



Fundraising Guide 2019



Creating a financially capable and enterprising generation

Why Financial Education?

There is substantial evidence of the benefits of financial education and the consequences of poor financial decisions. Although there is wide advocacy for financial education in the UK, there remains significant gaps in relevant, effective and evaluated provision, especially delivered at scale.

Positive financial habits are essential to living independently. For young people in the most vulnerable circumstances this can be as simple as knowing how to budget for a weekly shop and as crucial as making the rent to avoid eviction.

Who are we?

MyBnk is a UK charity that delivers expert-led financial education programmes to 7-25 year olds in schools and youth organisations.

Our Vision

“A financially capable and enterprising generation.”



Our Values

#YouthAtTheHeart of @MyBnk, why do we do it? – It's all about the young people #obvs

#Impact @MyBnk, always delivering the best possible outcomes for young people #quality

#LaughAsYouLearn @MyBnk, bringing money & enterprise to life for young people, staying fresh, focused and fun

#Driven @MyBnk, being relentless in the pursuit of our mission #pacesetting

#StraightUp @MyBnk, telling it how it really is – helping young people make informed decisions

Our Mission

“To empower young people to take charge of their future by bringing money to life.”



Thank You!

Thank you for committing to raise vital funds for our charity! We hope this guide will provide some ideas and useful tips to help you smash your fundraising targets.

In this guide you will find:

- ⚡ What we do and why we need your help.
- ⚡ Getting started.
- ⚡ A – Z of fundraising ideas.
- ⚡ Tips to get the most out of your fundraising.
- ⚡ Paying in your donations.



Who are we?

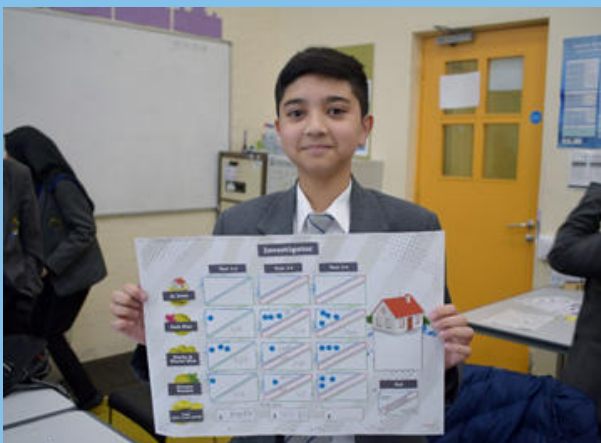
MyBnk is a UK charity that delivers expert-led financial education programmes to 7-25 year olds in schools and youth organisations.

We have helped 220,000 young people learn how to manage their money and make enterprising choices through fun and interactive sessions with over 1,000 host organisations.

Half our work is in schools and half in non-school environments, reaching disadvantaged young people including care leavers, social housing tenants, unaccompanied asylum seekers and young offenders at transitional periods of their lives.

MyBnk's school age programmes help form positive habits like saving and delayed gratification, and arm young people with practical money skills. This teaches them how to navigate the system and make informed decisions. Topics range from budgeting, banking and borrowing to student finance, tax and pensions.

We give young adults a 'reality check' of the cost of independent living and the consequences of unsustainable debt. But we also demonstrate the rewards effective money management brings – this affects behavioural change and encouraging them to develop a responsible and informed attitude towards money to stay in control of their finances.



Why financial education

UK personal debt is over £1.6 trillion and 90% of the UK population have never received any form of money management lessons. Nearly half of 16-25 year olds name debt as their biggest fear. In an ever tightening job market, this generation will have to make smarter financial decisions and create their own opportunities

How your donation helps

£20

Supports a young person to receive a half day money workshop in school, build their knowledge around basic finance and gain real life money skills.

£200

Gives a young care leaver the chance to learn survival money management skills to live independently and be debt-free.



Case Study

"I learned a lot at The Money House because before I came here, if I was given my leaving care flat tomorrow, I would have just walked in not understanding the legal tenancy or anything like that. I probably would have got kicked out a couple of months down the line. I really enjoy knowing that I could walk away today, be given my flat tomorrow and go in feeling more confident, and I don't have to stress about it because I know what to do and not what to do now and if I do need help, where to go." **Hawa, 20, Newham, The Money House.**

The Need

For 7-11 year olds

- ⚡ Just 52% say they received some form of financial education.
- ⚡ Children not confident in managing their money are twice less likely to save. Nearly four in ten 16 to 17 year olds don't have a current account, 60% don't have a savings account, and 18% have no bank account at all.
- ⚡ Busy timetables, stretched resources and increasing autonomy "could pose a challenge" to ensuring schools prioritise the delivery and quality of their financial teaching. (All MAS).

