



MERLIN'S
Magic Wand!
FUNDRAISING
TOOLKIT



Thank you for taking the time to download our magical fundraising pack. We are so pleased that you have chosen to fundraise for Merlin's Magic Wand!

This pack has been designed to support you in your fundraising journey and is full of ideas to get you started, as well as templates for sharing what you're up to, advice about the legal bits and pieces, and some useful links to further downloads.

We've set ourselves the ambitious target of reaching 3 million children by 2025, and your support can help to make this a reality. So thank you, we think you're magical.

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Since 2008, Merlin's Magic Wand has been creating magical experiences for children who need them most, through three magical programmes:
Magical Days Out
Magic on Tour
Merlin's Magic Spaces

ABOUT US

A Magical Day Out at SEALIFE London Aquarium

OUR PROGRAMMES

Our Magical Days Out programme offers a single, free day out for children to enjoy at the Merlin Attraction of their choice. We gift free tickets to children and their families through our partnership with Merlin Entertainments, as well as offering tickets to hundreds of charity partners and organisations. You can apply for travel grants and parking too!

Our Magic On Tour programme allows us to take the magic of the Merlin attractions to children who are unable to attend in person. We visit children who need it most, bringing with us the magic of the Merlin Attractions. More recently we've offered this exclusive programme online too.

Our Magic Spaces programme transforms areas where children spend a lot of time, including hospitals, hospices, orphanages and schools, into engaging spaces! Any Merlin attraction can nominate a space to be transformed, working with us to redesign and create themed areas, bringing magic to every day.



A Magical Day Out at Thorpe Park

CHARITY PARTNERS



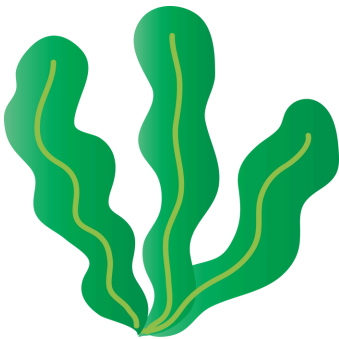
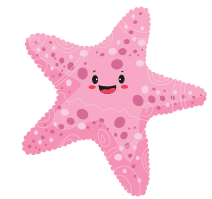


When you fundraise for Merlin's Magic Wand you're directly making a difference. Our partnership with Merlin Entertainments means that all of the Magical Day Out tickets are gifted to us, which means that fundraised money can go towards travel grants and our other programmes.

