

INTO»GIVING

FUNDRAISING KIT



INTO GIVING

Mission:

To stand up for girls' education and respond to humanitarian crises so that vulnerable children get a fair deal at education and at life.

INTO Giving has raised more than \$1.5 million (£1.1m UK) for education and humanitarian causes in Asia, Africa, the Americas, the Middle East and Europe since 2008.

Funds are raised through INTO student, faculty and employee fundraising events and donations.

Since 2016 we have had a special focus on supporting girls' education and refugee schoolchildren.



Education projects

INTO Giving stands up for schoolchildren and teachers. Our projects range from building brand new schools and refurbishing run down schools, teacher training, school food (you can't learn if all you're thinking about is when you'll eat again) and classroom supplies, and providing safe, welcoming accommodation for teachers. And much more besides.

Volunteering

Every INTO employee is awarded 2 days paid volunteering leave to help support causes you love. Give back and get paid! Help locally, help nationally or internationally. Your paid time could change lives at charities of your own choosing.



Two INTO student internships will be hosted by INTO Giving's partner Room to Read in San Francisco and London, with a third hosted by INTO Giving itself in Brighton UK. Expenses paid.

Grants

INTO Giving aims to bring lasting change to people's lives. We achieve this through establishing strategic partnerships with organisations supporting girls' education, antihate groups and health organisations during the pandemic. We believe in helping people and their communities. To achieve this, we have embarked on a series of strategic partnerships that deliver hope and help in two key areas: girls' education and anti-racism.

igive! +20%

Helping you give back! Over £60,000 (\$71,400) donated to over 50 different charities that you love! That means over £50,000 (\$59,500) raised by INTO staff! We top up your fundraising by 20% extra!





£35

Could provide school supplies, school lunches and computer training



£50

Can provide support and training for overseas teachers



£100

Could help young girls stay in school



£500

Can help provide school for hundreds of Syrian refugee children



No matter what you choose to do to raise money for INTO Giving, we hope you have fun doing it and realise that you're doing something extraordinary. You are transforming children's lives for the better.

If you have any questions, please don't feel funny about asking. Just give us a shout at: info@into-giving.com

Best wishes and thanks,

INTO Giving

@ info@into-giving.com

www.into-giving.com

[facebook.com/intogiving](https://www.facebook.com/intogiving)

@INTOGiving

INTO Giving
One Gloucester Place
Brighton
East Sussex
BN1 4AA

INTO Giving is:
Registered charity number 1126262
Company number 6689824



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Advice and tips

DO'S

- ▶ Have fun
- ▶ If you're hosting an event - it could be music, dancing or food and drink - ask permission of your university or local authority (depending on where you're hosting your event) first
- ▶ Ask your local authority or university for permission if you are planning to sell of alcohol at your event, or if you are collecting money or selling goods in a public place
- ▶ Take photos and/ or videos and send them to us
- ▶ Remember to publicise anything you're doing using posters, flyers, email, **Facebook**, **Twitter**, Instagram - and to please tag @intogiving

PLEASE DON'T'S

- ▶ It's against the law to sell alcohol or cigarettes to children
- ▶ It is illegal to collect money door to door without a licence
- ▶ If you are collecting cash, don't leave it laying about: keep it safe
- ▶ Please don't feel that you have to raise £10,000 (or whatever big amount). Every penny counts

A FEW THINGS TO REMEMBER

(THAT WILL HELP)

- ▶ If you fancy holding a raffle, INTO Giving already has a license that will cover any raffle you choose to run
- ▶ If you are running a raffle, ask local businesses or your organisation's suppliers to donate prizes, instead of spending lots of money buying them
- ▶ Any fundraising materials you make - posters, flyers, emails, etc. - should use the INTO Giving logo*, and state that you are raising money for INTO Giving, Registered Charity No 1126262
- ▶ If you need help or further advice, it's OK to ask us questions. We'll help
- ▶ If you're collecting sponsorship from UK tax payers, chances are their donation is eligible for Gift Aid: that means for every £1 they donate, INTO Giving can claim another 25p from the tax office. Basically, it means more for charity, and all your sponsors need to do is tick a box on the donation form at the back of this pack. That's it

And this too:

**Feel good about it
You deserve to
Reward yourself**

**Charity work and charity
projects can look great on a
CV - so get it on there.**

* see page 6 for Brand Kit guidelines and where to download the logo

Simplified brand kit and guidance

Key elements

The INTO Giving visual identity has several key elements. The consistent application of these will help to embed our brand values in the minds of our audiences.

The brand mark (landscape and stacked)*



Campaign logos eg iGive



The roundel *



Typography

NEO SANS
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 *?@%:

iconography*



Photographic style

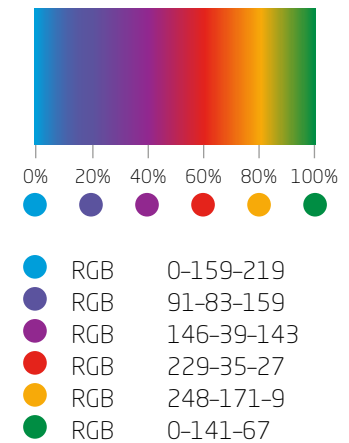


* These items can be downloaded from our Asset Bank (assets.intoglobal.com). These are also a number of INTO Giving photographs available to download.

