



# **YOU CAN HELP ANYONE AFFECTED BY ADOPTION AND OTHER FORMS OF PERMANENT CARE**

## **PAC-UK Fundraising Pack**





# CONTENTS PAGE

Thank you for choosing to support PAC-UK	Page 1
PAC-UK Overview	Page 2
PAC-UK Events & Fundraisers	Page 3
We can help you	Page 4 & 5
Online Sponsorship & Fundraising Tips	Page 6
Offline Sponsorship Form	Page 7& 8
Fundraising Planner	Page 9

---

*"Thank you for being an amazing service. I feel beyond grateful and happier for the support I have received so far!"*

*"I met Peter Sandiford & Emma Gore Langton today. What brilliant work they are doing in education with adopters and LAs."*

*"Thought provoking course on non-violent resistance today thanks. New ideas for the toolbox! Inspired by others' stories too!"*

*"The support was excellent. I was able to deal with my issues and move on with my life. The support is ongoing. PAC-UK has-been a life saver for me, I am very grateful."*

*"My counsellor was amazing. She effected a reunion with my son after 48 years of not knowing what had become of him after adoption. Thank you PAC-UK!"*

*"A sense of hope that we will make it as a family, that life is hard and we can acknowledge this but still love each other and support each other the best way we can."*







# THANK YOU FOR CHOOSING TO SUPPORT PAC-UK!

**PAC-UK is the largest independent adoption support agency in the country.**

## **A message from PAC-UK's Head of Fundraising**

*"One of the most thrilling things as a fundraiser is to hear, completely out of the blue, from an individual who has decided to commit their own time and energy to raising money for PAC-UK's work! It is such a validation of what we do and we are so grateful. Please call us on 0207 284 0555 – ask for me or Events Coordinator, Ganiyat – we'll help you any way we can to make the most of your event."*

**Kate Newton**



Kate



Ganiyat

Our vision is that all people affected by adoption and other forms of permanent care are supported and enable to live their lives to the full.

PAC-UK exists to improve the lives of families and individuals affected by adoption and other forms of permanent care by providing access to a range of individually tailored services and appropriate support depending on need. In addition, we aim to increase the awareness and knowledge of professionals and the general public.

This pack will provide you with advice and top tips to make your fundraising a success.

Visit [www.pac-uk.org/support-us/](http://www.pac-uk.org/support-us/) for more information or email [ganiyat@pac-uk.org](mailto:ganiyat@pac-uk.org) who will be on hand to support you should you need it.

Every pound donated will go towards supporting all parties affected by adoption and permanent care. We're extremely grateful for your dedication and efforts.



# PAC-UK

## OVERVIEW

1,117 participants on  
PAC-UK training courses in  
2015/16



709  
appointments  
attended by 325  
Birth Parents in  
2015/16



A PAC-UK record  
number of 3,606  
appointments were  
attended by 1,096  
unique individuals in  
2015/16!

4,637 website hits  
per month in  
2015/16 (40%  
increase)

993  
appointments  
attended by  
389 Adopted  
Adults in  
2015/16

2,393 members of  
school staff trained  
throughout 120  
schools across  
England in 2015/16

In 2015/16  
PAC-UK's Advice  
Lines handled  
3,098 enquiries

PAC-UK's Twitter  
followers  
increased by  
70% in 2015/16



1,206  
appointments  
attended by 199  
Adoptive Parents  
in 2015/16

# PAC-UK EVENTS

PAC-UK staff and supporters participate in a number of regular sporting and fundraising events each year. Examples of these events are:

- London and Brighton Marathons - April
- RideLondon-Surrey100 - August
- Regents Park 10K - November



We welcome people to take part in other events that haven't been listed above, or organise their own to raise money for PAC-UK. If you decide to do so, please email [ganiyat@pac-uk.org](mailto:ganiyat@pac-uk.org) to discuss further details. Recently we have received funds raised at a wedding, a civil partnership and a sky-dive!

