

**ERSKINE**  
Veterans Charity



FUNDRAISE FOR ERSKINE

# Welcome

So, you've decided to raise funds for our Veterans.

*Thank you!*

This pack should help you get started. You can also call on Erskine's fundraising team for support and advice on things like planning and promoting your fundraising activity, or to assist you in overcoming any challenges you might face during your fundraising journey.

If you have decided what you want to do, then great! If not, check out our A-Z of fundraising on page 7 for plenty of ideas.

## Meet your local Community Fundraiser

Simply visit [erskine.org.uk/fundraisingteam](http://erskine.org.uk/fundraisingteam) to meet the team and find support.

WE HAVE  
CARED FOR  
**105,000**  
VETERANS SINCE 1916



# Get your fundraising started

## 1. Tell us what you are up to!

We want to shout about what you are up to as much as you do. We are so proud of our supporters and fundraisers. The more you tell us, the more we can support you and shout about your fantastic efforts.

## 2. Set up your fundraising channels.

Giving online makes it really easy for your friends and family to support you! We recommend either Justgiving or Enthuse Fundraising Platforms. Both have step by step guides to get you set up. Have a look on Pg.13 for more hints and tips on how to make your fundraising page great!

## Did you know?!

You can make the first donation! Getting the first donation is usually the most nerve wracking! So why not lead by example, or ask someone else to get the ball rolling.

If you happen to come across another platform, and you are not sure which one to pick or would like some paper sponsor forms, please just contact one of the team who will be able to best advise you and we can walk you through the steps of getting set up.

## 3. Download and order more resources to help promote your fundraising activity.

Visit [www.erskine.org.uk/fundraise-for-us](http://www.erskine.org.uk/fundraise-for-us) (or scan the code to the right) to see what resources are available at the moment. If you have an idea and you don't see it available ask your Community Fundraiser who might be able to source it for you!

## 4. Boost your fundraising with minimal effort!

Remember to check if your employer offers matched funding – many companies contribute to or match the fundraising efforts of their employees. Also ask local supermarkets, cafes and businesses to support you by putting up posters, putting out a collection can that can be attributed to your fundraising efforts or perhaps they will even donate some cakes to your event. We can provide templates to support you with all of this!

Find out more about how you can fundraise for Erskine



SCAN ME

## Gift Aid it!

As the fundraiser, you cannot claim gift aid on the donations BUT if you make sure everyone who sponsors you (and pays tax!) provides their address and ticks the gift aid box on your sponsor form (online giving will prompt this automatically) your donations could be worth 25% more!

*giftaid it*

# About Erskine

 **23%**  
OF OUR RESIDENTS  
SERVED IN THE RAF

 **19%**  
OF OUR RESIDENTS  
SERVED IN THE NAVY

 **58%**  
OF OUR RESIDENTS  
SERVED IN THE ARMY

## Our Residents

Our service personnel display the highest level of bravery and courage, and it is only right that we are there for them should they need support in the future.

Erskine supports Veterans with the next stage of their journey, whether it is looking for temporary transitional support and accommodation or looking for fulfilment alongside like-minded individuals in later life.

## Eligibility

You are eligible if you:

- Have served in any of the Armed Forces
- Have served in the Merchant Navy during conflict
- Are a spouse or widower of a Serviceman/woman

*The Erskine family not only care for Veterans - We care about them.*

Watch our  
animated  
campaign



SCAN ME



## Erskine Reid Macewen Activity Centre (ERMAC)

We support Veterans of all ages. For those who need help to begin the next chapter of their lives, Erskine offers social, recreation and training facilities at the Activity Centre.

The Activity Centre aims to enhance the quality of life and wellbeing of Veterans in the community. It provides the opportunity to engage with people who have shared experiences and history, learn new skills, explore a number of interests and access support services.



