



Fundraising pack



Supported by



Martha Trust, Homestead Lane, Hacklinge, Deal, Kent CT14 0PG
T 01304 610448 F 01304 615462 E fundraising@marthatrust.org.uk W www.marthatrust.org.uk

Registered Charity Number 1067885 Company Number 3467406

Welcome to Monte Carlo Madness!



Signing up for this challenge is a fantastic thing to do for Martha Trust so thank you. The money you raise will have a huge impact on the lives of our residents.

The people we support have profound physical disabilities, multiple learning disabilities and huge potential. Your sponsorship will help to unlock that potential by funding therapies and treatments, buying specialist equipment, paying for day trips and holidays and generally making sure that our residents get the very best opportunities in life.

We're asking you to pledge to raise **£1,500** (this includes your £400 deposit which is payable on registration).

This pack includes everything you'll need to reach this target including a fundraising guide, promotional posters, sample letters, sponsorship forms, key dates and ideas on how to find your car.

Carol from the **Martha Trust fundraising team** will be on hand throughout the challenge to offer you advice, guidance and support. So if you're struggling or just need a few words of encouragement, give them a call.

Carol Baalham
T: 01304 610448
E: carolbaalham@marthatrust.org.uk

Once again thank you for signing up to Monte Carlo Madness, and **bon voyage!**



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Buying your car

There are hundreds of ways to pick up a bargain and you're certainly going to need one. With no more than £200 to spend on a vehicle that must qualify for an MOT, you'll need to look around.

- ▶ Check out your local garages and scrap yards. Offer to have their name and logo on the side of your car, particularly if they're prepared to give you the car for nothing!
- ▶ Contact **webuyanycar.com** but make sure you haggle.
- ▶ Car auctions are a great option but take someone along who knows a thing or two about cars.
- ▶ Look at the Free Ads in the local paper and notices in your local shops.
- ▶ Go on **Ebay**.

Wherever you go to buy your car remember to negotiate. You're doing this for charity so explain the work we do at Martha Trust, it may help to get you an even better deal.

Dates for your fundraising diary

Month	Themes	Key dates
January	New Year's resolutions Burns' Night	Start your fundraising Set up online fundraising site
February	Chinese New Year Valentine's Day Shrove Tuesday	
March	Mothers' Day St Patrick's Day St David's Day	
April	Easter St George's Day Grand National	
May	Eurovision Final FA Cup Final	
June	Longest day of the year Wimbledon Royal Ascot	
July	Independence Day Bastille Day	If you've not done so yet, register for the challenge and pay Martha your deposit of £400
August	International Beer Day Summer fete or BBQ Picnic in the Park	Target of £1,500 raised or pledged Remember to buy your car!
September	We're off	Keep an online blog on Facebook or twitter to let people know how you're doing
October	Well done – you've made it	All sponsorship forms and monies to Martha

Monte Carlo Madness – guide to fundraising



Thank you for signing up to our 2020 car challenge – Monte Carlo Madness. To help you reach your £1,500 target we've put together a fundraising guide, packed full of ideas and tools to help you kick start your fundraising.

Martha Trust

Martha Trust is an extraordinary charity that supports extraordinary people. We provide respite and residential care for people with profound physical disabilities and multiple learning disabilities across Kent and Sussex. Our aim is to provide a safe, loving, stimulating and happy home for our residents and to ensure that they enjoy the very best opportunities in life. We can't do it without your help.

Your guide to fundraising

When it comes to fundraising, the sky's the limit. We've put together some suggestions to get you started but please share your own winning ideas and we'll make sure we pass them on.

Good luck!

Get cracking

Kick start your fundraising with our specially designed toolkit available to download from www.marthatrust.org/montecarломadness or call Carol on 01304 610448. It contains all the basics you'll need for your fundraising including sponsorship forms, letter templates and posters.

Fundraising websites like **Virgin Money Giving** (www.virginmoneygiving.com) are a great way to raise sponsorship and you'll get advice about online fundraising and a simple guide to setting up your fundraising pages. There are other sites including **JustGiving** (www.justgiving.com) but with **Virgin Money Giving**, even more of the donations you raise are passed on to Martha.

