



# Your CRASH Fundraising Guide

Constructing places that care for people



**“CRASH is very close to our hearts. We enjoy raising money for CRASH because it is such a worthwhile cause, especially as it changes people’s lives. Our CRASH annual golf day was cancelled due to Covid-19, which was disappointing, as last year we raised £13,000, so taking part in the 2.6 challenge was a great way to get involved and raise money. We had people around the business having fun and being creative, which was brilliant to see.”**

**Chia Oh**

Emerging Talent Advisor at VolkerFitzpatrick

# A Big Thank You...

for choosing to fundraise in aid of the construction industry's charity CRASH. It is thanks to you and your brilliant fundraising efforts, CRASH continues to help hospices and homelessness charities with their vital construction projects.

CRASH is the UK construction industry's social impact partner. We unite the industry to be a force for good by channelling your professional expertise, construction products and generous fundraising to construct places that care for the sick, vulnerable and homeless across the UK.

**Fundraising for CRASH will improve your company's social impact, help you reach your CSR goals and unite your colleagues behind a shared cause.**

We want you to succeed and be proud of the difference you make, so get in touch.



## CRASH can support you with:

- a dedicated member of staff to help and answer your questions.
- fundraising materials, e.g. collection bucket, card machine, branded posters, social media templates and clothing.
- CRASH logo and case studies of how your support will make a difference.

We can't wait to hear from you,  
**CRASH Fundraising Team**



Softball Tournament, Ryder Architecture.



Fundraising for opening of Silver Jubilee Bridge, Balvac.



Bake Sale for Hospice UK Week, Argent.



International Cycle Ride, Child Graddon Lewis.



## Plan For Success

Behind every successful fundraiser is a drive to make a difference, you have that in bucket-loads but it's time to make a plan.

Here are the main things to think about when you're getting started:

-  **Choose your fundraising activity**  
Be creative and have fun with it. We have a few ideas on page 6 to help you get started.
-  **Save the date**  
Let everyone know when you plan to do your fundraiser and keep your colleagues updated till the big day.
-  **Set up your fundraising page**  
You can set up an online fundraising page at Just Giving. We prefer Just Giving because more of your hard earned donations will reach CRASH. A brief guide to setting up your fundraising page is on the next page of this guide or download the full version [here](#).
-  **Spread the word**  
Invite others to join you and support you, from colleagues in your team to regional offices. When appropriate, involve clients and family and share on social media tagging us [@CRASHCharity](#).
-  **Let us know**  
Get in touch and tell us your plans so we can help and support you.
-  **Enjoy**  
We want you to have a great time fundraising for CRASH so remember when event day arrives to relax and enjoy yourself.
-  **Pay your donations in**  
We will send you a confirmation email once we have received your donations.



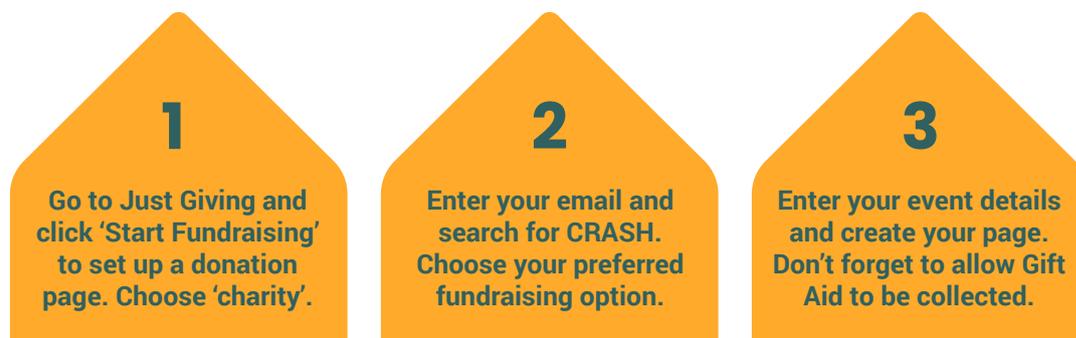
**“What an incredible weekend with the team! 19 members of the IT team walked 23 miles, in just one day, around Ullswater in the Lake District, in aid of CRASH. What an experience! There was the good and the tough, the beauty of nature and team spirit saw us through to the end. We are so incredibly grateful to everyone for their support in helping us raise vital funds for CRASH and I’m so proud of the team for exceeding our fundraising target.”**

**Ellie Grant**  
IT Project Manager at Murphy

# Set Up Your Fundraising Page

CRASH is registered with Just Giving. The online platform is easy to use and all donations, and eligible Gift Aid, will be sent directly to CRASH charity so you can focus on meeting your fundraising target.

This guide is for **Just Giving** as their fees are lower, so more of the money raised will reach CRASH.



Once you have created your page, share the link with colleagues, clients, friends and family.

Good luck! You'll be great.



The Wildgoose Chase - photo challenge, Taylor Wimpey.



Snowden Hike, Geberit.



Rough Runner Obstacle Course, Areen Design.



Christmas Jumper Day, Argent.



## Fundraising Ideas

So, you want to fundraise for CRASH but need some inspiration to get the creativity flowing? Whether you're planning to host an event, run a race or do something downright wacky, here are some ideas to kickstart your imagination.

