



*Blythswood*



# Fundraising Toolkit

Every event you organise helps release people from poverty, trauma and exploitation - join us in seeing lives changed for **good and forever**

Blythswood Care is registered with and regulated by Office of the Scottish Charity Regulator (OSCR): SC048001 and a company limited by guarantee: 583493



# Stefan's story - changing lives in Europe

When Stefan was growing up, school was not part of his life.

Like many Roma children in Bulgaria, his early years were spent on the streets. He learned games and mischief - but never learned to read, write or count. By the age of 11, he had never stepped inside a classroom.

Everything changed because people like you chose to fundraise. Last winter, a local Roma pastor met Stefan and invited him to attend a literacy class held in the church. Through this simple programme - made possible by supporters of Blythswood - Stefan began learning for the very first time.

Today, Stefan attends school regularly. He also continues to take part in literacy classes at church, strengthening his confidence and ability. Your support is helping children like Stefan look forward to a better future. Thank you!

# Nadege's story - changing lives in Africa

For Nadege, every day was a struggle.

Abandoned by her husband, she was left to care for three young children on her own. With no steady income, she sat by the roadside selling peanuts, hoping to earn enough to pay rent and put food on the table. Often it wasn't enough.

Despite her determination, Nadege regularly faced the painful reality of choosing between feeding her children and keeping a roof over their heads.

Blythswood's partner organisation, World Outreach Initiatives, distributed chickens to families in a low-income district of Bujumbura, Burundi. This farming project was funded through generous fundraising by supporters, and such a blessing to Nadege.

Thank you for fundraising for people like Nadege and her children!



# Fundraising ideas

We have lots of ideas to get you started.

Whether big or small, your event helps to change lives for good and forever

## Abseil



Take part in an organised abseil. Ask people to sponsor you for your courage.

## International night



Hold a themed international night and decorate your hall with flags from across the globe. Serve different national dishes, wear national dress, and entertain your guests with world music.

## 5-a-side



## Sponsored bike ride



# Fundraising ideas

## Quiz night



## Brunch



## Book sale

Raise money through your community selling unwanted books



## Bake-off

A great excuse to get your friends, colleagues, church or group to bake cakes, pies and biscuits. See who can make the tastiest sponge and sell what is left.



## Wedding favours

Instead of buying expensive wedding favours, you can let your wedding guests know that you have donated £5 per person to Blythswood projects instead.

# Aryan's story changing - lives in India

When Aryan's mother arrived at the Beacon Centre, she was in floods of tears.

Her partner had disappeared and she was frightened, confused and alone. Too scared to go to the police, she feared that, as someone from a neighbouring country, she might be deported if she asked for help.

With nowhere else to turn, she came to the Beacon Centre.

Thanks to supporters like you fundraising, the Beacon Centre was able to offer her practical support, counselling and guidance.

Today, while Aryan enjoys playing with other children and learning through games and puzzles, his mother is receiving ongoing care from the centre's team. Because people like you chose to fundraise, Aryan and his mother's future is looking brighter.

\*not his real name



# Your fundraising journey

## Pray for your event

Prayer is at the heart of everything we do. Pray throughout your fundraising journey - for your planning, your event and for the people whose lives will be changed through your efforts. You can join our wider prayer network.

Receive our printed Prayer Diary 3 times a year, subscribe to the prayer email (fortnightly) and access daily prayer notes via Prayer Mate.

Visit [blythswood.org/prayer-diary](https://blythswood.org/prayer-diary), or [praynow4.org/blythswood](https://praynow4.org/blythswood)



### 1 Choose

What kind of event do you want?

### 2 Ask for advice

You don't have to do this alone. We would love to hear about your plans, and support where needed. Contact the Communications and Engagement team on **01349 830777** or **communications@blythswood.org**.

### 3 Begin planning

Good planning helps your event run smoothly and raise more funds. Set up an event plan; you will find hints and tips on page 11 to help with this.

### 4 Go digital

Visit JustGiving, search for Blythswood under charities, and follow the quick and easy steps to create your page. Boost your fundraising by sharing your story, posting photos and videos, thanking donors publicly, using WhatsApp and Facebook groups and adding QR codes to posters.

