



talking sense about sex

Fundraising pack

from the
sexual health charity, FPA

April 2012

Dear Friend

Thank you for requesting this fundraising pack.

We are delighted that you have chosen to raise funds for sexual health charity FPA. It is very much appreciated. Sexual health is a huge issue that affects everyone but it can be hard to talk about it with each other and with our children.

So whatever you can raise for us, a big amount or a small amount, we really will be very grateful. And we guarantee that every penny you raise will help make sure we continue to educate, inform and support tens of thousands of people across the UK every year.

In this pack you will find useful information about fundraising, how we can help you and how you can raise as much money as possible. If there is any other support we can give you, please don't hesitate to ask.

Thank you very much.

FPA Fundraising

Email: fundraising@fpa.org.uk

Why do it for sex?

Because in the UK:

- There are more than 400,000 new cases of sexually transmitted infections every year – most are completely avoidable.
- One in ten people aged 16–50 believes that having sex standing up stops a woman getting pregnant.
- We have the highest teenage birth and abortion rates in Western Europe – every year around 35,000 teenagers get pregnant.

With your help we can change this.

- People need greater knowledge, confidence and self-esteem so they can negotiate healthier relationships. You can help us achieve this.
- Young people need appropriate relationships and sex education so they can learn about their bodies, emotions and sexuality. You can help us achieve this.
- People of all ages need help conquering their embarrassment so they can talk confidently about sex and relationships. You can help us achieve this.

Without donations and grants none of this will happen.
That's why we need your support.

- **£25** could help us to answer three sexual health enquiries on anything from contraception to sexual dysfunction.
- **£50** could help pay for an education session for vulnerable young people on healthy relationships, self-esteem and confidence.
- **£250** could help us with our campaigning work – we are determined that everyone in the UK should have easy access to sexual health information and services.
- **£1,000** could help us research and develop innovative new resources like our award-winning *All About Us* DVD-ROM for people with learning disabilities.

More details of our work can be found at www.fpa.org.uk.

What we can do for you

Whatever you do, no matter how big or small, FPA will be there with you every step of the way. To help make your event a success we've some stuff we can give you for **free**. So if you need any of the following just email our fundraising team and we'll sort it out for you.

- Posters
- T-shirts
- Badges
- Pens
- Downloadable forms
- Collection tins
- Leaflets



Email: fundraising@fpa.org.uk

The kinds of things you could do for us

- A**
Auction something on e-bay
- B**
Barbeque party
Bring and buy sale
Bike race
- C**
Curry night
Car boot sale
Car wash
Carol singing
Collection box at work
- D**
Disco
Donations instead of birthday presents
Doughnut eating competition
Dress down day at work
- E**
Eighties night
Easter egg hunt
European football night
Eurovision song contest night
- F**
Frugal lunch
Football tournament
Fancy dress party
Fantasy casino evening
Food hamper raffle
- G**
Golfathon
Guess the baby photo
Guess how many ... competition
- H**
Hoopla
Hen night
- I**
Inter school/dept/branch quiz
- J**
Jumble sale
Jeans day at work
- K**
Karaoke night
Kids colouring competition
Knitathon
- L**
Leg wax (one for the men!)
- M**
Musical recital
Matched giving by employer
- N**
Naughty nineties party
Name the ... competition
- O**
Origami lessons
Orienteering race
- P**
Photography exhibition
Pub game
Pub crawl
Pogo stick hopathon
Plate painting
- Q**
Quizzes
- R**
Raffles
Rag week
Rock'n'roll night
- S**
Sponsored events
Summer ball
Silent meal
Speed chess competition
Swear box
- T**
Talent competition
Tombola stall
Trivial pursuit night
Tea and cake morning
- U**
Underwear party
- V**
Village fête
Victoria sponge making competition
- W**
Wine tasting evening
Win a bottle of champagne raffle
Wimbledon tennis party
- X**
X marks the spot (Treasure hunt)
- Y**
You think of it! Anything (legal) goes!
- Z**
Zzz ... sleep over

OK, what next?

- **Start as soon as possible**

Decide what you want to do and adopt a determined and well-planned approach to your fundraising. Carry a sponsorship form with you at all times. One we prepared earlier for you is on page 6.

- **Contact us**

Let us know what you are doing. We can help you right from the beginning. Email our fundraising team at fundraising@fpa.org.uk.

- **Get others to help**

Encourage family, friends and work colleagues to fundraise on your behalf.

