

Focus on Fundraising in the Community:
Maximising (your) impact and
increasing engagement

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Today

- ▶ Introductions
- ▶ Who we are
- ▶ How we're engaging in the community
- ▶ Fundraising in 2020
- ▶ Sands Awareness Month 2020
- ▶ What event could you arrange?



How we're engaging with the Sands community

- ▶ Building connections with our Sands networks and volunteer groups
- ▶ Attending Network days
- ▶ Speaking on Network calls
- ▶ Working with groups on cheer spots
- ▶ Supporting groups promote fundraising to those they are supporting
- ▶ Develop resources and information



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Contact us by emailing - Teamsands@sands.org.uk

What's coming up in 2020!

- ▶ Winter fundraising
- ▶ Challenge 15
- ▶ Skydive for Sands
- ▶ Ben Nevis Hike

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Winter fundraising



#Challenge 14

- ▶ Launch 2 January
- ▶ Updated brand online
- ▶ 14 miles, 14km, 14 days, 14 activities

‘Challenge yourself in 2020.
Your 14. Your way’

Old promotions



Get 2019 off to an incredible start



This year, do something amazing



Visit sands.org.uk/challenge15



Skydive for Sands

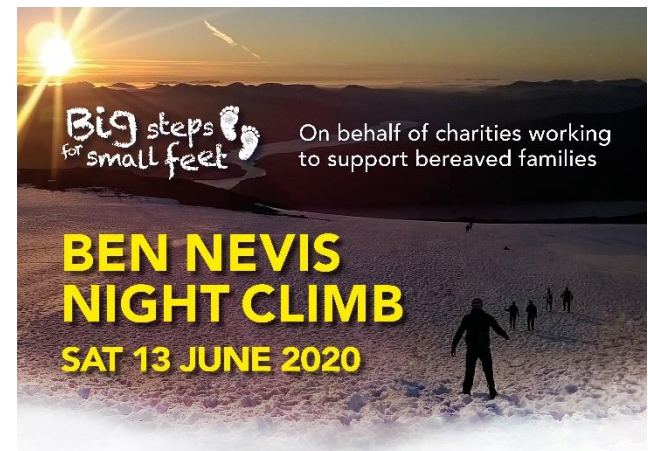
- ▶ Sands are taking over the skies on Saturday 27 June 2019
- ▶ Block bookings across the UK
- ▶ Reduced reg fee to £35!
- ▶ Minimum fundraising £430
- ▶ Teams and individuals welcome



Big Steps for Small Feet


- ▶ Collaboration event with 10 charities
- ▶ Inspired by Michael CEO of Anam Cara Fasgadh
- ▶ Aim of 100 hikers minimum
- ▶ Sunrise descent
- ▶ Year 1 event
- ▶ To sign up head to:

<https://www.sands.org.uk/get-involved/fundraising/fundraising-events/big-steps-small-feet-ben-nevis-night-climb>



Sands Awareness Month 2020

"I miss her every day. Would she have gone to uni? Would she be a mum? I will never know. My family never talk about her. People get embarrassed when I do."



#FindingTheWords to break the silence around baby loss...

Sands Stillbirth & neonatal death charity
40 1978-2018 years of support
FR Regulated with the Financial Conduct Authority

#FindingYourWay2019



31% of bereaved men surveyed had **not been offered** a helpline or other source of bereavement **support**



FindingYourWay.org.uk

Film from 2018

2020 ?

What will your event be?

What fundraising event could you hold on Saturday 20th June, 20.06.2020?

Questions you might consider (20 minutes in groups):

- Where would you hold the event? (e.g. local park, community centre, restaurant, office building, closed off street?)
 - Is it an activity, a sport, a challenge, a celebration event, a commemorative event, both? (e.g. an organised walk, party, race?)
 - Who is coming to your event? (e.g. Sands groups, open to the public?)
 - How much would your event cost? (e.g. is it ticketed, free, do you need to hire equipment or buy food?)
 - Why does your event spread awareness of Sands and/or raise funds for Sands?
 - What is your aim of your event
 - Could your event be online?
 - Where are you promoting your event?
 - Could this event be replicated across the UK?
 - What materials or information do you need from us that could help you promote your event?
 - Who would you invite to your event? Or who do you intend to come for instance perhaps they discover your event and become engaged with Sands by an activity you're doing?
- ✓ 15 minutes at the end to feedback