do, to people we might not know and in places we might not reach on our own. With every penny raised through Community Fundraising going directly towards our work, you can help us reach our aim of making the unique and life-enhancing benefits of music available to as many vulnerable, marginalised people as possible.

This handbook explores some of the ways you can get involved and gives ideas to help you become one of our community fundraisers. Whether you're a sky diver or a pianist, an event organiser or a participant, you can make a real difference to what we can achieve using music to improve life and care.

So have a read, be creative and do get in touch! We're ready with resources and support to help you achieve your endeavours and make the most of your generous contribution to *Music as Therapy International*.

A handwritten signature in black ink that reads "Richard James". The script is fluid and cursive, with the first letter of each word being capitalized and larger than the others.

**Richard James**  
Fundraising Manager  
Music as Therapy International

# You can make a difference

**£5 could pay for a set of sleigh bells**

**£42 could pay for a pair of bongos**

**£500 could pay for a whole new set of musical instruments**

Every year, we provide hundreds of musical instruments to caregivers in schools, hospitals and day centres around the world. It means they can continue using music long after their training is complete and build on the initial impact of our projects to create a lasting legacy of change.

**£1,500 could pay for an Early Years care setting to receive an Interactive Music-Making Award**

Our Interactive Music-Making course reaches thousands of children every year. Our Award scheme provides a free place on the course, a contribution to staff cover and travel, and a whole set of musical instruments, so a lack of funds is never an obstacle for Early Years settings that want to start using music in a targeted way.

**£3,650 could pay for a training project in the UK**

At the front line of care, caregivers are crucial to the wellbeing of vulnerable and marginalised people in settings across the UK. Our training gives caregivers the skills, confidence and resources to use music to create a culture of genuine person-centred care.



# You can organise an event

**Bring your community together and raise money by selling tickets or items. Why not make it music themed too?**

## **Music gig/concert**

Show a band's, or any performer's musical talents to an audience.

## **Party**

A social gathering never gets old, whether it involves tasty food at a BBQ or dancing the night away at your home or a local venue.

## **Art Exhibition**

Display your latest masterpieces or, if you're a school, the artwork of your students.

## **Community Fair**

This kind of entertainment is one of the best ways to get people talking about our cause with a host of potential ways to raise money, such as entrance fees, games and stalls.

## **Scratch Messiah or Karaoke**

Arrange for people to sing along to their favourite songs. You can sell tickets to performers and audience members alike.

## **Quiz Night**

A great way to get people talking about our cause is by testing their knowledge on music (or any other topic) at the pub, town hall or school.

## **Bake Sale**

They say food is the way to the heart - and there are plenty of us with a sweet tooth. Whether cupcakes, sponge or carrot cake, a bake sale is a great family-friendly way to raise funds.

## **Auction**

Another fantastic way to raise money is if you have goods or services to be sold. Your auction could be the main event or part of a larger event, it's up to you.



# You can ask for support

**Don't fancy organising an event? There are plenty of other ways to fundraise for us!**

## **Participate in a fitness event**

Sports events like running, swimming or cycling races are a great way to keep fit and raise some money for a good cause while you're at it. It doesn't have to be a marathon or official competition; set yourself a meaningful target and ask your friends, colleagues and family to sponsor you to achieve it.

## **Run a 'Bug Bounty'**

If you've got a technological product or service, why not run a bug hunt initiative where for every bug or glitch found you make a set donation to the charity? It will improve your product and raise funds for charity at the same time!

## **Dedicate a birthday**

Instead of your usual celebrations, you could have friends and family make a donation to *Music as Therapy International* in lieu of a birthday present.

## **Social media fundraisers**

Set yourself up as a fundraiser through Facebook or other social media platform to dedicate an occasion or event to fundraise for us.

## **CD Amnesty**

Do you have an old music or film collection gathering dust? If you send us any unwanted CDs, DVDs, Blu-Rays or computer games in their original boxes, we can turn them into cash to contribute towards funding our projects. Simply box them up, send them to our office in London (address on back page) and we'll do the rest!

# Inspiration: Piano recital

**Supporters Elaine Streeter Beckett and Jane Gibson organised a piano recital, which included readings by poets and local writers.**

## **Where did the event take place and for how long?**

The event took place at an art gallery that also has space for music events. As the occasion was to raise funds for *Music as Therapy International*, it costed half the usual price to use the space. The event happened one evening over the weekend.