- **Maximise the money you raise by setting a target**

Make a list of all your family, friends and colleagues as well as everyone else you know from sporting or social activities or people in other branches of your organisation. Decide how best to ask them to help you make more money. Don't forget to ask them for money either!

- **Make it easy for people to give**

Raise more money by making it easy for people to give. Use the paper sponsorship form for those who want to give you **cash** or **cheques**. Set up an online sponsorship page for those who want to pay by **card**.

- **Set up sponsorship online for free**

We have teamed up with justgiving.com so you can create an online sponsor form in minutes. And it's free!

Go to www.justgiving.com and click on 'make your page'. Follow the simple instructions and, when you get to the option, choose 'sexual health charity FPA' as the charity you are raising money for. Registration should take no more than a couple of minutes and then supporters will be able to donate safely and tax-effectively with a credit or debit card. We receive 100 per cent of the money at the end of each week, plus most of the gift-aided extra at the end of each month.

When you have set up a page please email us the link and we'll put it on www.fpa.org.uk to help you reach your personal fundraising target.

● Email auto-signature

Why not mention what you are doing at the bottom of your emails. Say something like 'I'm jumping for sex! I'm doing a parachute jump to raise money for the sexual health charity FPA'. In your email auto-signature, add the web link to your sponsorship form, so people can donate easily. Also add a link to the FPA website, so they know where the money's going. Email the fundraising team (see inside front cover) at FPA if you need help on how to do this.

● Face-to-face is best

It is more difficult for sponsors to say no if you are standing in front of them. If you can't meet them, send a letter, fax or email outlining your event.

● Run to the boss

At work, or through colleagues in other businesses, target managers who control budgets. Ask the boss if the company will match your donations pound for pound.

● Have a high profile

Contact your local newspaper or company newsletter and tell them about your fundraising activity. Our press and campaigns manager Rebecca is happy to help you with contacts. Call her on 020 7608 5240 or Email: press@fpa.org.uk.

● Email FPA

Our fundraising team will be happy to help and give you further advice and suggestions. Let us do the hard work for you. Email us at email.fundraising@fpa.org.uk.

● Tell us your story

We are really proud of you and, if you are happy with the idea, we'd love to tell everybody else how brilliant we think you are. So if you tell us your story, tell us what it was like raising money, tell us how you felt and share with us any photos you take. We can use what you send us in newsletters and other communications with FPA supporters.

Finally, **be proud** because without people like you, FPA wouldn't be able to help the millions of people in the UK who need us. It means a lot to us that you want to help.

Thank you.

Organising a collection

We do not actively encourage street collections as this can conflict with some of our planned activities. Some councils only give one licence to a particular charity during the year so we want to make sure that one generates the highest amount of money.

If you want to collect in the street please email our fundraising team at fundraising@fpa.org.uk to check your proposed collection date.

When organising a collection it is very important to abide by the law and by fundraising codes of practice.

You must ...

- Obtain written permission from your local authority to collect on public property. This involves contacting the licensing department of the council and filling in a form. You will then be issued with the licence. In many cases this process will be outlined on your local council's website. If necessary we can provide you with a letter of authority (contact our fundraising team).
- Be aware that the legal age for collecting money is 18 years in London, and 16 years elsewhere in the UK.
- Only use the sealed collecting tins provided by FPA.
- Make sure the tins you receive are numbered.
- Have two individuals present when the seals are broken and the money is counted.
- Bank the money on the same day if at all possible. If not possible, it must be secured over night and banked the following day.
- Return the collection tins, a cheque for the amount raised and the completed donation form from this pack to Fundraising, FPA, 23-28 Penn Street, London N1 5DL.

Money matters ...

To make sure the money you worked hard to raise reaches FPA, we suggest you bank all cash amounts into your bank or building society account and then:

- **Send a cheque**

Write a single cheque made payable to 'FPA' or the 'Family Planning Association' and send to:

Fundraising
FPA, 23-28 Penn Street
London N1 5DL

- **Pay through your bank**

With a bank transfer the money you have raised can go directly from your bank to ours. The details you will need for the transfer are:

Bank:	Co-operative Bank PLC
Account Name:	Family Planning Association
Sort code:	08-02-28
Account:	57003542

- **Pay online**

Pay in the money safely and securely online using JustGiving. Follow the link from www.fpa.org.uk/donate.

Remember, if you are working, your employer might support your fundraising efforts by 'matched funding'. This means whatever you raise they will double. Talk to your company's Personnel or Human Resources Department for more details of this.

