

GIVING BACK, LOOKING FORWARD

20th ANNIVERSARY CHALLENGE FUNDRAISING GUIDE

CELEBRATING

20



YEARS OF

CUMBRIA
COMMUNITY FOUNDATION

Cumbria Community Foundation is an independent charity that connects people who care with causes that matter



£44m distributed since 1999



4,000 groups and 8,000 individuals supported



90 grant making funds



£18m endowed assets aspiring to £30m by 2022

Cumbria Community Foundation exists to tackle poverty and disadvantage and to strengthen Cumbria's communities. We do this by inspiring philanthropic giving and by connecting people who give money with inspirational, life-changing projects.

Our priority is to help improve the lives of disadvantaged and vulnerable children, young people, families and older people all over Cumbria. Our funds support a wide range of groups and individuals who are tackling issues around physical and mental health and wellbeing, life skills, education and employability and strengthening and supporting fragile communities.

The anniversary year has kindly been sponsored by:



Sellafield Ltd



"Cumbria Community Foundation has supported me from the very beginning when all I had was an idea and a passion."
Rachel Holliday, Time to Change (West Cumbria)

20th Anniversary Challenge

Cumbria Community Foundation celebrates its 20th anniversary in 2019. Since 1999 the Foundation has grown from being a fledgling organisation to one that is firmly at the heart of community life in the county. Through its grant making and fundraising it has made significant contributions to the lives of some of the county's most disadvantaged people.

Our target for the 20th Anniversary Challenge is to raise **£250,000**. All the money you raise will go into the [Cumbria Fund](#), supporting projects right across the county that provide much needed services at grassroots level.

With your support we can make a difference. Here are some ways you can get involved:

- Organise your own fundraising event
- Set yourself or your team a fundraising challenge
- Employer match funding (see page 7)
- Set up a fund (see page 11)
- Become a member of the Foundation (see page 11)

On the next few pages we give examples of projects supported by the Cumbria Fund.



Staff and trustees raised nearly £6,000 for the Cumbria Fund when we did our own challenge and went into the chilly waters of Windermere in January.

How your money helps local projects

Lifeline for families in Barrow



Love Barrow Families CIC works with families who suffer from physical and mental health issues, relationship difficulties, drug and alcohol abuse, anti-social behaviour, domestic violence, unemployment, and homelessness.

A £30,000 grant was used to stop the building at the heart of the project on Abbey Road from closing. Keeping the centre open means these families have a safe haven

with an open door to support them in their time of need.

Rebecca Morris, Children and Families Worker, said: "This is a project that has been truly designed by the families, for the families. Through our philosophy of co-production, with our families and partner agencies we have identified that the Love Barrow Families project is a lifeline for families in the area."



Who takes care of the carers?

West Cumbria Carers provides support to unpaid carers who look after a family member, relative, friend or neighbour who could not manage without their help.

A grant of £9,410 for its Young Carers project provided one-to-one support for 20 young carers in Allerdale, aged 5-18, identified as in crisis or at high risk, to give them a safe environment to talk about their worries about their caring role. Many of the youngsters live in poverty or benefit-dependent households as the adult is unable work, and for many, caring has a direct impact on their education and school attendance.

At the sessions youngsters are able to tackle issues like low self-esteem and confidence, difficult family relationships and worries about their wellbeing. The staff also identify what help and support they need.

Clare Edwards, Project and Funding Development Manager, said: "Evidence shows school work and attendance has improved, and the youngsters feel more confident to confide in staff about their caring role. Nearly all of the young carers have much better self-esteem and feel good about their family, and 100% said the sessions were worthwhile."



How your money helps local projects

Actively Young at Heart

Older people in Coniston have been keeping active thanks to £500 awarded to the Coniston Sports and Social Centre for new exercise equipment.



After the 'Young at Heart' movement and flexibility sessions, the group is treated to a senior citizen's lunch.

The lunch provides an opportunity to socialise and build relationships. For some individuals, it is the only meal they have with others all week.

Helen Lace, Treasurer, said: "One 76 year old lives with her husband and their dog.

