



**tender**  
acting for healthy relationships



Tender Education and Arts

# Community Fundraising Pack

**Help to end domestic and sexual violence  
in the lives of children and young people.**



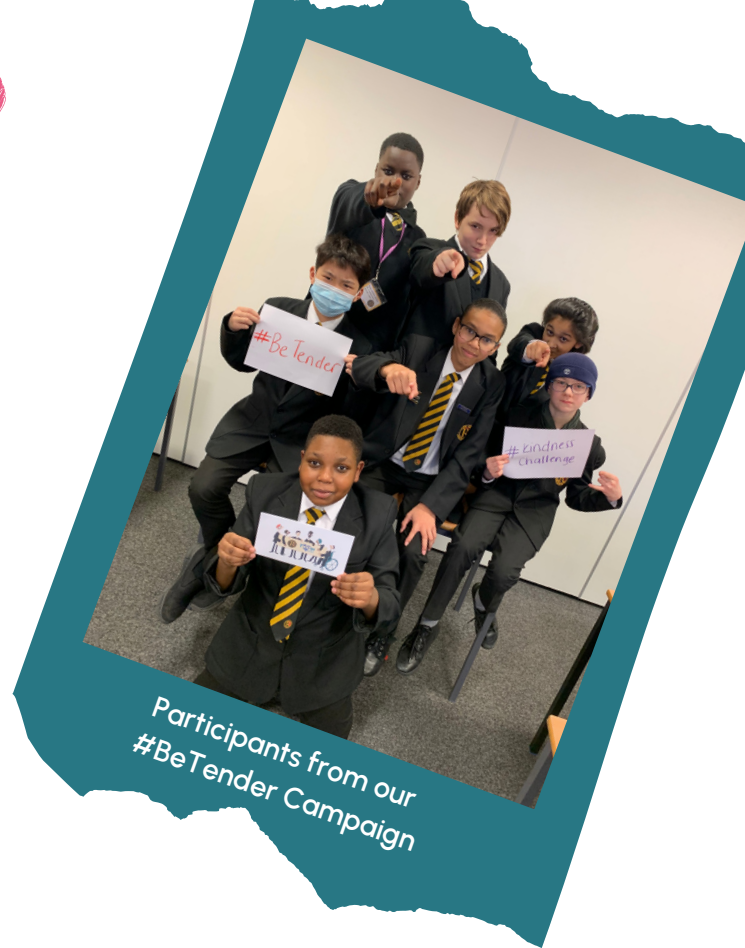
# Thank You!

First of all, thank you for fundraising for Tender!

As a registered charity, we rely on incredible people like you to help us achieve our mission of preventing domestic abuse and sexual violence.

Fundraising for a charity is an tremendous undertaking, and we are so grateful that you want to fundraise for us.

Thank you!



## Why fundraise for Tender?



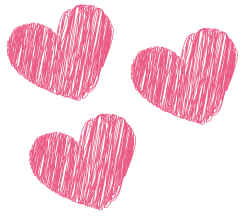
Unfortunately, young people aged 16-25 are the group most likely to experience an abusive relationship\*. A 2021 Ofsted rapid review revealed that peer-on-peer abuse is widespread in UK schools/colleges and that students do not trust staff to tackle or teach about these issues.

Tender exists to change that. We work with children, young people and the adults who support them to help them learn about healthy and unhealthy relationships in a playful, creative way.

By fundraising for Tender, you are helping us to put an end to domestic abuse and sexual violence amongst young people.

\*ONS

# What your fundraising can do



£10

could support one young person to learn about the early warning signs of abuse and how to seek support if they encounter it (through our two-day Healthy Relationships project).

£25

could enable one teacher to learn about domestic and sexual violence awareness, and how it can manifest in the lives of young people.

£50

could provide materials for 25 children and young people to participate in a Healthy Relationships project.

£1,000

could support a 'Play Day' where staff and facilitators develop new activities for our programmes which meet children and young people's needs right now.

£2,200

could fund an entire 2-day Healthy Relationships Programme for up to 145 secondary-aged children, where they will learn about the early warning signs of abuse and how to seek/signpost support if they or someone they know encounters abuse.

# Contents

We recommend you read through all of the below before you start fundraising. If you want to go back to anything later, just click the headings.



Important things to consider

Choose your fundraising activity

How to set up a JustGiving page

Gathering supporters

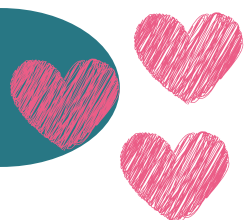
The ready to launch checklist!

Running a campaign

Finishing up checklist

Thank you (again!)

Additional resources



# Important things to consider

Before you start fundraising, it's important to make sure your activity and fundraising efforts are **safe, legal and considerate of others**.