Network

Social networking can give you a massive boost. Get in touch with family and friends on Facebook and send regular updates on your progress through Twitter. Include the link www.marthatrust.org.uk/montecarломadness so that people can find out more.

And if you're using **Virgin Money Giving** or **JustGiving** make sure you include a link to your pages so that people can sign up to sponsor you immediately.

If you aren't on any social networking sites then get in touch by email, phone or better still in person. You could even organise an event or a coffee morning to bring people together and ask for their support.





Mix it up

Dom Murphy and Jamie Roe held a Vinyl evening to raise funds for Bonkers in Barcelona in 2012. They invited friends and family along to a café in Margate run by Jamie's partner, and charged their guests £20 a head for food and drinks.

Everyone was asked to bring a vinyl record with them and, in return for a small donation, their record was played. To round off the evening, a raffle was held for a chance to see an England world Cup Qualifying game at Wembley. And because the raffle was run by two volunteers from Barclays, the company then match funded every penny raised by their staff.

Use what you've got

Dom and Jamie's car, which came complete with lights and customised paintwork, inspired the pair to dress as aliens and call themselves the Space Invaders. The car became the focus of much of their fundraising and everywhere they went, people were invited to write on the bodywork in permanent marker in exchange for a small donation.

The car was taken to a local boot fair having been loaded up with goods donated by friends and family and every penny raised on the day went towards their fundraising total. As a final boost, several local companies which sponsored the car had their logos proudly displayed on it.

A bit of a do

Why not organise an event or host a party? You could sell tickets or lay on some entertainment or a quiz, raffle or bingo and raise money that way. Pull in a few favours and reduce your overheads, especially if you know someone useful like a DJ or the manager of a local venue. If you can find a business to host your event you could share the profits between you like Lynne and John Hadley.

Clean up for charity

Lynne and John Hadley came up with a charity car wash to raise funds for Monte Carlo Madness in 2014. The idea can easily be replicated with the help of a local car wash or by organising one on your own. The couple held theirs one Sunday in August. They teamed up with a local car wash who agreed to donate all profits on the day to their Monte Carlo Madness fundraising target.

The event was well publicised ahead of the date using an outdoor banner sited at the car wash, social media, friends and family and local radio and press. You do need to be organised and ensure you focus on raising awareness ahead of the date but it proved to be a successful fundraiser for the Hadleys.

Corporate muscle

If you work then ask your employer to match your fundraising total or sponsor your car in return for putting their logo on it. Use the intranet, notice boards and newsletters to drum up support and run a sponsored silence, themed day or offer to make the tea and coffee for a week.

And don't just limit yourself to your own company. Get in touch with other companies you have a relationship with, like suppliers, and ask them for sponsorship. We've even included a couple of template letters in our Fundraising toolkit, including one from Mark Scott.



If you don't ask...

Mark Scott and co-driver Andy Clarke raised a staggering £3,000 in corporate sponsorship when they set about fundraising for the Trail of 3 Cities.

Mark runs Mark Scott Arenas, and decided to contact his suppliers to ask for sponsorship. Crucially, every email was sent to a named individual and as part of the deal, he offered any company donating £100 or more the chance to have their logo on the side of his car.

His email generated some great responses and anyone who didn't get back to him was followed up by phone.

Mark gave us a copy of his original letter which we've included in our Fundraising Toolkit. Let's hope it brings you as much success as it did Mark!

Get others involved

If you have children then talk to their schools about running a non-uniform or themed day, cake sale or coffee morning. And if your children are members of any local clubs like the brownies or scouts then why not get them involved too?

If you're a member of a community group, sports club or church then ask for their support - you'd be amazed at how willing people can be to help.

Make a song and dance about it

Whatever success you have in your fundraising let us know about it and we'll post your news online, on **Facebook** and on **Twitter**. If you've done something amazing, secured some corporate sponsorship or organised an event that you need to promote then we'll drum up some local PR for you.

Gift Aid it, Gift Aid it, Gift Aid it!

Ask everyone who sponsors you or makes a donation to **Gift Aid** it. It's worth an extra 25% on everything you raise and won't cost you a penny. As long as your sponsor is a UK taxpayer then they simply need to tick the **Gift Aid** box on the sponsorship form, provide their name, address and postcode and we'll do the rest.

