

# Fundraising Guide

## A Toolkit for Girls' Brigade England & Wales Leaders

A Comprehensive Guide to fundraising



Creativity



Resilience



Connection



Teamwork

# Part 1: General Fundraising Top Tips

---

## 1. Start with a Clear Purpose

People give when they understand exactly what they're supporting. Define:

- What you need & why you need it
- Who benefits & how it will make a difference
- A clear purpose builds trust and confidence.

## 2. Keep the Message Simple and Positive

Avoid long explanations or jargon. Use warm, friendly language that reflects Girls' Brigade's values: empowering girls, building confidence, supporting families, and strengthening community.

## 3. Tell a Real Story

A short, human story is more powerful than a list of facts. Share stories of a girl who gained confidence, a family who found support, or a group that achieved something new.

## 4. Be Specific about Costs

People respond better to clear, costed needs. Specificity increases donations:

- £50 = craft resources for a term
- £100 = badges and programme materials
- £250 = equipment used weekly by the group
- £500 = subsidised places for families in hardship

## 5. Match the Ask to the Audience

Tailor your message to what each group values:

- Parents: Direct benefit to their children.
- Churches: Mission, outreach, and youth development.
- Local Businesses: Community impact and visibility.
- Lions/Rotary/Round Table: Service, partnership, and local need.
- Councillors/Parish Councils: Youth provision and wellbeing.

## 6. Make it Easy to Give

Remove barriers by offering simple options like online giving links, bank transfers, cash at events, sponsorship forms, and QR codes.

## 7. Use Multiple Channels

Don't rely on just one method. Combine social media, letters/emails, posters, church notices, school newsletters, community groups, and face-to-face conversations.

## 8. Celebrate Progress Publicly

Share updates like: 'We've raised £200 so far!' or 'Thank you to everyone who donated craft supplies!' People love seeing momentum and are more likely to join in.

## 9. Always Thank Supporters

A thank-you message is essential. A great thank-you includes what they gave, what it achieved, and a photo or short update.

## 10. Keep Fundraising Fun

Girls' Brigade is joyful, creative, and community-centred. Choose activities that reflect that—like family fun days, bake sales, quiz nights, or sponsored walks.

## 11. Involve the Girls

See Youth Led Fundraising resources and the Pea Fayre Resource.



# Part 1: General Fundraising Top Tips

## SAFETY, INCLUSIVITY, AND FAITH

---

### Prioritise Safeguarding and Safety Scaffolding

Fundraising events can be busy and chaotic. Protect your group, leaders, and visitors by implementing mandatory safety controls:

- **The Safety Net Principle:** Adults must handle all legal liability and physical cash so young people are insulated from financial risk. Use a single entry point and a central cash desk managed by adults.
- **Line of Sight:** Ensure standard staff-to-youth ratios are met, and hall layouts allow leaders to maintain clear lines of sight across all stalls.
- **Physical Safety:** Check fire exit clearances, ensure pathways are at least 1.2m wide for wheelchair accessibility, and check the weight limits of foldaway tables before stacking them with heavy prize jars.
- **Photo Consent:** Always cross-reference a "Photo Consent Regis" "r" before taking digital photos. Please avoid dressing younger children in branded gear for promotional photos if they don't understand the cause (avoid decorative use).
- **Mandatory Rota Rotation** (e.g., 15-minute shifts) so no young person gets burnt out running a stall all day.

### Design for Inclusivity and Accessibility

Ensure every child and family feels a true sense of belonging and can participate without financial or physical barriers:

- **Low-Income Adaptations:** Never rank girls by how much money or sponsorship they raise. Frame fundraising as a collective team effort. For high-end events, consider a free-entry "Retiring Collection" model (a discrete donation plate at the exit) so families only pay what they can afford.
- **Sensory Management:** High-energy events can cause sensory overload. Set up a quiet breakout space with low lighting and noise-cancelling ear defenders. Avoid megaphones or sirens.
- **Adaptive Gameplay:** Support children with physical or learning needs by using large pictographic rule signs, ensuring booth tables have wheelchair clearance (minimum 700mm height), and offering flexible game mechanics (e.g., moving throwing lines closer).