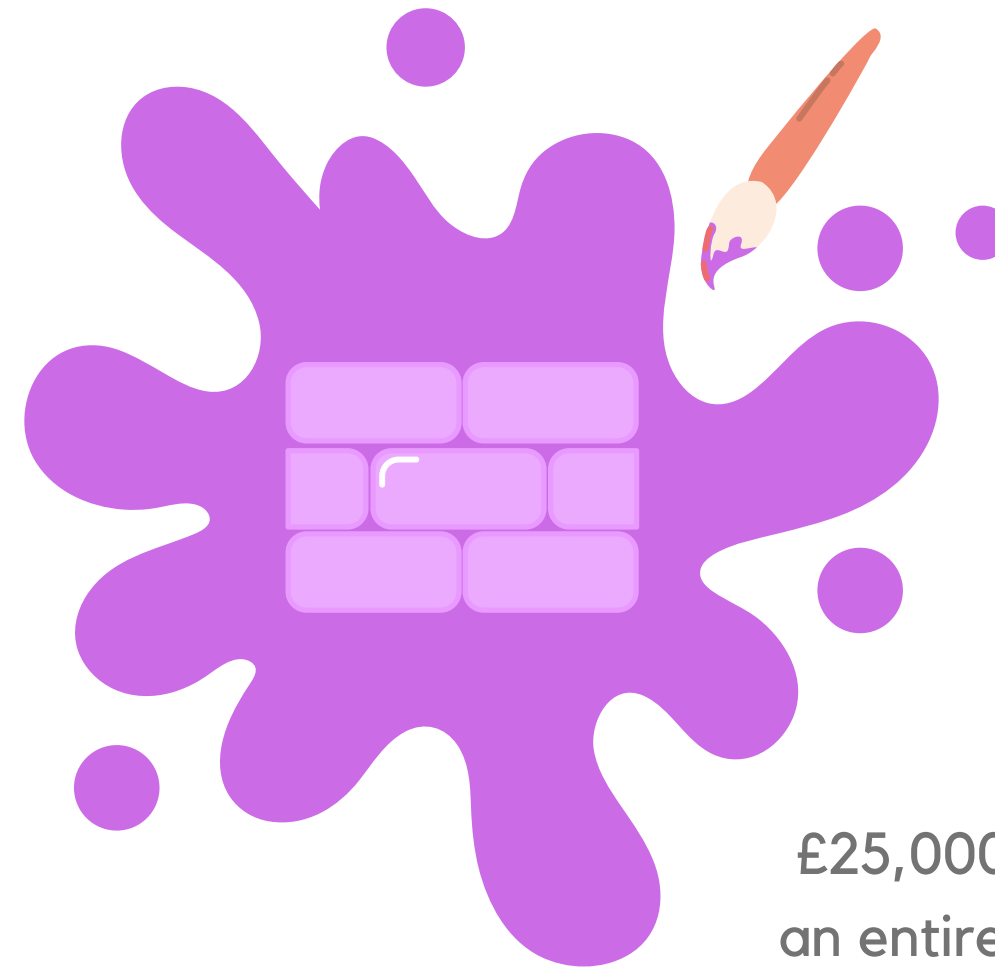
WHERE THE MONEY GOES



£200 can pay for a Magic On
Tour activity



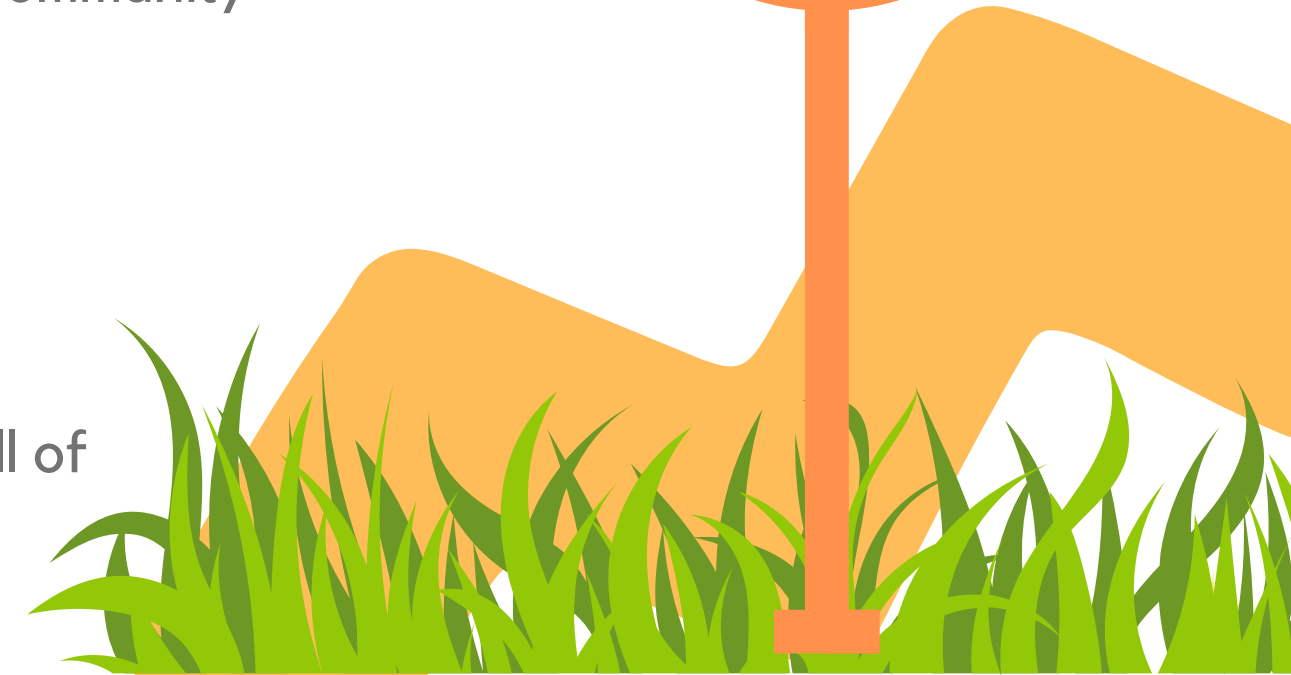
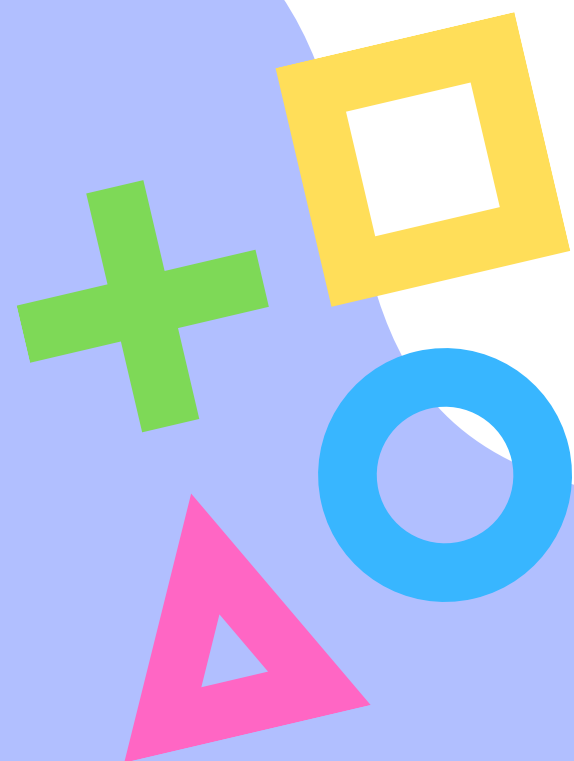
£28 or \$50 can support a family with a travel
grant to get to their Magical Day Out



