Fundraising Pack
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Welcome

Hello and thank you for fundraising for Dentaid. Whether you’re adopting us as your charity of the year, joining us on one of our overseas volunteering trips or planning a fundraising event we hope this pack will give you lots of ideas and inspiration.

Dentaid is a charity that is committed to improving access to safe, sustainable dental care both in the UK and overseas.

In the UK our mobile dental unit visits homeless shelters, day centres and soup kitchens and runs public access clinics, providing free care for homeless and vulnerable people and those unable to access NHS dental care in their areas.

Overseas, Dentaid works with local dentists providing them with equipment, funding outreach programmes and running oral health schemes. Dentaid volunteers work alongside our partners providing treatment in schools, prisons, orphanages and remote community buildings.

We know that people like to collect their donations in different ways and this pack includes our bank details and a sponsorship form if you want to collect cash donations. However, most of our supporters find it easier to fundraise online so we’ve given you details of how to set up a Virgin Money Giving Page which means that all your fundraising will be paid to us directly. Your sponsors and supporters will also be able to Gift Aid their donations and you won’t have to chase them for cash. Please let us know if you need any additional fundraising materials, help with publicity or advice, we are happy to help!

We can provide:-

- Collection boxes
- Collection buckets
- Leaflets
- T shirts (let us know numbers and sizes)
- Pens

Thanks to your support we will be able to provide more people with life-changing dental care and create more smiles around the world.
A-Z of Fundraising Ideas

A Auction of promises
B Beer pong tournament
C Car boot sale Sell some of your unwanted items or even organise one yourself!
D Dinner for Dentaid Host a themed dinner
E Eating contest!
F Fancy dress day
G Garden party with all the old favourites; cream teas, a tombola, lucky dip, coconut shy etc.
H Head shave
I International day
J Jumble sale
K Karaoke night
L Lucky dip
M Mastermind
N No make up challenge
O Office collection Have a whip round; every little really does help
P Photo competition Suggest a theme and offer prizes for the best photo. Or guess the member of staff from the baby photo competition
Q Quiz night
R Raffle
S Sweepstake
T Tea party
U Ugly jumper day
V Valentine’s dance
W Wax it!
X Xbox / console competition
Y Yoga marathon
Z Zumba-thon
Fundraising advice for volunteers

A large fundraising event can be a fantastic and fun way of raising some money for your trip. The first thing you need to decide is whether you are going to run this event individually or as part of a team.

WHAT YOU NEED TO DO

- Speak to your employer – will they support you with this?
- Choose an event or theme. If you are working as part of a group divide the tasks up and set time constraints for different tasks. Put someone in charge of publicity, someone in charge of accounts etc.
- Decide on a date and time for your event.
- Find and confirm your venue. This could be your school, a community hall or your own house.
- Think about what entertainment you will need for the evening. Ensure you have any licenses needed (refer to your local authority).

- Work out a budget. How much are you going to spend on setting up this event and how much will you charge for entry or participation?
- Check the fire and safety regulations of the venue.
- Think about your audience. Who will your event be targeted at?
- Who will you invite and will you need to set age restrictions?
- How are you going to promote the event?
- You will need to design your tickets and posters (contact us for templates)
- Think about involving the local press.
- For help with promotion you can always speak to our communications manager jill@dentaid.org

- Effective promotion is the key to a successful event. The more people that know about your event, the more people are likely to attend. Utilise social media.
- Keep a track of your costs and factor this into your profit. The less you spend the greater the profit will be.
- When costing your event, be realistic. How much will people be willing to pay?
• Approach local companies to see if they can support you. If organising a pamper evening will beauty therapists or hairdressers give you any samples or attend the event?
• Get your friends and family involved. You will be surprised about the amount of contacts people have. Is your dad the manager of a supermarket? If so get him to help you organise a bag packing event.
• Always try and ensure there are three ways to raise money at each event. Add on a raffle, collection tins, guess the name of the teddy.

**IMPORTANT TO REMEMBER**

If you are providing live music or selling alcohol – you will need to obtain a Temporary Event Notice (TEN) from your local authority.

If you are organising a collection you will need authority from the landowner – so for train stations and supermarkets there is often a central location where you can apply.

For street collections you need a licence from the local authority.

Not all events you organise will be covered by Dentaid insurance, especially if they are ‘high risk’. Please check by emailing info@dentaid.org with full details of the event.

