



# FUNDRAISING PACK

**1<sup>st</sup> – 15<sup>th</sup> April 2012** across the nation people will be climbing their mountains to raise funds for My Daddy is a Soldier Adventures and we want YOU to join them!

YOUR Mountain is a goal or challenge that you or a group of people want to complete and also help raise funds for My Daddy is a Soldier Adventures while doing so.

**WHERE:** It can be anywhere you choose, Snowdon, the gym or out on the road

**WHEN:** Between the dates 1<sup>st</sup>-15<sup>th</sup> April 2012

**WHO:** Anyone who wants to support The Little Troopers at Home...

Remember no matter how much you raise every penny counts and enables My Daddy is a Soldier Adventures to run workshops, activities and events for British Army children, many of who have a soldier parent away from the family home.

**HOW:**

- Use the poster template we have provided – add in your event details
- Display everywhere
- Call, email, facebook your friends, relations, colleagues, classmates; tell them what you are doing
- Send a press release (see template) to local papers, radio stations and even regional television news channels



# FUNDRAISING IDEAS

Your event can be as big or as small as you want it to be, below are some ideas:

- You may choose to replicate the My Daddy is a Soldier Snowdon Trek we completed in March 2011. See separate trekker pack for details on where we stayed, the route we took plus kit list.
- Climb YOUR Mountain without leaving your local gym! See separate Gym Mountain relay instructions.
- Run that 5km or 10km run you promised yourself you always would.
- Climb that mountain, leap from a plane, ride that route or race.
- Organise something for family and friends, find that challenge and sign them up!

The list is endless, we want you to challenge yourself and your friends to complete that one thing you have always wanted to do and **climb YOUR mountain... whatever that mountain may be.**



## GET SPONSORED

### Everything you raise helps towards to supporting the little troopers at home...

We are the charity dedicated to British Army children. Whether you're raising a few pounds or a few hundred pounds, it all goes towards our work to support British Army children through the provision of easily accessible activities, workshops and events for all British Army children with a parent serving away from the family home to attend at this difficult time.

Use the sponsorship form below to collect details of your sponsors and your sponsorship money. Or use our online fundraising pages detailed in the section below.

Some people use both methods to make sure they reach as many people as possible. Save yourself time by creating an online fundraising page, which is a quick and easy way to collect donations and let your friends and family know all about your fundraising event or personal challenge; it can make your fundraising efforts easier automating the process for you and people tend to give more when they donate online. If you set a target, your page will tell you how your fundraising total has grown and how far off – or over – your target you are. You can even share your page with friends and family through email and Facebook.

### BT MyDonate online fundraising page

You can find us on BT MyDonate at [www.mydonate.bt.com/charities/mydaddyisasoldieradventures](http://www.mydonate.bt.com/charities/mydaddyisasoldieradventures) and follow the easy step-by-step instructions on how to create your own page. Simply register for a BT MyDonate account and follow the step-by-step instructions on how to create your own page, where you can set a target, upload photos and write a personal message. You can add your own personal touch by uploading photos and setting a personal target which your sponsors will be able to see when they check your page to donate.

The money you raise is sent to us automatically, so you don't need to do anything more. It's that simple.

By using the BT MyDonate service, Gift Aid is automatically calculated in all your online fundraising, just don't forget to ensure your donors select the option to include Gift Aid when donating.



### Gift Aid

By returning your sponsorship form and making sure your sponsors fill in their full name, home address, post code and tick the Gift Aid box, My Daddy is a Soldier Adventures will be able to claim back at least 25% on each donation at no extra cost to you. That means every £10 you raise will be worth £12.50!

Please send your form back with your payment so we can claim these valuable extra funds.

### Using the sponsorship form

You can use the sponsorship form below instead of or as well as an online fundraising page.

Once you've collected your money, please send us:

1. All cheques, made payable to **My Daddy is a Soldier Adventures**
2. Your completed 'Money return form' below
3. Your sponsor form if applicable (please ask sponsors to tick the Gift Aid box and include their full name, address and postcode, so we can add an extra 25% to each donation)

Thank you for everything you're doing to support us.



# MONEY RETURN FORM

Please complete this form and send it back to us along with the money you have raised so we can make sure that the money you send is correctly allocated to you.

Please find enclosed a cheque(s) / Postal order for £ \_\_\_\_\_

Please ensure that all cheques are made payable to **My Daddy is a Soldier Adventures**

If your activity was sponsored then please also include your completed sponsor form (to enable us to claim Gift Aid on your contribution)

Post to:

FAO: My Daddy is a Soldier Adventures

4B, 80 High Street,

Egham, Surrey

TW20 9HE

If you have raised money via the [www.mydonate.bt.com/charities/mydaddyisasoldieradventures](http://www.mydonate.bt.com/charities/mydaddyisasoldieradventures) Website this will come directly to the charity.

Thank you for your support.



# SPONSORSHIP FORM

Help me raise £  for My Daddy is a Soldier Adventures

Your details:

Please use **BLOCK CAPITALS** to fill in your full name and address.

Name ..... Address .....

.....

..... Postcode.....

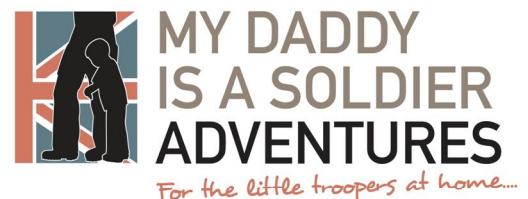
If you giftaid your donation, for every £1 you give, we can claim 25p from the Inland Revenue. To help us to maximise your donation in this way If you wish to Giftaid your donation, please tick the box and fill out your details.