### Integrate Spiritual Discipleship

Transform fundraising from an administrative chore into an active expression of Christian discipleship:

- **Scriptural Reflection Loops:** When the event is over, don't just calculate profit margins. Gather in a circle and facilitate a youth-led discussion on how stewardship, teamwork, and cheerful giving relate to your values (e.g., "Money grows little by little" from Proverbs 13:11).
- **Youth-Led Pitching:** Give older girls the platform to pitch their fundraising vision and safety plans directly to Church Councils. This builds leadership and positions them as active partners in the church family.

### Keep Records and Stay Compliant

Good governance matters. Track income and expenditure, follow safeguarding rules, use approved platforms, obtain photo permissions, and adhere to church or charity financial procedures.

### Important Safety & Governance Reminder

Ensure that all fundraising activities are run in line with The Girls' Brigade's Life to the Full policy and that young people are appropriately supervised and safeguarded at all times.

## Part 2: Fundraising Ideas Marketplace

### CATEGORY A: SELL, SELL, SELL (SALES EVENTS)

TURN UNWANTED ITEMS, CREATIVE CRAFTS, AND BAKED TREATS INTO RESOURCES FOR YOUR GROUP.

---

- **Tabletop Sale & Gift Baskets:** Gather unwanted, high-quality gifts lying around to sell at your church or via a rented table at a local event. Combine premium items into themed gift baskets to auction or raffle off at a GB event.
- **Handmade Cards & Colouring Booklets:** Make cards during weekly meetings for birthdays, Christmas, Easter, or encouragement. Set up a church stall or an honesty box where members can browse and leave a donation. Alternatively, collate a booklet of Bible-themed colouring pages designed by your young people to sell at events or online.
- **Bake Sale & Refreshments:** Tie baking into the GB programme. Boost your intake by selling hot chocolate, tea, and coffee alongside bakes immediately following a church service.
- **Plant Sale:** Have young people grow seedlings (tomatoes, herbs, flowers) to sell in the spring, or request donations for their fresh homegrown produce.
- **Advent/Christmas Craft Fair:** A festive stall or fair planned and run by the young people, selling handmade decorations, biscuits, and small gifts.
- **Skill Auction:** Invite volunteers or church members to auction off practical services, such as gardening, sports coaching, or makeup tutorials, to raise funds.

### CATEGORY A SAFETY, INCLUSIVITY & COACHING GUARDRAILS

- **Upcycling Hazard Screening:** Adults must inspect all donated household materials and items before a sale. Ensure tin cans are free of sharp edges, containers are thoroughly washed, and heavy setups on foldaway tables do not exceed the manufacturer's weight capacity.
- **Food Hygiene & Allergen Scaffolding:** For bake sales or coffee shops, adults must handle absolute menu vetting. All ingredients must be clearly displayed on large visual table tents, and high-allergen items must be prepared and served from structurally separate tables.
- **Currency Safety for Younger Sections:** For younger sections (Ages 4–8), substitute small loose coins or small prize items with larger, high-visibility wooden tokens or textured foam balls to eliminate minor choking hazards.
- **Preventing Adulthood:** Act strictly as safety scaffolders and coaches. Let the girls make the rules for their stalls, design the layouts, and choose the pricing structures.

### CASE STUDY: YOUTH-LED BAKE SALE & QUIZ NIGHT

- **The Context:** The 14+ group (n: spire) at 8th Portsmouth Girls' Brigade wanted to turn their leadership training into practical community action. One young leader was challenged to design and deliver a fundraising project from scratch.
- **The Action:** The young leaders planned and delivered a quiz and bake sale. Working in pairs, they researched and wrote quiz rounds (including a multiple-choice round on GB history), designed promotional posters attracting 50 attendees, baked items themselves, coordinated a bake sale table, and hosted the entire evening.
- **The Results:** They raised £65 for Girls' Brigade nationally, but the true impact was in life skills. The five youth organisers gained immense confidence in public speaking, event logistics, and collaborative problem-solving, providing an inspirational example to the younger girls in the company.

# Part 2: Fundraising Ideas Marketplace

## CATEGORY B: GET INVOLVED (COMMUNITY EVENTS)

STEP OUTSIDE THE HALL TO RAISE AWARENESS, BUILD LIFE SKILLS, AND CONNECT WITH YOUR WIDER NEIGHBOURHOOD.

