



adoptionuk
for every adoptive family

Change lives

Start fundraising for Adoption UK today

We're so grateful that you've chosen to raise awareness and funds for Adoption UK. Together we can continue to reach, support and give voice to all the incredible adoptive families building brighter futures for society's most vulnerable children.

Today, adoption very rarely involves babies given up by their mothers due to social pressures. Instead, 71% of children placed for adoption today have been removed from their birth families due to abuse neglect or inconsistent care. Adoption can provide a safe, permanent home for these children but many will require ongoing support to overcome the impact of their traumatic experiences.

Adoptive families therefore play a fundamental role in building brighter futures for society's most vulnerable children and Adoption UK exists to ensure these families get the information, support and advocacy they need.

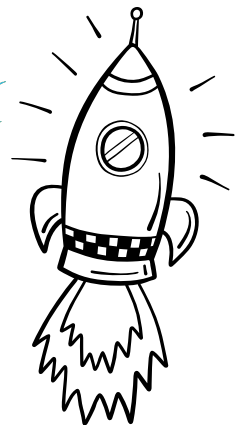
By fundraising for Adoption UK you will be doing something amazing. You will be helping us to provide practical and peer-based support to those caring for traumatised children. You will also be helping us to drive improvements through campaigns, research and policy change in the areas that matter most to adopted children and adoptive families. You will be helping to change lives.

Thank you and happy fundraising!

Joel Saddler
Head of Fundraising

In this pack you will find:

- Information on the difference your fundraising will make
- ideas and resources for your event
- Hints, tips and important legal and safety advice



Adoption UK
Units 11 and 12
Vantage Business Park
Bloxham Road
Banbury OX16 9UX

Tel 01295 752240
fundraising@adoptionuk.org
www.adoptionuk.org

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Alex's story

How supporting Adoption UK makes a real difference to children's lives

Alex was placed in foster care at four weeks old because he was in danger of experiencing neglect, abuse or violence in his birth family.

It was decided that adoption would give Alex the best possible future outlook and, at 16 months old, he was adopted by Sarah.

Alex is now seven. His early removal from a chaotic, dangerous environment has gone some way to protect him from the damaging and lasting effects of early trauma, experienced by many of today's adopted children. But Alex has still experienced loss and separation and, as he grows up, will have questions, confusions and struggles relating to his past that he'll need support to work through.

It is therefore vital that Alex, and Alex's Mum Sarah, receive appropriate, effective and ongoing post-adoption support for as long as they need it.

Alex and his mum have always talked about his adoption. With support from Adoption UK and its close-knit community of adopters, his mum Sarah has shown Alex love, security and is helping him to understand his past.

The Adoption UK Support Groups have been a lifeline for them both; enabling single adopter Sarah to source valuable insight from other adopters who are "walking the same path" and giving Alex opportunities to meet other adopted children:

"Mummy talks and I get to play all afternoon, and we make new friends."

Alex is doing well at school but, like all adopted children, can struggle with certain activities and themes because of his early experiences. But with Adoption UK's campaigning on behalf of adopters to secure support for adopted children in school, mum Sarah feels confident in working with Alex's school to increase their awareness and to ensure his needs are met.

Adoptive parenting, although hugely rewarding, can also be challenging and isolating so it is vital that adopters can access support for their own well being. Alex's mum did just this through the Adoption Support Fund- a government initiative campaigned for by Adoption UK which enables adoptive parents in England to access specialist post-adoption support for their children or themselves.

"I now feel supported in a way I didn't think was possible."

Adoption UK will always be there for adoptive families at all stages of adoption; providing incredible adopters like Sarah with the support, information, community and advocacy they need as they change the lives of amazing children like Alex.



fundraise your way

Fundraising isn't just about running marathons or jumping out of planes. There are so many brilliant ways you can raise awareness and funds just by doing things you love, giving up things you love or by setting yourself everyday challenges. Read on for more ideas to inspire you...

Engage your community

Engaging with friends, family, colleagues and local community groups is a great way to raise awareness and funds by doing something you love.