Add an extra 20 per cent for nothing

You can Gift Aid the money you raise. Gift Aid is a Government scheme that will make the money you raise worth 20 per cent more to us at no extra cost to you. The only requirement is that the person who donates must have paid enough UK Income Tax and/or Capital Gains Tax to cover the amount that all charities and Community Amateur Sports Clubs that they donate to will reclaim for that tax year. Council tax and VAT do not count.

We've got a Gift Aid form on www.fpa.org.uk you can download. Just fill it in and send it back to us. Thank you.

Remember Gift Aid is very simple and costs you or the sponsor nothing. For example, if you raise £500 the final amount with Gift Aid jumps to **£625**.

We ran miles for sex!

“In October 2010 a team of athletic Birmingham medics, myself included, embarked on either a half marathon or a 10km run in aid of FPA.

It was a cold and long challenge and I can say personally that I felt that my lungs might collapse halfway through my race. But with lots of people cheering us on, and the finish line in sight, everybody completed their respective races in fantastic times. There were even some who achieved a personal best!

In total we raised £679 for FPA and the amazing work they do looking after the sexual health of the UK.

A special mention must go to Dan Edwards, Jon Stones and Tom Purchase who between them raised most of the money. I would also like to say a massive thank you to everyone who was involved and who sponsored us. I’ve seen where the money goes and I’m glad we were able to support the inspiring work of FPA.”

Sophie Lumley



Who you are helping

Alice's story ...

Alice has had a tough life. And she's only 17. Her family life was wrecked by alcohol. She grew up in various children's homes and foster families. Life has lacked structure, stability and reliable role models. Perhaps not surprisingly, Alice aspires to little and has embarked on a journey of binge drinking, drug taking and risky behaviour. When she is drunk she looks for love and affection through casual sexual relationships and she has little or no regard to her own wellbeing.

Life has dealt her a bad hand so far but FPA hasn't given up on her.

We've developed a partnership with homeless charities and visit the care homes and shared houses where Alice and her friends are staying. Our qualified staff talk about contraception and sexually transmitted infections (STIs). We tell them about sexual health clinics and encourage them to go. But we do much more than that. We cover issues like friendship, dealing with difficult emotions and the difference between healthy and unhealthy relationships. We work on improving self-esteem. Increased knowledge builds increased confidence and empowerment. And attending our workshops offers Alice and her friends a certificate that can act as a stepping stone to further learning.

Thanks to us, Alice is a different person. She went to a clinic and had a full screening for STIs. She felt empowered by the discussions she had with the nurses about contraception and felt that it was her human right to protect herself from an unwanted pregnancy. The improvement in her self-esteem is tangible. Her confidence has greatly improved and this is allowing her to build much better relationships for the first time with her peers and with professionals.

And what is really fantastic is that Alice wants to continue her learning. She is beginning to aspire to more.

By unlocking these life skills and talents – and providing the information needed to make better choices – **FPA offers a brighter future for Alice and her friends.**

You are helping people like Alice. Thank you!

Who you are helping

Samantha's story ...

Samantha was married for 20 years. Now aged 45 and divorced, she started a new relationship and decided to have tests for sexually transmitted infections before going any further. But **Samantha was very worried** about what it would involve and whether her GP would be informed about her visit.

Samantha is right to be concerned about her sexual health. Chlamydia is the most common sexually transmitted infection diagnosed and treated in the UK. Nearly 120,000 women in the UK were diagnosed with it last year. But seven out of ten women who have chlamydia don't have any symptoms at all, and if left untreated it can cause infertility or potentially life-threatening ectopic pregnancy.

Samantha called our confidential helpline. Our expert staff gave her all the information she needed, reassuring her that she should go to the sexual health clinic, that all tests are completely confidential and that her GP would not be informed.

We told Samantha that many women of her age go to sexual health clinics not because they are irresponsible, but because they do want to take responsibility for their health. **With our support she found the confidence to attend.**

If you need confidential help and advice on all aspects of sexual health, you can trust sexual health charity FPA.

www.fpa.org.uk

You are helping people like Samantha. Thank you!

Thanks again for choosing us. Good luck with your event. If there is anything we can do to help you, don't hesitate to contact our fundraising team. We'll be delighted to hear from you.

Email: fundraising@fpa.org.uk

The Family Planning Association is a registered charity, number 250187,
and a limited liability company registered in England, number 887632.

© FPA 2012



talking sense about sex

FPA
23-28 Penn Street
London |N1 5DL
Tel: 020 7608 5240
www.fpa.org.uk