

# FUNDRAISING GUIDE



**Do something amazing...  
help us raise a voice for  
Deaf people in Gloucestershire**

# Why we need your help?

Gloucestershire Deaf Association (GDA) provides valuable support to D/deaf and hard of hearing children and adults across Gloucestershire.

Our aim is to create a society where deaf and hard of hearing people are included, rather than excluded.

## But we can't do it without your help.

Hearing loss is an invisible disability and so many people who experience deafness are often misunderstood and not given the chance to fulfil their potential. Did you know, for example, that people who are born Deaf are *seven times* more likely in adulthood to describe themselves as having a learning disability? That's not because they were born less clever; it's an acquired learning disability that results from poorer education. The special communication needs of hearing impaired children at school are too often not addressed adequately.

And imagine what it's like to lose your hearing in middle age or later life. We see the impact of that every day at GDA, people who were once confident and outgoing, now sidelined by employers, and even family and friends because face to face conversations have become embarrassingly difficult and telephone conversations all but impossible. We know human beings are social animals; strange that so many people think deaf people like to be on their own.

## Deafness isn't just about not being able to hear.

Being unable to communicate means not being able to do the tasks hearing people take for granted, such as calling for a medical appointment, visiting the bank, just asking for assistance. Have you ever wondered how a deaf person might ring for help in an emergency?

Through our youth clubs, lunch clubs and community clubs GDA empowers young and old with the confidence and practical support to take control of their lives. To be able to make decisions about matters which impact on them. To be able to contribute to society and not a forgotten number, and to be just as informed as everyone else.

Deaf and hard of hearing people marginalise themselves, and society marginalises them too. At GDA we work hard to bring them back into the conversation. We just need your help to ensure this happens.



# How your efforts will make a difference

Whether you raise £5 or £5,000 your support will be very much appreciated. It will enable us to continue helping the D/deaf and hard of hearing communities in Gloucestershire. Here's just some of the ways your efforts will help make a difference...

£5.50

could help pay for an elderly Deaf person to enjoy a GDA Lunch Club meal

£10

could help pay for a deaf child to attend a session of Cirencester's Deaf Club

£30

could help pay for one of our Outreach Workers to install hearing aid equipment to an elderly deaf or hard of hearing person

£56

could help pay for a deaf child and their family to enjoy a BSL assisted pantomime performance

£124

could help pay for a BSL interpreter to assist a deaf person with their appointments



# How you can help?

Supporting a charity close to your heart can be great fun. From holding a cake sale (who doesn't love cake!), to running a marathon, there's always lots of fun to be had. Whatever you choose to do we are here to support you.

We're sure you have your own great fundraising ideas but here's a few to get you started...

## Local events

- ★ **Have a clear out and hold a car boot sale** – one person's rubbish is another person's treasure as they say!
- ★ **Quiz night** – do your best Stephen Fry impression and test your friends and family's knowledge with a good old fashioned quiz. Don't forget to include a joker round to really boost your fundraising.
- ★ **Hold a sweepstake** – The Grand National and Wimbledon are great sporting events to get people involved in. Ask colleagues to get involved by 'buying' a team or sportsperson – the person with the winning player wins half the pot and the other half goes straight to your fundraising total.
- ★ **Raffle draws** – ask local businesses to donate prizes which you can then raffle off. Raffles are a great way to end a charity event like a quiz night.
- ★ **Do a sponsored event** – maybe a sponsored silence or if you're brave enough, give up chocolate for three months!



## Set yourself a challenge

Do something out of the ordinary... it doesn't matter what your challenge is, just challenge yourself to do something new. Maybe it's running a marathon or cycling London to Paris. There are hundreds of challenge events taking place across the year.

If you're not sure what challenge event you'd like to take part in, why not contact GDA to discuss your options? We can help you find the perfect challenge and set you on your way.



## Corporate support

If your company is looking to support a local charity, helping local people, look no further. GDA can provide you with as much support as you need to get the most out of your fundraising.

Corporate fundraising can provide as many benefits to the company as it can the charity. It's a great opportunity to encourage team building, whilst boosting team morale. It also offers great PR to the business within the local area.

