



FIRST DAYS
CHILDREN'S CHARITY

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FUNDRAISING PACK

www.firstdays.net

 'First Days Charity'

 @FirstDays_

Registered Charity in England & Wales 1157855

Fundraising Pack

Every child deserves the same start in life

A child's early years are an anxious and expensive time for many parents. Research* shows that on average new parents face a £9,152 bill during the first twelve months of their new baby's life, taking into account expenditure on equipment such as buggies, cots and prams etc.

The parents that First Days helps find themselves struggling to afford the basics for their children for a variety of reasons, from redundancy to ill health, to domestic abuse or sheer bad luck. Many of the families we work with are in employment, but find that their wages simply can't stretch to covering increased living costs as well as the needs of growing children. Austerity measures and pay caps mean that we have seen a dramatic increase in the number of families we help, with referrals in a single month rising from as low as 10 in 2015 to over 150 in 2017.

The work that our fundraisers and supporters do allows First Days to make a real difference to the lives of young children across Berkshire and beyond and give them the best possible start in life.



**Thank you for choosing
to support First Days,
and the lives of local children.**

*Annual report from the UK's largest friendly society, LV-
(research by The Centre for Economics and Business Research).

What we do

First Days takes donated clothes, equipment and toys for newborn to seven year old children and redistributes these items to families living in poverty in Berkshire and beyond.

With no means testing, families are referred to us via professionals working with families such as health visitors, midwives, social workers or schools. This not only ensures that our help is going to families that need it, but also gives these hard working professionals a positive way to help the families they work with and advise. We also have links with other charities that support struggling families, such as HomeStart and Foodbank's.

A referral could ask for anything from a single stairgate to a whole new baby set, including pushchair, nappies, clothes, steriliser, one of our Scandinavian style 'baby boxes' and more.

"Many thanks for the kind donation you provided to me. It enabled a child with self confidence issues to start school in a more positive frame of mind, yesterday. Our whole team has really valued your swift and efficient response to our requests for assistance and it has made all the difference to many families we work with" - Family Worker

STORY: Abby* was married with five children aged 1 to 7 years. Her husband had been working and they had a nice home, but when Abby became seriously ill he had to give up work to care for her and the children. They had to move into a cheaper home and had none of the furniture they needed for their children - four children were sharing one single mattress. First Days was able to provide the family with new beds for each of the children, along with mattresses, bedding, clothing and toys.

How will we use your money?

Whilst most of the items First Days gives to struggling families come from the donations we receive, there are things that we need to buy brand new. With no government or statutory funding, we rely on the efforts of fundraisers like you to enable us provide children with mattresses, car seats, nappies and the like.

We also require funds to enable us to store donations and put referrals together quickly and efficiently, especially as we receive a large number of urgent referrals. We currently have to cap the number of referrals that we are able to accept each month at 75 as we simply don't have the resources to fulfil any more. We know from our data that this is less than half the number of children who currently need our help each month.

There are also a number of special projects that we are fundraising for, including:

- Supporting families with school uniforms in September
- Providing gifts for children who would otherwise receive nothing at Christmas
- A delivery service to help improve the efficiency of our referrals Support services to help parents reduce feelings of isolation and encourage peer support



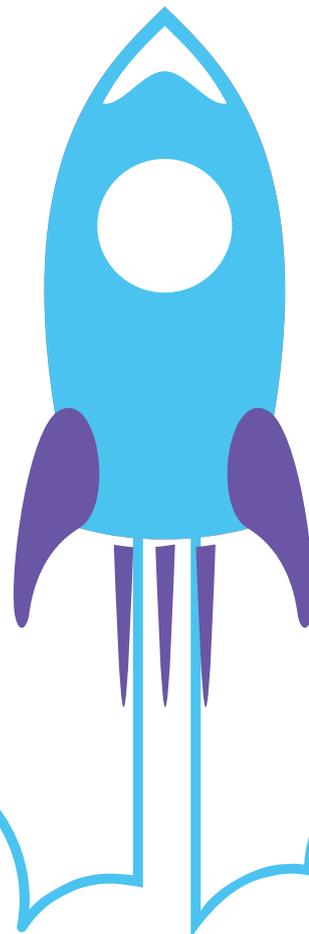
How can you help?

If you, your office, school, friends, church or sports club are interested in fundraising for First Days we are here to help you make the most of whatever you are doing - from cake toppers and posters for a bake sale to event t-shirts and a sympathetic ear for a major challenge. Get involved and help us give all children the same start in life.

Where do I start?