£25,000 or \$50,000 can create
an entire Magic Space project to
a community

£5000 or \$5000 can fund a
mobile entertainment unit for a
children's hospital ward

£112 or \$120 could support a coach full of
children on a Magical Day Out





A Magical Day Out at Madame Tussauds Hong Kong



FUNDRAISING IDEAS

INDIVIDUAL FUNDRAISING

- Get sponsored: Take on a challenge such as a bike ride, run, swim or hike and ask your friends, family and colleagues to support you. Or maybe jumping out of a perfectly good plane or abseiling down the side of a tall building is more your thing? How about a 24-hour game-athon or getting sponsored to not shave your facial hair for an entire year? The more difficult or unique your challenge, the more people will sponsor you!
- Organise an event: From dinner parties to dress-down days, and karaoke in your local pub to a scavenger hunt in your local area, the sky is the limit when it comes to organising events.
- Facebook fundraiser: Celebrating a birthday, wedding or another special event? Or just want to give? You can raise money through Facebook through the 'Donate' button on our page
- Pop the kettle on: Hosting a coffee morning is a simple way to raise money. You could hold it at home, at work, or with your local church, club or café.

FUNDRAISING IDEAS

COMMUNITY GROUPS

- Car washing: Recruit some willing volunteers and get car washing in your local community.
- A Bake Sale: Come together as a group and get your bake on! Setting up a small competition and prize for the #Magic Baker is a great way to get people engaged and interested.
- Host a stall at a local fete and sell some locally sourced or locally made items for charity.
- Teach a course: Got a budding professional in your group? Someone that could teach a class in poetry, farming, fishing, anything! Host a class and donate the entry fee to charity.
- Do a sea swim! Cold water swimming is vVERY popular right now. Why not get donations for a dip



FUNDRAISING IDEAS SCHOOLS

- Hold a non-uniform day and ask pupils to donate £1 to take part
- Organise a talent show with students (and staff!) showcasing their talents to a paying audience
- Get walking – one big sponsored walk, a great way to get fit and fundraise at the same time
- A read-a-thon!? How many books can your class read in a month?
- A school wide scavenger hunt: get students, colleagues, parents, and friends on the look out for
- Put on a play! And donate the proceeds to charity
- Create some merch! Get your students to create some designs, have them printed!



FUNDRAISING IDEAS OFFICES

- **Team Challenge:** Why not gather a group of colleagues together and enter a run or a physical challenge as a group – training is always more enjoyable when you've got company.
- **Dress Down Day:** Ask your colleagues to ditch their suits and jackets for jeans and t-shirts in exchange for a donation. Adding collection tins to your reception or canteen!
- **Make the most of inter-departmental rivalry** and organise a sports tournament. Ask players to donate to take part and get the boss to donate a creative prize for the winning team.
- **Baby picture competition:** Ask all of your colleagues to bring in a picture of when they were a baby. Each person donates £2 to enter and guess away!