- **Supermarket Bag Packing:** Contact local stores to book a packing day. It's a highly visual, easy way to connect with the public while generating donations.
- **Car Wash:** Hold a car wash on your church grounds. Have the girls create bright promotional posters to place around the community to draw drivers in.
- **Event Stall:** Run an awareness and games stall at a local fayre or parade. Keep it interactive with simple games like Name the Teddy, Weight of the Cake, or Sweets in the Jar.
- **Recycling Drives:** Collect old mobile phones, ink cartridges, or clothes through structured cash-back schemes.
- **Hire a Teen Day:** Older young people offer community assistance with gardening, tech support, dog walking, or tidying up in exchange for group donations.
- **Gift-Wrapping Station:** Partner with your church in December to set up a festive wrapping station and accept donations to wrap Christmas presents.
- **Newsletters & Quiz Sheets:** Send free email newsletters to church members sharing upcoming events and prayer points. Attach a fun quiz sheet to be handed back in with a suggested £1 donation.

## CATEGORY B SAFETY, INCLUSIVITY & COACHING GUARDRAILS

- **Centralised Cash Management:** To protect young people from the risks of handling real money, accounting errors, or targeted theft, use a centralised system. Adults must oversee the main gate/bucket zone and keep all physical cash contained in a locked cash box.
- **Mandatory Youth Rota Rotations:** Community events can be tiring. No young person should run a front-line role for the entire duration. Implement a strict 15-minute rotation schedule between active tasks (like calling out or bag packing) and mandatory rest breaks.
- **Single Point of Entry:** When hosting public events on church grounds (like a car wash or community event), establish a single, adult-controlled entry gate to maintain your safeguarding perimeter and track who enters the space.
- **Zero-Upfront Home Assets:** When coordinating recycling or craft collection drives, ensure items requested from home are strictly true household waste (e.g., empty cereal boxes, plastic bottles) so low-income families are never financially pressured to participate.

## CASE STUDY: TESCO SUPERMARKET BAG PACKING

- **The Concept:** A 3-hour bag-packing and exit-door collection bucket drive at a local Tesco supermarket.
- **The Preparation:** Approached the supermarket early to secure a busy weekend slot. Leaders provided an official GB authorisation letter to the store manager. Volunteers, family, and friends were recruited and briefed using a structured rota.
- **The Results:** £217.92 was raised in just three hours.
- **Life Skills in Action:** This drive gently pushed the girls out of their comfort zones. It gave them a safe, adult-supervised environment to practice social skills, explain GB's mission, and learn how to handle public rejection or indifference gracefully. The girls left feeling incredibly encouraged, energised, and proud of their teamwork.

## Part 2: Fundraising Ideas Marketplace

### CATEGORY C: BE OUR GUEST (SOCIAL & TICKETED EVENTS)

BRING FAMILIES AND COMMUNITY MEMBERS INTO YOUR SPACE FOR MEMORABLE, LOW-STRESS HOSPITALITY EVENTS.

---

- **Film Night & Games Evening:** Invite families to a film night (outdoors with a projector if weather permits, complete with a popcorn stand) or a games evening featuring a silly sports day, board games, or a traditional beetle drive.
- **Harvest Supper & International Food Night:** Coordinate a simple, ticketed harvest meal, or host an international food night where families bring a dish representing their heritage, and attendees donate to "taste the world."
- **Show Night & Escape Rooms:** Charge for entry to a play or cabaret show written and performed by young people. For smaller groups, have the girls design a themed 20-minute puzzle-filled escape room for teams to pay and solve.
- **Paint-a-Pot Afternoon:** Buy terracotta pots in bulk and invite church and community members to spend a relaxed afternoon decorating them for take-home.
- **Easter Breakfast Café:** Pancakes, pastries, and fruit served by the young people to the congregation before the Easter morning church service.
- **Auction of Promises:** Host an event where people bid on skills or services offered by church and group members (e.g., "a batch of brownies," "one hour of dog walking"). Tip: Running this virtually on platforms like Microsoft Teams keeps it highly accessible for busy families.