Colour palette

	CMYK 0-95-95-0 RGB 229-35-27 Hex #E5231B
	CMYK 0-38-95-0 RGB 248-171-9 Hex #F8AB09
	CMYK 0-79-95-0 RGB 233-80-27 Hex #E9501B
	CMYK 0-66-0-0 RGB 238-120-172 Hex #EE78AC
	CMYK 75-72-0-0 RGB 91-83-159 Hex #5B539F
	CMYK 76-19-0-0 RGB 0-159-219 Hex #009FDB
	CMYK 87-19-95-0 RGB 0-141-67 Hex #008D43
	CMYK 48-0-95-0 RGB 155-196-46 Hex #9BC42E
	CMYK 0-10-95-0 RGB 255-222-0 Hex #FFDE00

IG gradient



Logo exclusion zones

INTO Giving logos should be reproduced with an area around them which is clear from all other graphic elements. This is referred to as the 'exclusion zone'.



Fundraising ideas

Sports and outdoors

- ▶ Superhero costume run
- ▶ Golf tournament
- ▶ Bowling night
- ▶ Basketball tournament
- ▶ Kickball tournament (and BBQ!)
- ▶ Walk-a-thon
- ▶ Treasure hunt
- ▶ Swim-a-thon
- ▶ Triathlon
- ▶ Games Day (egg & spoon race, etc.)
- ▶ Five-a-side football league
- ▶ Tug of War contest
- ▶ Cricket
- ▶ Badminton tournament
- ▶ Kabaddi tournament
- ▶ Three Peaks Challenge

Events and special interest

- ▶ Art exhibition + sale or auction
- ▶ Wine or real ale tasting
- ▶ Historic walking tour
- ▶ Talent show / variety show
- ▶ Battle of the bands
- ▶ Trivia night / pub quiz
- ▶ Karaoke night
- ▶ Board game night
- ▶ International night / International food sale
- ▶ Murder mystery night
- ▶ Film night + popcorn sale
- ▶ Wii sports tournament

Seasonal

- ▶ Easter egg hunt
- ▶ Christmas tree sale
- ▶ Christmas wreath sale
- ▶ Pumpkin sale
- ▶ Valentine's Day flower sale / Valentines ball
- ▶ Chinese New Year party
- ▶ Chinese New Year red envelope draw or treasure hunt
- ▶ Haunted house / Halloween party
- ▶ Christmas jumper day
- ▶ Christmas carolling
- ▶ Super Bowl party
- ▶ Halloween costume fun

Isabel's and Chris's odd assortment of ideas

- ▶ Baby photo competition
- ▶ Bake-off
- ▶ Car wash
- ▶ Head shave
- ▶ Dress down / pyjama days
- ▶ Sponsored silence
- ▶ No tech day
- ▶ Table football tournament
- ▶ Chess tournament
- ▶ Ping pong tournament
- ▶ Sitcom Day (come to work or your centre in character)
- ▶ Ceilidh night
- ▶ Office or centre mini golf tournament (send video!)

Sales

- ▶ Bake sale
- ▶ Book sale
- ▶ Bicycle sale
- ▶ Garage sale / Jumble sale
- ▶ Coffee day (50p from all sales)
- ▶ Raffle
- ▶ eBay your junk day

Need advice on how to get things going? Please just ask:

Email info@into-giving.com



How to donate



Set up and promote your own online fundraising page at:

[justgiving.com](https://www.justgiving.com)

See Just Giving guidance page



Donate securely at INTO Giving's online donation webpage:

[justgiving.com/intogiving](https://www.justgiving.com/intogiving)

[into-giving.com/support-us/donate](https://www.into-giving.com/support-us/donate)



Donate by bank transfer (please use your name as reference).

CAF BANK LTD

Sort code: 40 52 40

Account No: 00017903



Shout about it – promote your event!



It's free, fast and easy. We mean Facebook, of course. A great, great way to get word out about a charity event or activity you're doing - whether it's getting sponsors or volunteers or attendees (or all three).

We'll help you get the word out on our own Facebook page:

www.facebook.com/into.giving

TIP - don't forget to tag INTO Giving in your posts, using @intogiving to help drive traffic to your own page.



People from four or five dozen different countries right across the globe follow us on Twitter. Tweet your friends and tweet at us on @INTOGiving



Send us your photos, send us your films. WE WANT THEM! We can use them on our Facebook page, on Twitter and on our website



Contact your local or university newspaper and radio stations to tell them what you're doing to raise money for disadvantaged children's education home and abroad.



Want to write about your event? Now's your chance. Try any of:

- ▶ Blogger.com
- ▶ Wordpress.com
- ▶ Tumblr.com

And send it to us at info@into-giving.com



Two things to remember:

1. Supporting a charity project looks great on a CV
2. Supporting a charity feels good



Full name	Home address	Postcode	Gift Aid ✓	Amount	Date	Keep in touch? ✓
Thank you - that's from everyone at INTO Giving!		Total received £				
		GRAND TOTAL £				

<p>Please make cheques payable to: INTO Giving</p> <p>Please return your completed form to: INTO Giving One Gloucester Place Brighton, East Sussex BN1 4AA</p>	<p>By ticking the Gift Aid column, you agree to the following statement: I would like INTO Giving to treat all donations I have made during the previous four years and all future donations I make from the date of this declaration as Gift Aid donations, until I notify you otherwise. I understand that I must pay an amount of United Kingdom income tax and/or capital gains tax at least equal to the tax that the charity reclaims on my donation in each tax year (currently 25p for each £1 donated). I will be responsible for any tax shortfall.</p>	<p>For office use only:</p> <p>Date received</p> <p>Total amount of Gift Aid</p>	<p>INTO Giving is a company limited by guarantee in England & Wales, registration no 6689824; Registered Charity No 1126262</p> <p>Registered Office: One Gloucester Place, Brighton, East Sussex BN1 4AA UK</p>
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Thank you

INTO GIVING

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