FUNDRAISING IDEAS

OFFICES

- Matched giving: Some organisations offer matched giving to employees, meaning you could double your fundraising total! If you choose an annual Charity of the Year, why not suggest Merlin's Magic Wand and get the whole company involved?
- Want an extra day off? To be in charge of the office radio for a week? Or to have the best parking space for a month? Hold a raffle with work-themed prizes.





PRACTICAL GUIDANCE

WHAT?

Decide what you want to do. Think about whom you know and what they would be interested in.

WHERE?


Where are you planning on holding your fantastic fundraising event? Could you host at home or at work? How about a local hotel or community centre, or would it work better online?

WHEN?

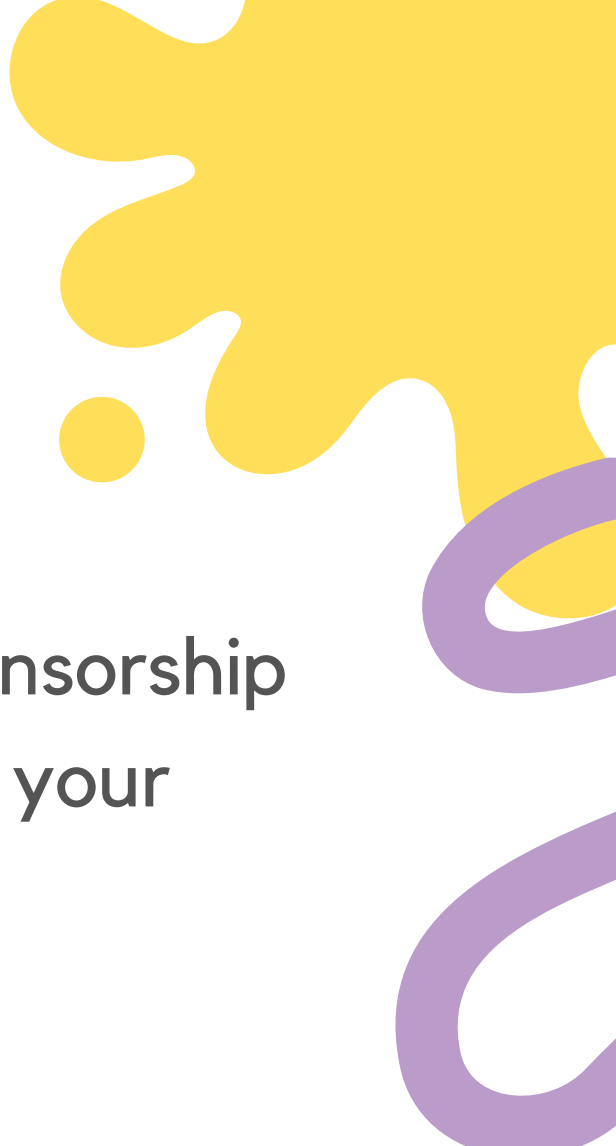
Have a think about which date will be best for the people you would like to invite – will you have your event at the weekend or during the week? Make sure you consider other events and dates!

HOW?

How are you going to raise the most money? Will you add a raffle or auction to your event, charge for tickets, or sell food and drink? Set yourself an ambitious but achievable target.



PRACTICAL GUIDANCE



WHO

Make sure everyone knows about your event. Download our poster templates and sponsorship forms here. Ask your local supermarkets, leisure centres and parish councils to display your poster and email them out where possible to save on printing costs.


PUBLICITY

Contact your local newspaper or radio station to tell them what you're doing and why. They often run local good news stories and would love to hear what you're up to!

LOCAL SUPPORT

Get in touch with local businesses to see if they will donate any prizes for your raffle or auction. See if you can get your venue or catering for a discounted price as it's a charity event. Get friends and family involved in the organising to help with the workload. Get in touch with our fundraising team for a letter of authority, so businesses are confident in your event.