### CATEGORY C SAFETY, INCLUSIVITY & COACHING GUARDRAILS

- **Sensory Safety Tracking:** High-energy crowds and loud social events can quickly trigger sensory overload for neurodivergent children. Keep background music low, prohibit megaphones/sirens, and designate a signposted Sensory Calming Quiet Zone with low lighting and noise-cancelling ear defenders under active adult supervision.
- **Physical Accessibility:** To ensure accessibility for children and guests with physical disabilities or who use wheelchairs, pathways between tables or rows must be at least 1.2 meters wide. Ensure table clearances have a minimum height of 700mm so wheelchair users can comfortably participate.
- **The Retiring Collection Model:** For premium or high-end ticketed events (like a show or supper), explicitly advertise entry as free or "pay what you can" to eliminate financial barriers for local low-income families. Please use a discrete "Retiring Collection" box or plate at the exit doors at the end of the night so people can contribute only what they can genuinely afford.

## Part 2: Fundraising Ideas Marketplace

### CATEGORY D: SPONSOR AND SUPPORT (SPONSORSHIP & PARTNERSHIPS)

#### HARNESS COLLECTIVE EFFORT, PERSONAL CHALLENGES, AND CORPORATE GENEROSITY TO PROVIDE SUSTAINABLE BACKING.

- **Sponsored Theme Runs (The Holiday Dash):** Organise a "North Pole Dash," "Reindeer Run," or an "Easter Hop." Children get sponsored to complete a specific number of themed laps or obstacles (e.g., "the number of miles to Lapland," where 1 lap equals 1 mile). Every child receives a festive medal at the finish line. Perfect for primary school-aged sections, while older sections can act as event Marshals and lane scorers.
- **Sponsored Lifestyle Challenges:** Challenge members to complete a video game marathon, a community litter pick, a classic sponsored silence, or highly supported modern challenges like a "screen-free day" or a "sponsored book read."
- **Become a GB Sponsor:** Create a structured avenue for church and community members to directly sponsor a young person's annual fees or fund a place for a child to attend a weekend camp.
- **Penny Collections:** Challenge sections to fill a Smarties tube or a specific physical outline on the church floor with spare pennies.
- **Church Instagram Takeover:** Task the youth sections with creating and posting daily challenges on the church social media pages, encouraging the congregation to sponsor them to complete each task.
- **Prayer-Walk Sponsorship:** Hold a sponsored walk where the young people design the route, gather sponsorships, and actively pray for the needs of their community as they walk.
- **Local Business & Supermarket Partnerships:** Approach local shops, beauty salons, takeaways, or restaurants for direct sponsorships or raffle prizes.
- **Tesco & ASDA Token Schemes:** Apply for supermarket community grant schemes (like Tesco Stronger Starts). If selected as one of the three featured local causes, the public votes using blue tokens. Grants start at £500. Note: Ensure your targeted project meets their specific criteria (typically food, youth activities, or school holiday provisions).

### CATEGORY D SAFETY, INCLUSIVITY & COACHING GUARDRAILS

- **The Collective Pool Alternative:** Frame all sponsorship tracking as a shared company goal or a collective team pool. Never publicly rank, reward, or sort individual girls by the amount of sponsorship money they brought in, ensuring no child feels marginalised based on family income.
- **The Safety Net Principle:** Adults must retain total legal and financial accountability for all sponsorship forms, online giving links, and corporate grant applications. Young people should be fully protected from administrative and compliance risks.
- **Media & Identity Protection:** Do not place young children in branded t-shirts purely for promotional photography or grant success photos unless they fully understand the cause they are supporting. Cross-reference your company's Photo Consent Register before uploading any images to social media or corporate grant portals.

## Part 3: Minimal Effort & No-Planning Fundraisers

PERFECT FOR OVER-STRETCHED LEADERS. THESE REQUIRE VIRTUALLY ZERO ADMIN OR SESSION-PLANNING TIME.

---

### The Bags2School Drop-Off

- **The Scale:** Small-to-medium scale with a massive footprint.
- **Leader Effort:** Minimal. Leaders do not store or handle items. You call 01609 780 222 or register online to secure a collection van date. Families bring their filled bags straight to the venue on the morning of the collection day.
- **Safety & Inclusivity:** Ensure the collection drop-off point doesn't obstruct local pavements or fire escape routes. Because it uses true household waste/decluttering items, there is zero financial pressure or upfront cost for low-income families.