**27-97**  
AGE RANGE  
OF MEMBERS

**50+** SESSIONS  
PER WEEK

**178**  
ACTIVE  
MEMBERS

# Accommodation for Veterans and their families

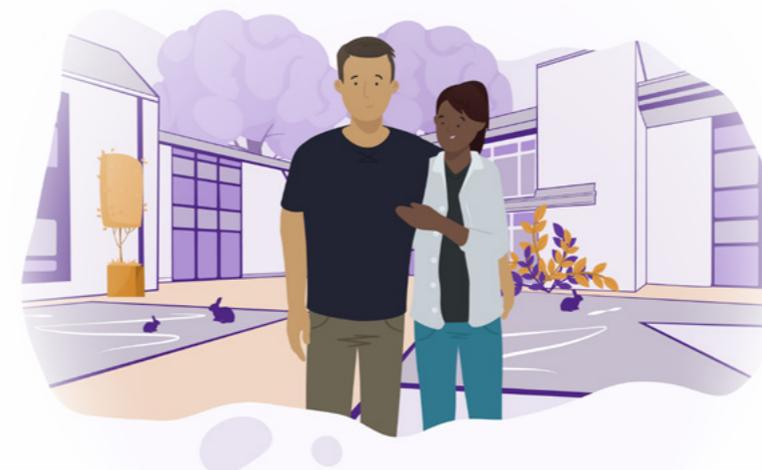
Erskine has a range of accommodation options for Veterans and their families. The Veterans' Village includes, two care homes, 44 family cottages, five Assisted Living Apartments and 24 Transitional Supported Apartments.

## Assisted Living Apartments

Assisted Living Apartments provide accommodation and services to elderly or disabled Veterans and/or their spouse. This enables them to live in their new home for as long as possible with access to a range of support services and social activities.

## Cottages

Cottages for Veterans and their families have been a feature of the Veterans village for many years. The current houses are built in a number of different sizes to accommodate our family mix. They have in-built flexibility for future amendments if the needs of our tenants' change over time. Each cottage is self-contained but tenants have the opportunity to access advice and support.



 **AT ERSKINE  
WE PROVIDE**

**220**  
ENSUITE ROOMS  
ACROSS THREE HOMES  
IN BISHOPTON AND  
EDINBURGH

**24**  
TRANSITIONAL  
SUPPORTED  
APARTMENTS

**5**  
ASSISTED LIVING  
APARTMENTS

**44**  
VETERAN FAMILY  
COTTAGES

## Transitional Supported Apartments

These apartments are for ex-Service men and women of working age, to help make the transition from military to civvy street easier. Veterans have access to a support base, allowing them to reflect, reorientate and retrain. The accommodation offers a maximum two year tenancy and aims to provide a transition into long term housing and employment.

The project helps Veterans who have encountered difficulties shortly after leaving the military, or Veterans who may be going through another transitional period of their post service life.

## Care Homes

Our three purpose built care homes located across Scotland are centres of care excellence. Our modern facilities are complemented by the professionalism of caring staff and comfortable surroundings.

We have 220 rooms across our three care homes, all of which are well-proportioned and tastefully decorated, and have pleasant views of the landscaped gardens. We encourage residents to bring personal belongings and mementoes to help them feel more at home. If they wish, residents can have a key to their room.

FOR EVERY  
£1 WE SPEND



**9p IS SPENT  
ON FUNDRAISING**  
**91p IS SPENT  
ON SERVICES TO  
SUPPORT VETERANS**

WE NEED  
TO RAISE



**£12m  
ANNUALLY**

## How we spend your money

Erskine continues to be reliant upon donations to fund its life changing services. Erskine currently spent £11.6 million more on services than we received in revenue. For every resident within our care homes we spent £758 more per week (£39,416 per year) than we received in revenue.

This difference was met with gifts from our generous donors. However, after taking account of voluntary income from donations and legacies, we continued to face a deficit. We have filled the deficit through drawing upon reserves, and we are actively working on a plan to put Erskine onto a more sustainable financial footing, so that the social

impact we deliver for Veterans in Scotland is assured for many years to come.

We continued our focus on responsibly spending the funds donated to us for the benefit of Veterans in Scotland, and over the last three years, for every £1 we spent, 9p was used to raise funds.

Erskine produces annual financial statements in accordance with UK Financial Reporting Standards and the UK Charities SORP, which are audited by Azets Audit Services. To see our current financial statements visit [erskine.org.uk/about-us/annual-review-and-accounts](https://www.erskine.org.uk/about-us/annual-review-and-accounts)



### What you could fund

**£2** Would help pay for a hot meal for a Veteran

**£6** Would fund transport for a day for vulnerable Veterans to attend the activity centre

**£25** Could give a Veteran back their voice with speech and language therapy

**£40** Could help with the costs of kitchen appliances for an apartment in our transition support accommodation

**£100** Would provide a support class for female Veterans who suffer from social isolation.

**£500** Would fund a five week woodwork class for up to 5 Veterans

**£1000** Could help a specialist Dementia Nurse give one to one care to a Veteran living with dementia

# FUNdraising a to z

## A

- Ask – you'll never know if you don't!
- Abseil – scale a local building
- Aluminium Collection – collect empty cans and sell them. Contact [info@alupro.org.uk](mailto:info@alupro.org.uk) for your nearest recycling site
- Auction – auction off original items

