

BIG SLEEP FUNDRAISING GUIDE

Raising vital funds to keep older people warm in winter



CUMBRIA
COMMUNITY FOUNDATION



THE BIG SLEEP

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Thank you!

A warm welcome from our Chief Executive

In a bad winter 300 older people in Cumbria die due to the effects of the cold weather.

The Winter Warmth Appeal was launched in 2010 to raise money for older, more vulnerable people in Cumbria to help them heat their homes during the winter months.

Last year was the eighth year of the Winter Warmth Appeal and it was a record-breaking year for donations and fundraising, raising almost £170,000. More than £130,000 was awarded in grants, supporting nearly 1,000 people. Since its launch, the Appeal has raised over £750,000.

The inaugural Big Sleep was held in February 2014 to raise money for the Winter Warmth Appeal and since then more than £106,000 has been raised over the five events. It has attracted over 900 entries.

This year we are determined to raise even more funds to give out as grants to older people in Cumbria so they do not have to make the choice between heating and eating.



Andy Beeforth OBE

Chief Executive

Cumbria Community Foundation



English Lakes

Hotels Resorts & Venues

How the money you raise helps



1 older person dies in the UK every 7 minutes from the winter cold. Winter related deaths are higher in Cumbria than most of the UK, and the elderly are the most vulnerable.



300 deaths

Each year, 300 older people lose their life to the cold weather. Our appeal raises and distributes money to those who need to remain warm, safe and healthy in the winter months.



By taking part and fundraising for the Big Sleep, you will help raise vital funds to protect older people in Cumbria suffering from the cold weather.

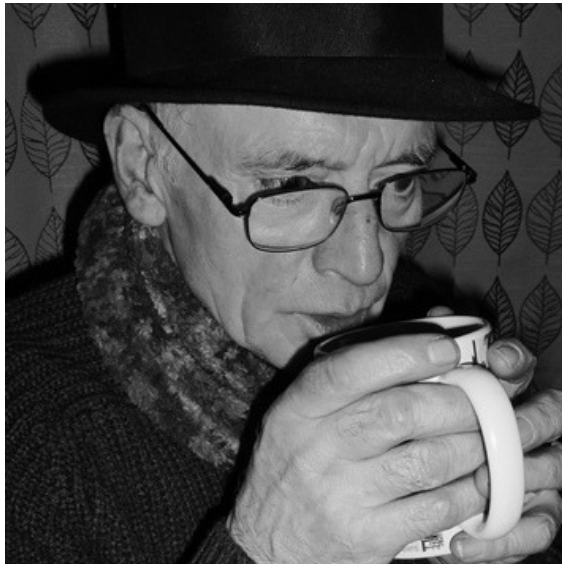


How the money you raise helps

Elsie, 74, Carlisle

"Where I live is beautiful but can be very cold. I am disabled so I don't get out in winter, the grant is a godsend, and it makes such a difference.

It means I can afford to buy a bit more oil and coal when it runs low. I cannot thank people enough."



Joe, 78, Egremont

"I live on my own and I only put one radiator on because I'm frightened of what the costs will be if I heat the whole house. I tend to use a water bottle instead.

I received a grant last year and it made a big difference. I think people who donate to the appeal are marvellous."

Last year's Big Sleepers



David Holt, with his wife Jenny and their grandchildren Thomas and Alice Hardy, from Cockermouth, took part. Even after losing their tent in the strong winds, they had a great time! David said: "We really support the work the Foundation is doing with the Winter Warmth Appeal and we were delighted to take part."

A group of 12 Workington Fire Cadets joined the Big Sleepers: a record number for the group.

Keegan, cadet crew manager, said: "This was my second Big Sleep and it was even better than last time. I am happy that we helped raise lots of money to help people who can't afford to keep warm in winter."



Last year's Big Sleepers



Our partners, **Age UK West Cumbria**, sent in a team to take part. **Sarah Bromiley**, Project Lead, said: “The Winter Warmth campaign has helped hundreds of our clients. Our fellow campers consist of staff and volunteers who are brave enough to face the cold. It was great to support the Winter Warmth Appeal again. It’s fantastic everyone camps so close together. The sun even came out, although the lake was a bit choppy!”