You raise	Gift Aid could be worth an extra	Total raised with Gift Aid
£1,500	£375*	£1,875*

* where all donations are eligible for Gift Aid

Please note for this type of fundraising event unfortunately we are unable to claim Gift Aid on sponsorship made by people 'connected' to the participant.

A person is 'connected to a donor' if they are:

- ▶ The donor's husband, wife, civil partner or linear relative – for example son, daughter, parent, grandparent or grandchild
- ▶ Any linear relative of the donor's wife, husband or civil partner
- ▶ A company under the control of the donor, or under the control of any of the above.

The good news is we can claim Gift Aid on Sponsorship payments made by people who are not connected to the participant.

Monte Carlo Madness – guide to fundraising



Say 'thank you'

It's incredibly important to thank your sponsors and to let people know how you got on. Facebook and Twitter are ideal ways to post updates, photos and keep in touch but if you don't use the Internet then send a letter or pick up the phone.

In brief...

- ▶ Kick start your fundraising with our fundraising toolkit www.marthatrust.org/montecarlomadness or call Carol on **01304 610448**
- ▶ Get online with **Virgin Money Giving** which offers the best rates for Martha
- ▶ Use social media like **Facebook** and **Twitter** to spread the word
- ▶ **TALK to people** – face-to-face can be really persuasive
- ▶ Host an event and share the overheads with a local venue
- ▶ Get your employer involved and talk to other companies about sponsoring you or your car
- ▶ Exploit your networks and get support from your local community groups and clubs
- ▶ Keep everyone updated on your progress and let us hear your success stories
- ▶ Boost every penny you raise with **Gift Aid**
- ▶ Don't forget to say '**thank you**'

And remember, you're not alone

Whatever you do to raise your £1,500 for Martha Trust remember we're here to help every step of the way.

Call us on **01304 610448**

email fundraising@marthatrust.org.uk

or visit www.marthatrust.org.uk/montecarlomadness



FLEEING TO FLORENCE

MONTE CARLO MADNESS

BONKERS IN BARCELONA ROME OR BUST!

Monte Carlo Madness – setting up your Virgin Money Giving page



It's easy to create a Virgin Money Giving fundraising page and start getting sponsored online. Once your page is set up you can keep it for life – just add a new event page each time you take up a new fundraising challenge.

Set up your page

Step 1 – Your fundraising challenge

Click the 'create your page' button on the homepage uk.virginmoneygiving.com/giving to start.

We'll ask what kind of event you're taking part in, when the event is taking place, where, and if you're doing it alone or with friends.

If you're taking part in an organised event the details may already be loaded onto **Virgin Money Giving**, so you'll be able to search for your event and we'll bring up all the information for you.

Monte Carlo Madness will be listed as an organised event on Virgin Money Giving so please select this.

Step 2 – Your charity

We'll ask for the names of the charities you'd like your sponsorship money to go to. You can choose to support up to five charities for each event you take part in and decide how the money is split between them.

If you're taking part in an organised event you might only be able to support the charities it's held in aid of – where this is the case we'll let you know.

Please note as **Monte Carlo Madness** is an organised event in aid of **Martha Trust**, you will only be able support **Martha Trust**.

Step 3 – Register or sign in

To set up your page we'll ask you to register with us. Simply tell us your contact details and choose a password for your **Virgin Money Giving** account. Or if you've already registered with **Virgin Money Giving**, just sign in.

We'll then ask you to choose a web address for your **Virgin Money Giving** page. The address will be the same for every event you take part in, so it's best to avoid one that's related to a specific event or date.

You'll now have a basic **Virgin Money Giving** page showing your event details and the charities you're supporting.

To find out how to customise your page and invite sponsors – see over



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Monte Carlo Madness – setting up your Virgin Money Giving page



How to customise your page

Next you can customise your page with more information, photos and links by clicking the 'create my page' button.

- ▶ Type a page title and some more information about yourself and your event into the blank boxes. You will find all the details you need regarding the **Monte Carlo Madness** challenge in the fundraising toolkit **Martha** have supplied to you. *If you have any questions please contact Carol on 01304 610448 or email fundraising@marthatrust.org.uk*
- ▶ Add features to your page like a countdown calendar, photo gallery and history of the other fundraising events you've taken part in. Just tick the boxes next to the features you'd like to add and follow the instructions on screen.
- ▶ If you've already raised money for your event outside of **Virgin Money Giving**, you can add this to your page by letting us know how much in the 'offline fundraising' box.