### 5 Promote your event

Invites in the post, social media, posters, and local media are ways you can go public with your event.

### 6 Pay-in the money you have raised

Once the event is over, you will want to pay us your money. Visit [blythswood.org/donate](https://blythswood.org/donate) to pay in your money and contact the Communications and Engagement team to let us know you have done that.

# Fundraising materials

When you organise your event in aid of Blythswood, we can give you materials to support your fundraising.

We are here to support you every step of the way

## Sponsor forms

A sponsor form can be found on our website. These can be downloaded, photocopied or you can request printed forms from the Communications and Engagement team.

## Collection cans and buckets

A can is ideal if you want to hold a collection at your event, or would like somewhere safe to keep donations. A bucket or two is perfect for holding a collection at larger events.

## Blythswood t-shirt

Depending on the event, you may wish to have some t-shirts. Contact the Communications and Engagement team to order. Give plenty of notice to allow for stock control.

## Posters

Please get in touch with the Communications and Engagement team for a poster template.

# Fundraising safely and well

We want your event to be joyful, safe and successful so please read these tips to ensure a positive event.

The first three letters of fundraising are FUN, and we hope you enjoy raising funds to help change lives. However, this section of the pack is important to help you fundraise safely, responsibly, and within the law.

You are undertaking this fundraising activity independently and in aid of Blythswood. This means you are responsible for organising and running your event in a safe and appropriate way.

Blythswood does not provide insurance and cannot accept responsibility for any loss, damage, or injury arising from your fundraising activity. We strongly recommend that anyone under the age of 18 be accompanied and supervised by a responsible adult at all times.

## **Insurance**

Small events such as bake sales or coffee mornings are usually low risk. However, as someone who is fundraising in aid of Blythswood, you are responsible for ensuring your activity is safe and appropriately insured.

If you are planning a larger or outdoor event, such as a sponsored walk or cycle, you should carry out a risk assessment and make sure you have suitable insurance in place before going ahead.

## **Collections**

If you plan to collect money in a public place, such as a local high street, you are responsible for checking local requirements and obtaining any necessary licence or permission from the local authority before collecting.

For collections on private property, such as football grounds, supermarkets, or garden centres, you must have the permission of the property owner or manager. These often can be a simpler option.

Please contact us in advance so we can check whether any other Blythswood collections are already planned in the area on the same day.

## **Auctions**

Auctions, including silent auctions, can be an effective way to raise funds, either as a standalone activity or as part of a wider event. They can be held in person or online and may provide an alternative way for people to support our work.

If you choose to run an auction in aid of Blythswood, you are responsible for organising and managing it, including describing items honestly, handling payments securely, and making clear how the proceeds will support the charity.

## **Licences**

Depending on the type of event you are organising, you may need one or more licences or permissions, for example, for entertainment, alcohol, or public events.

You are responsible for checking local requirements and obtaining any necessary licences or approvals from your local authority before your event takes place.

## **Handling money**

All money raised in aid of Blythswood should be handled carefully and securely. Funds should be transferred to the charity as soon as possible after your event, using the methods we provide.

You should keep clear records of income and expenditure and avoid holding large amounts of cash wherever possible.

## **Representing Blythswood**

When fundraising, you must make it clear that you are acting independently and raising money in aid of Blythswood, and that you are not an employee of the charity.

Please read the guidelines carefully and contact the  
Communications and Engagement team on  
**01349 830777**, or **communications@blythswood.org**  
if you need further advice or support

# Creating an event plan

## Know your audience

### 1 Think about who you want to invite:

Who is most likely to attend? Friends, family, church, colleagues etc

How will you tell them about your event?

Choose the best ways to reach them - social media, emails, posters, word of mouth etc

### 2 Set your budget

Planning your finances helps you maximise what you can raise, estimate your income and list all expected costs. Keep receipts for expenses and aim to keep costs low.

### 3 Choose your location

Select a venue that suits your event and your guests, consider:

- is it easy to get to?
- is there parking or public transport nearby?
- is it accessible for everyone?
- where possible, get quotes from at least three venues to find the best value.