## B

- Bad tie day – charge your colleagues a pound to come in wearing their loudest tie
- Barbecue – charge for the burgers and drinks
- Bingo – hold a one-off evening or regular sessions
- Bungee jump

## C

- Cake sale – hold a cake stand at work/school/college
- Bake off – have a baking contest with friends/colleagues
- Car Boot Sale – cash in your old belongings
- Coffee morning – put the kettle on and get baking

## D

- Donations – get companies to donate prizes, provide venues or sponsor your fundraising
- Dance-off
- Darts evening
- Dog walking – charge your neighbours and friends for the service
- Dress down day at work

## E

- Email all your friends and get them involved
- Expert Talks – ask people to donate their time and expertise

## F

- Face painting
- Fashion show
- Fair or fete
- Fancy dress party – take payment for entry and give prizes
- Film evening – recreate an evening of vintage cinema by showing classic films and musicals and charge an entrance fee
- Football – sweepstake for tournaments with friends or at work

## G

- Gift Aid it!
- Games – Twister, Jenga, Team Trivial Pursuit or have a console party. Pay to enter, donated prizes
- Garden party – sell tickets or invite guest to make a donation
- Gardening – offer your gardening services to friends and family
- Go- karting – organise a work trip
- Golf tournament
- Greeting cards – make and sell cards
- Guess the number – e.g. guess how many sweets in the jar or how many pies you can eat!

## H

- Hair – shave your head or beard
- Halloween party

## I

- Involve everyone you know!
- International themed evening – a buffet dinner, with each friend bringing a dish from a different culture
- Ironing – offer your ironing services

## J

- Justgiving – set up your own online sponsorship page at [www.justgiving.com](http://www.justgiving.com)
- Join in with an existing event in your community (e.g. a fun fair, school fete) and run a stall or activity
- Jumble sale

## K

- Karaoke night
- Knitting – sell scarves, hats, blankets

## L

- Left-handed day – try doing everything with your left hand for the day
- Look-a-like contest

## M

- Make something – make necklaces, sculptures or art to sell
- Magic show
- Murder Mystery night – dress the part to make it more fun!
- Music concert

## N

- New Year's Eve party

## O

- Odd Jobs – help out friends for cash
- Outward bound - Outdoor adventures and activities

## P

- Press – tell your local paper what you are doing
- Paintballing
- Party! – 60's, 70's, 80's. Dress up!
- Persuade your boss to hold a fundraising day for team building purposes

## Q

- Quiz night – get your local pub to help

## R

- Raffles (please contact Fundraising for info on license)
- Read-a-thon

## S

- Silence – get sponsored to keep quiet for a day!
- Smoking – get sponsored to give up and get healthy!
- Streaming - live stream your gaming session on Twitch or YouTube
- Stay-awake-a-thon!
- Swim-a-thon

## T

- Taxi your friends around at a fee!
- Talent contest – charge admission
- Ten pin bowling – bowling alleys sometimes have special rates
- Treasure hunt – entry fee and donated prizes

## U

- Unwanted gifts – get friends to donate items and have a boot sale

## W

- Wacky ideas are the best
- Wine tasting – hold tasting sessions
- Work – Ask your workplace to match what you fundraise
- Win a day off work! Ask your boss to raffle or auction a day off work!



Remember to check out our website for extra bits to help with your fundraising. Visit [erskine.org.uk/fundraise-for-us](http://erskine.org.uk/fundraise-for-us)

# Social media

## Make the most of your fundraising via social media

1. Your first post. Let everybody know what you are doing to raise money. Whether this be a walk, run, hill climb, bike ride, camping trip... you name it! Let them know how grateful you'd be for any donation, small or large, to get you up and running.
2. Include a description of who Erskine are and what we do. People are more likely to want to give if they understand where their money will be going and how it will be helping the cause. The more people that can relate to the charity, the more people will be happy to give.
3. Ask your friends to share your page. The more your page is shared then the more people will see it, meaning more £££ for a great cause!
4. Photos or videos can really bring what you're doing to life, and are great for sharing on social media. You don't need fancy equipment - you could just use your phone. Funny photos or videos always go down especially well. Check out our guide to using video.
5. Keep the updates coming! It is a great idea to share updates on how your fundraising is going if possible. For example, you may be walking 10,000 steps every day for a month, share photos of your walks! Post any funny stories or anything significant that may have happened. Your supporters will be interested in your journey.