Maybe you would be interested in organising fundraising events in your local community - this could be anything from coffee mornings to charity balls, collections at family parties to collections at local supermarkets. The choice is yours!



Get work or school on board

Would your child's school agree to a 'wear orange' day in aid of Adoption UK or maybe they would be happy for you to run a cake stall at a fête or Christmas bazaar?

Many UK employers are signed up for Matched Giving - where they agree to match any fundraising amount you make. Is yours?



Don't forget to boost your fundraising total

Remind your sponsors to Gift Aid their donations if they are a UK tax payer. It involves no extra costs to them but lets Adoption UK claim an extra 25p from the taxman for every £1 we receive in donations.

giftaid it



Simply add a fundraising spin to an everyday activity

How about giving up take-away coffee or shop-bought sandwiches? Then simply donate what you would have usually spent.

Or friends and family could sponsor you to go on a 'digital detox' - that's no twitter or facebook for a whole week!

When you are back online though, don't forget to donate to Adoption UK through 'ebay for charity' or support us as you shop through 'Give as you live'



Take on a challenge

Whether you walk, run, cycle, crawl through a muddy obstacle course or throw yourself out of a plane, signing up to a challenge event is the perfect way to combine fitness and fundraising goals.

If you can't find an organised event that you like the sound of, you could always design your own.

And if you want strength in numbers, rope your friends, family members or work colleagues in too!



Our fundraisers and the difference they've made

Raised enough to cover seven calls to our Helpline



Eleanor supplied her work colleagues with cake

"I wanted to raise funds for Adoption UK but a marathon was out of the question. I considered a sponsored bike ride but sometimes it can feel like you're always asking work colleagues for sponsorship money. Then I realised that I could raise just as much by eating cake! Plus, at least colleagues would be getting something in return for their cash. I baked one batch of cakes a week and asked people to contribute whatever they wanted in return for each cake. Over several weeks, my collection tin got heavier and heavier (as did my colleagues!) and I raised over £70 in the end."



Raised enough to print 7,000 information leaflets

Suzie added a fundraising spin to her birthday celebrations

"To mark my 50th birthday, I decided to raise money for Adoption UK as they provided me and my husband with invaluable information and support before, during and after we adopted our son 10 years ago. The work they have done to highlight and improve the issues adopted children face in school has been particularly pertinent to our story. So to raise money, I simply set up an online JustGiving page and asked family and friends to make donations rather than buying me birthday presents. I wasn't sure how well it would go, but people were very generous and I raised over £250".



Malcolm re-homed a vintage bicycle with a Christmas raffle

"This beautiful bike, which I'd acquired through work, had been in storage, where it was broken and gathering dust, for about a decade. We didn't know what to do with it but then we met someone who suggested we restore the bike and hold a Christmas raffle for it in our local pub. My wife and I had recently become adoptive parents so we thought we'd donate all the money raised to Adoption UK. We had hoped to raise £200 but ended up raising £255 which was fantastic".

Raised enough to keep the online forums open for a week!



Raised enough to set up a new support group

Stuart ran the extra mile (or 30) for families in his community

We've been lucky enough to have had our wee girl in our lives for over a year now. I wanted to fundraise for Adoption UK as they have been fantastic in helping us meet other adoptive parents who understand what we're going through so I wanted to help the charity set up a new support group in Glasgow and the west of Scotland. I wanted to take on a fundraising challenge that was personal to me so decided to run my local Parkrun ten times in one day - 30 miles in total! I set myself a fundraising target of £1,500 but was so pleased to raise over £2,300 in the end!"

The road to fundraising success

Decide how you want to fundraise



Top tip
If you are arranging an event be sure to set yourself a suitable budget

Tell everyone about your event or challenge

- send out invites
- share on social media – don't forget to tag @AdoptionUK
- put up posters or sponsorship forms
- contact your local newspaper



Top tip

Don't forget to tell people to Gift Aid their donations if they can – no extra cost to them but as extra 25p to Adoption UK for every £1 donated

Top tip

Remember to fundraise safely and legally (see next page for details)



Request

Adoption UK collection tins or buckets, if you'll need them



Share your stories

Keep sharing on the day – post those selfies and remind people to come along or donate



Don't forget

Be sure to return funds to Adoption UK promptly and securely so we can put them to use helping families (see page 10 for details)



Tell us all about it



We love to thank our fundraisers and are always on the look out for stories to inspire others

Make sure your fundraising activity is safe and legal

Please ensure your fundraising activities are safe for both you and those taking part and remember to comply with fundraising legislation. We've included some information and tips below to help you ensure it is.



