



**citizens  
advice**

**North &  
West Kent**

# **Fundraising Pack for Schools and Youth Groups**

## Thank you for choosing Citizens Advice in North & West Kent



### **Who are we?**

#### **We help people find a way forward**

We can all face problems that seem complicated or intimidating. At Citizens Advice in North & West Kent we believe no one should have to face these problems without good quality, independent advice.

That's why we're here: to give people the knowledge and the confidence they need to find their way forward - whoever they are, and whatever their problem.

When we say we're for everyone, we mean it. People rely on us because we're independent and totally impartial.

#### **We give advice to millions of people**

We're part of a network of independent charities that offers free confidential advice online, over the phone, and in usual circumstances, in person, but because of the pandemic our face to face service is temporarily on hold. Despite the current restrictions we have worked hard to make sure we are up and running to help people during this difficult time.

Last year, Citizens Advice in North & West Kent helped 13,000 people with more than 30,000 separate issues including debt, homelessness, employment, benefit entitlements, immigration and family relationship issues.

#### **We campaign for our clients**

No one else sees so many people with so many different kinds of problems, and that gives us a unique insight into the challenges people are facing today.

With the right evidence, we can show big organisations – from companies right up to the government – how they can make things better for people.

We see how problems can be linked. By helping people with the underlying cause of their problems and making sure they don't get worse, we save the government and public services hundreds of millions of pounds every year.

To carry out our work we rely on fundraising and the support of the local community and this is why we need your help.

## Meet 16 year old Matthew



16 years old, Matthew is autistic and suffers from social phobia. Having autism and social phobia means that he experiences high levels of stress which makes it difficult for him to enjoy life to the full.

Because of Matthew's high needs, like needing a lot of specialist equipment, it's

essential that he receives some financial benefit from the government. Because Matthew has turned 16 he is expected to make the application for this support himself.

When the application forms arrived Matthew felt intimidated and afraid and his behaviour became very erratic. Matthew had to provide adequate evidence of his situation and he didn't know how to do this or what to say which made him feel very stressed so his Mum fought to make the application on his behalf.

Much to her surprise her application on Matthew's behalf was turned down not once but twice! The second time was at the start of lockdown when the family's morale was already low and she was devastated and felt at breaking point.

The next stage would be going to court to fight for the financial support Matthew desperately needed but Matthew would have to go too. Lisa knew that he couldn't endure the trauma of attending court and she was ready to give up.

It was at this point she contacted Citizens Advice in North & West Kent. One of the trained advisers helped her complete a fresh application. The application was successful and backdated to the time of the first claim. Lisa and Matthew were so relieved.

Matthew now has some money he can call his own and he is learning to budget. Most of all the whole family has peace of mind.

Lisa said "Without the help of Citizens Advice I would have given up and we wouldn't be here now. They have allowed us to breathe again. Citizens Advice has saved our lives and given Matthew hope of a brighter future."

**With your support we can help many more Matthews**

## Get involved

### Here are 5 great Covid safe fundraising ideas to help you

Fundraising is an amazing opportunity to engage the whole of your school community, it can be fun and everybody can get involved. COVID 19 may make some fundraising ideas off limits but there are still plenty of activities you can enjoy. Here are a few ideas.

#### 1. Health & Wellbeing Walk

All of us have found the recent crisis challenging and need to find ways that we can look after ourselves both physically and mentally. One very good way to do this is to enjoy a walk. It's a great way to enjoy the outdoors, and get some exercise. Why not rally up all the bubbles/groups in your school? You will not only be raising funds for a good cause but contributing to your health & wellbeing.

#### 2. Virtual Cooking lesson

Lots of us have enjoyed learning new skills from the comfort of our homes. Do you have a skill that you could share with others? It doesn't have to be cooking. You could think up your own fun class depending on the talents in your team, **or** you could invite a local celebrity to deliver the session for you. Create an online platform where you can demonstrate and share your skills with others. Ask people to register and pay to join the event using a fundraising giving page. (There is information on how to set up your giving page on p6 of this pack).

#### 3. Rainbow Run

The rainbow has become a symbol of hope for us all over these last few months. Drawings of rainbows have helped keep up everyone's spirits and it has been fun drawing and painting them. Why not hold a colour run in your bubbles/groups. Get as much colour as possible (all the colours of the rainbow) in your event. You can decorate your tee-shirts, colour your hair, make coloured flags, banners etc and ask your friends and families to sponsor you. There could be a small entry fee to join the run too.

#### 4. Virtual Open Mic Night

Invite people to showcase their talents at your very own open mic night. You could host an event where attendees can all join a group video meeting, and then virtually raise their hand to host the microphone. Give the evening a topic, bring together participants, and away you go! You could ask people to register by leaving a donation on your fundraising giving page.

#### 5. Virtual marathon

You can create a group marathon event or empower people to develop their own personal challenges. It doesn't have to be running. They could do a marathon live stream, marathon silence, marathon dance or anything else that they can complete from their own location.

## How your funds can help



Provide  
life-changing  
support to a  
family in need

Change a local  
policy to improve  
the lives of people  
in our community

Relieve someone  
from debt issues  
that are spiralling  
out of control

Give hope for the  
future to someone  
who is overwhelmed  
and ready to give up



Prevent someone  
from losing their  
home

## Fundraising Tips

### Keeping your event safe and legal

If you decide to put on an event it's important to think about any risks that could occur and think of ways to minimise those risks. This is called a risk assessment. Some events may need a special license for example a public raffle. It is also a good idea to find out whether your event and those involved are covered by insurance. You can find out more at this [link](#) or contact us for more information.

### Setting up a Virgin Giving Page

The quickest and easiest way to collect money is to set up a Fundraising giving page. Our preferred giving page is [Virgin Money Giving](#) but you can use a different one. You can find out how to set up your page [here](#) or contact us for support.

### How to promote your event

To ensure your fundraiser is a success you will want to promote it wherever you can. You can do this by circulating posters and fliers, setting up a Facebook page, sharing on Twitter and Instagram, writing a press release for your local newspaper or an article for your school newsletter. You can tag us in your social media posts

### Twitter @Canwk1 and [Facebook](#)

We can support you with balloons, tee-shirts, a copy of our logo and promote your event across our social media channels.

### How to pay in funds raised

You can pay in funds by

- setting up a Fundraising giving page
- by donating on our [website](#) (please use 'Schools' as reference)
- Sending a cheque made payable to CANWK
- By Bank transfer (please contact us for details)

**For help and support please contact our fundraising team.**

**Thank you for supporting  
Citizens Advice  
in North & West Kent**

**Please follow us on  
Facebook and Twitter**

For fundraising support please contact our fundraising team  
[Fundraising@nwkent.cab.org.uk](mailto:Fundraising@nwkent.cab.org.uk)