PRACTICAL GUIDANCE



GET ONLINE

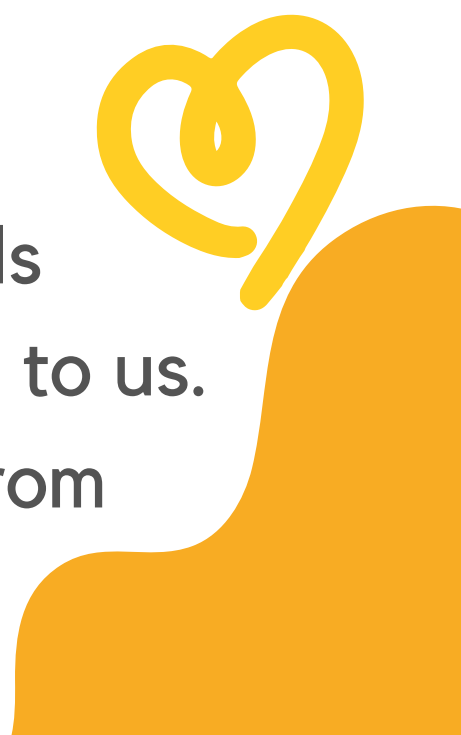
Make the most of everyone scrolling through their phones and invite people to your event through social media and email. Don't forget to set up an online sponsorship page and share this too!

ON THE DAY

We can support you with Merlin's Magic Wand merchandise for your event. If you're after collecting tins or buckets, leaflets, or t-shirts, get in touch via fundraising@merlinsmagicwand.org as early in your planning as possible, so we can get these to you in time.

TELL US ABOUT IT

Once your event has finished, collect in any cash you have raised and send us the proceeds along with any empty tins or buckets. See page 25 for details of how to get your donations to us. We love hearing about what you've been up to, so please send us any stories or pictures from your event and let us know if we can share them on our social media too.





A Magical Day Out at Chessington World of Adventure Resort

PROMOTING YOUR FUNDRAISING



Spread the word! Getting publicity for your fundraiser will help you raise more, whilst also raising valuable awareness of the charity. At Merlin's Magic Wand we use Instagram, Facebook and LinkedIn to post about our latest news and fundraising. Tag us in your posts!

Email is another great way to raise awareness. Let your friends and family know with a personal message, or change your email signature and include a link to your fundraising page.

Your local paper will be interested in your fundraising too and why you're doing it, especially if you're planning something unusual or particularly creative. Your story has a greater chance of success if it's sent with a picture, so make sure to take high quality pictures before, during and after your event to send over.



(THE LEGAL BITS)

YOUR RESPONSIBILITIES

When you arrange to fundraise in aid of Merlin's Magic Wand, you must ensure that all donations and sponsorship money is paid to the charity. You must inform potential donors if any of the funds you raise will not be paid to the charity, before accepting their donation.

PROMOTION

If you are promoting your fundraising with posters or leaflets, please make sure to include our registered charity number 1124081 and our 'in aid of' logo (on our site)

FOOD AND DRINK

If you're providing food and drink at a fundraising event, please visit the Food Standards Agency for guidance on preparing, handling and cooking food. Caterers will also need to provide their food hygiene certificates and Public Liability Insurance.



(THE LEGAL BITS, CARRIED ON)

RAFFLES

There are strict rules around running raffles. If you are selling raffle tickets over more than just 24 hours, you will need to apply to your local authority for a licence and buy printed tickets with certain details on them. You can find more information online through the Gambling Commission website, or get in touch if you're unsure and we can help.

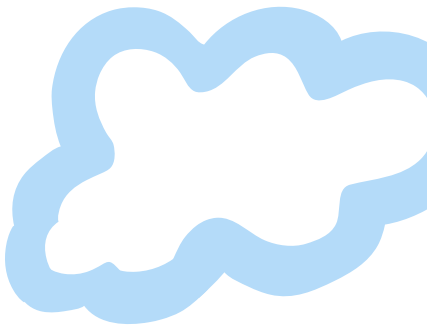
STREET COLLECTIONS

If you are planning to hold a collection in the street as part of your fundraising you will need to apply for a Street Collection Licence from the area's local authority. Please note that you are not permitted to collect cash door-to-door.

INSURANCE

If your event involves the public, you will need to make sure that you have Public Liability Insurance. Your venue may already have this, so check with them first. If you are using suppliers or contractors, you should ask for a copy of their risk assessment and Public Liability Insurance too.

(THE LEGAL BITS, CARRIED ON)



HEALTH AND SAFETY

If you are organising a large-scale or physical event you will need to make sure that you have first aid cover. You can further advice on this from organisations like St John's Ambulance. We would also suggest completing a Risk Assessment before your event. You can download our template on our website.