Food preparation

If your fundraising activity involves food, please ensure you take care to follow all guidelines on the safe handling, preparation and storage of food. For more information on these guidelines please contact your local authority before planning your event.

Collections

If you wish to hold a collection in a public location (such as your local high street or residential area), it is very important that you first contact your local authority to obtain the required licenses.

You do not require a license to hold a collection in a privately owned location (such as a train station, shopping centre or local business) but it is important that you first obtain written permission from the land/business owner.

Raffles and lotteries

If you wish to hold any type of raffle or lottery (and even some types of fete activities), you will first need to contact your local authority for advice on obtaining the appropriate licenses.

Public liability insurance

If you are organising a public event (such as a fete or sponsored walk), do contact your local authority to check whether you will need to take out the appropriate public liability insurance. It is important that you protect yourself and your supporters.

Fundraising with children

If children will be fundraising with you, please ensure they are supervised by an adult at all times and do not carry out any fundraising activities, such as collections, on their own.

Data protection

Please ensure you adhere to data protection laws when taking and storing personal details of sponsors and donors – such as not storing details for any longer than you have to, disposing of information securely and not passing details to third parties.

Handling funds

Please ensure that, where required, collection tins and buckets are safely secured when displayed in public locations. Please also ensure that you return funds to Adoption UK promptly and securely using the methods outlined in this pack. Please do not send cash through the post.

**For more information on fundraising safely and legally please visit
www.fundraisingregulator.org.uk**

After your event



Returning funds to Adoption UK

Online at www.adoptionuk.org.uk/donate

All major debit/credit cards accepted. After you have paid your funds via our online donation page please email us at fundraising@adoptionuk.org.uk to let us know who you are and how much you raised. We can then update our records accordingly.



Over the telephone by debit/credit card

If you would like to pay in your funds by card over the phone, please contact us on 01295 752240 and ask to speak to the Fundraising Team.

By post

Please make cheques and postal orders payable to 'Adoption UK' and send to:
The Fundraising Team, Adoption UK, Units 11 and 12,
Vantage Business Park, Bloxham Road, Banbury, OX16 9UX



Don't forget Gift Aid

Contact us to find out if the funds you return can be Gift-Aided – it lets us claim an extra 25p for every £1 we receive from fundraisers, at no extra cost to you!

giftaid it

Tell us all about it!

Send us your stories, photographs and short video clips!

It would be great to hear about how your event went and to collect some quotes from you about how it feels to raise awareness and fundraise for Adoption UK. Don't forget to send photos of your fundraising activities which may be published in Adoption Today magazine, on our website or in future fundraising materials!

Email your stories to fundraising@adoptionuk.org.uk.





On the following pages you'll find all the resources and templates you'll need for fundraising success.

Happy fundraising and thank you again for helping families build brighter futures for children who have had difficult starts in life.



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To register your fundraising event or activity, please complete this form and send to Adoption UK, Units 11 and 12, Vantage Business Park, Bloxham Road, Banbury, Oxon OX16 9UX. Alternatively please email all the details to fundraising@adoptionuk.org.uk

Fundraiser's details

Name of individual or organisation	
Name of event organiser if different from above.	
Address	
Postcode	
Contact telephone number	
Email address	
Are you a member of Adoption UK?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Activity/event details

Name of event/activity	
Date	
Time	
Venue/location	
How will funds be raised? (donations/sales/sponsorship)	
How much do you hope to raise?	

How do you plan to submit the funds you raise? (please tick)

☐ by post

☐ by telephone

☐ online

Signature of event organiser: _____

Date: _____

We are holding a

.....
to raise awareness of adoption and to raise funds so that
Adoption UK can reach and support more adoptive families across the UK.

