



Accessible Arts & Media Fundraising Pack



www.aamedia.org.uk

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We deliver over
1,000 creative
learning sessions
every year.



Thanks very much for deciding to fundraise for Accessible Arts & Media and becoming one of our fundraising heroes!



About Accesible Arts and Media

We've been running arts and creative media learning projects in and around York since 1982. We believe that everyone can learn, everyone can be creative and everyone can play a part in their local community. They just need the right support, and that's where we come in.

A lot of different people take part in our projects. From disabled adults and young people, to older people in residential care and people with mental health problems. The people who come to our sessions often face difficulty with everyday activities and can end up feeling isolated and cut off.

Taking part in our projects helps them:

- learn new skills that they can transfer to other parts of their lives, including education, training and employment;
- learn to work and communicate with other people, making new friends along the way;
- explore and connect with the world around them, in a safe, supportive, fun environment;
- grow the confidence to have more of a say in the things that matter to them;
- contribute to their local community through workshops, exhibitions, performances and film commissions;
- feel happier and healthier – being creative, socialising and having fun makes you feel better.

All our activities are tailored to the individual, supporting everyone to take part in the way that suits them best. We level the playing field by providing everyone with the support and space they need to have an equal say. And we make sure that everyone has a lot of fun along the way!

We want to see an inclusive society, where everyone gets the chance to shine. By fundraising for us you're helping to make that happen.



Where your money goes

Every pound raised helps more people to become confident and happy, and to feel good about themselves.

Even the smallest amounts can make a big difference:

£5 could pay for refreshments for a Hands & Voices meeting, where learning disabled adults get together to chat about the project and come up with new ideas.

£10 could pay for fabric, glitter and paints to help 10 learning disabled adults be fabulously creative in one of our craft sessions.



£25 can pay for a support worker to help a disabled young person unleash their inner pop star and make their own music in one of our IMPs sessions.

Larger amounts can make a huge difference:

£100 could pay for two 30-minute iMUSE sessions for someone with dementia, helping them smile, laugh and reconnect with the world.

£250 could pay for the creation of one of our singing and signing resource packs, helping make music accessible in hundreds of schools and community groups across the UK

£350 could pay for our learning disabled apprentices to plan and co-lead a workshop sharing their skills.

£500 could pay for special adaptive technology so that someone with a physical impairment can take part in making a film.

£1000 could pay for three days of iMUSE in a care home or mental health setting, supporting up to 30 people to improve their wellbeing.

Our public performances put smiles on over 2,000 faces a year.



Fundraising ideas

There are lots of fun ways to raise money for Accessible Arts & Media. We've listed some here to get you started. Or why not come up with your own idea – the more fun and creative the better!

You might have noticed that we love performing here at Accessible Arts & Media. If you feel the same way, you could:

- get together with friends to put on a gig or a theatre show
- hold a sponsored dance-a-thon or sing-a-thon
- organise a karaoke night where everyone pays to sing their favourite songs and unleash their inner Elvis or Mariah Carey

It's great to involve other people in your fundraising

At school you could:

- organise a non-uniform day
- have a bake sale or run a tuck shop
- organise a crafts sale with your arty friends
- do a sponsored walk, or get sponsored to give up social media or chocolate for a week

At work you could:

- organise a bake off, with a prize for the tastiest cake
- hold a quiz night, with prizes for the winning team and the best team name
- get together with colleagues to take on a team challenge
- find out if your company has a charity of the year and talk to colleagues about nominating Accessible Arts & Media
- find out if your company has a matched giving scheme. This is where they can match some or all of the funds you raise for Accessible Arts & Media

If you fancy setting yourself a challenge, you could get sponsored to:

- run 5k, 10k or a half marathon
- shave your head or dye your hair a different colour (we're big fans of purple!)
- give something up for a day or a week or permanently
- take on a walking or cycling challenge, like the Coast to Coast or the Penine Way
- do something that you wouldn't normally dream of doing, like sky-diving or holding a tarantula or sitting in a bath full of jelly for 12 hours

Let people know!

