

# FUNDRAISING FOR RAILWAY CHILDREN

**Once you set your mind to it, it's amazing what you can achieve.**

Hundreds of people have reached and even exceeded their fundraising targets... and you can too. Whatever you've committed to, we're here with tips, advice and support every step of the way.



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# GETTING STARTED

Absolutely anything can be a fundraiser.

Whether you're hosting a smaller event like a bake sale or raffle, taking on a challenge or getting involved in one of our organised events, every penny raised helps the children we support in the UK, India and Tanzania.



## CASE STUDY

Neeraj spent seven years lost and alone on the streets, after taking a wrong turn and getting completely lost. He ended up working in a hotel for 18 hours a day in return for scraps of food and a floor to sleep on. Thankfully he escaped, and our teams found him when he arrived, scared and alone, at a train station. We returned Neeraj home to his family after seven long years apart.

[Read more about Neeraj](#)

**First, decide what you want to do to fundraise. Choose something challenging, and get friends and family involved to help you raise and collect money. Whatever you choose to do, be positive and go for it!**

The possibilities are endless, but here are some ideas to get you started:

### RAILWAY CHILDREN ORGANISED EVENTS

We put on a wide range of events across the year for everyone to get involved in. Whether our National 3 Peaks Challenge, our Sleepout at a station or one of our overseas challenges, check out our website for events available and find out what you need to do to get on board.

[See our organised events.](#)

### JOINING PRE-ORGANISED EVENTS

Got a place in an event? We'd love you to join our team as they run, cycle, swim and trek their way across the country. Events are happening all the time all over the UK and overseas; have a look at [our website](#) to see what's available in your area, or let us know by [emailing the events team](#).



## CREATE YOUR OWN FUNDRAISER

**Tailor your fundraiser to you! Do you want to push yourself in a personal challenge or get the whole office joining together? Looking for something that can be done over a quick lunch break, or do you have the time to develop and host a larger-scale event? Whatever you choose, our dedicated events team will support you all the way.**



- **Turn your hobby into a fundraiser**  
Fanatical about fishing? Goofy about golf? Dotty about dancing? How about a fishing match, golf day or danceathon? Use what you know and the contacts you have through your hobby to boost your fundraiser.



- **Bake sale/coffee morning** What better way to catch up with friends and raise money? Charge a small donation and ask people to bring delicious treats for you all to enjoy.
- **Super squares/sweepstake** Add some excitement to television shows, sports tournaments or events with a sweepstake where everyone pays a small amount to bet on a winner. Send an email out to let people know about the fundraiser and the difference their donations can make (see the examples on page 6). Or sell numbered squares where one square wins a prize – and donate money raised to Railway Children.

- **Sponsored challenge** How about 24-hour streamed gaming, walking a set distance each day or learning a new skill? Or for the ultimate test, challenge your team or family to last a whole month giving up sugary treats, fizzy drinks or even swearing!
- **Raffle/auction** Contact local businesses to ask for prize donations (make sure you show them off to encourage people to buy tickets). For higher-value items, how about setting up an online or in-person auction?
- **Sponsored bike ride or walk**  
Sponsored walks or bike rides are great for all ages. Why not choose a route you haven't done before? Maybe a coastal setting or through the woods. Remember your four-legged friends – they can be great fundraisers too!



- **Head shave** This is a big one! Getting your friends there to support you – or even join you – will make it much easier... and more fun! Be sure to tell all your friends about the big day, invite them along and watch that sponsorship money come rolling in.
- **Quiz night** Everyone loves some healthy competition, so hosting a quiz is the perfect way to bring everyone together. Speak to your local pub or community centre, or even host it in your office! To raise money, just charge teams to enter. You could even put on a raffle at the same time to boost your fundraising total.
- **Charity dinner dance or ball** If you fancy being fancy for an evening and dressing up to the nines, why not go all out and put on a charity dinner dance or ball? Sell tickets and hold raffles and games throughout the evening to raise those big bucks. You could also talk to local press and radio to promote your event.



“Ride the Route brings people together from across the rail industry to cycle as a team for three days, following key railway routes. We then celebrate with a cross industry gala dinner. We’ve raised thousands of pounds for Railway Children, formed lasting relationships and amazing memories! Railway children has been there every step of the way with support, advice, and encouragement”.

Mark Fielding-Smith,  
Ride the Route founder

Once you have chosen your fundraiser, here are a few bits to think about:

- **Choose your date** Check diaries before you put on your event to ensure your date and time don’t clash with anything.
- **Pick a location** Whether you’re holding a quiz in a pub, a coffee morning in a community hall or a secret cinema in your garden, use contacts and networks to get the best location. If you’re getting active with your fundraiser, like a sponsored walk or cycle, plan your route in advance and print a map for everyone. It might be a good idea to try the route first to see how long it takes!
- **Get your fundraising team together** Ask friends and colleagues to support you in planning your fundraiser – after all, two heads are better than one... and four are better than two!