When you're happy with your changes, click the 'save' button. You'll be able to update this page whenever you like by signing into your account and choosing 'update my page'.

Ask friends and family to sponsor you

When your page is ready it's time to tell everyone about your fundraising and invite your friends to sponsor you.

From your **Virgin Money Giving** account you can share a link to your page with friends, family and colleagues by email, **Facebook** and **Twitter**. You could also add a 'sponsor me' button to your website or blog.

Check out the **Virgin Money** guides to promoting your fundraising and raising sponsorship money by email for even more ideas.



Monte Carlo Madness fundraising company sponsorship – letter 1



Dear Sir/Madam

We urgently need sponsors for our 2020 car challenge – Monte Carlo Madness.

Our teams will be given just three days to drive to Monte Carlo in cars worth no more than £200. They'll set out from Dover on Saturday 19th September before reaching Monte Carlo on Monday 21st September.

Last year we raised over £30,000 in sponsorship, a target we hope to beat in 2020.

Martha Trust supports people with profound physical and multiple learning disabilities across Kent and Sussex. Our job is to make sure that everyone who needs our care receives it, and that they feel happy, loved and fulfilled. To do this we need your help.

We'd like you to sponsor our team car, which will be driven by [insert your team members names]. You can choose from our sponsorship package, or simply make a donation of any amount in support of this event:

Sponsorship of £100

- ▶ The [insert company name] logo printed onto the side of the [insert your team car name] team car.
- ▶ The [insert company name] logo on our website www.marthatrust.org.uk/montecarломadness
- ▶ Post-event PR

To find out how you can sponsor our team car, or make a donation call [insert your name] on [insert your phone number] or email [insert your email address]

For a small taste of this epic adventure visit www.marthatrust.org.uk/montecarломadness

If you'd like to know more about the work of Martha Trust, please see our website www.marthatrust.org.uk

In the meantime, on behalf of everyone who lives and works at Martha, thank you for your support.

Yours faithfully

[your signature]

[insert your name]



Monte Carlo Madness fundraising company sponsorship – letter 2



Dear Sir/Madam

I realise that we all receive plenty of charity requests each year but I offer no excuses for sending this one to you.

I have decided to take part in the charity car challenge – Monte Carlo Madness. A team mate and I will be setting off on Saturday 19th September 2020 and have been given just three days to drive from Dover to Monte Carlo.

Where's the challenge in that you may ask? Well, one of the conditions is that our cars must cost no more than £200.

The charity is Martha Trust, which supports people with profound physical and multiple learning disabilities across Kent and Sussex. You can find out more about their amazing work at www.marthatrust.org.uk

We are committed to raising at least £1,500 for Martha Trust and we will personally be paying for the car, fuel, tax, insurances and obviously any running repairs along the way. Ideally, though, we'd like to raise far more.

Having never run a marathon or cycled the length of the country, we wanted a gentle entry into the world of fundraising, but something requiring a bit more effort than buying a red nose or a charity t-shirt.

I understand completely if you don't feel able to make a donation but I would like to stress that we'd be grateful for donations of any amount – and I do mean any amount.

We'd also be grateful if you could make your donation through the Gift Aid scheme which means that Martha Trust can get the tax back. We've set up a Giving Page to help you at [\[insert link to your virgin money site\]](#)

Cheques can be made payable to Martha Trust and anyone able to donate £100 or more will get a mention on the side of our car.

Thank you in anticipation of your generous donation and we promise to keep you informed of our progress!

Yours sincerely

[\[your signature\]](#)

[\[insert your name\]](#)





Martha Trust – Monte Carlo Madness car sponsorship form

Monte Carlo Madness 19th – 22nd September £100 sponsorship package

- ▶ Your logo displayed on the side of the car
- ▶ Your logo on our website www.marthatrust.org.uk/montecarlomadness
- ▶ Post-event PR

If you would like to discuss being a main sponsor for the whole event please contact Julie Gayler
E: juliegayler@marthatrust.org.uk T: 01304 626921 M: 07876 246198

I/we would like to sponsor (insert participants' car) _____

We will supply* our logo in eps, jpeg or tiff format to fundraising@marthatrust.org.uk

All files must be supplied in CMYK and at a minimum resolution of 300dpi

* Please use 'Monte Carlo Madness car sponsorship' in the email subject line. In the body of the email please state your company name and the name of the car you are sponsoring.