For 18-24 year olds

- ⚡ Have average unsecured debts of £1,460 and are the UK's fastest growing group of debtors. (FCA).
- ⚡ Nearly half are unable to cover an unexpected bill of £500. (MAS).
- ⚡ Have average social housing rent arrears of £650. 46% survive on less than £5,200 per annum, a further 36% earn below £10,400 each year. (24dash).

Enterprise

- ⚡ Number of self-employed 16 to 24-year-olds has nearly doubled since 2001 - half do not make it past year three. (Enterprise Research Centre).



"After Money Twist, I feel having money is a responsibility. MyBnk taught me to save rather than spend. I'm more cautious about what my pocket money is spent on and no longer spend cash on fast food after class". **Noura, 12, Prendergast Vale School.**

Getting Started - Make a Fundraising Plan



- ⚡ Set up a Virgin Money Giving page!
- ⚡ Please use Virgin Money - they take a smaller fee than any of the other donation pages meaning more of the money you raise goes directly to supporting young people.
- ⚡ Prepare! Set a fundraising target and brainstorm some event ideas. Make sure you give yourself enough time to hit your target – perhaps consider breaking it down into smaller targets and time frames.
- ⚡ Spread the word! Share the link to your fundraising page widely and often – family friends need to know what you have let yourself in for! Social media, work colleagues and even your old school - all will help spread awareness and bag those donations.
- ⚡ Network mapping You know more people than you realise. Write out all the folk you have connections with that can help you reach your goal. The shopkeeper, milkman, the boss, you name it. Extend your network further by asking work if you could hold a lunch and learn or get a mention on the internal newsletter.
- ⚡ Nail the details When and where is the event? What is your target? Who is your target audience?
- ⚡ Tell us about it! We love hearing about your efforts. Tag us in!

www.facebook.com/MyBnk

www.twitter.com/mybnk

www.instagram.com/mybnk

www.youtube.com/user/MyBnkChannel

A – Z of Fundraising

A is for Auction - Auction off any unwanted items or tout your skills for the day! **Arts and Crafts** - Make and sell your very own creations, from paintings to knitted scarves.

B is for Bake Sale - Bake some tasty treats and sell them at school or to family and friends.

Bike is for Ride - Do a sponsored ride and ask friends and family to sponsor you for every mile you ride or get on the exercise bike at home or ask friends to sponsor you for every minute you ride. You could even knock on some of your neighbour's doors and ask them to sponsor you too!

C is for Coffee morning (or caffeine free morning) - Invite friends and family around your house for a 'coffee n chat.' You could set an 'entrance' fee or ask for a snack donation.

Curry Evening - Make a big curry and ask friends and family join you. They could donate the amount they would have paid if they had gone to a restaurant.

D is for Doughnut Sale - Everyone at work or school loves a tasty treat at lunchtime / anytime.

Dog Walk - Offer to walk dogs and ask for a small fee per dog for each walk.

E is for Entertainment Evening - Get the karaoke machine out and put on a talent show. You could ask friends and family to dance/sing/provide a comedy act and charge people to come and watch!

Eighties Night - Get out the leg warmers and strut your stuff! Ask for a drinks/snacks/entry fee.

F is for Film Club - Screen your favourite films and provide popcorn/snacks. Ask for a drinks/snacks/entry fee.

Football Match - Get some volunteers to put on a football match. Pay per team to play, and at half time you could provide a raffle/drinks and snacks to raise extra money.

G is for Give Up - Give something up, from chocolate, drinking alcohol or playing the PlayStation and ask people to sponsor you for a set period of time! Guess

H is for Hair Cut - Get people to sponsor you to cut your hair or if you are feeling brave, go for the full shave! **Halloween Party** - Season permitted. Host a scary party and a charge entrance fee.

How Many - e.g. sweets in the jar. Friends and family can pay to enter the competition. The person closest to the correct number wins the sweets!