Please do not do fundraising through Just Giving or Facebook as Dentaid does not have accounts with them and we may be unable to collect the money.

If you are volunteering with Dentaid abroad and you are fundraising to cover the cost of your trip, you must make sure that this is made clear to every donor.
Sponsorship

There are many ways to handle the donations you receive. We've included a sponsorship form that you can print off and ask sponsors to complete.

To make your fundraising go further ......................... just ask sponsors who are UK taxpayers to tick the Gift Aid box on the sponsorship form. This enables us to claim an extra 25p per £1 you donate at no extra cost to you. A £10 donation will be transformed into £12.50! This makes a huge difference and all you need is the sponsor’s name, postcode and a tick in the Gift Aid box.

CARD PAYMENTS
To make a card payment on-line visit www.dentaid.org/donate and click on the donate button.

CASH
Go to your nearest HSBC bank (any other bank will charge you). Fill in the paying in slip using our account details below.

CHEQUES
Make cheques payable to Dentaid and send them to our address below with a note of your name, address and fundraising event.

BANK TRANSFERS
You can make a BACS transfer from your account direct to our HSBC bank account using the account details below and put your name as a reference.

SPONSORSHIP AND GIFT AID FORMS
Please return these forms to Dentaid at the address below with a note of your name, address and fundraising event.

DENTAID BANK ACCOUNT DETAILS
Account name: Dentaid Ltd.
Account No: 81364146
Sortcode: 40-30-11
Branch Address: HSBC Bank, Llanfair Caerinion, Welshpool, SY21 0RL
(Please include your name as a reference in the payment)

DENTAID ADDRESS
116 Commercial Rd, Totton, Southampton SO40 3AD
Telephone: 01794 324249
Email: info@dentaid.org

PLEASE EMAIL FINANCE@DENTAID.ORG TO LET US KNOW WHEN YOU HAVE MADE A BANK TRANSFER, CARD DONATION OR DEPOSIT BY CASH OR CHEQUE.
A step by step guide to setting up an online donation page on Virgin Money Giving to fundraise for Dentaid

1. Click this unique link for Dentaid fundraisers:
   https://www.virginmoneygiving.com/fundraiser-portal/createFundraisingPage?
   charityResourceId=5cdf1478-3cf7-11e3-80f9-00237d37086c

2. Sign in page
   - Enter your email address, then click “Next”.
   - Enter your name and address.
   - Create a password for your account.
   - Click “Register”

3. What is your fundraising challenge?
   - Give your fundraising a title.
   - If you are taking part in an overseas trip put the name of your trip i.e. “Dentaid volunteer trip to Uganda.” If you are organising another fundraising event for your trip you can put information about this later in “your story”.
   - If you are taking part in a fundraising event put the name of the event i.e. “Dentaid Skydive”
   - Virgin Money Giving will then bring up a list of events already registered with similar titles. Ignore these!
   - Click “Doing something else?”

4. When are you doing it?
   - Enter the date of your event or the departure date of your trip.

5. Your charities
   - Click “No” to the question, “Have any of your charities contributed to the cost of your event?”

   - Tick the box to allow Dentaid to keep in touch with you. Don’t worry, we’ll keep your details securely and will only email you occasionally!

7. Your fundraising page is now live!

8. Upload your profile photos.
   - Upload a large banner photo for the top of your page. This should ideally be 1200 x 520 pixels. Dentaid have supplied a Dentaid banner photo at https://www.dentaid.org/dentaid-downloads/
   - Upload a small profile photo of yourself. This should ideally be 600 x 600 pixels.
9. Set your fundraising target.
   • For volunteer trips your target is usually the cost of the trip. Fundraising events will also have a minimum fundraising target.

10. Tell your story.
    • Write a paragraph about what you are doing for Dentaid and why you want to do it. Also add here details of how you will raise funds, your fundraising events etc.
    • Dentaid can supply some text about the charity for you to use on your page.
    • You can also upload some more photos here to show Dentaid’s work, the project you are visiting or your fundraising activity. You can add up to six photos. Dentaid have supplied some photos at https://www.dentaid.org/dentaid-downloads/

11. Send a personal thank you
    • Add a personal thank you message to your donors

12. Share your page
    • Your unique URL address for your fundraising page is shown at the top of your page. Copy this link and use it in your communications with your friends, family, colleagues and patients. You can share the link by email or add it to your email signature. You can also share your page on Facebook, Twitter and LinkedIn.

