



zzZarach

The Children's Bed Charity

Fundraising



Registered with
FUNDRAISING
REGULATOR

Charity number: 1179539

Welcome to Team Zarach

Thank you for joining Team Zarach and supporting us with your fundraising. The money you raise will help us to lift children out of bed poverty.

This pack gives you everything you need to get started with fundraising. Every pound that you, your colleagues, your friends and family raise for Zarach, will make a positive difference to a child. A bed and a good nights sleep enables a child to be able to learn at school and gives them the opportunity to break the cycle of poverty.

Thanks so much for your support! We hope you enjoy your fundraising experience for Zarach. If you need any more information, please visit zarach.org or contact our Fundraising Team at fundraising@zarach.org



Why fundraise for Zarach?

At Zarach, we are on a mission to end child bed poverty in England, giving children the opportunity to engage at school and a chance to break the future cycle of poverty.

With 4.2 million children now living in poverty in the UK*, we need to act, so that together, we can meet this basic need for vulnerable children in our towns and cities.

Beds have become a luxury item for hundreds of thousands of families, who face the devastating decision to pay for food and fuel, or to buy their child a bed*. Join us as we respond to this crisis.

Zarach was founded in Leeds, and has a fantastic community of young people, non-profit organisations, and initiatives as well as a hugely supportive city council. But as we've grown, the need for our services in other parts of the country has become evident and we now have hubs across Yorkshire, Lancashire, Merseyside, Essex and Teeside.

*End Child Poverty Coalition – (Zarach is a member of this movement)

How will the money you raise be spent?

Every pound you raise really will make a difference to children living in poverty.

We supply new, high quality products that we expect to last over 8 years. We are able to source our beds and bed bundles for almost a third of the market value due to the strong commercial relationships Zarach has formed.



Bed frame



Mattress



Pillows



Duvet



Bed Linens



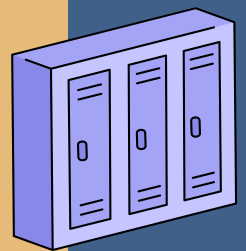
Pyjamas

In-Work Fundraising Ideas

Looking for inspiration? Check out some of our most successful in-work fundraisers, big and small to get the whole team involved...

Locker Raffle

Organise a Locker Number Lottery. Staff are able to purchase their own locker number (or any locker they choose!) for £1.50 per number. Of the £1.50 cost, 50p was donated to Zarach and £1.00 was donated into the prize fund. The locker number was then drawn at random at the end of the month, and the winner received the whole of the prize fund. Do you have a big office? This could be the perfect way to get your teams involved!



Sponsored Virtual Walk

So you're finding it difficult to get out of the office? Many local gyms are great resources for low or no-cost equipment hire. The team at Blacks Solicitors virtually walked from Zarach (In Leeds) to Zagreb, in Croatia and back to Leeds, more than 2,000 miles!

This is a great way of getting lots of people involved, and if you can do it in a public space, or share your target with clients, even better!



Plan An Event

From a pub quiz, to a sit down dinner, we all have that person in our office who loves to plan, and these types of events are some of our most successful. Keep it simple, sell tickets in advance so you know how many people to expect, don't over-promise and keep your attendees engaged with regular communication. If you need our support, please email fundraising@zarach.org.



Individual Fundraising Ideas

Looking for a more personal challenge? Here are some examples of how you could raise awareness for Zarach at the same time as collecting those crucial donations.

Marathons

Ok, so we're not all superfit, or have the time to train for the biggies, but there are many local 5ks, half marathons and even children's running events. Often, when we do things which are out of our comfort zone, it resonates with our friends, families and other potential sponsors, which usually leads to MORE donations.



Coffee Morning

Get friends and family together for a good cause. Ask some attendees to bring a cake or other tasty goods, to sell to others, and enjoy some time together, chatting, while raising money. Simple and satisfying!



Give Something Up

Initiatives like Dry January and Stoptober encourage people to give up an unhealthy habit and are a fantastic opportunity for fundraising. Whether you want to avoid alcohol, chocolate, smoking or takeaways for a month, or even try a new lifestyle choice like going Vegan, this can be a great way of raising funds. Simply create a page on Just Giving and ask your friends and colleagues to sponsor you for completing the challenge.



JustGiving®

The simplest way to ask your friends, family and colleagues to sponsor you is to set up an online fundraising page. It saves time collecting cash sponsors after your event, and is an easy way to see how you're doing against your target.

We have been using Just Giving as our chosen fundraising platform for years now – it's easy to set up, monitor, and releases money to Zarach as it is raised.

Here's how to do it:

1. Log in to www.justgiving.com

2. Select 'Start Fundraising'

3. Choose Zarach as your chosen charity

4. Select the event you're doing. If you can't see your event listed, select 'Doing your own thing' at the bottom of the page and tell us a bit more about your activity.

5. Choose your Fundraising page URL – this is the link you'll be sharing with friends and family when asking them to donate. The Gift Aid option is automatically added to your Fundraising page.

6. Click 'Create your page' and job done! Your Fundraising Page is now set up and ready to accept donations. Just Giving sends the money that you raise to us every week, so there is nothing else you need to do.

Tips For A Successful Fundraiser

Fundraising isn't always as easy as it looks, so we've put together some top tips to help you on your journey.

Make It Personal

Tell your story, give your audience a reason to follow your journey.

Human beings are generally nosey, and like to know what's going on – let them share your journey, and your reason to donate.

Keep your Just Giving page up to date

Make sure your donors know how the event went, they'll be more likely to tell their friends and family, who might also make a donation.

Communicate

Keep your friends, colleagues, and other potential supporters up to date with any training you might be doing, any dates for their diary or a gentle reminder that your event is getting closer.

Share Photos

Engage your potential donors as often as you can – especially online. Did you know only 10% of your social media

followers will see your posts? Post often to make sure as many people see what you're up to – sharing pictures of planning or training are always popular.

Promotional Materials

As a small charity, we can't always provide free merchandise for your event, but we do have a small supply of items you might find useful.

Leaflets & Posters

We can provide leaflets at A5 size, as well as a poster version which is A4 and A3. These can be a strong tool to draw attention to fayre stands, or to place on gala tables as well as to give out to potential donors. They all feature a QR code linked to our website, where online donations can be made if attendees haven't got cash.

Running T-Shirts

High-quality running t-shirts are available for purchase. Wear our comfortable, lightweight, absorbent t-shirts while training for your marathon, or active adventure as well as on the day, raising awareness without even trying!

We also have t-shirts available for non-sporting events, priced at £10. At events where the fundraising team need to be easily identified, having everyone in the same t-shirt will help.

Keep in Touch

Social media is a great way to attract new donors and promote your fundraising activities. Follow our social media accounts at '[ZarachCharity](#)' to find out the latest news from Zarach and tag us in your posts so that we can see the amazing things you get up to!

Together we can
#EndChildBedPoverty
#EveryHeadABed



Any Questions?

Our dedicated Fundraising Team will be there to support you every step of the way. If you have any questions or if there's anything we do to help support your fundraising, from promotional materials to inspiration, please get in touch at fundraising@zarach.org