Last year, campers helped two little sleepers celebrate their birthdays: **Anna Foster**, from Sale near Manchester, was eight on the Saturday, and **Megan Emery**, from Hesket Newmarket near Wigton, turned nine on the Sunday. Andy Beeforth presented them both with a cake, and Smith Corona led the ‘Happy Birthday’ sing-along.



Online Fundraising

We would ask every participant to raise a minimum of £50 in sponsorship, but anyone who raises £100 or more will be put into a prize draw as a thank you.

Individual Fundraisers

Visit

<http://mydonate.bt.com/events/bigsleep2019> and click on 'Start fundraising'. Either login or create an account. If you have not used BTMyDonate before, give your page a title and summary, set a fundraising target and upload any photos to inspire people to donate.

Team Fundraisers

If you want to create a fundraising team either login or create an account. From your homepage click on 'My fundraising' then 'Create your fundraising team'. You can then get other fundraisers to join your team page.

There are some handy 'how to' guides on the BT MyDonate website.



Offline Fundraising

Sponsorship Form

If you're not fundraising online, we have a traditional sponsorship form set up already and you can find it attached to this guide, or they are available to download [here](#).

Remember to record all Gift Aid details on the form as donating through Gift Aid means we can claim an extra 25p for every £1 donated.

One off Donations

If you want to make a one off donation for participating in the Big Sleep simply phone **01900 825760** (9am-5pm weekdays) to pay by card or donate online. Alternatively, you can post a cheque made payable to: **Cumbria Community Foundation**, to us at **Dovenby Hall, Dovenby, Cockermouth, Cumbria CA13 0PN**. Please write 'The Big Sleep' on the back of your cheque.

Incentives

If you raise over £100 in sponsorship for the Big Sleep, you could be in with a chance of winning an amazing experience at the Low Wood Bay Hotel, Windermere.

We'll put each fundraiser's name in a hat and pick out a winner after the fundraising deadline on Friday 5th April 2019. If you're willing to spend a night in the cold and be sponsored by friends and family, we think you should be rewarded for your efforts!



Fundraising Tips

Set a challenging goal

Your fundraising goal should be a stretch, but do-able (if you are getting close to your goal, then think about raising it so people continue to donate).

Kick things off with a generous donation

Ask your close friends and family for their support to get the ball rolling. People tend to match the amounts already listed on a sponsor form or BT MyDonate page, so ask people who are likely to give more generous donations first.

Spread the word

- Update your Facebook status to tell everyone what you are doing and include a link to your BT MyDonate page.
- Like the Big Sleep Facebook page and tag us wherever possible! Share your photos and fundraising updates on the page too.
- If you have a Twitter account, tweet regularly about the event and how you're preparing for your night in the cold.
- Use #BigSleep2019 so people can see who else is talking about the event. Don't forget to follow @cumbriacf and mention us in your tweet.

Organise your own fundraising event

Having a cake sale or holding a charity football tournament; there are lots of creative ways you can boost your sponsorship total. For more inspiration, download our top 30 fundraising ideas from our website.

Tell your story

Tell your supporters why you are taking part in the Big Sleep. Do you know someone who is struggling to keep warm in winter? Has someone you know been helped by the Winter Warmth Fund? Do you just enjoy having fun in the outdoors?

Say thank you

Always thank your supporters for their generosity. After the Big Sleep tell them how it went and how much you raised. People will be more likely to give again if they feel that their donation was appreciated and valued. They might even sponsor you again next year!

Sponsorship and Gift Aid Declaration

Please sponsor me _____ to take part in the Big Sleep,
Saturday 9th March 2019, in aid of Cumbria Community Foundations Winter
Warmth Appeal (Charity No: 1075120)



Full name: _____

Team name: _____

Address: _____

Postcode: _____ Email: _____

If I have ticked the box headed 'Gift Aid', I can confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay the difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

[illegible]

Full name (First name & surname)	Home Address Not your work address (this is essential for Gift Aid)	Postcode	Amount £	Date Paid	Gift Aid? (✓)
Total donations received			£		
(for office use only) Total Gift Aid donation			£		

Please send completed forms and monies to Cumbria Community Foundation, Dovenby Hall, Cockermouth, Cumbria CA13 0PN