She's had numerous illnesses, a pacemaker fitted and now has Chronic Obstructive Pulmonary Disease, which severely affects her mobility and stopped her leaving the house. Her husband heard about the class and encouraged her to get involved. Her mobility and confidence have increased no end, and she's even taking the dog for a walk, something she wouldn't have done some months ago."



Hands on skills helping vulnerable adults



Susan's Farm, in Houghton in Carlisle, supports vulnerable people, offering hands on experience working on a real farm and skills training to gain land-based qualifications.

Some of the volunteers have been inpatients in psychiatric units for months or years, some live in very isolated situations, often with no form of telephone communication, and

others have special needs or a history of long-term mental health issues.

It received £4,000 to employ educationalists with agricultural experience to support volunteers and give them the opportunity to undertake agricultural qualifications.

Susan Aglionby, Founder and Director, said: "One of our vulnerable adults suffered an acute psychotic episode while on the farm, believing he had witnessed a murder. He was not fit to go home alone so we worked with medical staff to get him admitted to the Carleton Clinic. We visited twice a week throughout his illness, helping him to maintain contact with the outside world. He was allowed to attend the farm on 'day release' directly from the hospital and is now coming regularly on Mondays."



About your challenge



The Furness Future Leaders' project received £13,000 to inspire 10-year-olds from over 20 schools across Barrow to build leadership, team-work and communication skills during a three week summer holiday academy.

We welcome your support for our 20th Anniversary Challenge to help raise **£250,000** for the Cumbria Fund and would like to help you take on your fundraising event wherever possible.

Our staff will be busy during 2019 and may not be able to offer one-to-one guidance, but we will try to come along on the day or for cheque presentations if required.

Details we need from you:

- Name of your organisation (if applicable)
- Full details of main contact including phone and email
- Type of challenge/event
- Details of event (date, time, venue etc.)
- The final sum raised
- How the final sum raised will be passed to the Cumbria Fund (e.g. cash, cheque, bank transfer or online)

Please put all this information in writing and send either by email: enquiries@cumbriafoundation.org or to the address at the end of the guide.

Please remember that you will be responsible for handling the funds you are collecting. We suggest that you refer to the [Institute of Fundraising](#) for Fundraising Essentials.

Online fundraising

New to online fundraising?

Create an account with TotalGiving at

<https://www.totalgiving.co.uk>

or go directly to our 20th Anniversary fundraising page:

<https://www.totalgiving.co.uk/appeal/anniversarychallenge>

Cumbria Community Foundation uses the TotalGiving™ fundraising platform as it takes no commission, charges no fees and the money you raise comes directly to us.



Offline Fundraising

Sponsorship Form

If you're not fundraising online, there is a traditional sponsorship form at the end of this guide.

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.

Match Funding

Ask your employer if they have a match-funding scheme which could double your fundraising total. They could support you by donating via your online fundraising page, cheque or bank transfer to Cumbria Community Foundation.

Offline Donations

You can also make a donation by cheque, sent to the address at the end of the guide, or over the phone by credit or debit card - please see page 10 for how to contact us.

Fundraising Ideas

If you'd like to support us but not sure what to do, here are some suggestions:

January

Start a New Year's Resolution

Hold a Burn's Night Supper (25th)

February

Have a dragon parade to celebrate Chinese New Year (5th)

March

Celebrate pie week – challenge your colleagues to a 'Best Pie' competition and see who can sell or eat the most!

April

If you can't do the London Marathon, enter another one

St George's Day celebration

May

Car boot sale – have a spring clean and sell your unwanted items.

Ask your colleagues and neighbours to join in!

June

Celebrate the summer solstice (21st)

Host a charity team match - rounders, football, rugby, tennis

July

Bike to work

Camp out

August

Raffle: Ask for prizes from local businesses or donate unwanted presents towards a raffle

September

Talk like a pirate day (19th)

Dress down day at the office

October

Have a Halloween themed bake sale or go to work in a spooky costume

November

Celebrate Bonfire Night

Ask your local to host a Pub Quiz

December

Have a sponsored Christmas Jumper Day with mince pies

Instead of Secret Santa make a donation

Fundraising Tips

Spread the word

- Update your Facebook status to tell everyone what you are doing. Include a link to your TotalGiving page to spread the word.
- Like the [Cumbria Community Foundation Facebook](#) page and tag us.
- If you use Twitter, tweet about your challenge and progress.
- Use #CCF20 so people can find your social media posts.
- Don't forget to follow [@cumbriacf](#) on Twitter and mention us in your tweets.



