



# Fundraising for a Dragonmobility Powerchair



# Welcome to your fundraising guide

Now that you have your quote or estimate, telling you the cost of your Dragonmobility powerchair, the prospect of raising the money can be daunting.

We have put together some information here about the next steps to get you to your target through an appeal. You'll be there in no time and we're always here to help!

In this booklet, you will find how to:

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**Are you ready?**

**First things first ....**

## Name your fund

Give your fund a name. It can be anything you like to tell people what it is, such as “Fundraising for Georgie”, “Ruby’s Fund”, “Wheels for William”, “Get Sophie Moving”, “Alfie’s Fundraising Army”, “Rolling Rolling Rolling” — the possibilities are endless!

Now your fund has an identity it might receive money, so ....



## Open a bank account

If you haven't done so already, open a new, separate bank account which is specifically to hold money to pay for disability-related costs for the person who needs the Dragon or SnapDragon (the Recipient).

Any high street bank will be able to help you with this - explain to them what it is for and they will direct you to the right kind of account for your fund.

It is important that the money will be kept safe and used correctly, so ....

## Choose trusted signatories

To give everybody confidence that their money can only be used for the purpose it is raised for, arrange that two people (signatories) must sign together to take money out of the bank account. You can have as many different people as you like who are allowed to sign but make sure that each one is completely trustworthy.

Of all of them, only have one signatory who is a family member. This way, you have the convenience of administering the fund yourself, but your donors can be sure that at least one outside person must also agree to how the money is used. Think about the practicalities too and make sure that those who will sign to release the money will be available and nearby when you need them.

You cannot register your fund as a charity if it is for one particular person, but it is still wise for the signatories of the account to act with the same standards of good practice that would be required if it were a registered charity (see the Charity Commission's guidance on trustee responsibilities which you can download from [www.charitycommission.gov.uk](http://www.charitycommission.gov.uk)).

Then, make sure that you ....

## Describe your fund to donors clearly

Lots of lovely people (donors) will want to help you and they will amaze you in many ways with their generosity.

Although it may not seem like it now, there is a very real chance that you will end up raising more than you immediately need. It is always helpful for a person with a disability to have a bit of extra money to pay for the additional costs, so start your fundraising with this in mind.

You must only use the money you raise on things that you have told your donors it is for, so be honest about what you might buy with it. Whenever and wherever you tell people about the purpose for the money, choose a broader description of what you might spend it on and not just “a Dragon/SnapDragon” or “a wheelchair”. Instead, ask for help with “specialist equipment” or even “paying for things necessary because of (Recipient)’s disability”. This way, if more money is given and you want to use it for other things in the future then you can do so.

If you think you might want to pass on some excess to other people who are fundraising for Dragons or SnapDragons, then say so from the start — it means you can, it doesn’t mean you have to!

There will be times when people prefer to give to a registered charity (and there are some ways of fundraising which are only legal if they are for a registered charity such as street collections) so to make it possible to ask for these donations ....

## Find a charity to raise funds with

There are a number of registered charities which would look after a fund for you and help you with your fundraising. Some will simply hold money for you and others will make a contribution themselves and/or approach other charities for you.

The Turbo Trust, who Dragonmobility works with closely, can do all these things.

Here's the tax bit: If money is raised for a charity generally, then it can have "gift aid" added - the tax man will give back the tax that the donor paid on it. But, if the money is raised solely for the use of one person (ie only to be used for the named Recipient) then, even though it is given to a charity to be looked after, gift aid is not available and your donors should not claim it.

This means that the most tax-efficient way of fundraising is to raise money for the charity as a whole, explaining as you go along that the charity is helping you but is collecting money which can be used for the charity's general activities.

Make sure, when you choose a charity, that you agree on how the money is to be used. Be clear on whether you or the charity will own the equipment when you get it. It is important that you feel your fundraising efforts are directed as you would like, that the charity is seen to be honest about what it is using the money for and also that the right gift aid claims are (or are not) made.

Once you have been accepted as a beneficiary of a charity you can now ....

## Make a Justgiving page

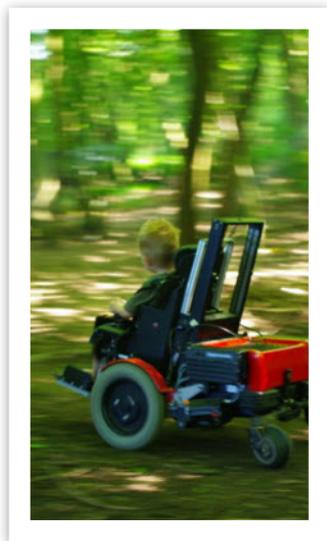
Use the search facility on <http://www.justgiving.com/> to find your chosen charity and click “Make your page”

You will need to make it clear in your page that you are raising money for the charity not yourself and that the more money the charity raises then the more it could give to help you.

If you are raising money with The Turbo Trust there is a form of words that they will give you to be used on a JustGiving page so people will understand that donations are not going directly to you but to the charity. Other charities will have their own policies and you should speak to them about this.

When your Justgiving page is ready, send the link in an email to your friends and well-wishers asking for donations, and ask them to pass it on to their friends too.

Once you’ve started a fund, you’ve asked a charity to help you and the donations are starting to flow in, it’s time to ....



