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# Fundraising from local businesses

*Where to get small amounts of money or raffle prizes for Christmas Parties, Fun Days, outings & other small projects*

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## Getting started

This information sheet aims to help you get started with applying to local businesses for small amounts of money, raffle prizes and gifts. It's got 3 sections:

- a) Some general advice and things to think about
- b) A list of local businesses. This isn't an exhaustive list, but is a good starting point.
- c) Sample letters.

## a) Some general advice and things to think about

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### Use your local connections

Shops are more likely to give to people they know. Companies often have staff volunteering projects, and are much more likely to support a community group if it is recommended by a member of staff. Don't be shy about using any connections you have.

If you are approaching local shops it is worth going in person, especially if they know you. Take a letter saying what you want, printed on your organisation's headed notepaper so you can give this to them to back up your request.

### Try your local businesses

Most companies like to support groups in their immediate area. If your group is based in Hollingbury, apply to the ASDA there, not at the Marina. Also try your local pub and shops, and look through the yellow pages to see what other companies are operating in your area.

Some big companies have established donation programmes. Small businesses, where the manager is on site and has the power to make decisions, are most likely to make a decision on the spot if you drop in.

Cafes and restaurants are worth asking for 'free meal' vouchers as raffle prizes.

### When you apply:

- § Write on headed notepaper
- § Keep your initial letter to one side of A4 if possible. Make sure you give details of what you want the money for, how much you need and who it will benefit
- § Always credit any donation in publicity
- § Always write and thank donors afterwards, and send a brief report of the event. Include photos and press cuttings if you've got them.

## Look in Favourite Funders

The Argus Appeal, Lions, and Community Dividend Fund have also given small amounts of money to local groups e.g. North Hangleton TA got £50 for their Christmas party from the Argus Appeal. Moulsecoomb East TA were given money towards their Christmas Party by the Lions.

Details of these organisations are in the general section of our 'Favourite Funders' file.

## Look in the Resource Centre library

§ Our fundraising library is full of useful information. 'The Guide to UK Company Giving' and the 'Hollis book of sponsorship' are particularly worth having a look at.

## Let us know what works

§ Please let us know who you managed to raise funds from – it helps us build up this information to help other groups.

## Suggestions for local businesses to try

Contact		Notes
<p><b>Family Investments</b>            Tony Horton            16-17 West Street            Brighton BN1 2PL            Tel: 725272</p>	<p><i>What they give:</i></p> <p><i>Who they give to:</i></p> <p><i>How to apply:</i></p>	<p>Small donations "don't have a big pot of gold"</p> <p>Local charities or local branches of national charities. Their first priority is activities involved in and supported by their staff. For example an employee ran a local marathon to raise money for Martletts Hospice, and they match-funded everything he raised.</p> <p>They support 3 local schools, and have donated to groups such as Sudanese Elders, a parent &amp; toddler group, a local wildlife trust group and Meadowview pre-school (for their Xmas party).</p> <p>They prefer to give to groups with Charitable status.</p> <p>Send a letter on headed notepaper, detailing what you want the money for.</p> <p>Ideally apply 2 months before you need the money, and allow at least a month.</p>
<p><b>Cooperative Group shops</b>            There are Coop shops at:            56 Lewes Road,            94-101 London Road,            269 Preston Drive,            124 Dyke Road,            St James Street, and            Whitehawk Road.</p>	<p><i>What they give:</i></p> <p><i>How to apply:</i></p>	<p>Raffle prizes, notice boards for you to publicise events, and Community Partner Cards (which enable your groups to pool all Dividend Points collected by your members).</p> <p>For raffle prizes visit the manager at your local store with a letter, on your group's headed paper, explaining what you wish to use their products for.</p> <p>To join the Community Partner Card scheme phone 0845 090 1456</p>

<p><b>BAA Gatwick</b> Gatwick Airport Ltd, Public Affairs, Gatwick, West Sussex RH6 ONP tel: 01293 504192</p>	<p><i>What they give:</i></p> <p><i>Who they give to:</i></p> <p><i>How to apply:</i></p>	<p>From £50 to £20,000</p> <p>Specific support for SE England &amp; projects recommended by airport staff. They focus on education, economic regeneration and the environment.</p> <p>They give redundant IT equipment to local schools through the 'tools for schools' scheme.</p> <p>Don't support projects for elderly people, sickness/disability or children/youth. However they have supported Moulsecoomb Family Fun Day in the past.</p> <p><i>See page 71 in 'The Guide to Company Giving' for more information.</i></p> <p>Contact the community relations manager at Gatwick airport.</p>
<p><b>Harvey &amp; Son</b> Mr Inman tel: 01273 480209 6 Cliffe High Street, Lewes <a href="http://www.harveys.org.uk">www.harveys.org.uk</a> <a href="mailto:info@harveys.org.uk">info@harveys.org.uk</a></p>	<p><i>What they give:</i></p> <p><i>Who they give to:</i></p> <p><i>How to apply:</i></p>	<p>Cash donations and raffle prizes</p> <p>No individuals, but no other restrictions. They try to support as many groups as possible, so donations tend to be small. Like to 'help people who are helping themselves.' Have donated to S.E. kidney unit, and to lots of PTAs.</p> <p>Send a letter, detailing who you are and what you want. They have a committee that meets once a month.</p>
<p><b>Waitrose</b> Mrs Susan Leech 130-134 Western Road tel: 326549</p>	<p><i>What they give:</i></p> <p><i>Who they give to:</i></p> <p><i>How to apply</i></p>	<p>Mainly donations for raffle prizes. If you ask for money it will be forwarded to their head office for approval.</p> <p>Any local group considered. They have a new round of donations beginning in February 2005 – nothing available before then.</p> <p>Send a letter on headed notepaper, detailing who you are and what you want.</p>
<p><b>Tesco</b> Look up your local store in yellow pages or at <a href="http://www.tesco.com/storelocator/">www.tesco.com/storelocator/</a></p> <p><b>Head Office</b> Lynda Marsh</p>	<p><i>What they give:</i></p>	<p>Local stores give community vouchers for raffles, usually around £10 in value. If you want a cash donation or sponsorship, e.g. funding for a football strip, write direct to Lynda Marsh at their head office.</p> <p>Apply to store nearest to you. They will consider all community groups, but prioritise</p>