For more information about our events visit [www.pac-uk.org/our-event/](http://www.pac-uk.org/our-event/)

## PREVIOUS FUNDRAISERS



### **Leon Elias—London Marathon 2012**

"On the day of the marathon it was exactly 1 year since I started working for PAC-UK. Over that time I've learned a lot about the great work that PAC-UK does. I've always wanted to run a marathon, but to do it for such a worthy cause was really special. Thank you to everyone for all the messages of support and very generous donations!" - Leon completed the course and raised £2,000 for PAC-UK!



### **Mark Blake—Brighton Marathon 2013**

"I ran the Brighton Marathon for PAC-UK for the very simple reason that working with offenders and ex-offenders, I have seen the damage that the UK's care system inflicts onto many children and young people. Adoption is one of the best ways of giving kids who have ended up in the care of the state through no fault of their own the opportunity of a loving home and improved life chances." Mark completed the course and raised £913 for PAC-UK!



### **Harry Walton—RideLondon-Surrey 100 2014**

"Why PAC-UK? Well, I've grown up in a close and caring family, and never had to think about what it means not to have that stability. My family are the most important people in my life, and I would be lost without them. It can't be easy for anyone affected by adoption, and I hope that you will generously sponsor me so that PAC-UK can maintain its essential work with all those who are in need of expert support." Harry raised £720 for PAC-UK!



### **Sophie Kemp—Sky-dive 2015**

"The free fall was like nothing I'd ever imagined. I felt like I was never going to stop falling and was absolutely breath-taking (quite literally!). The parachute was deployed after about 30 seconds and then I could begin to take in the amazing views. All in all, it was the most amazing experience of my life and I would jump at the chance to do it again!" Sophie, who completed the jump wearing Frank Skinner's pants, raised £1,400 for PAC-UK!

# WE CAN HELP YOU



We hope this pack inspires and helps you to have a successful and fun fundraising experience.

## Ways that we can help you:

- Support in registering you for your chosen event
- Setting up your online fundraising page on Virgin Money Giving
- Promote your event and fundraising page on our website, social media streams (Twitter and Facebook) and also on our newsletter

If you need support with anything else along your fundraising journey, please contact [ganiyat@pac-uk.org](mailto:ganiyat@pac-uk.org) who will be happy to assist you.



## How to send your sponsorship money to PAC-UK

Once you have completed your fundraising and collected your sponsorship money, please send us the total amount that you've raised so we can put it straight towards the vital work that PAC-UK does for people affected by adoption and permanent care.

### **Cheque**

Please send your cheques made out to PAC-UK, along with the donations return form included in this pack, and your sponsorship form, to:

**PAC-UK**  
**5 Torriano Mews**  
**Torriano Avenue**  
**London**  
**NW5 2RZ**

### **Online Fundraising**

If you're raising money online with Virgin Money Giving, all the money is automatically sent to PAC-UK. So all you have to do is celebrate your achievement – and perhaps even start planning your next one!

For more information please see Page 6.

# ONLINE SPONSORSHIP

PAC-UK is a registered charity on Virgin Money Giving therefore, if you use them to set up your online fundraising page, all the money raised will come directly to PAC-UK, saving you from having to send us your donations. You're also able to add any offline donations that you may receive to this page *(which will need to be sent to PAC-UK using the donations form included in this pack)*.



If you would like us to promote your fundraising page on our social media streams, website and newsletter, please contact [ganiyat@pac-uk.org](mailto:ganiyat@pac-uk.org).

For more information about using Virgin Money Giving please visit [www.pac-uk.org/support-us/](http://www.pac-uk.org/support-us/)

## FUNDRAISING TIPS

### SET YOURSELF A REALISTIC TARGET

Don't set yourself up for disappointment by choosing an amount that you'll never reach. Be optimistic, but keep it realistic.

### SPREAD THE WORD

Make sure you let people know about your fundraising. Facebook and Twitter are great platforms to share your event and fundraising page with friends and family.

### GIFT AID IT

Encourage your friends, family & work colleagues to allow Gift Aid. For every £4 you raise, Gift Aid adds £1!