Now that you've decided what you're going to do to raise money for Accessible Arts & Media, it's time to let people know.

Let us know

Make sure you get in touch with us so we can help. We can let people know about your fundraising via our website, newsletters and social media. Send us photos and videos of your preparation and of the event or challenge itself – we love seeing what our fundraising heroes get up to and sharing it with our followers. We can help you set up an online giving page and send you sponsorship forms. And we can send you posters, flyers, balloons and stickers too.

You can contact us on 01904 626965 or by email at info@aamedia.org.uk

Let other people know

Make sure you tell your friends and family about your fundraising so that they can support you. As well as making donations, they might be able to help you organise your event.

If you're fundraising at school, at work or in a local venue, ask if they can help you spread the word by mentioning your fundraising in newsletters and putting posters up.

Why not get in touch with local businesses to see if they can help you? They might be able to donate raffle prizes or help advertise your event.

Social media

Facebook and Twitter can be a great way of spreading the word. You can also use social media to thank the people who support your fundraising and keep them up to date with your progress. And if you follow any celebrities or influential people on Twitter, why not ask them to share your fundraising story with their followers?

If you've set up a Just Giving page, make sure you share the link via social media and emails. And share regular updates on your fundraising progress so that your supporters feel involved in what you're doing.

You can follow Accessible Arts & Media and keep up to date with our news at www.twitter.com/aamedia_org_uk and www.facebook.com/aamedia.org.uk. If you tag us in your fundraising updates we can share your news with our followers and encourage people to support you.

Online Giving

Setting up an online giving page makes it easy for your friends and family to donate and all donations will be paid directly to us. You can set up a Just Giving page to support Accessible Arts & Media at www.justgiving.com/accessible-artsmedia. We can help you with this.

Over 900 people take part in our activity sessions each year



The legal stuff

If you're organising a fundraising event or a collection for Accessible Arts & Media, here are some of the things you might need to think about.

Insurance

You might need to organise special insurance for yourself or your event. Check with your event venue first as they may have insurance that covers your event.



Collections

If you're thinking of organising a street collection for Accessible Arts & Media, you have to get permission from your local council. Please make sure you give them at least 28 days' notice.

If you'd like to organise a collection on private property (for example in a pub or a shopping centre), you have to get permission from the property owner.

If you'd like to busk to raise money, you need to check with your local council about their busking rules. You may need to apply for a busking permit.

Alcohol

If you're planning on selling alcohol, you may need to apply for a licence. Check with your event venue first – the chances are that you will be covered under their licence. If you do need to apply for a licence, talk to the Licensing department in your local council. Make sure you give them plenty of notice.

Food

You can find out about guidelines for preparing, handling and cooking food safely from the Food Standards Agency at www.food.gov.uk.

If you're organising a bake sale we recommend that you display a list of ingredients that people with food allergies can check.



How to collect and pay in the money you raise

We use Wonderful as a fundraising platform. If you set up a page with them then all your supporters' donations will get paid directly to us.

If you're collecting sponsorship money directly from people, please use one of our sponsorship forms. You can download one from our website or call us on 01904 626965 and we can send one out to you.

Once you've collected all of your donations, please send us a cheque made payable to Accessible Arts & Media. And don't forget to include your name and address so we know who to send a big thank you to!

Gift Aid – turn every £1 raised into £1.25

If your supporters are UK tax payers then they can choose to add Gift Aid to their donations. This means that Accessible Arts & Media will receive an extra 25p for every £1 donated. Gift Aid makes a huge difference to us and it doesn't cost you or your supporters a penny.

Over 100s of our singing and signing resource packs are used in schools and community groups each year



Fundraising Checklist

- Decide what you're going to do to raise funds
- Set yourself a fundraising target (e.g £100, £500 £1,000)
- Let us know so we can help you spread the word
- Tell all your friends and family so they can support you
- Do the event/challenge and collect your donations
- Thank everyone who got involved and everyone who supported you
- Send us the money you've raised, along with any photos from the event
- Become an Accessible Arts & Media Fundraising Hero!



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