

FUNDRAISING SUPPORT PACK



**Connecting young people & industry with
inspiring STEM futures**

About EDT



EDT (www.etrust.org.uk) is a national education charity with a difference, formed in 1984 by those in the UK manufacturing sector who wanted to give back to their communities. We do this by supporting young people aged 9 – 21 to develop STEM (science, technology, engineering & maths) and employability skills through our Industrial Cadets projects, placements and taster days. Industrial Cadets is a nationally recognised accreditation programme for industry-led work experience/activities, Patronised by HRH The Prince of Wales.

Without the fantastic contributions of fundraisers like you, we would not be able to continue our essential work. This pack is full of top tips to make your fundraising a big success, whether you are organising a bake sale or climbing a mountain. No matter how you are raising money, we're here to help you, so don't hesitate to get in touch. Thank you for your support - and good luck!



Each year EDT delivers over 40,000 experiences for young people across the UK- but what makes us unique, compared to other educational charities?

- We include real people from colleges, universities and employers in all of our activities, giving young people face-to-face access to a diverse range of positive role models.
- Our activities are for primary school right up to school leavers, supporting young people throughout their school careers- especially those most at-risk of missing out.
- Our Industrial Cadets accreditation provides a nationally recognised award for taking part.
- We build creative and social skills-development into our STEM content. Placing STEM learning in a wider educational and social context helps to engage young people who may see STEM as “not for me”.
- We are especially committed to making STEM accessible to girls, Black and Minority Ethnic (BAME) young people and young people living in areas of high multiple deprivation.

Why support us



Young people in the UK are experiencing a “Poverty of Hope” (Barnardo’s, 2019). The number of young people who don’t feel in control of their lives has increased by more than one third in the past few years, with many feeling held back by low confidence and a lack of chances to develop new skills. We know that these issues affect disadvantaged children most of all, and that the attainment gap is widening.

Opportunities for young people are out there, the problem is that many don’t have the support to access them. Across the workplace, there is a huge demand for young people with STEM (science, technology, engineering and maths) skills. Engineering UK predicts that we will need 124,000 new engineers and technicians every single year, and STEM skills will be essential for many future jobs.

The UK cannot afford to miss out on the untapped talent and potential of our young people. EDT supports young people to develop the skills, experience and connections they need to enter the workplace and build the bright futures they deserve.





ONLINE FUNDRAISING

The easiest way to ask friends, family or colleagues to sponsor you is to set up an online sponsorship page.

Here's how to do it:

- If you already have a JustGiving account, go to EDT's approved fundraising page and select the "fundraise for us" button in the top right corner.
- If you need to set up an account first, go to JustGiving, enter your details, click "start fundraising" and type "EDT" into the search box.
- Select how you'd like to fundraise: there are options for taking part in an official event (like a marathon), celebrating an occasion (like asking friends for donations rather than birthday gifts), hosting an online event, or donating in memory of a loved one. If you're not sure which option to pick, click "doing your own thing".
- Fill in some simple information about your fundraising. Please include your contact details, so we can support and thank you for your hard work!
- Click "create your page". You can ask for donations by sharing your fundraising page on Facebook, Twitter and by email. You can also post updates, to let your supporters know how you're getting on.
- Please share with us on Twitter and Facebook @TheEDTUK so we can celebrate your achievements!

