



NORTH
LONDON
CARES



7 DAYS TO RAISE!

MONDAY 9TH - SUNDAY 15TH MAY

@NLCARES

#7DAYSTORAISE

7 Days to Raise!

Before we get started, let's just point out one thing: **you're a HERO!**

Thank you for getting involved with **7 Days to Raise** in aid of North London Cares. We're very excited that you're supporting us in this cool way.

By holding a fundraising event at some point between **Monday 9th - Sunday 15th May**, you're helping otherwise isolated and lonely older neighbours like **Mary, Lil and Ken** to feel visible, valued and vibrant again. So thumbs up to you!

This pack contains all the information you need to get started:

1. What it all adds up to
2. Fundraising Ideas: short on time
3. Fundraising Ideas: bang on time
4. Fundraising Ideas: plenty of time
5. How to collect donations
6. Fundraising tips
7. Suggested social media updates
8. FAQs
9. Next steps



“Thanks to all you youngsters for giving up your time. This is my favourite day of the week. I spend the whole week looking forward to it.”

Ethel, Kentish Town

7 Days to Raise!

What it all adds up to

With every pound you raise during 7 Days to Raise, you're helping to tackle isolation, combat loneliness and bridge generational divides in Camden and Islington.

Did you that two fifths of older people say that the TV is their main form of company?

Were you aware that loneliness is as harmful for you as smoking 15 cigarettes a day?

Well, by fundraising, you're helping to fight loneliness and isolation. High five! Let's look at how you will make a difference:

£20 could help fund a Social Club, such as a flim night or games afternoon

£40 could help us match a volunteer with an older neighbour through our Love Your Neighbour scheme

£150 could provide transportation for a day out for your older neighbours, such as a trip to a pub or local restaurant.



"The welcome we get with the young people is marvelous. I'd be proud to have any of them as a son or a daughter. Instead of being like a club it's become more like a meeting of family and friends"

Harry, Holloway

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Fundraising ideas: short on time

Haven't got the headspace to think about hosting a huge fundraising event? These simple, easy ideas can be a reality in no time:

Penny for your thoughts

Is your wallet full of loose change? Pop a collection tin in your office during 7 Days to Raise and encourage colleagues to drop in their small (or large) change. It'll quickly add up!

Sponsored silence

Go a whole day without speaking. Perfect challenge if you're a chatterbox. Not so good if you work in telecoms.

Ban chocolate / coffee / sweets for a week

Got a habit you just can't kick? Try and refrain from your daily (or hourly) crutch for one week – or longer if you're feeling particularly bold!

Donate

Play your part in just one click. [Make a donation to North London Cares](#) and make a difference. Even better, spread the word and encourage seven of your friends, family and colleagues to do the same too.

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Fundraising ideas: bang on time

Got a few hours spare to prepare? Then check out these four fundraising ideas that are guaranteed to draw the donations:

Bake sale

Become everyone's best friend and hold a bake sale. Whip up some goodies and charge £1 - £4 for a slice of your masterpieces. The perfect pick-me-up for your colleagues! You see see a full 'How to' guide [here](#).

Eurovision (Saturday 14th May)

Europe's favourite signing contest is a fundraising opportunity! Invite friends over to watch the festivities. To raise money, ask for donation to attend, do a sweepstake and hold a raffle (prizes don't have to be amazing!)

Premier League sweepstake

The football season ends on Sunday 15th May. Do a sweepstake on who's going to take the title; what the final scores will be; which teams are heading to relegation. Charge for entry, give the winner a box of chocolates, and all proceeds will help tackle isolation and loneliness in Camden and Islington.

Office dress up day

Rally the troops and encourage your colleagues to take part in a dress up day. Pick a theme and ask people to donate to take part. You could be superheroes, wear blue (NLC's colour!) or something more outrageous.

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Fundraising ideas: plenty of time

If you feel fantastic about fundraising, then consider one of these showstoppers:

Pub quiz

Put knowledge to the test and host a pub quiz. Write the questions, invite your friends and charge to play. If you want to go the extra mile, a raffle will help boost your fundraising. See our full 'How to' guide [here](#).

Clothes swap

The best way to get a new wardrobe! Find clothes you no longer wear and ask your friends to do the same. Get together – clothes in hand – and bid for a dress, top or jumper you like. Highest bidder wins the loot and all money raised goes to North London Cares! See our full 'How to' guide [here](#).