13. Thank you for choosing to support Dentaid.
Text for use by Dentaid fundraisers
Please use this text on fundraising pages and when promoting events.

General

Dentaid is a charity that improves oral health around the world. Sadly, there are 1.7 billion people in the world who are suffering from toothache and 70 per cent of the population doesn’t have access to a dentist.

Dentaid’s overseas work involves supporting dental professionals in some of the poorest and most remote communities in the world. Dentaid provides reconditioned dental equipment and portable surgeries which allows more patients to access dental treatment. The charity funds outreach clinics and send teams of volunteers to work alongside its dental partners running dental clinics in schools, orphanages, refugee camps, prisons and remote community buildings.

Oral health education is a key part of Dentaid’s work and the charity establishes toothbrushing programmes and promotes dental health everywhere they work. Dentaid’s UK programme also includes a BrightBites education package that is delivered at schools across the UK. By increasing knowledge of oral health and improving access to life-changing dental care, Dentaid makes a real difference with dentistry both overseas and in the UK.

For overseas volunteers:
As a Dentaid volunteer I’ll be working with local dental partners to run outreach clinics in schools, orphanages, prisons, slum areas and community buildings. We’ll be providing safe, free dental treatment for some of the poorest and most remote communities in the world. Each day our team will help hundreds of people out of dental pain. We’ll also be running oral health and toothbrushing programmes and working to promote dental health. Dentaid’s work continues all year round, providing equipment, sharing expertise and supporting projects that help people access life-changing dental care. Thanks to your support I’ll be part of an amazing team, improving access to safe dental care and making a difference with dentistry.

For UK fundraisers:
Dentaid works tirelessly to improve access to safe, sustainable care for people who are suffering due to a lack of dental treatment.
In the UK, the charity has a mobile dental unit that visits night shelters, day centres and soup kitchens providing free outreach dental care for homeless and vulnerable people. The mobile dental unit is run by teams of volunteer dental professionals who offer screening, emergency pain-relieving treatments and oral health advice for the most vulnerable people in our society.
A BIG THANK YOU

Thank you for your support and helping improve the world's oral health.

We raised...

£

This donation will bring smiles around the world.

Thank You!
In aid of

dentaid

Master poster (a word version can be downloaded from our website)

Heading 1  Calibri 16

Heading 2  Calibri 13

Main Text  Calibri 12

Do not forget to add an appealing photo or two – available to download from our website.
SPONSORSHIP FORM

Event: [ ] Date of Event: [ ] / [ ] / [ ] Participant: [ ]

Please include your FULL NAME, HOME address (with POSTCODE) and SIGNATURE or we cannot claim Gift Aid on your donation.

- If I have ticked the box headed ‘Gift Aid’, I 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 understand that if I pay less Income Tax / 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 the charity will reclaim 25p of tax on every £1 that I have given.
- If you are related to the participant in any way please include the letter "R" in the gift aid Column
- If you want to be kept informed about the work of Dentaid please tick the "Keep in touch" column – we will never share your information with a third party.

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TOTAL GIFT AID DONATIONS: £
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<th>Date paid</th>
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TOTAL DONATIONS RECEIVED: £
TOTAL GIFT AID DONATIONS: £
Dentaid Contact Details

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<tr>
<th>Fundraising</th>
<th><a href="mailto:Sue@dentaid.org">Sue@dentaid.org</a></th>
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<td></td>
<td><a href="mailto:info@dentaid.org">info@dentaid.org</a></td>
<td>01794 324249</td>
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<td>Communications</td>
<td><a href="mailto:jill@dentaid.org">jill@dentaid.org</a></td>
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<td><a href="mailto:jac@dentaid.org">jac@dentaid.org</a></td>
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<td></td>
<td><a href="mailto:emma@dentaid.org">emma@dentaid.org</a></td>
<td>01794 325142</td>
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<tr>
<td>General Enquiries</td>
<td><a href="mailto:info@dentaid.org">info@dentaid.org</a></td>
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Address: 116 Commercial Road, Southampton, Hampshire SO40 3AD

Website: www.dentaid.org

Facebook: dentaid.charity

Twitter: @dentaid_charity

Linked In: Dentaid-charity

Instagram: @dentaidcharity