## **How much money was raised, and how did they do it?**

Funds were raised by asking guests to support *Music as Therapy International* with a recommended donation for attending, providing a cream tea to buy and collecting cash donations at the event. In total, thanks to the efforts of community fundraisers and the generosity of music enthusiasts, an incredible £670 was raised.

## **How did Music as Therapy International help?**

*Music as Therapy International* helped with the advertisement of the event by creating a flyer that was distributed by the organisers and posted on the charity's social media.

## **What were the funds used for?**

The money raised helped deliver our Interactive Music-Making course in the UK, creating opportunities for thousands of children to access music as part of their Early Years Foundation Stage.



# Inspiration: Half marathon

**Hannah Hulin undertook a running challenge for Music as Therapy International's work in Rwanda, completing the Brighton Half Marathon.**

## **How did Hannah hear about the marathon?**

Hannah saw an advertisement for the marathon when living in Brighton and jumped at the chance to challenge herself!

## **What was the distance and how long did it take to complete?**

Hannah ran a distance of 13.1 miles and took around 2 hours 10 minutes to reach the finish line.

## **How did people sponsor her and much money was raised?**

Hannah set up a Virgin Money Giving page which was shared on social media. Thanks to the phenomenal support of friends and family Hannah raised an incredible £1,100 (including Gift Aid) for the charity.

## **What were the funds used for?**

The money raised by Hannah's running efforts helped fund our activities in Rwanda, providing support to our Local Partners as we worked towards creating a Locally-Led Training programme in the country.







“I felt happy to ask people for money because I knew it was going towards something important.”

**Hannah Hulin**  
Community fundraiser

28.2.2016



# Inspiration: Facebook fundraiser

Joe was a silent supporter until he became our first ever Facebook fundraiser! Joe dedicated his birthday to our cause, asking his friends to donate in lieu of a gift.

## **How long was the fundraiser active for?**

Joe created his fundraiser a month in advance of his birthday, giving his friends and family plenty of time to see his plans and make a donation.

## **How did people donate and how much money was raised?**

Joe created his fundraiser on Facebook, which enabled anyone to simply click on a 'donate' button and give a gift. Once the fundraiser ended, Facebook sent the proceedings to us. Joe aimed to raise £500, but thanks to the generosity of his friends and family he raised a total of £633 – that's over 25% more than his target! You can do the same by visiting [www.facebook.com/fund/musicastherapy/](https://www.facebook.com/fund/musicastherapy/)

## **What were the funds used for?**

The money raised bought three full sets of musical instruments for our project in Addis Ababa, Ethiopia. Each set went to a different care setting, enabling caregivers working there to continue using music long after their training was complete.



# Sending us the proceeds

There are a number of ways you can send us the money you've raised. We don't mind which one you choose!

## Bank transfer

Online banking has made transferring funds between accounts easier than ever. Please get in touch for our bank details to make a payment direct into our CAF account. Don't forget to tell us when you've done it!

## Virgin Money Giving

Donations can be made online via Virgin Money Giving. Simply visit [www.virginmoneygiving.com](http://www.virginmoneygiving.com) and search for *Music as Therapy International*. If you use this method, please remember to include a message stating details of your donation such as who and what it is from.

## Cheque

Cheques should be made payable to *Music as Therapy* or *Music as Therapy International* and sent to our office. Please include a note mentioning who it is from.

## Cash

We advise you never to send cash through the post – especially large amounts! Instead, we'd recommend paying the money into your own account then making a donation through one of the previous three options (bank transfer, Virgin Money Giving, cheque) - it's much safer that way!

## Social media

Donations made through a social media campaign are automatically sent to *Music as Therapy International* at the end of the fundraiser, so you don't need to worry about sending us the proceedings yourself.

# Give as you shop

One of the easiest alternative ways to raise money for us with minimum effort is while shopping online.

## Amazon Smile

If you use Amazon for any of your online shopping, all you need to do is sign up to their Smile initiative or download their app and choose our charity to support. We'll then receive 0.5% of your purchase price, costing you nothing.

## Give As You Live

Join Give As You Live for free in just a few minutes and we'll receive 50% of the commission given to the company through your purchase from a range of online stores including Marks & Spencer, Tesco, ASOS and Boots.

## The Giving Machine

Set up a free account with The Giving Machine and we'll receive a percentage of your purchases from a range of leading online retailers including John Lewis & Partners, Ebay, Debenhams and Argos.



# Giving regularly

Regular donations enable us to plan ahead with greater confidence and clarity. If you'd like to contribute to our cause on a longer-term, regular basis there are a few different options available.

