

Your fun-draising starts here!



Fundraising hints, tips and must-haves



You're joining extraordinary people doing extraordinary things, and we're glad to have you on the team.

This guide gives you all the hints, tips, and advice you'll need to help you fundraise and have fun along the way!

Why fundraise for Magpie Dance?

At Magpie Dance we are passionate about empowering people with learning disabilities through dance. We've gained a national reputation for our inclusive dance model. For over 30 years we've been enabling people with a learning disability to achieve their full personal, social and artistic potential through dance.

How do we do it? We deliver an impressive programme. 12 weekly dance sessions, annual Easter and Summer schools to over 350 dancers and family members, as well as local and national performances, and projects across South London every year! Our dance sessions are suited for all ages and abilities and take place in a friendly, accessible and fun environment.

Our approach supports dancers to explore their creativity and improve their dance skills, while also benefiting their lives more broadly by reducing social isolation, improving their physical and mental health, and training them as a volunteers, peer mentors or ambassadors. At Magpie dance, everyone who takes part is empowered for life.

100%

of parents and carers say Magpie Dance makes their children feel more confident

97%

of parents and carers say Magpie Dance makes their children feel happier

92%

of participants say Magpie Dance makes them feel good about themselves

90%

of participants say they meet new people and make new friends at Magpie Dance



"Magpie Dance gives more than just a dance class for people with a disability. It gives the person a sense of pride being part of a dance group. It gives friendship and company. It improves fitness, health and mental well-being. It helps to lift depression and loneliness among people with disabilities. It gives them something to work towards and builds confidence. They feel safe and happy at Magpie Dance due to the amazing staff! It brings the parents and carers together, which helps with the whole family well-being and the community."

Parent of a Youth Group dancer

Harry's story

Harry, 20, joined Magpie Dance just after his grandmother died. He and his mum Nancy were at a very low point.

Two years on, Harry is full of life, a regular at the Saturday Youth Class. He loves performing on stage best. He quickly became very good at remembering new dance moves, and is fearless before any audience.



Harry verbalises his enthusiasm about dancing, using physical gestures with confidence.

Harry says "Magpie Dance makes me happy!" Harry makes us happy too.



At Magpie Dance, everyone who takes part is empowered for life.

Getting started

Step 1: Decide what event or activity you want to do.

See our list of suggestions to get you started.

Step 2: Set a target.

It's all about the fun and the money you raise. Setting a target will help your friends, family, colleagues and volunteers support you better. It'll also keep you motivated and give you a great sense of achievement.

Step 3: It's all about the timing.

Decide on your timeframe. Larger events take longer to plan and promote. Sporting or challenge events may need some training or preparation so take this in to consideration. Sell tickets or ask for sponsorship as early as you can.

Step 4: Plan your event or activities.

Make sure you're safe and legal. Take a look at our planning tools and checklists.

Step 5: Shout all about it!

Don't forget to promote your event, activities or sponsorship requests. Use your and our social media. Don't forget to tell us if you're holding an event or doing an activity.

Step 6: Money, money, money!

Make sure all your hard work pays off and the money you've raised reaches us in a safe way.

Where does your money go?

- £50 could fund a musician for a dance workshop
- £250 could fund a practical session for trainees to work with Magpie Dance participants



- £500 could provide the costumes for a performance piece
- £1,000 could support one young Magpie to dance for a year

**We need to raise around
£350,000
every year to be able
to run Magpie Dance.**

Magpie Dance has a highly dedicated but very small team, and therefore we need people like you to help us raise money and spread the word about our work.

Money, money, money:

Raising it and what to do with it

You can safely and easily transfer your fundraising money to Magpie Dance through the following methods:



Online

magpiedance.org.uk/donate

Posting a Cheque

made out to "Magpie Dance",
Churchill Theatre, Bromley,
BR1 1HA.

BACS Transfer

followed by a phone call to
020 8290 6633 or email to
admin@magpiedance.org.uk
so we know where the BACS
has come from.

Account name: Magpie Dance

Account Number: 00010081

Sort code: 40-52-40

Thank You!

The money you raise goes directly in to our work.

At Magpie Dance, everyone who takes part is
empowered for life.

Spoilt for choice

You may already have an amazing idea of how you can fundraise for Magpie Dance, but if not, we've a few suggestions below to get you thinking ...

Bake sale/ coffee morning



Whether you're a keen baker (or fancy a trip to your local supermarket) hosting a bake sale, or coffee morning at your home, school or workplace is a simple and delicious way to raise money for Magpie Dance.



Music to our ears

Magpie Dance parents Liz and Peter held a fundraising concert for us at Bromley Football Club, raising £1,800 from ticket sales and donations.



Fast feet

Magpie Dance Trustee, Julia Dias, ran the Brighton Marathon for Magpie Dance, raising an amazing £10,589!

Birthday love

Encourage those who would buy you a gift, to donate to Magpie Dance instead in honour of your big day. You can even set up a birthday fundraiser on Facebook.

Give it up!

Are you renowned for your sweet tooth? Addicted to your Playstation? Why not get people to sponsor you to give something up for a week, month, or even a whole year...