### Spotlight Case Study: Connecting with a Wider World

- **The Concept:** A zero-cost clothing collection scheme turned community builder.
- **The Human Connection:** One local group organized a drop-off where clothes were baled and sent to overseas second-hand markets. Because the load happened to be bound for Iran and the company had an Iranian refugee girl in their youth section—the connection meant far more to the girls than the payout.
- **The Takeaway:** It's a zero-cost way to declutter while instantly linking your youth section to a broader global mission.

### The Supermarket Token Scheme (Tesco Stronger Starts / ASDA Foundation)

- **The Scale:** Passive, large-scale community reach.
- **Leader Effort: Minimal.** Fill out an online application form once. If selected as one of the three local causes, the public votes using plastic tokens, and grants range from £500 up.
- **Safety & Inclusivity:** Completely inclusive; families drop tokens into a box during their regular grocery shops without spending an extra penny.
- **Leader Tip:** Grant criteria can sometimes be restrictive for general running costs. Use them to apply for specific initiatives, such as a summer trip, a community outreach project, or the purchase of specialized SEN/sensory resources.

### The Supermarket Bag Pack & Door Bucket Collection

- **The Scale:** Mid-scale public interaction.
- **Leader Effort:** Medium. Secure a weekend slot with a local manager, organise an attendance rota, and brief your volunteers.

### Spotlight Case Study: Building Confidence in 3 Hours

- **The Results:** £217.92 raised in a single 3-hour shift at a local Tesco using a combined approach of helpful bag packing and strategic exit-door collection buckets.
- **Life Skills in Action:** This drive gently pushed the girls outside their comfort zones. Under active adult supervision, it gave them a safe space to practice public manners, build resilience, and learn how to navigate public indifference or rejection gracefully.
- **The Team Boost:** The young people left the store energised, proud of their shared achievement, and eager to book the next autumn slot.



## Part 6: Innovative, Creative & Bizarre Fundraising Ideas

STAND OUT FROM THE CROWD WITH THESE MEMORABLE, OUTSIDE-THE-BOX IDEAS THAT REQUIRE VERY LITTLE ADMIN BUT CAPTURE THE IMAGINATION.

| The Bizarre Concept                     | How It Works                                                                                                                                                                                                                                                       | Why It Works for Busy Leaders                                                                                                                                                         |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>The "Anti-Social" Silence</b>        | A twist on the classic silence. Leaders and older girls challenge themselves to a 24-Hour Screen-Free, No-Social-Media Lockdown. Supporters sponsor them to entirely disconnect.                                                                                   | <b>Zero Admin:</b> No halls to book or physical resources to buy. The girls log off, and the tracking is done digitally or via basic pledge sheets.                                   |
| <b>The Bad-Taste Bake Sale</b>          | Instead of trying to make cakes look perfect, hold an <b>"Ugly Cake Bake Off"</b> or a burnt-toast decoration competition. The messier and funnier, the better.                                                                                                    | <b>No Perfectionism:</b> Parents and youth love the low pressure. People pay a token fee to vote for the most spectacularly disastrous-looking bake.                                  |
| <b>The "Escape Room" Hall Challenge</b> | Young people work together to turn the regular church hall tables into a 20-minute pop-up puzzle room using coded padlocks, hidden clues, and scriptural riddles.                                                                                                  | <b>Youth Ownership:</b> Shifts the burden of work entirely to older girls (n:spire) who design the puzzles as part of their leadership badges, while adults strictly safety-scaffold. |
| <b>Leader Costume Penalties</b>         | Set a company fundraising milestone (e.g., <i>"If we reach £150..."</i> ). If achieved, the Team Leader or a willing church volunteer must run an entire regular evening session wearing a ridiculous costume chosen by the youth (like a giant inflatable T-Rex). | <b>High Morale:</b> It instantly builds momentum. The girls drive the fundraising efforts themselves because they are highly motivated to see their leaders participate in the fun.   |
| <b>The Church "Instagram Takeover"</b>  | The youth section takes over the church's official social media pages for one week, completing silly, wholesome daily tasks (like building a massive tin-can tower) if the congregation hits a daily donation target.                                              | <b>Remote &amp; Digital:</b> Keeps the event highly visible to the wider church network without needing everyone to travel to a physical location on the weekend.                     |

### Operational Reminder

For each of the ideas above, ensure compliance with The Safety Net Principle: adults must handle all direct cash boxes, oversee final risk assessments, and verify photo consent registers so that our young people can focus entirely on leadership, teamwork, and fun!