Tender refuses funds raised from any illegal activities, any activities which compromise the health and safety of the Fundraiser, Donors, general public or anyone else, and any activities which do not align with our charitable objects, mission and the best interests of our beneficiaries.

Tender cannot accept responsibility for a Fundraiser's events or anyone who participates in them.

It is the responsibility of Fundraisers to ensure that all activity and handling of data complies with the [Data Protection Act 2018](#).

Fundraisers are responsible for ensuring they have the appropriate insurance, licenses and permissions for any activity they are carrying out for community fundraising for Tender. This includes permissions for trading, selling alcohol or preparing and selling food as applicable.

Please ensure that on any communications you state that you are fundraising 'in aid of' Tender and not 'on behalf of' Tender.

For lotteries, prize competitions and free draws guidance, please visit [the Gambling Commission website](#).

If you have any questions, please contact Anna at [anna@tender.org.uk](mailto:anna@tender.org.uk).





# Important things to consider: Children & young people fundraisers

As a charity that empowers children and young people to use their voices to make change, we are aware how important it is for children and young people to take part in fundraising in a safe, legal, enjoyable way. Because of this we have some rules:

- **Anyone fundraising in aid of Tender who is under 18 must have permission from their parent/guardian.**
- **The parent/guardian should own the account for the fundraising page and manage the all the finances of the campaign.**
- **Tender may request confirmation of the parent or guardian's permission before accepting Funds from fundraising by anyone who is under 18.**

Please note that children and young people cannot carry out fundraising via:

- Street and house-to-house collections
- Lotteries
- Raffles
- Events involving alcohol.

All fundraising activities in aid of Tender must keep to any relevant age limits set by law.

For any photographs, you must have permission before taking or publishing photos of children. If the child is over 13, they can give this permission themselves. If they are under 13, permission must be obtained from a parent or guardian.



# Choose your fundraising activity

Get creative and think about what you might do to fundraise for Tender.



- A theatrical performance
- A gaming activity
- A marathon
- A bake sale
- A badminton tournament
- A gardening class
- A make-up tutorial
- A sports day
- A crafting workshop
- A movie marathon
- An open mic night
- A coffee morning
- A quiz
- A board game tournament
- A silent disco
- A sponsored swim
- A knitting challenge
- A walk
- A talent show
- A karaoke night
- A toy duck race
- A football match
- A sponsored silence
- A bingo night
- Something brand new

## Key things to consider



When?

Where?

Any costs?

Is it safe?

# How to set up a JustGiving page

1

Visit [Tender's JustGiving page](#) and click 'Fundraise for us'.

2

Set up a JustGiving account or sign in to your account.

3

Select which fundraising activity you are doing and fill in the form with key details about your fundraising plans.

4

Populate your fundraising page with pictures, captions and a description!



# Gathering supporters



To run a successful fundraising campaign, it is essential to think about the people you want to engage along the way. So who could this be? It's can be helpful to think of people you already know - people who support you, people who have similar interests to you and would be excited to hear that you are fundraising. Your supporters could be:

Family Members   Neighbours  
Friends   Work colleagues  
People in your community

Make a list of potential supporters and ensure you have permissions to contact them. See our GDPR policy for more information.

## Preparation, preparation, preparation

Once you've gathered a list of supporters, it's a good idea to make a communications plan. Think about when you'll contact your supporters and then prepare some communications in advance. Whether by email, text or social media post, get your supporters excited about your fundraising!

**Please ensure that on any communications you state that you are fundraising 'in aid of' Tender and not "on behalf of" Tender.**

You can write your own, or if you would like some help, check out the [\*\*Additional Resources\*\*](#) at the end of this pack which includes draft emails and social media posts to get you started.



# The ready to launch checklist!

Tick each activity off before you officially launch your campaign!

Have you...

- Read the 'Important things to consider' pages and made sure your activity meets this criteria?
- Decided your fundraising activity?
- Gathered a list of supporters?
- Prepared some communications and social media content for your supporters?
- Finished preparations for your fundraising activity?
- Set up your JustGiving page?



**Congratulations!**  
**You are ready to launch.**

Alongside your fundraising activity, you'll need to run the fundraising campaign to encourage donations and keep your supporters updated!

## Launch your campaign with a buzz

Create a buzz about the start of your campaign by scheduling social media updates in the run-up to launching.

## Update your supporters at regular intervals throughout

This could be every week, every 2 days, or throughout 1 day, depending on the length of your fundraising activity.

## Make small adjustments as you learn

Maybe you want to extend your campaign? Maybe you already exceeded your target?

It's okay to make small adjustments as you learn through the campaign, just be sure to let your supporters know!