# GET THOSE DONATIONS COMING IN!

The best way to keep track of sponsorship and share your fundraising progress is online – it's easy and means you can start collecting sponsorship in minutes. JustGiving is a great fundraising platform and lets supporters apply Gift Aid (the government gives an extra 25p for every pound given through Gift Aid). Set a target amount, let people know about the difference their donations will make and personalise your page to engage supporters.

## LET THEM KNOW WHAT A DIFFERENCE THEIR MONEY MAKES:

**£100** could pay for four hours of one-to-one support for a vulnerable child in the UK when they need it most.

**£500** could pay for an outreach worker in Tanzania to search the streets and bus stations for a month looking for and protecting children at risk.

**£1000** could keep one of our 24-hour Child Help Desks in India running for seven weeks, protecting children arriving scared and alone at stations.

If you register to complete a fundraising event with Railway Children, a fundraising page will automatically be set up on the giving platform Enthuse.

Once your fundraiser has ended, JustGiving or Enthuse will automatically send the money to Railway Children. Remember to add offline donations to keep track of your grand total.

Click the button below to get your fundraising page set up:

**JustGiving™**



## CASE STUDY

We met Zoe after British Transport Police found her, aged 14, at the side of the railway tracks thinking of ending her life. She was experiencing poor mental health, depression and anxiety. There was no quick fix, but we are committed to being there for as long as a child needs us. We worked with Zoe and her family, helping her develop the tools she needed to cope with her challenges, and look forward to a safer, brighter future.

[Read more about Zoe](#)



# FUNDRAISING TIPS

Once you have organised your event and set up your fundraising page, it's all about reaching that target (and beyond!). Here are some hints and tips to get you there:



- **Tell anyone and everyone!** Social media is one of the best ways to tell people about your fundraiser. Create a Facebook event page and invite all your friends and family. Follow local groups, businesses and high-profile people in your community and tell them about your fundraiser. They could end up promoting it, donating or contributing prizes or gifts.
- **Share, Share and Share again** And don't forget all those WhatsApp groups you're part of! Adding your fundraising link to your email signature is also a quick and easy win to get your page out there.
- **Keep up the momentum** Keep everyone updated about your fundraiser with weekly updates to your JustGiving or social media pages. Some people may not be able to donate when they first see your fundraiser, but your regular updates will remind them.

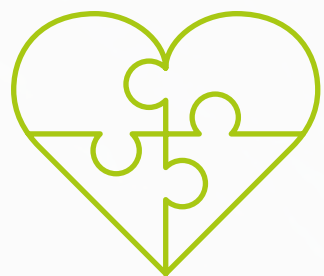


- **Hit that milestone** People will often donate a few pounds extra to see you over that £100 mark.
- **Boost your fundraising** Many companies will be happy to offer a donation or even match the amount you raise, so don't be afraid to ask your employer whether they operate a matched giving scheme. Our events team can advise on securing match giving.
- **Ask your sponsors/donors to Gift Aid** This adds 25p onto every £1 they give at no extra cost to you or your sponsor/donor. Please note that Gift Aid can only be claimed on donations from individuals. Money raised from activities such as raffles or tombolas cannot be gift-aided, nor donations received from companies.



- **Reduce costs involved in your event or activity** Will a local company donate their premises for free or at a reduced rate? Or can local shops or restaurants provide vouchers or gifts as prizes in exchange for publicity?
- **After the event** Did you know that 20% of fundraising comes in after an event? So share how you did, what taking part meant to you and how it has affected how you feel. You'll be amazed at how many extra donations come in.
- **Shout about Railway Children** We have balloons, T-shirts, bunting and posters to help promote your event or decorate your stall or venue. Please [contact the events team](#) to request any of these or for support to create other fundraising materials.





To get your fundraising started, tell us about your fundraiser, request support or order fundraising materials, please get in touch with our friendly team at [events@railwaychildren.org.uk](mailto:events@railwaychildren.org.uk)

We love hearing your fundraising stories and celebrating your amazing achievements. Don't forget to tag us on social media [@railwaychildren](https://www.instagram.com/railwaychildren) so we can give you a shout-out!

**GOOD LUCK!**



## CASE STUDY

Juma was just 12 years old when he ran away from his aunt's house after she threatened him with violence. He arrived at Mwanza bus terminal alone, at risk, and with a soaring temperature and uncontrollable vomiting. Luckily, we were there. Not only did we get Juma the urgent medical help he needed, but we got to him before an abuser could. Thankfully, we were able to trace his family and reunite him with his parents, who were relieved to have him home.

[Read more about Juma](#)





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**children** RAILWAY  
No child lost to the streets