*giftaid it*

Full name (First name and surname)	Home address Not your work address (this is essential for Gift Aid)	Postcode	Amount	Gift Aid

If you need further copies of this sponsorship form then feel free to photocopy this form or email us at fundraising@mydaddyisasoldieradventures.org

HMRC Charity Ref: XT31036  
 Company Limited by Guarantee (England & Wales) No: 07694082  
 Registered Office: 4B, 80 The High Street, Egham, Surrey TW20 9HE







# CHARITY INFORMATION

My Daddy is a Soldier Adventures is a small registered charity: HMRC number: XT31036

## Who we are

My Daddy is a Soldier Adventures is charity for the children of British Army Soldiers. Children in this environment face unique challenges often overlooked or sidelined, it is our aim to change this. When a parent deploys on Operational Tours, exercises or courses this can be a very stressful period for the children of British Army Soldiers, My Daddy is a Soldier Adventures was formed in recognition of these times and the unrecognised challenges that the children face.

The charity was born following the very successful fundraising event 'My daddy is a soldier trek 2011' which was organised by the founders of My Daddy is a Soldier Adventures. This event saw three Army children climb Mt Snowdon providing a challenging but fun opportunity to come together as a group with all their supporters, family and friends whilst their fathers were in Afghanistan. Their experience and the foundations for where we are today is here <http://mydaddyisasoldieradventures.blogspot.com>.

## Vision

### **'My Daddy is a Soldier Adventures' For the little troopers at home.....**

The objectives of the Charity are to enhance the support given to British Army children via various sources by, but not exclusively:

- To provide workshops, activities and events that offer a distraction to British Army children
- To undertake to promote and enhance the quality of life of those who have a serving parent away from the family home, and
- To give the parent serving their country away from the family home the knowledge that their spouses and child(ren) will have events and activities which provide enjoyment and support for them
- To offer the parent in the family home the opportunity of a secondary community and support network

Our ultimate goal is to open a residential adventure centre available to all British Army children with a parent away providing a retreat with planned activities, indoor and outdoor, offering respite in a community environment.



*For the little troopers at home...*

# PRESS RELEASE TEMPLATE

COPY AND PASTE THIS INTO AN EMAIL:



My Daddy is a Soldier Adventures

Press Release: **ENTER MONTH** 2012

## People nationwide 'Climb their mountains' for The Little Troopers at Home...

Supporters across the nation are joining the My Daddy is a Soldier Adventures 'Climb YOUR Mountain' challenge 'For The Little Troopers at Home' raising vital funds for the charity that is dedicated to supporting British Army children who face unique challenges, especially when a parent deploys to an operational theatre of war for sometimes up to 7 months at a time.

During March 2011 three army children trekked up Mt Snowdon, the event was a great success and the charity was formed as a result to help other children in similar situations. Now the charity are asking their army of supporters to emulate the trek or to embark upon their own challenge through the My Daddy is a Soldier 'Climb *Your* mountain challenge'

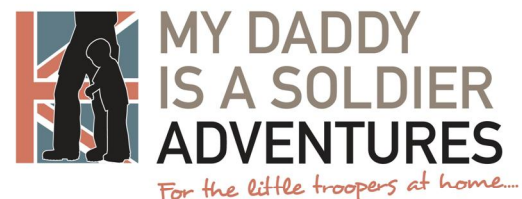
**\*WRITE YOUR EVENT DETAILS IN A PARAGRAPH HERE. WHAT, WHERE, WHEN, WHO AND HOW\***

- That's all for now -

If you've got a question, need a few pictures or simply want to pay us a visit...you only have to ask:

My Daddy is a Soldier Adventures  
[www.mydaddyisasoldieradventures.org](http://www.mydaddyisasoldieradventures.org)  
[info@mydaddyisasoldieradventure.org](mailto:info@mydaddyisasoldieradventure.org)  
Tel: **ENTER YOUR NUMBER HERE**  
Email: **ENTER YOUR EMAIL HERE**

HMRC Charity Ref: XT31036  
Company Limited by Guarantee (England & Wales) No: 07694082  
Registered Office: 4B, 80 The High Street, Egham, Surrey TW20 9HE





## LEGAL & SAFETY

It is essential that all fundraising events and activities are run legally and safely. Here are some guidelines:

### Legal

YOU are responsible for ensuring that any event you organise complies with relevant laws, rules and regulations and that you have all necessary licenses and permissions. My Daddy is a Soldier Adventures neither authorises fundraisers to act as agents for the charity or are responsible for organising, supervising or running your fundraising activities. All activities, and participation in them, are at organisers' and participants' own risk.

There are many sources of information and advice on running events and activities - local councils, police, trading standards and The Council for Voluntary Action (check on the web for your local CVA) may be able to offer support, depending on what it is you propose doing.

### Safety

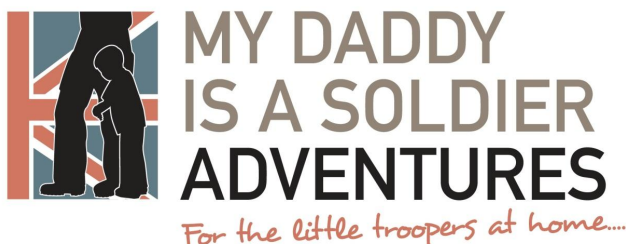
You must comply with the Health and Safety at Work Act 1974 ([www.hse.gov.uk/pubns/law.pdf](http://www.hse.gov.uk/pubns/law.pdf)) and all other relevant subordinate legislation.

Carry out a risk assessment of the environment you plan to operate in with a view to minimising the risks involved.

Consider any First Aid requirements. Contact your local branch of St John Ambulance for advice.

Make sure that everyone is safe while attending a fundraising event or activity for My Daddy is a Soldier Adventures. Particularly keep an eye out for the safety of children under 16.

**Have fun and stay safe! From all at:**



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