Contact details

Title _____ First Name _____ Surname _____

Job title (if applicable) _____

Organisation name _____

Address _____

_____ Postcode _____

Please feel free to contact me on:

Phone _____ Email _____

Martha Trust would like to keep you updated on future news, fundraising activities and ways to support us. To opt in to receiving information from Martha Trust, please tick how you would prefer to be contacted:

phone email letter or email: fundraising@marthatrust.org.uk

We do not sell or swap your details with any third parties, but in order to carry out our work we may need to pass your details to services companies authorised to act on our behalf.





Martha Trust – Monte Carlo Madness sponsorship and Gift Aid declaration form

Please sponsor me _____

to take part in 'Monte Carlo Madness'
Saturday 19th – Tuesday 22nd September 2020, in aid of Martha Trust.

We, who have given our names and addresses below and have ticked the box headed 'Gift Aid' (✓), confirm we have read this statement and want Martha Trust to reclaim the tax on the donation detailed below, given on the date shown. I confirm that I am a UK Income and/or Capital Gains taxpayer. I understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand Martha Trust will reclaim 25p tax on every £1 that I have given.

By ticking the box headed 'Contact' I am indicating that I am happy for Martha Trust to keep me updated on future news, fundraising activities and ways to support Martha using the details we have provided.

In order for Martha Trust to be able to benefit from Gift Aid on your donation, you must complete your full name (first name and surname), your home address, your postcode and tick the Gift Aid box.

giftaid it

Full name (first name and surname)	Home address (essential for Gift Aid)	Postcode (essential for Gift Aid)	Amount £	Date paid	Gift Aid (✓)	Contact (opt in ✓)

please continue overleaf



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Martha Trust – Monte Carlo Madness sponsorship and Gift Aid declaration form

Important – you can help Martha Trust reclaim tax on your donation through Gift Aid – please see front of form for more information.

Full name <small>(first name and surname)</small>	Home address <small>(essential for Gift Aid)</small>	Postcode <small>(essential for Gift Aid)</small>	Amount £	Date paid	Gift Aid (✓)	Contact <small>(opt in ✓)</small>
Total donations received				£		
Total Gift Aid donations				£		
Date donations given to Martha Trust						

One car, four days, and a touch of



... Monte Carlo Madness

We're heading for Monte Carlo in the 2020 Martha Trust car challenge

We set off from Dover on 19th September and arrive in Monte Carlo on 21st in cars costing no more than £200 (taxed, insured and with a valid MOT!)

We'll organise crossings, accommodation and flights home and in return, we're asking all our teams to pledge to raise £1,500 to help us transform the lives of people with profound disabilities.