Date Time

Place

RSVP

**Please join us and help build brighter futures for children unable
to live with their birth parents**

If you are unable to attend but would still like to make a donation to Adoption UK
simply text ADPT33 £5 to 70070 or go to www.adoptionuk.org/support-us/donate

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Price labels for cakes and sales

adoptionuk for every adoptive family

A suggested donation of

£

Thank you

adoptionuk for every adoptive family

A suggested donation of

£

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£

Thank you

Please sponsor me!

I am raising money for Adoption UK to help families build brighter futures for children who are unable to live with their birth families

adoptionuk

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Fundraiser's Name

Event Name

Fundraiser's Contact Details

(to be completed before returning to Adoption UK)

Address

Postcode

Email

Phone

Event name

The difference your donation makes



**£10 lets a family in crisis
access information and support
from the Adoption UK helpline**

£90 enables an adoptive parent to attend a specialised training course

£200 ensures Adoption UK
online forums stay open 24/7
for one week

Please return your completed sponsorship form to:

Units 11 and 12, Vantage Business Park, Bloxham Road,
Banbury, Oxon OX16 9UX

If you are a UK tax payer don't forget to tick the Gift Aid box, it lets Adoption UK claim an extra 25p for every £1 you donate at no extra cost

giftaid it

[illegible]

[illegible]



Help build brighter futures for children

I am fundraising for Adoption UK

Name

Event

Date

Please sponsor me

For an adopted child, finding their forever family is not always the end of their journey - many require ongoing support to help them overcome their early experiences.

Adoption UK provides adoptive families with this support in the form of information, guidance, training and education, whilst also campaigning for continued improvements in the adoption landscape.

www.adoptionuk.org

Registered Charity No. 1160647 (England and Wales) Registered Charity No. SC037892 (Scotland)
Registered Adoption Support Agency (Service No. SC066957)
Adoption UK is a company limited by guarantee Company Number 9454981

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for every adoptive family

Help build brighter futures for children



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Name

Event

Date

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Letter template for securing corporate fundraising support

[Contact Name]
[Company Name]
[Address Line 1]
[Address Line 2]
[Address Line 3]
[Postcode]

[Your Name]
[Address Line 1]
[Address Line 2]
[Address Line 3]
[Postcode]
[Telephone contact details]
[Email address]

[Date]

Dear [Contact Name]

My name is [insert Your Name] and on [insert date] I will be [insert fundraising activity details] to raise funds for the charity Adoption UK. I am writing to ask if [insert Company Name] would consider [making a donation to my fundraising target/sponsoring my event/donating prizes to my fundraising event] to help me change children's lives.

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for every adoptive family

Adoption UK is the leading charity providing support, awareness and understanding for those parenting or supporting children who cannot live with their birth parents.

Today, adoptions very rarely involve babies given up by their birth mothers due to social pressures. Instead, **71% of children placed for adoption today have been removed from their birth families due to abuse, neglect or inconsistent care.** Adoption can provide a safe, permanent home for these children but many will require ongoing support to overcome the impact of their traumatic experiences.

Adoptive families therefore play a fundamental role in building brighter futures for society's most vulnerable children and, with little government funding, Adoption UK relies on donations in order to provide these families with the information, support and advocacy they need.

By [making a donation to my fundraising target/sponsoring my event/donating prizes to my fundraising event] [insert Company Name] will be doing something amazing. You will be helping provide practical and peer-based support to those caring for traumatised children. You will also be helping Adoption UK raise awareness through campaigns, conduct research and inform policy change in the areas that matter most to adopted children.

For more information on Adoption UK visit their website at www.adoptionuk.org

I do hope [Company Name] is able to help support adoptive families in this way. I look forward to hearing from you.