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### Organise event logistics

Think through how your event will run from start to finish. Create a simple timeline and plan:

- set-up and pack-down times
- catering and refreshments
- entertainment or speakers
- equipment (PA system, lighting, stage, tables, chairs)

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### Be safe and legal

Your safety - and the safety of others - is important. Ask yourself:

- what could go wrong?
- is there any risk of injury?
- do I need to organise insurance?
- do I need any licences?
- a simple risk assessment can help you prepare and prevent problems.



## Plan your marketing and promotion

Once your plans are in place, let people know what you are doing and why it matters. Create a simple promotion plan using:

- Blythswood poster templates
- flyers in shops, libraries, churches and community centres
- emails and messages to friends and colleagues
- social media posts and updates
- local events listings and websites
- press releases to local newspapers
- for help with media contacts, please get in touch with our team.

### Remember:

- good planning helps turn a good idea into a great event
- every detail you prepare brings you one step closer to changing lives for good and forever
- we are here to support you whenever you need us

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## My event planner

Use this space to plan your event:

Event name .....

Date ..... Fundraising Target .....

Location .....

Promotion methods .....

.....

# Post-Event

Well done! You have completed your event and helped change lives for **good** and **forever**. Through your time, effort and faithfulness, people in need have received help. From everyone you have helped through your fundraising journey - thank you!

## What to do next:

### **Count and confirm your funds**

Carefully count all money raised  
check online donations  
keep a record of your total  
Thank everyone who supported you

### **Share your story with us**

Your story can inspire others to get involved  
photos from your event  
a short summary of how it went  
any testimonies or reflections

### **Pay in your funds**

Please transfer your funds as soon as possible after your event  
pay through [blythswood.org/donate](https://blythswood.org/donate)

If you let us know when you have done this, we can send you an acknowledgement and a thank you message as quickly as possible

### **Stay connected**

Many fundraisers choose to continue their journey with Blythswood by:

- receiving our prayer updates
- receiving our Blythswood News
- support through our regular giving programme
  - take part in future events

Please let us know if you would like to stay connected with us.

### **Continue in prayer**

Please continue to pray for the people you have helped, for our partners in Africa, Asia and Europe, and for the ongoing work of Blythswood.

Your prayers remain a vital part of changing lives.

### **A moment to celebrate**

Now it's time to pause, reflect and enjoy a well-earned rest.

Thank you for being part of the story of people affected by poverty, trauma and exploitation.



# What your fundraising can do

Your efforts will have a life-changing impact and see lives changed for **good** and **forever**.

£5

Feeds a school child with a simple, nutritious cooked meal five days a week for four weeks.

£11

Provides mosquito nets, protecting families from malaria in Africa and Asia, saving lives.

£18

Provides food, toiletries, towels, nappies, and whatever is needed to help people when disaster hits.

£20

Pays broadcasting costs for one day at Radio Ivyizigiro in Africa, enabling thousands to hear the life-changing message of the gospel.

£25

Provides clothes and food for a month to support a family coping with hardship in Europe.

£35

Helps cover the cost of course materials and catering for Christianity Explored courses in Europe, enabling others to take part and gain a deeper understanding of the Christian faith.

£40

Gives a child a week of fun, faith and friendship at camps in Europe and Pakistan.

£50

Helps young people who were brought up in care to acquire essential life skills in Europe.

£290

Pays for a sewing skills course that will enable someone to build a better future for themselves in Africa.

£1,500

Pays towards boring a well and installing a pump to enable families to have clean and safe water.



# THANK YOU!

You are helping us see lives changed for **good and forever**

**From everyone at Blythswood - and everyone whose life you  
have touched thank you!**

**We are happy to help**

[communications@blythswood.org](mailto:communications@blythswood.org)

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REGISTERED ADDRESS: Highland Deephaven, Evanton, IV16 9XJ  
Registered charity no. SC048001 | Company no. SC583493 Toolkit version: 2026  
[blythswood.org](http://blythswood.org)