Firstly, decide what you'd like to do to help, either as an individual, or within your school, club, church, workplace or similar group. Over the next few pages we have listed some of our most popular events and fundraising ideas to get you started. We've marked them to show what's most suitable different groups so you can easily see what works best for you:

- F** FAMILIES
- S** SCHOOLS
- O** OFFICES
- C** CLUBS/SOCIETIES
- I** INDIVIDUALS



What next?

Once you have decided what you're doing, contact us to let us know what's going on. You can call the office on **0118 921 9338** or email **challenge@firstdays.net**. We'll want to know a few details, including what you're doing, when and where. This will make sure we provide you with all the information you need, answer any questions we may have from third parties, and promote your excellent work on our social media pages.

Anything else?

We'll send you further details once you have registered your event with us, including any promotional material you may need, plus hints and tips to make your fundraising a success. If you want help at the planning stage, please feel free to contact us and we can point you in the right direction wherever possible.

If you have any fundraising ideas of your own we'd love to hear about them.

"I just wanted to say thanks to you all for making a very special day for all in the family I am currently supporting. In the words of the 3 year old "it's the best day ever and she's alive" (in my life). Absolutely heart melting. I wish I could have recorded the response. I seriously couldn't do it without you guys" - Family Worker

STORY: Heather* lived in a traveller community. When she found herself pregnant at 15 and refused to marry the baby's father she found herself ostracised from her family and community and facing life alone with her baby. First Days was able to provide her with the items she needed to care for her baby and provide the pair of them with the best possible start to their life together.

Quick and Easy

Easyfundraising **F** **I**

Do you shop online? Sign up with online site www.easyfundraising.org.uk or download their app and you can raise money for First Days every time you make a purchase through sites like Amazon, Expedia, John Lewis and many many more. They even have their own price comparison service for insurance, and there's a handy 'remind me' button you can add on your PC.

Bucket Collection **O** **C**

If you have a work reception desk, cafeteria or other prominent place that we could place one of our pink collecting tins, or an event where it may be possible to do a one off bucket collection this is often an easy way to raise money, especially if it's in a spot where people have loose change to hand.

Charity of the Year **S** **O** **C**

Does your workplace, school, place of worship or sports/social club have a nominated Charity of the Year? Nominating First Days for this honour is a great way to help us generate much needed financial contributions, and to help us raise our profile with more local people and families. We are happy to help with any paperwork that may need to be completed.

Christmas Cards & Secret Santa **F** **S** **O** **I**

Do you dread the annual slog of writing Christmas cards to far flung friends and relatives? Why not donate the money you would have spent on Christmas cards to First Days. As a thank you, we'll send you an e-card that you can forward on via email, or post on social media to let your friends know that you've given to us instead.

Similarly, rather than giving and receiving novelty gifts as part of an office Secret Santa, why not take the stress out of the season and suggest that everyone simply gives their £5 or £10 to a collection for First Days.



Quick and Easy (continued)



Regular giving **F** **I**

As a charity, having a regular income every month is important to us. It helps provide us with stability and gives us the chance to plan our activities and services more accurately. If you are able to afford a set amount each month that you can give to us, whatever the size, it can make a huge difference. Many employers have 'Give as you Earn' programmes set up, allowing donations to come straight to us via your company payroll - please check with your HR department and ask them to contact us if First Days doesn't show on their chosen system.

Alternatively, it's quick and easy to set up a monthly donation (or to make a one off gift) via Local Giving.

Simply follow this link: <https://localgiving.org/charity/firstdays/>

Shop with us **F**

First Days has a Boutique shop in Crowthorne High Street, selling clothing and toys for newborn to 7 year olds. We are lucky to receive a huge number of high quality donations from our supporters and any excess stock that we have, including many designer and upmarket brands, we sell in the boutique, with all the profit being used to help our work supporting local children in poverty. We also hold Warehouse Sales at our Woodley head office approximately once a quarter, with bargain pushchairs, furniture, toys and other equipment to be found.

STORY: Anya* was a university student who found herself unexpectedly pregnant. With no family support she initially planned for her baby to be adopted but found that she was unable to say goodbye. Anya decided to raise the baby herself, but still wanted to continue with her studies. First Days was able to provide Anya with the items she needed to look after her baby herself to give her the best chance of achieving her dream.

Fun for all

Bake Sales **S O C**

Everyone loves cakes and biscuits! Whether it's a regular bake sale or your own version of Bake Off we have packs available to help you put on a successful event. Including recipes, posters, certificate, edible cake toppers and a DIY paper bunting guide, we can post a pack out to you and it'll be **Ready, Steady, BAKE!**

Retro board games night **S O C**

Fancy getting a group together and going back to your childhood? First Days has a pack of your favourite childhood games available for loan so you can host your own games night. Including Mousetrap, Operation and Kerplunk, this is a fantastic fundraising event for both kids and grownups (who are still big kids at heart!).