Seasonal challenge

Pancake flip challenge? Easter Egg Hunt? Christmas tree decorating competition? New Year's firework display? ...Why not get friends and family together to have fun during the holidays, and raise some money for Magpie Dance.

Small change

Round up all of your coppers and silvers, and save them up to help support Magpie Dance – you could even spend a fun afternoon creating your own money box to keep your change in!

Dance-a-thon



Dancing is what we're all about, so get friends and family together at your local school or community centre, and dance the night away!

Sponsored run/ walk/ swim



Whether it's collaborating with classmates on a walk around school, or taking part in your first triathlon, get active to raise money for Magpie Dance.



Charity of the year

JDM Estate Agents and barbershop quartet The Kentones named Magpie Dance as one of their Charities of the Year!

In the workplace

Work for a company where you could fundraise for Magpie Dance? Here are a few ideas for how you can get colleagues engaged ...

Charity of the year

We'd be delighted if your company would consider Magpie Dance as your Charity of the Year. Please contact us to discuss how we could help you to promote Magpie Dance to your colleagues to support your initiative.

Payroll giving

If your company has a payroll giving scheme, then you could consider supporting Magpie Dance by donating to us through the easy method of giving through your salary.

Sweepstake

Big sporting or television event coming up? Hold a sweepstake at work and donate the proceeds to Magpie Dance.

Event planner

A basic guide to holding an event. You can tailor the tasks and deadlines to match your own idea and activities.

Name of event/ activity:

Aim of event/ activity:

Target: £

Task	People	Deadline
Who needs to know? Make sure everyone's up to speed.		
Pick a date.		
Organise a space for your activity.		
Identify a team to help with tasks on the day.		
Let everyone know where and when your event is.		
Finalise what everyone will bring.		
Appoint someone to put up decorations/ set up.		
Identify a person to look after the money box and Gift Aid form if cash handling (please note, everyone should fill in Gift Aid details individually for example, not one person completing the form for everyone)		
Clean up after the event.		
Thank everyone for coming.		
Collect post-event donations or sponsorship (if applicable).		
Pay the money collected to Magpie Dance.		
Communicate to Magpie Dance, your donors, or your sponsors how much you raised.		
Feel proud of what you have achieved.		

Top tips



Us: Understand what Magpie Dance www.magpiedance.org.uk is all about, so you can enthuse people about our work and encourage them to donate, buy tickets or sponsor you.

Food hygiene: Take care when preparing food. There are basic guides for food hygiene and safety you can find online.

Insurance and licenses: You might need public liability insurance or a license for an event you're holding. Sometimes, you just need to ask an owner or boss' permission. If you're not sure, please call our office to discuss.

Raffles, lotteries and collections: Some types of these are covered by legislation. If you're unsure, please call our office to discuss.

Data protection: If you're collecting any information, ideally you should follow some simple steps:

- Make sure people know why they are giving information
- Not keep it for longer than necessary and think about how to keep it safe while you have it.
- Not share (without permission) or lose information has been given to you.

Are you safe, legal and have any relevant permissions? Relevant permissions: www.gov.uk/guidance/fundraising-legally-and-responsibly

Collecting donations or sponsorship

You can collect donations and sponsorship directly to Magpie Dance online:

www.magpiedance.org.uk/donate

or you can set up your own online donation or fundraising page. There are several different ones available. We like Virgin Money Giving as almost all of your fundraising and sponsorship will come directly to Magpie Dance, other sites charge higher fees to transfer funds to your chosen charity.

If you need any help with Gift Aid, please contact us. For people to tick the Gift Aid box, they must:

- Be a UK taxpayer.
- Have paid enough tax in the past year to cover the contributions made through the Gift Aid scheme.
- Have included their full name and postcode.
- Please don't use "as above" or quotation marks.



Laura's story

Laura, 33, started with Magpie Dance when she was 18. With uneven leg length, and difficulties communicating, she discovered ways to express herself through dance.

Her mum Ruth says Laura takes dance very seriously, and likes to see her daughter interact with the others.

"At first they danced alongside each other, now they interact."



Laura met her boyfriend at Magpie Dance - dancing with him is "fun actually".

Also a Special Olympic swimmer, Laura has grown into a leader at Magpie Dance. In class she shows less able participants how it's done. Laura says, "Dance makes me feel free."



At Magpie Dance, everyone who takes part is empowered for life.

Magpie Dance
The Churchill Theatre
High Street
Bromley
BR1 1HA

020 8290 6633
admin@magpiedance.org.uk
www.magpiedance.org.uk

Follow us on social media



@MagpieDance

Registered Charity
No. 1062185 | Co Limited by
Guarantee No. 3292609 in
England and Wales

Patrons: Richard Wilson OBE
& Martha Kearney
Youth Patron: Kellie Shirley
Honorary Patron & Founder:
Avril Hitman BEM

With special thanks to
Sophia Gal for design.

magpie DANCE **e**
EMPOWERING PEOPLE WITH
LEARNING DISABILITIES