## Direct Debit

If you'd like to make a regular donation, such as on a monthly basis, please complete our Direct Debit form at the end of this handbook and send it to our office (address on the back cover). You can also amend, increase or cancel a Direct Debit at any time by contacting us via post, phone or email.

## Standing Order

An alternative to Direct Debit is to set up a Standing Order with your bank or building society. Contact your bank for more details. You can amend, increase or cancel your Standing Order at any time by contacting your bank and informing them of your wishes.

## Virgin Money Giving

Regular donations can also be set up online via Virgin Money Giving. Simply visit [www.virginmoneygiving.com](http://www.virginmoneygiving.com) and search for *Music as Therapy International*. Be sure to select the 'Pay Monthly' option. If you use this method, please remember to include a message stating details of your donation such as who it is from.

## Give As You Earn

Many employers operate a Give As You Earn scheme, where donations are made from your Gross Pay and added to by the Inland Revenue, the Government and possibly your employer too. Ask your head of HR for more information, or contact us to find out more about setting up a Give As You Earn scheme in your workplace.



# Legal bits

**Remember to keep your fundraising efforts legal and safe by checking if any special permission is required. You can speak to us if you're unsure about anything or visit the Fundraising Regulator website for more information.**

## **Using our name**

Whenever fundraising on our behalf the following text needs to be present on all of your marketing materials and communications: **In aid of Music as Therapy International (Registered Charity No. 1070760)**. You can find a copy of our logo in our Fundraising Resources pack. Please also ensure you notify us of your intentions, it's a legal requirement for our Trustees to be made aware of any fundraising activities in our name!

## **Licencing**

You or the venue you are using may need a licence for certain activities, such as if you are providing alcohol, playing music or having any sort of public entertainment. Be sure to check with local authorities and property owners before proceeding with plans.

## **Prize-led fundraising**

While they can be a great way to raise awareness and charity funds, all activities including raffles and lotteries taking place within the UK are counted as gambling and therefore need to follow gambling regulations. Although rare, in some cases you may need a licence, so it's best to check on the Gambling Commission website before you go ahead with any plans.

## **Health and safety**

Ensure your fundraising efforts are safe for all involved – including you! We recommend completing and reviewing a risk assessment to identify any potential hazards or risks. It may also be a good idea to consider first aid cover.

If you're unsure about the legality of any fundraising activities you are planning, you can find all the information you need on the Fundraising Regulator's website: **[www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)**

A photograph of a woman with dark, curly hair and a young boy sitting on the floor, playing a large, reddish-brown drum. The woman is on the left, smiling and looking down at the drum. The boy is on the right, also smiling and looking at the drum. He is wearing a grey sweater and blue jeans. The drum has a dark brown head and a reddish-brown body with gold-colored lacing. A green circular graphic is overlaid on the bottom left of the image, containing a quote and the name of the donor.

“ I became a supporter of Music as Therapy initially through a personal connection, but I have continued over a long period because Music as Therapy International is a brilliant example of a small charity with passionate leadership doing a lot with a little. ”

**Simon Peyton-Jones**  
Major donor

# Maximise your fundraising

If you're putting time and energy into raising vital funds for us, you'll want to make it as successful as possible. Here are a few extra tips to help boost your efforts.

## Spread the word

You're doing an amazing thing, so shout about it! Share your plans with friends and family in person, on the phone and on social media. If it's an event, make sure they have plenty of notice and remind them regularly in the lead up.

## Collect effectively

Decide how you're going to collect the proceeds and be ready as soon as you announce your plans. Will there be a minimum suggested donation? If possible, collect money on the day as people often forget afterwards. If it's an event, remember even if people can't attend they can still donate.

## Make it visual

They say a picture is worth a thousand words, so make sure you use images as much as possible when promoting your fundraising efforts. You can find a great selection in our Fundraising Resources pack, which is also available to download from our website.

## Gift Aid it!

For every £1 donated by UK taxpayers, *Music as Therapy International* can claim an extra 25p. Please make sure any of your donors who qualify tick any Gift Aid boxes if donating online, or fill in our Gift Aid declaration form and return it to us.

## Keep the momentum going

If you're feeling inspired and have ideas or plans to do more fundraising on our behalf, share your story and motivations with your friends and family. Your actions can also inspire others to follow in your footsteps.

## We can help too!

We will support your efforts as much as we can, so let us know what you're planning. We can set up a fundraising page for you, share information through our social media accounts, or even contact local press to let them know. You can also use any of the materials in our Fundraising Resources pack, and feel free to get in touch to ask for more if needed.





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