Seasonal Celebrations **S O C**

People love to celebrate special times of the year. Holding an Easter Egg Hunt, Summer BBQ, Hallowe'en party, Diwali or Bonfire Night fireworks or Christmas Carol Concert are all great ideas. There's no need to stick to the more obvious events either. Why not hold lunchtime apple-bobbing contests, a conker tournament, sunflower growing contest or mince pie taste test?

Get sponsored! **F S O I C**

Sponsored events don't always require special training. If you're naturally outgoing and chatty, why not do a sponsored silence, or Chocoholics could go without their favourite sweet snack for a week or a month. Dying your hair or your beard an outrageous colour, or shaving your head altogether, take bravery but no special training.

I have gone through your website for the third time today. The work you do is inspirational - I am inspired by you! Thank you so much on behalf of all children you reach out to, we really are grateful - Family Worker

Push yourself

The thrill and exhilaration that come from pushing yourself and achieving what you once thought was impossible is amazing. Knowing that you are helping make young lives better at the same time takes the achievement to another level.

Whether you are an experienced athlete or someone who wants to take on your first challenge we will be with you every step of the way, with fundraising and training advice available from our experienced staff.



RUNNING



WALKING



CYCLING

Reading Half Marathon



Distance: **13.1 miles**

Date: **Sunday 18th March 2018**

Golden Bond Registration Fee: **£20**

Fundraising Target: **£200**

4millionsteps



(South Downs)

Distance:

10km/25km/35km/45km/60km

Date: **12th May 2018**

Registration Fee: **£20 - £30**

Fundraising Target: **£200 - £300**

(depending on distance)

RideLondon-Surrey



Distance: **100 miles**

Date: **29th July 2018**

Registration Fee: **£20**

Fundraising Target: **£450**

Thames Path Challenge



(Putney Bridge to Henley)

Distance: **25km/50km/100km**

Date: **September 2018** (exact date TBC)

Registration Fee: **£40 - £70***

Fundraising Target*: **£150 - £395***

(*Based on 2017. Exact amounts may vary for 2018)

Fancy something different?



We are proud to be a

Charity Partner of Discover Adventure

(www.discoveradventure.com) who run challenges from a marathon walk around London to cycling across India.

Have your own race or challenge event booked already? If you'd like to fundraise for First Days we'd love to help you make the most of your race, and will provide you with a First Days top for the event, plus help and support with fundraising. We've had fundraisers take part in all sorts of events, from marathons to Tough Mudder's in the past.

Getting word out



Once you've decided what you're doing, you'll need to get word out about your efforts, especially if you are holding an event or being sponsored for something.

The best place to start is with people you know. Tell friends, family, colleagues and members of any clubs or societies that you belong to what you're doing and why. This can be in person, through posters (ask your workplace, office, church etc if you can put posters up there), via email, on intranet sites or via social media. Don't forget to include any sponsorship or event page links and don't be afraid to remind people about what you're doing more than once.

Make sure any information you send out also includes details of what First Days does and why you think it's important. We can help you with wording if you are struggling to find just the right thing to say.

First Days has a number of promotional materials available to download if you need them, including our logo, posters and photos. If you are holding a bigger event and need to use items such as our pop-up or PVC banners or collection buckets, or would like use of our retro games set, please let us know.

Coverage in local print, TV or radio press is also fantastic exposure for both First Days and the group, school or company supporting us. If you think your fundraising event or challenge is newsworthy, please either call (0118 921 9338) or email (challenge@firstdays.net) the office and we can send out further details and sample press releases to help get your efforts featured in local media.

Please also remember to send details of what you're up to and photos of any participants to First Days before and after the event. We love to share the efforts of our fundraisers with our supporters and those who refer families to us. It gives us a chance to say thank you and may hopefully inspire more people to get fundraising.

Useful Information and Contact Details

Telephone: **0118 921 9338**

Email: **challenge@firstdays.net**

Website: **www.firstdays.net**

Facebook: **FirstDaysCharity**

Twitter: **@firstdays_**

Address:

First Days

Hawkhurst House

Headley Road East

Woodley

RG5 4SN



FIRST DAYS
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Registered charity number: 1157855

£5 can provide a waterproof mattress protector

£10 can provide a family with nappies for 2 weeks

£20 can provide a new bedding set

£30 can supply a newborn baby box and toiletries

£40 can buy a toddler car seat

£50 can buy a new single mattress for a toddler