Yours Sincerely,
[insert Your signature and name]

Press release template for contacting your local media

[Contact Name]
[Company Name]
[Address Line 1]
[Address Line 2]
[Address Line 3]
[Postcode]

[Your Name]
[Address Line 1]
[Address Line 2]
[Address Line 3]
[Postcode]
[Telephone contact details]
[Email address]

[Date]

Dear [Contact Name]

My name is [insert Your Name] and on [insert date] I will be [insert fundraising activity details] to raise funds for the charity Adoption UK. I am writing to ask if [insert the name of your local newspaper or media station] would consider including a feature about my [insert fundraising activity] to help me raise awareness for the charity and to help secure donations towards my fundraising target?

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Today, adoptions very rarely involve babies given up by their birth mothers due to social pressures. Instead, **71% of children placed for adoption today have been removed from their birth families due to abuse, neglect or inconsistent care.** Adoption can provide a safe, permanent home for these children but many will require ongoing support to overcome the impact of their traumatic experiences.

Adoptive families therefore play a fundamental role in building brighter futures for society's most vulnerable children and, with little government funding, Adoption UK relies on donations in order to provide these families with the information, support and advocacy they need.

By including a feature about my [insert fundraising activity] in [insert the name of your local newspaper or media station] you will be helping raise much-needed awareness about adopted children's support needs. You will also be helping secure donations that will be used by the charity to support those caring for traumatised children, to conduct research and to inform policy change in the areas that matter most to adopted children.

More information on Adoption UK and the charity's work can be found at www.adoptionuk.org

I do hope [insert the name of your local newspaper or media station] is able to help in this way. I look forward to hearing from you.

Yours Sincerely,
[insert Your signature and name]

Gift Aid Declaration Form

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PLEASE COMPLETE THE WHOLE FORM AND RETURN TO:

**Adoption UK, Units 11 and 12, Vantage Business Park,
Banbury, Oxfordshire OX16 9UX**

Are you a UK taxpayer?

If so, you can use Gift Aid to make your eligible membership fee and donations go further by completing this declaration. Complete the form below and send it to FREEPOST RSCH-YZTG-KYRE, Adoption UK, Units 11 and 12, Vantage Business Park, Banbury, Oxfordshire OX16 9UX

Your details

First name: Surname:

Home Address:
.....
.....

..... Postcode:

Signature: Date:

Please tick ✓

☐ **Yes**, I am a UK taxpayer and I would like Adoption UK to treat my membership fee, all donations I have made in the past four years and all future donations and membership fees, as Gift Aid donations until I notify you otherwise.*

☐ I am not a UK tax payer.

*I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify and that AUK will reclaim 25p of tax on every £1 that I give on or after 6 April 2009.

Please notify Adoption UK if you:

☐ want to cancel the declaration

☐ change your name or home address

☐ no longer pay sufficient tax on your income and/or capital gains

If you pay Income Tax at the higher or additional rates and want to receive the additional tax due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

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Head Office

Units 11 and 12
Vantage Business Park
Bloxham Road
Banbury OX16 9UX
Phone 01295 752240
Email info@adoptionuk.org.uk

Wales Office

Penhevad Studios
Penhevad Street
Cardiff CF11 7LU
Phone 029 2023 0319
Email wales@adoptionuk.org.uk

Scotland Office

Gf2 Rooms 3 & 4
Great Michael House
14 Links Place
Edinburgh
EH6 7EZ
Phone 0131 322 8501 / 322 8502
Email scotland@adoptionuk.org.uk

Northern Ireland Office

Adoption UK (at Groundwork)
63-75 Duncairn Gardens
Belfast BT15 2GB
Phone 028 9077 5211
Email northernireland@adoptionuk.org.uk

www.adoptionuk.org



twitter.com/adoptionuk



facebook.com/adoptionuk

Our vision is a world where all children and young people unable to live with their birth parents can find security and happiness with permanent families who have the right support to build brighter futures.

We provide our members with the highest level of service, support and education.

We campaign with you for positive change in the lives of adoptive families across the UK.

Adoption UK Helplines

England 07904 793 974 or 07539 733 079

Wales 029 2023 0319

Scotland 0131 322 8500

Northern Ireland 028 9077 5211

For details on any of our policies on confidentiality, data protection, child and vulnerable adult protection, equal opportunities and complaints procedures, please contact any of our offices.

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