Dinner

Cook up a storm in the kitchen; whip up a three-course meal for your friends and charge them for the pleasure. You could even sell your recipes after the event for extra donations.

Raffle

Gather goodies from local businesses, unwanted presents or unopened gifts and hold a raffle. Charge £2 for a ticket and sell tickets to friends, family and colleagues. Draw the winners on one day during 7 Days to Raise. You could even incorporate a raffle into another event, like a bake sale or Eurovision party!

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How to collect donations

Once you've chosen your fundraising event, you can then do one of two things to collect donations.

Fundraising Page

The first is to set up a fundraising page and ask people to donate online. This can be done through [Virgin Money Giving](#) or [Just Giving](#), whichever you prefer. Set yourself a fundraising target and start sharing your page with friends, family and colleagues.

Cash Donations

Alternatively, you could [download a sponsorship form](#) and collect cash donations. You can then transfer the total money raised to North London Cares by bank transfer. You can also send us the sponsorship form so we can claim any Gift Aid.

Please email Emily on emily.clarke@northlondoncares.org.uk if you're fundraising using a sponsorship form so she can send you North London Cares' postal address and bank details.

Please note: Gift Aid cannot be claimed on the exchange goods, i.e. a bake sale or clothes swap.



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Fundraising tips

Tell your story

Everyone loves a story, so be proud to tell yours. Use your fundraising page, emails and social media to share why you're supporting North London Cares' 7 Days to Raise.

Tell North London Cares' story

You are part of a wonderful community network. Share the [Hidden Heroes films](#), a [blog post](#) or a [picture](#) of your older neighbours. Print out [leaflets](#) too to share at your event.

Say thank you

Be sure to thank everyone who supports you, either with a high five, a text or even better, a shout out on social media. Other people may be inspired to donate if they've seen their friends do the same.

Tell people what their money could do.

Use the amounts on the 'What it all adds up to' page to show friends and family how they'll make a difference. People are more likely to donate if they can see the impact they'll have.



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Suggested social media updates

Below are a few tweets or Facebook updates that you could use to shout about your 7 Days to Raise event.

If you use Twitter, each of these has space to add a link to your fundraising page.

I'm taking part in @NLCares #7DaysToRaise to help tackle loneliness on my doorstep:

Support my @NLCares #7DaysToRaise event & give the gift of friendship to an otherwise isolated older neighbour

Today I'm taking part in @NLCares #7DaysToRaise. Support my event and bring a smile to your older neighbours:

Thanks to everyone who's supported #7DaysToRaise so far. You've helped to combat loneliness in Camden & Islington:



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FAQs

How much money should I hope to raise?

As much or as little as you like! As a small charity, every pound raised makes a difference, and can help tackle isolation on your doorstep. Historically, the average amount raised by our fundraisers is £200, which could help fund activities such as film nights for several months.

Can I use your pictures on Facebook and Twitter?

Of course! In fact, photos of your older neighbours sharing laughter, company and a smile will help your friends and family to see the difference they're making by donating to your 7 Days to Raise event. You can also check out our [Flickr feed](#) for a whole host of images.

How many people are taking part in 7 Days to Raise?

We hope that as many people as possible join in with this fundraising week, as there's as all sorts of ways you can make a difference. Keep checking our [Twitter](#) and [Facebook](#) pages during the week to see what fellow raisers are up to!

I can no longer host my event. What should I do?

You can host a fundraising event for North London Cares at any point in the year. So if you can, do postpone your shindig to a time more convenient to you. Alternatively, you can still make a difference by [donating to North London Cares](#).

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Next steps

- **Choose your fundraising event**; whether you're short on time, bang on time or have plenty of time, there's something for you
- Decide **which date** between Monday 9th – Sunday 15th May you will host your event
- Let [Emily](#) know what your event will be, and when it'll take place
- Set up your **fundraising page** or print our sponsorship forms
- **Invite** your friends, family and colleagues to your event
- **Spread the word!** Use everything from social media to emails to let people know about your big event
- **Host** your fundraising event! Share pictures and updates from your event with North London Cares; @NLCares #7DaysToRaise
- **Thank** everyone who came, supported or donated to your event
- Let Emily know your **grand total**
- Give yourself a big pat on the back!



7 Days to Raise!



THE BIGGEST THANK YOU FROM THE CARES FAMILY!

If you have any questions about 7 Days to Raise, please contact Emily (Development Coordinator)
emily.clarke@northlondoncares.org.uk | 07875 377433

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