<p><b>Give in celebration</b></p> <p>Dedicate a special occasion like your company's anniversary, a birthday or Christmas to fundraise for vulnerable people in need of our support.</p>	<p><b>Virtual masterclass</b></p> <p>Learn to cook from a professional, get together and taste wines from around the world.</p>	<p><b>Involve your clients and supply chain</b></p> <p>Add a donation request to your CPD webinars and questionnaires completed by your customers.</p>
<p><b>Go the distance</b></p> <p>Choose the distance to a virtual destination and walk, run or skip to complete the miles together. It's a great way to connect regional offices and departments.</p>	<p><b>Raffle</b></p> <p>A simple and fun way to raise money, but there are strict guidelines for organising a raffle. Please visit the Gambling Commission's website or contact CRASH for guidance.</p>	<p><b>Office Olympics</b></p> <p>Get everyone together for some healthy competition with a sweepstake or your own take on the Olympics with active and creative challenges completed remotely!</p>

For even more ideas and to see how other companies have fundraised for CRASH, please visit [www.crash.org.uk/fundraising](http://www.crash.org.uk/fundraising).



**"As a company, we are honoured to be a Corporate Patron of CRASH Charity. We are incredibly proud that the team took on the Snowdonia Triple Challenge to raise vital funds for the charity. Although it was both mentally and physically exhausting, we are rewarded in the knowledge that the mammoth challenge has helped support and raise money for a very worthwhile cause."**

**Mark Larden**  
Managing Director at Geberit

# Boost Your Donations

Now you've got your great idea and you're ready to go – here's our top tips to help you smash your fundraising target.

## Match funding

Does your employer have a match-funding scheme? They may pledge to match the donations you raise and double your impact.

## Be creative

There are many ways you can add a charitable element to events, e.g. host an auction or include a donation in the ticket price.

## Share your story

Inspire people to give by sharing your motivation for fundraising. To see the difference you will make, look at Our Work on the CRASH website.

## Spread the word

Social media is excellent for fundraising. Can you ask your internal comms team to share your fundraising page with colleagues. Reach out to industry press, let them know how your company supports the industry charity CRASH.

## How did it go?

It's not too late to get last-minute donations after your event. Let people know how it went and remind those who are yet to support that it's their last chance.

## Gift Aid

Gift Aid increases the value of donations by 25%, so it means even more money goes to the causes you care about – and it won't cost you extra. For more information, visit [www.gov.uk/donating-to-charity/gift-aid](http://www.gov.uk/donating-to-charity/gift-aid).



CRASH Sailing Cup, Scotch Partners.



Climbing Ben Nevis, Forterra.



# Pay In Your Donations

You did it! Thank you so much for fundraising in aid of CRASH.

**Please send donations to CRASH within a month of completion of the fundraising activity. If this is not possible, we ask that you agree a date with our fundraising team.**

We accept BACs and cheque donations. If possible, we ask that donations are made by BACs as there are no additional charges, and CRASH receives 100% of your gift.



## **Bank transfer (BACs):**

Account name: CRASH

Address: The Gatehouse, 2 Devonhurst Place, London, W4 4JD

Bank: CAF Bank Ltd, 25 Kings Hill, West Malling, Kent, ME19 4JQ

Sort Code: 40 52 40

Account No: 00003764

**Note: Please use your company name and fundraiser as a reference, so we know the donation came from you, e.g. VolkerFitzpatrick Golf Day.**



## **Cheque:**

Please make cheques payable to CRASH and post to:

CRASH Charity, The Gatehouse, 2 Devonhurst Place London, W4 4JD

**Note: please include details of your fundraising and a return contact.**

Inform the CRASH team once donations have been sent by calling **020 8742 0717** or emailing [fundraising@crash.org.uk](mailto:fundraising@crash.org.uk).

CRASH will acknowledge receipt of your donations and send a formal thank you for your records. If you require a Request for Donation (similar to an invoice), please contact the team.



## **Cash:**

If you are taking cash, ensure two people are present when handling and counting your cash donations.

**Note: Please do not send cash donations through the post.**



**“Forterra was delighted to take in the challenge of climbing Scafell Pike, building on the success of previous climbs of Ben Nevis and Snowden to raise money for CRASH. Many of the participants took part in all three ascents, which is quite a feat. These challenges are a great opportunity for Forterra employees, family and friends to work together as a team whilst at the same time raising money for a worthy cause. We will continue to look at further opportunities to support the charity.”**

**Helen Newberry**

Head of Marketing and Communications at Forterra

# Contact Us

For ideas, support and advice, please contact the CRASH fundraising team.

 [fundraising@crash.org.uk](mailto:fundraising@crash.org.uk)

 020 8742 0717

# Useful Links

**Chartered Institute of Fundraising** for fundraising guidelines – [ciof.org.uk](http://ciof.org.uk).

**Fundraising Practice** download the fundraising code of practice – [www.fundraisingregulator.org.uk/sites/default/files/fr-code/Code%20Fundraising%20Practice%20October%202019.PDF](http://www.fundraisingregulator.org.uk/sites/default/files/fr-code/Code%20Fundraising%20Practice%20October%202019.PDF).

**Fundraising Regulator** the independent regulator for charitable fundraising – [www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk).

**Gambling Commission** for rules and regulations regarding fundraising raffles – [www.gamblingcommission.gov.uk/for-the-public/Fundraising-and-promotions/Fundraising/Lotteries-at-events.aspx](http://www.gamblingcommission.gov.uk/for-the-public/Fundraising-and-promotions/Fundraising/Lotteries-at-events.aspx).

**Gift Aid** for regulations regarding Gift Aid – [www.gov.uk/donating-to-charity/gift-aid](http://www.gov.uk/donating-to-charity/gift-aid).

**Just Giving** for online fundraising page – [www.justgiving.com](http://www.justgiving.com).



Trek to Everest Base Camp, Geberit.



Snowdonia Challenge, Geberit.



The Wildgoose Chase team challenge, Taylor Wimpey.



Manchester 10K, Knauf Insulation.



Creating  places that care for people



## Contact Us

 020 8742 0717

 [fundraising@crash.org.uk](mailto:fundraising@crash.org.uk)

 [www.crash.org.uk](http://www.crash.org.uk)

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