6. Pay Day!! It may be most effective to share your fundraising page around pay day, in the run up to the event and after the event as people may feel more inclined to want to give.
7. Day before, e.g. "Tomorrow is the big day. I'm really nervous! Thank you so much to everyone who has helped me raise £700. I'd be really grateful for any last minute donations [link to your page here]"



# Things to remember

**Let us know what you are doing... We might be able to help you!**

## Collections

If you are looking to collect money in a public place (street/sports venue/shopping centre etc) you need to obtain a licence from the local council. Some councils can take a few months to grant requests so you need to apply well in advance. For full details on licensing and regulations please contact the Fundraising Dept.

## Alcohol

A licence is needed if you have alcohol at your event. You can avoid this by either holding your event on licensed premises or by asking a local pub to organise a bar at your event.

## Food

Food safety laws apply when food is available at an event whether it is for sale or not. You need to be aware of these and follow food hygiene procedures. For more information please contact your local authority environmental health department.

## Erskine Branding

By Law, Erskine's charity registration number must appear on all posters and advertisements that invite people to participate or help.

Scottish Charity Number: SC006609

## Insurance

If you organise an event through your place of work you may need to check your public liability insurance and if your company policy covers you for such activities.

## Lotteries and Raffles

A lottery is a game of chance in which tickets are sold, enabling the holder to qualify for a prize or money. When an element of skill is introduced then it becomes a competition and has fewer restrictions.

A raffle is just another word for lottery. There are three types of lottery:

- Private Lotteries
- Small Lotteries and
- Public Lotteries

Please ensure that your lottery/raffle is licensed by your local authority. Erskine can help with this.

## Personal Security

If you are carrying money around take care with your personal security. Always use a safe route and always be accompanied and/or carry a personal alarm. This is especially important in the winter months.

## Corporate Match Funding

Remember to check if your employer offers corporate match funding. Many companies will have a policy in place where they match a percentage of what you raise, some will even match the total amount which is amazing!

**You can contact Erskine's fundraising team at:**  
**E: fundraising@erskine.org.uk**  
**T: 0141 814 555**

# Leave a legacy

Legacy giving is a hugely precious gift and something that we are incredibly grateful for, as it accounts for almost half of Erskine's voluntary income each year.

Erskine is a very special place for those who have served, if and when they need support, it provides them with peace of mind that Erskine will always be there for them. Where ever they are on their journey, our aim is to offer Veterans their best possible future - through the best possible care and community support.

Legacies play a huge role in the running of Erskine. The majority of legacy gifts are unrestricted and help pay for the everyday running costs of care and support for our Veterans, enabling us to quickly deploy resources to the areas of greatest need.

We have introduced a free Will writing service through 'National Free Wills Network'. This agency put you in touch with local solicitors who can write your Will for you free of charge. The service provides comfort and reassurance to our supporters who are considering leaving a gift to Erskine but are unsure how to go about it.

**A legacy gift is one that would cost you nothing at present, but will provide a brighter future for our Veterans.**

Our Legacy Manager Sarah Morgan is always on hand and happy to chat if you have any questions.

You can contact her on:

**T: 0141 814 4520**

**E: sarah.morgan@erskine.org.uk**

**W: erskine.org.uk/legacies**

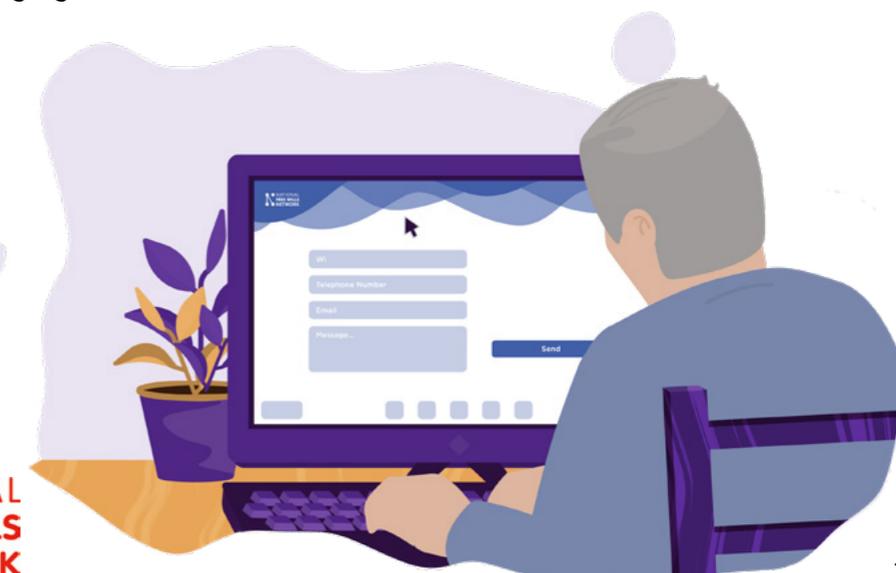
*To leave a gift in your Will.*

All you need to provide your solicitor with is:

Name of charity: **Erskine**

Scottish Charity number: **SC006609**

Address: **The Erskine Home, Bishopton, PA7 5PU**



# FAQ

## Does Erskine need volunteers?

Yes! Whether it's to act as a companion to a Veteran, run a can collection or help at an event, Erskine are always looking for volunteers. If you think you might be able to spare some time to help or even set up a fundraising group in your area then please get on touch.

## How do I know that my money and donations have reached you?

It can take a few weeks to process your donations once we have received them. We will send you a thank you letter by way of receipt, but feel free to contact us if you have any concerns.

## Can you provide a letter of authorisation to collect money raffle prizes / gifts for Erskine?

A letter of authorisation shows that your event is approved by Erskine. Please contact us for further information or to receive one.

## Can I fundraise for Erskine via Facebook?

Yes! You'll need a Facebook account, this link will get you started:  
[facebook.com/ErskineVeteransCharity/fundraisers](https://facebook.com/ErskineVeteransCharity/fundraisers).

## Can Erskine provide buckets, collection cans, pop-ups, banners etc for my event?

Yes! Please contact us to arrange.

 **£0.81**  
of every pound goes direct to supporting our Veterans

 **£12m**  
is the amount we need to raise each year to support our Veterans

## How will my donation be used by Erskine?

Your help goes a long way in keeping our high standards of care, delivered to over 1,000 Veterans each year.

## Can someone from Erskine come and speak at my event?

We do our best to accommodate requests for an Erskine member of staff to speak at your events when possible. Please contact us when you know the date of your event.

## Can I collect money in a public place?

Contact your local council to apply for a public charitable collection permit if you want to collect money in public.

## Can I use an online giving platform?

We recommend using JustGiving for online donations. When you set up a JustGiving page you'll get a link you can share on social media and send to everyone you know. Spread the word and encourage everyone to donate, you can even kickstart your fundraising by making the first donation! You can also get a QR code for your page that can be used to give people a quick and easy way to donate when you are out and about!

## How do I claim Gift Aid on my donation?

If you have set up an online fundraising page your donations will be sent automatically to Erskine. If you have collected cash you can:

- Pay this in to Erskine's bank account (call us for the details!)
- Send a cheque made payable to 'Erskine' to Fundraising Dept, Erskine, Bishopton, PA7 5PU
- Pay via our website donate page 'remember to pop in a reference to your fundraiser!'
- Call 0141 814 4555 to pay by card
- Arrange to come by our Veteran's Village or one of our homes. We would be delighted to meet you and show you around!

## Can I use Erskine's logo?

Please contact us if you wish to use Erskine's logo and we can supply the appropriate files and guidance on it's use.

## Challenge events and marathons

Take on a new challenge and raise vital funds for Erskine, with support every step of the way! We can't wait to cheer you across the finish line!

Erskine have charity places available in many events from 10K's to Marathons, zipslides, firewalks and more!

Please contact: [events@erskine.org.uk](mailto:events@erskine.org.uk).



# Stay in touch

## We'd love to hear from you

There's nothing we like more than hearing from our wonderful supporters. Whether you'd like a chat on the phone, to write us a letter or share your thoughts online - here's how to stay in touch.

### Write

Share your thoughts or stories by writing to:  
**Fundraising Team, Erskine, Bishopton,  
Renfrewshire, PA7 5PU**

### Call

Questions, comments or just want to chat?  
You can call us on: **0141 814 4555**  
Monday-Friday, 9am-5pm

### Email

You can email us with any queries or concerns you may have:  
**fundraising@erskine.org.uk**

### Social

Check out our social media or listen to Erskine Veterans Radio to see how your donations make a difference to Veterans.

 @erskineveteranscharity

 ErskineVeteransCharity

 @erskinecharity

 [erskine.org.uk/radio](http://erskine.org.uk/radio)

**erskine.org.uk**

Erskine Veterans Charity is the trading name of Erskine Hospital  
(Company No. SC174103) Registered Charity No. SC006609 (Scotland).