I is for International is for Evening - Have an evening celebrating different cultures through games such as guess the cuisine or guess the flag.

J is for Jewellery Making/Selling - Sell unwanted jewellery or get an art and craft session going where you charge a fee for people to make and take home their own bracelets.

K is for Karaoke Competition - Charge people to come and watch and vote for the winner. Provide drinks/snacks for a small fee.



L is for Lunch – Make a batch of soup or something simple and sell to colleagues at lunch.

Ladies Day/Evening - Get the girls together and do some manicures/massages/make-up to raise some money.

Lunch and learn - host a skills or knowledge based session to employees or family/friends about a topic of your choice.

M is for Murder Mystery Night - Plan your very own murder and get the family/friends involved for a night of mystery!

N is for Non-School Uniform Day - Well-tested, but effective way of raising money! Could adapt it to the office by running a dress down day.

O is for Office Olympics - Get everyone involved in some activities at the office. You could even turn it into a competition and have different teams fighting for gold

P is for Pancake Day - Make and sell pancakes.

Personal Best - You could ask people to sponsor you to beat your PB on a particular activity such as swimming, running or cycling.

Q is for Quiz night - Ask a local pub if you could host a quiz night for charity, and if not, you could always host it at home.

R is for Raffle - Ask a local business to donate some prizes and sell tickets. Winner gets to take the prize home. Everyone's a winner!

S is for Sponsored Silence - People will definitely pay for this! Get sponsored to stay quiet. May be a good idea for any younger ones...

Shopper Packer - Ask your local supermarket if you can run a charity packing day. Pack those shopping bags in return for a donation.

T is for Tuck Shop - Open your own tuck shop and sell sweets.

Tea Party - Get the teapots out and some cucumber sandwiches and charge friends/family to attend afternoon tea.

U is for University Challenge - Get friends or family who went to different universities to compete against each other. Ask for a drinks/snacks/entry fee.

V is for Valentines Fun - Play matchmaker and deliver messages to loved ones for a fee

X is for Xmas fun - Find a willing Santa and charge kids to give their letters to him!

Y is for Yoga – Host a yoga session and teach friends/family some of your best poses.

Z is for Zumba - You could hold a Zumba marathon!

Top Tips

Tips to help your fundraising go a long way

- ⚡ Check with your employer to see if your company has a matched funding scheme. You may find that you can easily double what you raise!
- ⚡ Delegate - Ask your parents or friends to help you out by doing something on your behalf. Whether this involves holding their own event, helping out at your event or just spreading the word of what you're up to with a link to your Virgin Money Giving page on social media. You'll be surprised with how generous people can be!!
- ⚡ If you're holding an event, post a count-down to it and details/pictures of your preparation for the big day! This will allow people to follow your journey and feel part of it.
- ⚡ Images – A picture says a thousand words. Use emotive pictures when endorsing your event. We can provide you with videos, case studies and photos to help create a picture around your fundraising.
- ⚡ Share your training progress! Your friends and family will want to support YOU, so them just how hard you're working, and what this means to you. You may even motivate them to do something themselves.
- ⚡ When you've finished– Publish pictures and details of how much was raised. Sharing your success story is just as important, and may help people get involved in any future fundraising activities you do. Some donations will roll in after the event in a congratulatory fashion.
- ⚡ Do not stress! If you didn't reach your target, do not despair! You will learn do's and don'ts for next time!

Paying in your donations

If you've set up a Virgin Money Page, the money you've raised online will come straight to MyBnk.

By post

Cheques should be made payable to MyBnk to: Fundraising Team, MyBnk, 5 – 15 Cromer Street London WC1H 8LS

Online

Put the funds into your bank account and pay with your credit or debit card. Simply visit our website at www.mybnk.org and donate online. Be sure to leave your details though so we know who to thank!

Whatever you do... Please do not send cash in the post. If you have received any cash donations, please either send a cheque for the equivalent amount or make a card payment. A massive thank you for raising money for us. Your donations will help us to create a financially capable and enterprising generation!

MyBnk adhere to the Key Principles and Rulebook as set out by the Fundraising Regulator. This sets out the best practices and legal requirements which all fundraisers must follow. We urge all fundraisers to read and comply with these.

We also comply with all new GDPR guidelines. For more info see our Data Protection Policy at

<https://www.mybnk.org/privacypolicy/>



**Join us
today!**

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