UNDER 18S

If you are under 18, your parent or guardian is responsible for you.

Please show them this pack and talk to them about your fundraising to make sure they are happy with what you've chosen to do.



HOW TO PAY MONEY IN

Send us a cheque: made payable to Merlin's Magic Wand Trustees Limited to:

MERLIN'S MAGIC WAND CHILDREN'S CHARITY
LINK HOUSE, 25 WEST STREET
POOLE, DORSET
BH15 1LD

Pay directly into our bank account: HSBC UK Bank PLC
Account Name: The Merlin Magic Wand Children's Charity
Sort Code: 40-38 -04 - Account Number: 55266211
IBAN: GB94HBUK40380455266211

Email: **FUNDRAISING@MERLINSMAGICWAND.ORG**

Please put your name as a reference so we know where your donation has come from.

Pay by credit or debit card through our website 'Donate' button





GIFT AID

Please encourage UK sponsors to make Gift Aid declarations using their home address if they are able to. We can then claim an extra 25p for every £1 donated. Only sponsors who pay income tax and have not received anything in exchange for their donation are eligible. Please note, this includes the chance to win a prize, so donations for raffle tickets are not eligible for Gift Aid.

OUR COLLATERAL



We have lots of posters, images, social media packs, sponsorship forms and more on our website that you can download to share our work and your fundraising. Head to our support us page to download yours today!





A NOTE FOR EVERYONE

A Magical Day Out at Thorpe Park

Thank you so much for considering Merlin's Magic Wand for your fundraising.

Got an idea you want to share with us?

Seen something exciting done somewhere that you need some support with?

If collecting tins, buckets or t-shirts would help you raise more, or you need a letter of authority to confirm that you're fundraising for Merlin's Magic Wand or any of the above!

Please contact us on fundraising@merlinsmagicwand.org

**WE LOOK FORWARD TO SUPPORTING
YOU SOON!**

ERIN

RACHEL

JUSTINE

HANNAH

ASHLEY

FLEUR

ELIN

REGGIE

AMANDA

VANESSA

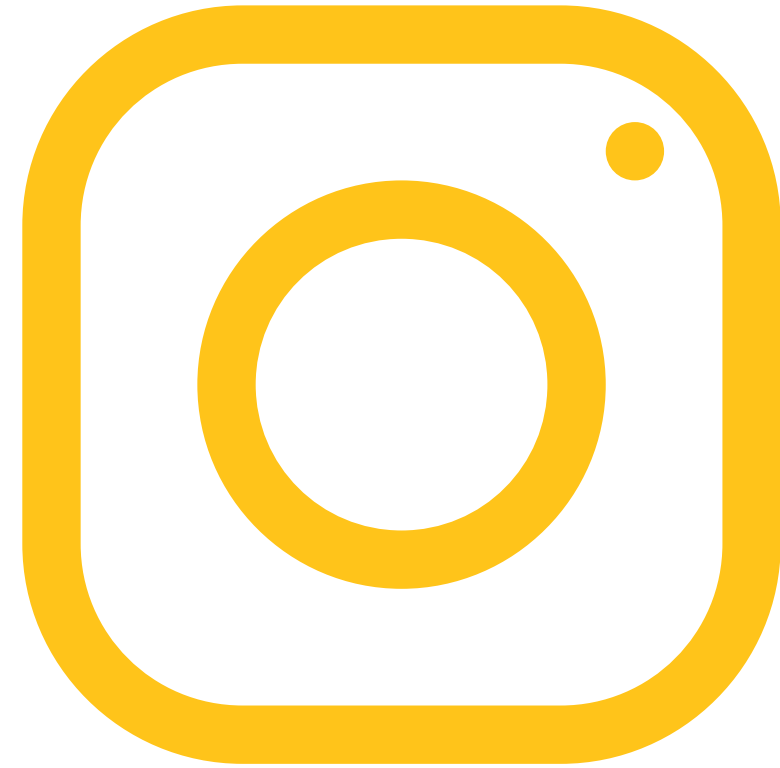
ALYSON



A Magical Day Out at Chessington World of Adventure Resort



Merlin's Magic Wand



Merlin's Magic Wand Official



Merlin's Magic Wand



Merlin's Magic Wand

Make sure you follow us on social media to be up to date with all of our latest campaigns and programmes.

THANK YOU