<p>Community Affairs Tesco Stores Ltd, Tesco House PO Box 18 Delemare Road Cheshunt, Waltham Cross Herts BN8 96L</p>	<p><i>Who they give to:</i></p> <p><i>How to apply:</i></p>	<p>disabled/elderly/children's' groups.</p> <p>Apply on headed notepaper, giving as much information as possible about the group and what you want the money for.</p>
<p><b>ASDA: Marina</b> Sandy White, Store Secretary Brighton Marina Brighton BN2 5UT tel: 606611</p> <p><b>ASDA: Hollingbury</b> Unit 1, Crowhurst Road Brighton BN1 8As Tel: 541166</p>	<p><i>What they give:</i></p> <p><i>Who they give to:</i></p> <p><i>How to apply:</i></p>	<p>Gifts in kind, rather than cash – e.g. food, CD player, cuddly toy</p> <p>Preference given to groups from local area</p> <p>Send a letter on headed notepaper, detailing what you want the donation for.</p> <p>Apply at least 2 weeks before the event you need the donation for.</p>
<p><b>Sainsburies</b> Zoe Ellis 93 Lewes Road tel: 322501</p>		
<p><b>Nationwide</b> Charity organiser: Gill Phillips tel: 01444 330000</p>		
<p><b>Debenhams</b> Store manager: Alan Schpot Russell Place 95 - 99 Churchill Square Brighton East Sussex BN1 1LT Tel:322501</p>		

**NB: Brighton & Hove buses & The Body Shop no longer give donations of this kind**

## Sample letter 1

Name  
address

date

Dear Sir or Madam

### **East Brighton Family Fun Day**

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I am writing to ask for your support for our Family Fun Day, a great local event which has been running for many years.

Fun Day 2005 will have activities for every age and every taste, and enough going on for a whole days outing. The bouncy castle, pony rides, face painting, clowns and fairground rides always delight the kids, while the line dancing and bands are enjoyed by everyone. In the arena you can watch gymnastic displays and see birds of prey go through their paces, or you could try your luck at one of the stalls and hunt down a bargain at the car boot sale.

The event involves the whole community. Local groups can raise money, and the school dance groups and choirs put on performances in the arena.

The Fun Day would not happen without the energy and enthusiasm of the local people who organise it. Unfortunately, enthusiasm in itself is not enough, and the Fun Day costs a considerable amount to put on. Around £6,500 has to be raised to cover expenses, which include publicity, insurance, entertainers and bands.

The Fun Day could not continue without the support of the local Council and those businesses and individuals who have contributed generously over the years. I am writing to ask if you would be able to make a donation towards the 2005 Fun Day. Your contribution will be very much appreciated, and acknowledged in our publicity and the Fun Day programme.

If you would like to talk more about the Family Fun Day and how you could help, please feel free to give me a ring on xxx

Yours sincerely

## Sample letter 2

# Merry Fields Residents Association

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address to reply to  
date

Dear

## Christmas Party

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I am writing to ask if you would be able to make a donation towards our Christmas Party. We are expecting around 80 people to attend this event, which was hugely popular when we ran it for the first time last year. We provide a 3-course Christmas dinner, entertainment and a free raffle. We are involving our local primary school, and hope to have the school choir singing Christmas carols. A local group will do an acrobatic display and there will be a pianist to serenade the guests. Many of the people who come to the party are Senior Citizens who live on their own and have to survive on very low incomes. Our Christmas Party gives them the chance to join in the festive season, and is an important community event.

A lot of time and effort is put into the Christmas party by members of the Residents Association, who do all the preparation, organisation and cooking. We work hard to make it a successful community event, but we can only achieve this if we are given crucial support by local businesses like yourself. The total organisation of the Party costs us £XXX. Any contribution you can make towards these costs, however small, is much appreciated. We are also looking for gifts for the raffle, decorations for the hall, contributions of food, and all sorts of other things.

Everyone who has supported the party will be credited on the day, and in any publicity. If you think you can help, either with a cash donation or a gift, please contact me at xxxxxxxx, or send a cheque, made payable to xxxxxxxxx to the above address.

Thank you for your support,

Yours sincerely