## Carry out your fundraising activity (and take photos!)

Make sure to take loads of photographs (if you are comfortable), and to create content that shows people what you have done to raise funds. Share your challenges, what you enjoyed and let everyone know when it finishes!

## Check in with yourself

Make sure to take breaks, catch up with friends or family and have some time to relax.

## Build momentum towards the end of your campaign

Let people know there's only a limited amount of time to donate! Sometimes urgency can lead to a rise in donations.



## Finishing up checklist

You've done it! You've completed your fundraising activity, you've hit your target (or near it, or well over it!), you've thanked your supporters and now...it's over.

But not quite! Don't forget there are a couple finishing up jobs to do before everything is complete.

Have you...

- Closed your JustGiving page?
- Checked all your supporters have been thanked?
- Completed any finishing duties to do with your fundraising activity? For example, did you thank the venue? Did you clean up all those cakes?
- Let your supporters know that everything has finished, perhaps via social media or email?
- Let Anna at Tender ([anna@tender.org.uk](mailto:anna@tender.org.uk)) know that your fundraising activity has finished, and what the total you raised was?
- Taken some time to pat yourself on the back? It's well deserved!

**Congratulations! You are finished!**

We can't say it enough - thank you!  
Thank you for taking the time to help us  
put an end to domestic abuse and  
sexual violence amongst young people.  
You are helping us to deliver vital work to  
schools across the country, making a  
major difference in at least 30,000  
children and young people's lives each  
year.

Thank you.



## Don't go just yet!



We would love to keep you updated on our work in  
the weeks and months ahead, as we see the impact  
of your contribution.

If you'd like to sign up to our newsletter, click [here](#).

If you'd like to follow us on social media, you can find  
us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and  
[YouTube](#).

Be sure to keep up to date with our [blog](#), which has  
contributions from our Youth Board, recruitment  
news and more.

And if you'd like to email us directly, the emails to  
contact are:

[home@tender.org.uk](mailto:home@tender.org.uk) for general enquiries

[anna@tender.org.uk](mailto:anna@tender.org.uk) for fundraising enquiries



The below resources are here to help you to begin with, but your supporters will appreciate communications that sound like you, relate to your challenge and make them feel personally appreciated.

**Please ensure that on any communications you state that you are fundraising 'in aid of' Tender and not 'on behalf of' Tender.**

## Example Email to Supporters

Subject Line: [A question, see below]

Dear [Supporter name],

[A Question, for example, "Will you eat cake to make a difference?"]

On the [Date] at [Time], I will be [Your Fundraising Activity] for charity.

I am fundraising in aid of Tender, a charity that works with children and young people to prevent domestic and sexual violence through creative workshops. They help young people to learn about the early warning signs of unhealthy relationships and how to seek and signpost for support if they, or someone they know, encounters abuse.

The reason I have chosen to fundraise in aid of Tender is [your reason, for example, 'because 16-25 year olds are the age group most likely to experience an abusive relationship, and so I think it's really important young people have awareness about these issues.'].]

I would be very grateful for any support you are able to give.

- You can support my fundraiser by visiting my JustGiving page here: [link to JustGiving page]
- If donating is not for you right now, perhaps you could help another way – for example, by sharing it on social media or telling someone you know about it.

Thank you for reading!

Yours sincerely,

[Your name]

## Example tweets

On the [date] at [time], I will be [your fundraising activity] in aid of @TenderUK, a charity that works with children and young people to prevent domestic and sexual violence through creative workshops. You can support my fundraiser here:  
[JustGiving page link]

It takes just 2 minutes to donate to my fundraiser in aid of @TenderUK! They work with children and young people to prevent domestic and sexual violence through creative workshops. Find out more here:  
[JustGiving page link]

## Example Facebook post

[A question, for example, 'Will you eat cake to make a difference?']

On the [date] at [time], I will be [your fundraising activity] in aid of @TenderEducationArts, a charity that works with children and young people to prevent domestic and sexual violence through creative workshops. They help young people to learn about healthy and unhealthy relationships, the early warning signs of unhealthy relationships and how to seek and signpost for support if they, or someone they know, encounters abuse.

There are a number of ways you can support!

Donate via my JustGiving link below, or share this post to spread the word.

## Example Instagram caption

On the [date] at [time], I will be [your fundraising activity] in aid of @TenderUK, a charity that works with children and young people to prevent domestic and sexual violence through creative workshops. You can find out more and support by following the link in my bio!



# tender

acting for healthy relationships

Resource for London,  
356 Holloway Road,  
London,  
N7 6PA

T: 0207 697 4277

E: [home@tender.org.uk](mailto:home@tender.org.uk)

Registered Charity Number: 1100214