Cumbria Theatre Trust's Setting the Scene Creative Sessions

Set a challenging goal

- Your fundraising goal should be a stretch, but do-able. If you are getting close to your goal, then raise it so people continue to donate!

Kick things off with a generous donation

- Ask your close friends and family for their support first to get the ball rolling. People tend to match the amounts already listed on a sponsor form or online fundraising page, so ask people who are more likely to get you started with some generous donations. £20, £10 or even £5 could help set the bar!

Tell your story

- Tell your supporters why you are taking part in the 20th Anniversary Challenge. Do you know someone has been helped by the Foundation? Do you just enjoy doing something for a fantastic cause?



Workington Town Community Development Foundation's Reading Project

Say 'Thank You'

- Always thank your supporters for their generosity. After your challenge/event 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 valuable. They might even sponsor you to do something else!

How to donate



Online - via TotalGiving

<https://www.totalgiving.co.uk/appeal/anniversarychallenge>

Online - via PayPal

Click [HERE](#) to donate via PayPal



Cheque - payable to Cumbria Community Foundation

Send a cheque along with a [Gift Aid declaration](#) (if you are a tax payer) to Cumbria Community Foundation, Dovenby Hall, Dovenby, Cockermouth, CA13 0PN



In Person

Pop into your local Cumberland Building Society branch and pay it directly into the bank



Phone

Call us on 01900 825760



The Well Communities, Barrow

£2,000 for Well Women, a drugs and alcohol recovery programme specifically for women.



Multicultural Carlisle

Photo by Mike March

£5,000 to build confidence in Cumbrian ethnic minorities and promote integration and understanding.



Safety Net (UK), countywide

£2,000 for equine assisted therapy sessions for people who have been victims of sexual abuse or exploitation, and domestic violence.

Other ways to get involved

There are many ways you can get involved in supporting the Foundation, either as a one off activity or a lasting legacy.

Become a Member

Membership is a great way to regularly support the work of the Foundation and to have an input into its operation.

Our members are important to us as they are the very foundations of our organisation, they link us to our communities and they elect our board of members.

As a member you can enjoy the satisfaction of knowing you are directly supporting some of the most disadvantaged people across the county.

The following types of membership are available:

- [Individual & Family Membership](#)
- [Corporate Membership](#)
- [Voluntary Organisation Membership](#)

If you'd like to find out more, visit:

www.cumbriafoundation.org/membership

Set up a fund

People and businesses create grant making funds to support the people and causes they care about most.

With the knowledge and expertise of our staff, trustees and volunteers grants are channelled to best effect giving donors a great sense of satisfaction and confidence.

The creation of a fund is an enjoyable and rewarding experience. We will work with you to learn about your needs and wishes and create funds which match your interests and need in the community. You will also receive updates about the grants made through your fund.

To find out more,

visit: www.cumbriafoundation.org/give-to-your-community/creating-a-fund

Sponsorship and Gift Aid Declaration

Please sponsor me to complete my challenge in aid of Cumbria Community Foundation's 20th Anniversary (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

Connect with us:

 www.facebook.com/cumbriafoundation

 twitter.com/cumbriacf

 www.linkedin.com/company/cumbria-community-foundation

Contact us:

Dovenby Hall, Dovenby, Cockermouth, CA13 0PN

01900 825760

enquiries@cumbriafoundation.org

www.cumbriafoundation.org

Reg. Charity No 1075120

We are one of 46 community foundations across the UK, and over 1,700 similar foundations around the world. We work with fundholders to provide a permanent, flexible and growing source of local charitable funding that will directly address the needs of Cumbria's most vulnerable people.



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