## Apply to grant-making charities

As well as charities which will act as an umbrella for your own fundraising, there are many others that might add to your fund. Ask us to send you application forms for grant-making charities appropriate to you and a list of local trusts, funds and charities that might offer a contribution to your particular fund. Even if they will not be acting as your umbrella charity, use the Turbo Trust application form to apply for a grant from them.

Where a charity or local group has no application form, then a short letter explaining your need should be enough to start an application. If you wish, you could also make a quick call beforehand to find out in more detail what their criteria and priorities are.

It may take some time before you hear back from grant applications, so send them off and then try not to think about them while you ....

## Publish a webpage

You can create your own webpage about your fund, explaining why you are raising money and showing what people have done and are doing to help. For some examples of pages like this have a look at the “Fundraisers” listed on [www.dragonmobility.com](http://www.dragonmobility.com) under the “Dragonriders” tab.

There are lots of easy ways to create a page of your own:

- <http://www.simplesite.com/>
- <http://www.jimdo.com/pages/>
- <https://sites.google.com/>

or to start a blog

- <http://www.blogspot.com/>

When you've started a fundraising page, a webpage or a blog then we can add a link to it Dragonmobility's website if you wish, so that supporters of our work will know that they can help you.

Then to explain what it all means ....

## **Make a video**

If you're not sure how to make a video, it's very easy! There are a number of websites that will help you create a video from photos and short pieces of film you've recorded. Go to <http://animoto.com> to get started.

If you publish film you've taken (maybe from your first trial of the Dragon or SnapDragon), be careful of putting out video with personal chat in the background that you would prefer not to make public. It's easy to be so interested in what you are looking at when choosing the clips that you don't notice what can be heard in the background, so listen carefully to be sure that there is nothing which could be misinterpreted or which you'd rather not share. If there is then publish it without sound or put music over it!

For when your video has inspired your donors to dig deep, make sure your webpage includes a way to ....

## **Get donations through Paypal**

Entirely aside from any arrangement with a registered charity, you can open a Paypal account at <https://www.paypal.com/> which will allow people to give directly to your fund online. This will not attract gift aid, but you will be able to add a "Donate" button to your website or blog and all the money (after Paypal charges) goes straight into your fund bank account.

And offline, with good old-fashioned media ....

## Issue a press release

You might like to write a press release and send it to your local newspapers, radio stations and even TV! It's a way of explaining why you need what you do and what kind of a difference it will make.

Write what you would like a newspaper article to tell people - some journalists will use what you write as a starting place to interview you from but some may simply take the information you give and publish it.

You can also use the press to say thank you after all the money has been raised for your Dragon or SnapDragon.

If we haven't already, ask us to show you examples of press releases and newspaper articles that have told other people's stories.

And in case some people don't see you in the news ....



## Approach local businesses directly

Each year many businesses give away a certain amount of their profits, so speak to the ones near you to see if they'd like to contribute to your fund. If you're not sure where to start, we can send you a list of companies that are registered in your postcode area - send them a letter or your press release. You can also drop in to friendly shops and offices nearby and ask them if they would like to help you.



Of course, there are those that won't be able to write you a cheque there and then (although there are others that might), but even if they don't they may hold a coffee morning or do a sponsored event or tell their customers about what you need.

It's not just local businesses who will want to....

## Organise events

Events are the most enjoyable way to raise money. There are so many different possibilities, big and small. You and your supporters could hold: summer fetes or Christmas fairs, coffee mornings, bring and buy sales, charity sports events, book and DVD exchanges, kids' fun days, pile of pennies, concerts and plays, skydives, "stitch & bitch" groups, fire-walking, Ann Summers/Pampered Chef/Body Shop parties, bike rides, walks, runs and marathons, lunches, teddy bears' picnics, guided tours of a town or places of interest, fancy dress parties, girls'/boys' night out, bag-packing at supermarkets, ice-cream stalls, hog roasts, dragon boat races, dress-down day at work, parades and carnivals, and the list goes on!

Don't feel that you have to organise it all (or any of it) yourself - keep these ideas and any more you have up your sleeve and suggest them to those who want to support your appeal.

And after all that, don't forget to ....

## **Ask for whatever help you need**

Remember that at Dragonmobility we've seen many families and individuals successfully raise the money and get their own Dragon or SnapDragon, so we're always here to offer support.

Please ask us about the help, advice and free fundraising training that we can provide you with.

Lots of these people who've already done it are also happy for you to contact them directly for ideas and advice.

Call us any time for help and advice on: (01223) 464460

Or email: [charity@dragonmobility.com](mailto:charity@dragonmobility.com)

Finally, and most importantly, remember that the people who love you will be eager to help you and you just need to tell them what you need.

**Good luck!**

## Notes/Ideas

**Please contact us for advice on:**

**Powerchairs for Disabled Toddlers**  
**Principles of High-Mobility Seating for Cerebral Palsy**  
**Principles of High-Mobility Seating for Muscular Weakness**  
**Safe Vehicle Travel with a Powerchair and Crash-Testing**  
**Funding Your Dragonmobility Powerchair through Access to Work**  
**Avoiding Learned Helplessness**  
**Integration of a Powerchair in Mainstream School**  
**Benefits of Mobile Standing**  
**Planning for Mobility as Your Needs Change**  
**International Travel with a Dragonmobility Powerchair**  
**Parenting a Child in a Powerchair**  
**Powerchair Controls - Choice and Positioning**  
**Adapting Your Home to Accommodate a Dragonmobility Powerchair**



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