### ASK OFTEN, BUT NOT TOO OFTEN

It's important to ask people to sponsor you, but you don't want to come across as pushy. Don't bombard people with requests to sponsor you!

### THANK YOUR DONORS

Be sure to personally thank everyone that sponsors you to show your gratitude. You don't want people to think you're not thankful of their donation!

### ENJOY YOURSELF

Fundraising is all about raising money for a worthy cause, but enjoying it along the way is also important!



# OFFLINE SPONSORSHIP FORM

## How to use your sponsorship form (found on overleaf page)...

- Please ensure you fill out each section in full.
- Please ensure the details of each donation are recorded accurately by your sponsors in their own handwriting - forms in the same handwriting or printed are not valid for **Gift Aid** purposes!
- Please ensure each sponsor ticks the **Gift Aid** box next to their address below if eligible.
- In order for us to claim **Gift Aid**, we need each sponsor's title, first name, surname, full home address, postcode, **Gift Aid** declaration and donation amount. (Please note, we cannot claim **Gift Aid** on business addresses or on multiple sponsors e.g. Mr & Mrs Jones.)

### NEXT STEPS

- Simply collect your donations from your sponsors and send us a cheque made payable to PAC-UK (please do not send cash in the post) along with this sponsorship form and the money return form provided in your pack to:

PAC-UK  
5 Torriano Mews  
Torriano Avenue  
London  
NW5 2RZ

### GIFT AID – VERY IMPORTANT

PAC-UK can claim at least an extra 25% back from the government on every donation, without it costing you a penny extra.

Please tick the box on the form below if you would like us to Gift Aid your donation. Please make sure we can read your full name, home address and postcode. This supports our tax claim and will not be used to contact you.

Please be aware that you must have paid an amount of income tax and/or capital gains tax at least equal to the amount of tax reclaimed by all charities and Community Amateur Sports Clubs on all your donations in the tax year (6<sup>th</sup> April one year to 5<sup>th</sup> April next). We can currently receive an extra 25p for every £1 you donate. Other taxes such as Council tax and VAT do not qualify.



- If you need extra forms, please feel free to photocopy the one that can be found on the next page, or request an electronic copy by emailing [ganiyat@pac-uk.org](mailto:ganiyat@pac-uk.org)

*Remember, the sooner you return your sponsorship money, the sooner it can be put towards supporting all parties affected by adoption and permanent care.*

### DID YOU KNOW YOU CAN COLLECT SPONSORSHIP MONEY ONLINE?

Setting up an online fundraising page with Virgin Money Giving is a quick and easy way to collect donations. It'll save you time and keeps your sponsors updated about your fundraising challenge. It's totally secure and enables people living anywhere in the world to donate to you. To set up an online fundraising page visit [www.pac-uk.org/support-us/](http://www.pac-uk.org/support-us/) for more details.

YOUR DETAILS:

Full Name			
Home address			
Postcode		Telephone	
Email			

SPONSOR DETAILS: (must be completed in your sponsor's own handwriting to qualify for Gift Aid)

Title	Initial	Surname	Full Home Address	Postcode	Amount	Gift Aid	Date Paid
Mr	A	Smith	1 ABC Avenue	AB1 2CD	£10.00	✓	01/01/01
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
I've raised a total of					£		

As a valued supporter of PAC-UK we will treat your details with the strictest of confidence and will not pass them on to third parties. PAC-UK is a registered charity no. 294998. Registered in England and Wales no. 2040322. Ofsted reg. no. F570002641



# FUNDRAISING PLANNER

Keep track of your fundraising activities all year round with this fundraising calendar – it's here to help you plan your next event and keep sight of your goals.



January	February	March	April	May	June
To do:	To do:	To do:	To do:	To do:	To do:
July	August	September	October	November	December
To do:	To do:	To do:	To do:	To do:	To do:

YOU CAN REACH YOUR TARGET

£

£

£

£

£

£

For more information on how to fundraise for PAC-UK visit [www.pac-uk.org/support-us/](http://www.pac-uk.org/support-us/) or email [ganiyat@pac-uk.org](mailto:ganiyat@pac-uk.org).