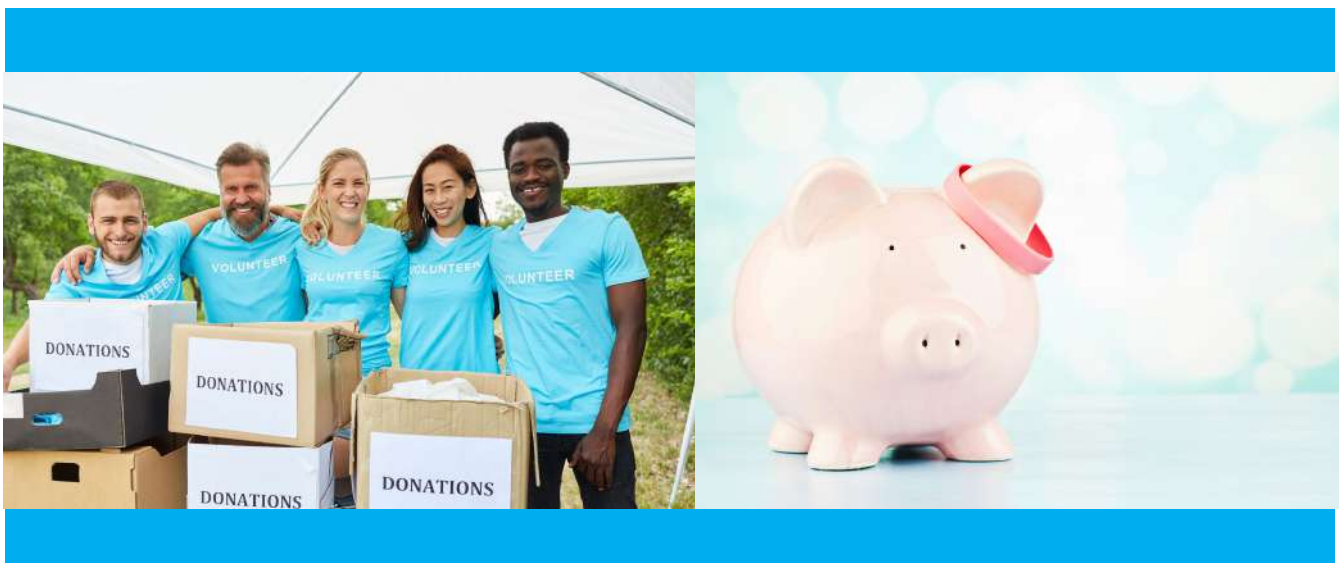


Top tips for fundraising



Check out our fundraising ideas for some fun, unique ways to raise money, and remember:

- **Have Fun!** Choose an activity you enjoy or something that interests you. New or unusual ways to raise money will grab people's attention.
- **Set a Target:** giving yourself a goal to work towards and a deadline for funds can motivate you and your donors.
- **Get People Involved:** fundraising with family, friends or work colleagues can be more fun. Also, remember that some employers have a match giving incentive, so please check with your HR or CSR department if this applies to you.
- **Save the Date:** you can raise more attention for your events by holding them on memorable dates or holidays, for example British Science Week (5th-14th March) or Women in Engineering Day (23rd June).



Top tips for fundraising



SPREAD THE WORD

The more people who know about your fundraising efforts, the more money you are likely to raise: here are some ways you can grab people's attention!

- **Contact your local newspaper/radio station:** write a press release and send to the news desk of your local paper or radio. Include fun and engaging photos! See page 9 for a press release template you can use.
- **Use social media:** share photographs and videos capturing your journey and explain why you're supporting EDT. Tag @TheEDTUK on Twitter and Facebook, include a link to www.etrust.org.uk and tag your friends!
- **Tell your story:** you never know who might be interested in supporting your cause or even having a go at their own fundraising - bring it up in conversation with friends, family and colleagues and see what happens.



Safe and legal fundraising



We're so grateful for your support, and it's important to us that you stay safe & follow legal guidelines when fundraising.

Please note that EDT cannot accept liability for any fundraising activities which members of the public choose to carry out. That's why it's important for you to understand the relevant legislation. You'll need to consider if any of the below apply to your fundraising:

- **Health & Safety:** if you're running an event, you must ensure that First Aid is available and a risk assessment has been carried out.
- **Food:** if you're providing food for attendees, you will need to follow food safety guidelines
- **Licensing:** you will need a special license if your event involves selling alcohol, lotteries or raffles, street collections or activities involving under 18s.
- **Photography:** always ask permission before taking and publishing photos of people at your event. You must not take or share photos of under 18s without parental permission.



Useful websites

Institute of Fundraising: www.institute-of-fundraising.org.uk/home/

Raffle & Lottery regulations: www.gamblingcommission.gov.uk/Home.aspx

Food Safety: www.food.gov.uk

Local authority directory: www.gov.uk/find-your-local-council

Health & Safety Executive website: www.hse.gov.uk

Payroll giving: www.cafonline.org/my-personal-giving/plan-your-giving/caf-give-as-you-earn



CONTACT US

If you have questions about how to fundraise for EDT, or if you need help during your fundraising journey, please contact us!

Phone: 07414 689901 / 0141 488 0988

Email: edt-fundraising@etrust.org.uk

Post: EDT, Weltech Centre, Ridgeway, Welwyn Garden City, AL7 2AA

Press release template

Local Resident [Insert name/s] Takes up Fundraising Challenge for EDT to Help Young People Build Key Life Skills

Date: [Insert date]

Local resident [Insert name/s] of [Insert location] will be [name and description of fundraising event] to raise money for EDT, a nationwide educational charity helping young people to develop STEM (science, technology, engineering and maths) and employability skills. All the funds raised will support EDT's industry-linked range of hands-on projects, placements and taster days, designed to connect young people with real-life mentors and positive role-models in the workplace.

To raise money for EDT, [Insert name/s] has organised/is taking part in (delete as appropriate) an event/challenge on [Insert date] at [Insert location] starting at [Insert time].

[Insert name/s] said of the event/challenge, "I have chosen to support EDT by [insert details of fundraising event/challenge – remember to think about why your challenge might be particularly difficult or fun] because [Insert reasons – for example, why do you support EDT? Why do you want to help young people?]."

To make a donation to [Insert name/s]'s fundraising venture please visit [Insert online fundraising URL].

- ENDS -

For further information on this event, please contact: [Insert name] [Insert phone number] [Insert email].

For further information about EDT, please contact: Tess Gallacher, Fundraising Officer- 0141 488 0988 / t.gallacher@etrust.org.uk

About EDT

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