To find out more
visit www.marthatrust.org.uk/montecarломadness
call **Carol Baalham** on **01304 610448**
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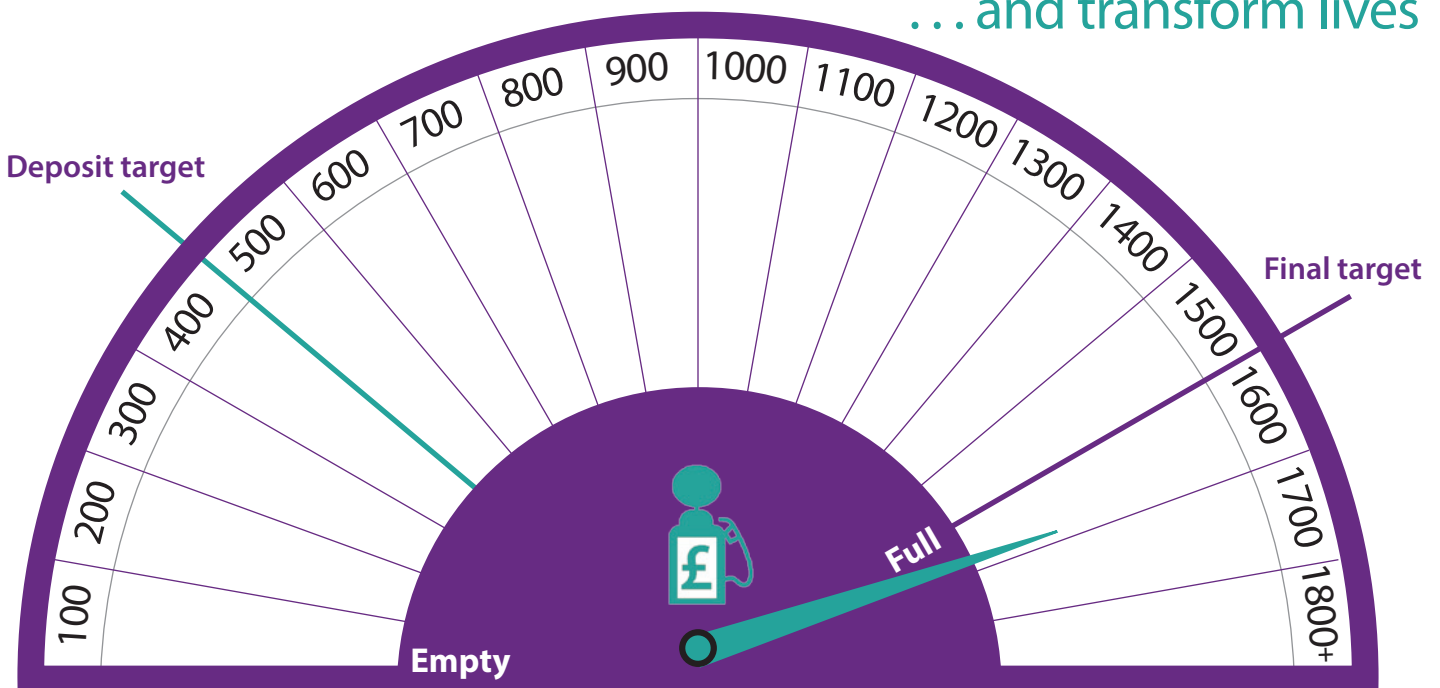
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Registered Charity Number 1067885 Company Number 3467406



On Saturday 19th September 2020

are off to Monte Carlo for fundraising mayhem in aid of Martha Trust. Help them reach their fundraising target ... and transform lives



Martha Trust helps to transform the lives of people with profound disabilities

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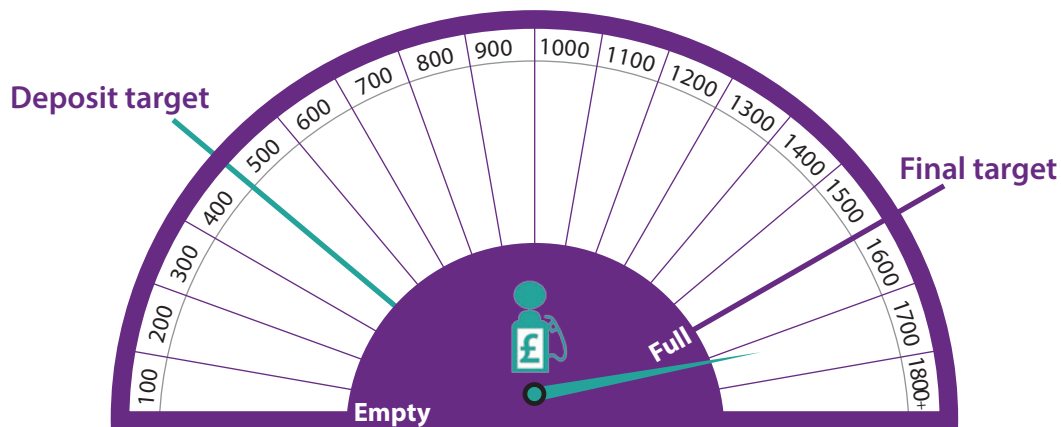
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On Saturday 19th September 2020

are off to Monte Carlo for fundraising mayhem in aid of Martha Trust
To help reach their fundraising target they are hosting a

on _____ at _____
for more information _____



Martha Trust helps to transform the lives of people with profound disabilities

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