- ★ **Team fundraising** – why not get a group of colleagues together and set yourselves a challenge? Perhaps doing the Three Peak challenge, cycling Land's End to John O'Groats or something further afield like trekking the Sahara Desert?
- ★ **Nominate GDA as your Charity of the Year** – Charity of the Year partnerships can bring so much to a charity, from raising much needed funds to allowing GDA to increase their profile amongst colleagues and business partners.
- ★ **Sponsor a GDA event** – throughout the year we hold a number of events from days out and fun activities to lunch clubs and Christmas parties. Any financial support your company can offer to put on the event would be most welcome, and also mean any donations we receive on the day will go straight to benefiting deaf and hard of hearing children and adults.
- ★ **Give As You Earn** – The most tax effective way of donating. If your salary or pension is paid via PAYE you can give directly from your pre-tax salary, so any money that would normally go to the taxman comes to GDA instead. Find out more at [www.cafonline.org](http://www.cafonline.org)
- ★ **Hold a dress down day** – charge everyone £1 for the privilege of coming into work in non-uniform for the day

## Donate your time

Supporting GDA doesn't have to just be about fundraising, we're always on the look out for enthusiastic volunteers to help out with various activities across the charity.

Ways in which volunteers can get involved:

- ★ **Street collections** – coming along with GDA to encourage members of the public to give generously.
- ★ **Helping out in the office** – we can always do with another pair of hands to help out in the office with the day-to-day running of the organisation

- ★ **Lending a hand at GDA events** – volunteers can really make an event. They're support on the day and in the lead up can make all the difference.
- ★ **Supporting GDA clubs** – many hands make light work and any support you can offer at our lunch or children's club will be most welcome.
- ★ **Get decorating** – we are extremely proud of our community centre in Barnwood. To ensure it is remains a hub for our local deaf communities, it is imperative it remains in tip-top condition.

Whatever time you can spare, whether it's just one hour a week or three days we'd love to hear from you.

## Remembering GDA with a gift in your

Remembering GDA with a gift in your Will will leave a lasting legacy.

Of course you should make sure loved ones are provided for first and foremost, but if you are able to consider GDA with a gift, no matter how large or small, you will be helping to ensure GDA can continue supporting hearing impaired people

For more information about including GDA in your Will please contact us on 01452 372999 to request our Legacy Guide.



## What to do afterwards?

### Paying in your money

- ★ If you have used an online fundraising page, don't worry we will receive the money you've raised directly from JustGiving.
- ★ Please make cheques payable to *'Gloucestershire Deaf Association'* and return to us at *GDA, Colin Road, Barnwood, Gloucester, GL4 3JL.*
- ★ If you would like to make a bank transfer please contact us to get our bank account details.



### Once you've finished your fundraising event

Get in touch with us to let us know how you got on. We always love to hear what our wonderful supporters have been up to.

## Handy tips

- ★ **Two heads are better than one** – everyone leads busy lives so the more people you can recruit to help with your fundraising events, the better.
- ★ **Tell us about it** – we're more than happy to help with any preparations.
- ★ **Use online fundraising pages** – JustGiving is a secure and safe way of collecting your sponsorship and donations. Visit [www.justgiving.com/gda](http://www.justgiving.com/gda) to find out how you can create your own page
- ★ **Matched Funding** – does your company offer matched funding? If so, you could potentially double your fundraising efforts in no time!
- ★ **Make some noise** – use Facebook and Twitter to promote your event, or why not contact your local press.
- ★ **Capture the moment** – don't forget to take a few photos of all the fun
- ★ **Keep asking** – don't be afraid to ask local businesses to support your fundraising. They might be willing to donate raffle prizes or perhaps make a donation.
- ★ **Have a back-up plan** – we all know what the good old British weather is like, so if you're planning anything outdoors make sure you have a plan B in place!
- ★ **Giftaid it** – at no extra cost to your donors you can raise an extra 25p for every £1 you raise. Ask us for a Giftaid form or download it from our website [www.glosdeaf.org.uk](http://www.glosdeaf.org.uk)
- ★ **Make sure you follow the rules** – don't forget to check if you'll need a licence for any part of your fundraising.
- ★ **Stay safe** – children should be supervised at all times, equipment checked beforehand and food prepared properly and safely.
- ★ **Say thank you** – sending a thank you note is a great way letting your supporters know how you got on at the same time as thanking them for all their hard work too.

## One last thing...

We are extremely grateful to anyone who chooses to support GDA. Without the support of people like you, we simply cannot continue helping deaf and hard of hearing people in Gloucestershire.

As part of our commitment to our supporters we will offer as much support as you want. Whether it's simply being a sound board for your idea or providing advice on how to get something started, we're here to help.

**You've taken the biggest step by deciding you want to support a charity close to you heart – the rest is the best bit!**

Find us on:



[www.glosdeaf.org.uk](http://www.glosdeaf.org.uk)