

Fundraising Pack



Good Vibrations is a national charity, helping prisoners, patients in secure hospitals, ex-offenders and others in the community to **develop crucial life and work skills** through participating in intensive Gamelan (Indonesian percussion) courses. Since 2003 we've helped more than 4000 participants to develop attributes that support them to turn away from a life of crime.

"Before I came to this group I never talked to anyone. Just being with others made me feel sick. The encouragement I've received has helped me with some of my anxieties and this is something I can build on for the future."



We have an **excellent reputation for working with hard-to-engage people** that other projects fail to reach, e.g. people coming off drugs, the very low-skilled, vulnerable prisoners, non-English speakers, failed learners, 'persistent troublemakers' and people with serious mental health problems.

External research (www.good-vibrations.org.uk/what-others-say) shows that our courses :

- Help people develop **life/work skills** and **improve relationships** with peers and family
- Increase **engagement with education** courses and offending behaviour programmes
- Improve people's sense of **well-being** and calm
- Can dramatically **reduce self-harm** rates ...

And furthermore, that these benefits are sustained in the longer term.

£100 would give an ex-offender a bursary to join a community music group

£300 would put someone through a week-long Good Vibrations course

£6,000 would put 20 people through a Good Vibrations course

£15,000 would provide a fair-wage apprenticeship for an ex-offender

Prisons are having their budgets cut every year, and unprecedented **over-crowding in the system** is creating huge pressures on resources. This is why we're so dependant on your support to carry on our important work.

Despite our national footprint, excellent reputation and high-profile patrons, we are a small, nimble charity, so **you can be sure your money will reach vulnerable people**, rather than be 'swallowed up' in bureaucracy.

"To be honest, I wasn't sure that sitting on the floor, banging a drum and getting in touch with my feelings (which was how I first thought about it) was my cup of tea. How wrong I was. I have the zeal of a convert now ... Having seen gamelan workshops in prisons, talked to the workshop leaders, read the academic evaluations and tried it myself, I think the case for the value of Good Vibrations' work in prisons is made."

Her Majesty's Chief Inspector of Prisons

"This is a fascinating and worthwhile project"- comedian, Bill Bailey (one of our high-profile patrons)

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"So many people in custody have experienced complex traumas from childhood."

Governor of Lincoln Prison



Make the Most of Your Event

Engage with your community and **tell everybody you know about your event**. You will be amazed at how many people will be willing to support you.

Word of mouth is still one of the most effective ways of letting people know about your event: tell your friends; ask them to tell their friends; stand on a chair in your local pub and tell the world – anything goes!

Sponsorship

Setting up your own online page is the easiest way of collecting sponsorship. When you donate through BT's MyDonate, you can set up your own sponsorship page that others can donate to directly <https://mydonate.bt.com/charities/goodvibrations>.

Personalise your page with a photo and why you've chosen to fundraise for us. Then encourage wealthy friends to sponsor you first - people tend to match whatever the last amount was!

Promote it through your email signature, Facebook and Twitter account too. Don't be afraid to send reminders – once people see how dedicated you are, they will soon put their hands in their pockets.

 @sgvibrations

 facebook.com/sgvibrations



FUNDRAISING IDEAS:

A is for Air Miles

Collect your own, then raffle them off

B is for Bad Tie Day

Charge people £1 to wear their loudest tie

C is for Coffee Morning

D is for Dog Show

Charge pet-owners to show off their pooches

E is for Eyebrows

Shave them off to raise money

F is for Fashion Show

G is for Good Vibrations at Work

Pay us to run a team-building day for you

H is for Household Sale

I is for Ironing

Offer your skills at a cost

J is for Jelly Beans

Guess the number in a jar for £1 a go

K is for Karaoke

A perfect way to unearth unknown talent

L is for Love

Auction off a romantic dinner-for-two

M is for Mud Run

N is for Non-Uniform Day

Ask your child's school to hold one

O is for Offer

Offer your skills in-kind to us

P is for Parachute Jump

Q is for Quiz Night

A guaranteed hit with any work team

R is for Raffle

S is for Sponsored Silence

Shhh...

T is for Talent Show

U is for Under-used

Share resources like meeting rooms with us

V is for Volunteer

W is for Wine Tasting

Put on a luscious night with cheese and wine

X is for X Marks the Spot

It's not just kids who like treasure hunts

Y is for Yo-Yo Championship

Z is for Zumba

Organise a 24-hour Zumbathon

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"We've learnt that we're not individuals; on our own we can't do it. We have to work with others, or it just won't work."



USE SOCIAL MEDIA TO GET YOUR MESSAGE OUT

Become a fan of our Facebook page [facebook.com/sgvibrations](https://www.facebook.com/sgvibrations) and tell people about it. Post status updates to let your friends know what you're doing and ask them to share them too.

Follow us on Twitter @sgvibrations and tweet often with updates about your fundraising, tagging @sgvibrations, so we can retweet and 'favourite' your tweets.

Make an original and short video about your fundraising and upload it to YouTube. If you share it with us we'll 'like' it on our Good Vibrations TV channel. Make sure you tag it with keywords such as charity, fundraising and Good Vibrations



Please contact our Director katy@good-vibrations.org.uk before generating any external marketing/press so she can support you in communicating a positive, accurate message about our work.

In any publicity materials, please include the line: **"In aid of Good Vibrations, registered charity no. 1126493"**. This means you are operating independently of us and what you are doing does not fall under control of the charity.

FOOD, COLLECTIONS & RAFFLES

If you're selling food to the public, make sure the catering supplier is licensed. Contact your council/visit www.food.gov.uk for advice.

You need a licence to carry out house-to-house or public street collections. If you want to do a collection on private property e.g. a train station, please get written permission from the Manager.

If you're holding a raffle and have a single prize worth >£200 or are selling tickets before the day, you may need a license. See www.gamblingcommission.gov.uk for info.

THANK YOU

A massive thank-you to all our fundraisers and supporters. We couldn't do it without you.

FIRST AID & EVENT LICENCES

For larger events you may well require first aid cover. The amount of cover required depends on the size of your event. Check with your local council for advice. First Aid providers you might like to try include; St John Ambulance www.sja.org.uk or The British Red Cross www.redcross.org.uk

If you're having alcohol and/or live music at your event you will need to apply for a temporary event license. See www.gov.uk/temporary-events-notice for more details .

OTHER WAYS TO DONATE OR GET INVOLVED

1. We have a wide range of **volunteering opportunities**, e.g. in fundraising and marketing.
2. You can **sponsor** our work for positive publicity.
3. You can make a **one-off or regular donation** at <https://mydonate.bt.com/charities/goodvibrations>.
4. You can **text donate**: text GOOD22 £3 / £5 / £10 to 70070 (e.g. text GOOD22 £10)

Our Director, Katy Haigh, would love to discuss these options with you - please call Katy on 07535 145 797.