

# GDA Fundraising Pack



Living confidently with  
deafness and hearing loss



Registered with  
**FUNDRAISING  
REGULATOR**

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# Welcome

Thank you for choosing to support GDA.

Your fundraising efforts will mean we can continue providing life-changing practical and emotional services and support to thousands of deaf, hard of hearing and deafened children, young people and adults living in Gloucestershire, Swindon and Wiltshire and South Gloucestershire.

We've put this pack together to help you get your fundraising off the ground and to help you make the most of your fundraising activity. We're sure you'll find everything you need in this pack but if not, please do get in touch with us on [fundraising@gda.org.uk](mailto:fundraising@gda.org.uk), text 07875 610860 or call 01452 372999.

However you choose to support us - whether it's running, walking, baking, crafting or swimming, the biggest heartfelt thanks from everyone at GDA. We can't do it without you.





# Getting started

By deciding you'd like to support GDA, you're already doing something amazing. Once you've decided what fundraising activity you'd like to do, follow these easy 'getting started' steps to help get things moving.

- Set a date - make sure you give yourself plenty of time to get your fundraising activity organised.
- Set up your fundraising online - we'd recommend using either JustGiving or Virgin Money Giving to create your page. Just search for us under 'Gloucestershire Deaf Association'. Or if you'd prefer, use our sponsorship form to collect your sponsorship.
- Let us know by emailing [event@gda.org.uk](mailto:event@gda.org.uk) - we'd love to support you along the way.
- Get planning - plan your fundraising activity to help you
- Let your family, friends and colleagues know what you're up to and invite them to get involved either by coming along or sponsoring you.
- Use your social media to spread the word - don't forget to use #TeamGDA so we can see what you're doing too.
- Use our template press release to share your story even further.



# Fundraising ideas

When it comes to fundraising ideas, the world is your oyster. There are hundreds of ways to fundraise for GDA - here's a few to get the ideas going...

- Do a run
- Host a cake sale
- Swim
- Jump out of a plane
- Do a jumble sale
- Host a danceathon
- Non-uniform day
- Do an auction
- Wax your legs
- Mini olympics
- Pamper night
- Climb a mountain
- Give up something
- Make and sell
- Host a quiz night
- Do a raffle draw
- Car wash
- Get on your bike
- Host a party
- Walk to work
- Football competition
- Bag packing

Whether you want to get active or do something a little less physical - we can support you to get your fundraising idea off the ground.



# How we can help you

We know how busy everyone's lives are - juggling work, children, homes and social lives is hectic enough and throwing a fundraising activity in to the mix can seem daunting. But fear not, we can be on hand to help through your fundraising journey.

Fundraising is extremely rewarding for you as well as the charity, so to ensure you get the most of your fundraising efforts we'll be with you every step of the way...

- If you want to fundraise but don't know where to start, we can help you come up with an idea to get the ball rolling.
- As well as having this Fundraising Pack available to guide you, we also have a range of other fundraising materials which you may find useful including posters, sponsorship forms and balloons.
- Let us know when you're planning your fundraising activity and we'll do our best to be with you to support and cheer you on the day.
- We can provide you with a GDA t-shirt to wear proudly on the day of your fundraising activity.
- If you're hosting an event we can help you make your event deaf-friendly, making it accessible to an even bigger audience.

If you'd like to chat to us about your fundraising ideas, get in touch with us on 01452 372999, text 07875 610860 and speak to our lovely Fundraising Manager - Sally Gillsepie or email [fundraising@gda.org.uk](mailto:fundraising@gda.org.uk).





# How you can help

Every penny you raise will enable GDA to continue supporting one of the most disadvantaged and isolated groups of people within our society. Here are some ways in which your efforts will help make a difference...

## £5

could help pay for a British Sign Language (BSL) user aged 50yrs and over to attend a monthly Lunch Club where they can enjoy meeting new friends and catching up with old pals while enjoying a delicious homecooked two-course meal courtesy of GDA's wonderful volunteers.

## £20

could help pay for one-to-one advocacy support for a deaf person to receive help with making phone calls, completing forms or writing letters.

## £100

could help pay for employment support for both a deaf person and an employer, helping them to ensure their environment is accessible to our deaf community.

## £10

could help pay for a deaf person to access our Transport Fund to enable them to attend social activities and services put on by GDA. Deafness can be extremely isolating so our Transport Fund allows us to keep people connected, who otherwise could become removed from society.

## £50

could help pay for GDA to run over 30 hearing-aid maintenance clinics across the county for NHS hearing-aid wearers to get their aids re-tubed and cleaned.

## £250

could help pay for a young deaf person to attend a weekend residential which gives them a chance to meet other young deaf people and challenge themselves in a safe environment.



# After your event

Firstly a massive well done and thank you for completing such an amazing effort in aid of GDA. You've done the hard work but what now??

Here's how to finish off your fundraising activity...

- Collect your sponsorship - if you've used our sponsorship form, why not drop a friendly reminder over to those who said they would sponsor you but haven't quite got round to it yet.
- Let your donors know how you got on - maybe drop them a little thank you email or letter to tell them your final amount raised, social media is a great way to spread your message.
- Send your sponsorship in to GDA, Colin Road, Barnwood, Gloucester, GL4 3JL - don't forget to include our 'Sending your Money in to GDA' form so we know who you are. Please DO NOT send cash in the post.
- If you do have cash to pay in, please arrange a BACS transfer instead to GDA's account: account number: 81488147 and sort-code: 40-22-09. Please remember to put your name as the reference.
- Send us your photos - we love to see what everyone has been up to.





# Extra information

We want you to enjoy your fundraising activity and to help ensure you do, we've put together a few tips to keep things fun and also you safe.

- If you feel a bit daunted at the idea of fundraising, don't worry - the best thing to do is break down your fundraising and aim to raise smaller amounts through different avenues, for instance £50 from a cake sale, £100 from sponsorship and £50 from a quiz night - you'll be surprised how quickly it will all add up.
- If you'd like to host a street collection to raise money please ensure you get the relevant permissions and licences beforehand. We can help you with this if required.
- GDA has a Small Lottery Licence to enable us to host raffle draws. If you're wishing to host a raffle, let us know and we can provide you with the necessary permission to do so under our licence.
- Stay safe - please don't carry out any fundraising activity that puts you or anyone else in danger or at risk.
- Take photos - we love seeing fundraising photos but please be sure to get permission from everyone involved before you share them.
- If you're interested in taking on a challenge like the Three Peaks Challenge or cycling London to Paris, have a look at our preferred challenge company, Charity Challenge to find your perfect challenge - [www.charitychallenge.com](http://www.charitychallenge.com)





# And a big thank you

Deafness is one of the most misunderstood conditions within our society. What many people don't understand about deafness is just how isolating it can be. Most will assume it is simply about not being able to hear, but in fact deafness is about the daily struggles a person has with communication and the heart-breaking effect that it has on a person's mental and physical wellbeing.

No-one deserves to live in a world of loneliness and isolation, and thanks to the support of people like you, and of course, the work of GDA, together, we are ensuring that no deaf person in our local community does.

So, all that's left to be said is THANK YOU. We cannot thank you enough for all your amazing efforts to support GDA. We do hope this won't be the end of our fundraising relationship together - if you'd like to know more about how you can get involved or other ways in which you can support GDA, please visit our website: [www.gda.org.uk](http://www.gda.org.uk).

