



FUNDRAISING GUIDELINES



WHAT IS SPARKLE?

WHY FUNDRAISE FOR US?

Sparkle is a charity supporting children and young people with disabilities and /or developmental difficulties, and their families, living in Gwent, South Wales.

Your support and generosity allows us to continue helping the hundreds of children and families that use Serennu (Newport), Nevill Hall (Abergavenny) and Caerphilly Children's Centres every week.

We have to raise more than £600,000 every year to fund the vital services to support these special children. This is only possible thanks to the generous donations from the general public, which is why we need your help.

Please, be a star & help a child sparkle.





BRIGHT IDEAS!

(ADD SOME OF YOUR
OWN TOO)

Host an Event: Invite some friends! Whether a sleepover together at home or a party or prom somewhere fun!

Get Active: Sponsored sports events, it could be a fun run or a full sports day!

Tasty Treats: Whether a cake sale or a bake off challenge for family and friends.

Make Over: Go glam or go crazy. Try a fancy dress or something different at school or work

In It To Win It!: Raffles or prize draws are always a wonderful way to fundraise

Gaming for Good: A Gaming marathon! On stream, solo or challenging your friends

Summer Fun: A fayre or fate, A BBQ or beachparty

Spring Cleaning: Odd jobs and help out for donations

Autumn Antics: Halloween party or a bonfire blowout

Winter Wonderland: A Christmas party or gift some toys

EPIC CHALLENGES★

GOT AN EVEN BIGGER IDEA? LET US KNOW!

From events like obstacle races, charity fun runs or marathons through to crazy ideas like abseiling or skydiving. Some absolute superheroes have taken on huge stunts fundraising for Sparkle!

We partner with events across the nation, and can help you with everything From sign up fees to sponsor advice to get the most from your next #EpicChallenge. Just get in touch to let us know!





KEEP
CALM
AND
KEEP
THINGS
SIMPLE!

DID YOU KNOW YOU CAN ALSO DONATE WHILE YOU SHOP TOO?

AmazonSmile is a program which donates 0.5% of your eligible purchases on Amazon to a charity of your choice. All you need to do is start your shopping at smile.amazon.co.uk. The donation will be made at no extra cost to you and you can choose from nearly one million public charitable organisations.

If you're looking for a simple, automatic way to continue supporting your favorite charity, you should start your Amazon Shopping account. You shop as you normally would on the site, at no extra cost to you, and you don't need to make a separate account.



We've also joined The Giving Machine, which means you can help us for FREE, not only when you shop online but every single day! There are over 4,000 shops and sites on board ready to make a donation – including eBay, Argos, John Lewis, ASOS, Booking.com and M&S – and it won't cost you a penny extra to help us raise funds.

www.easyfundraising.org.uk/causes/SparkleAppealNewport

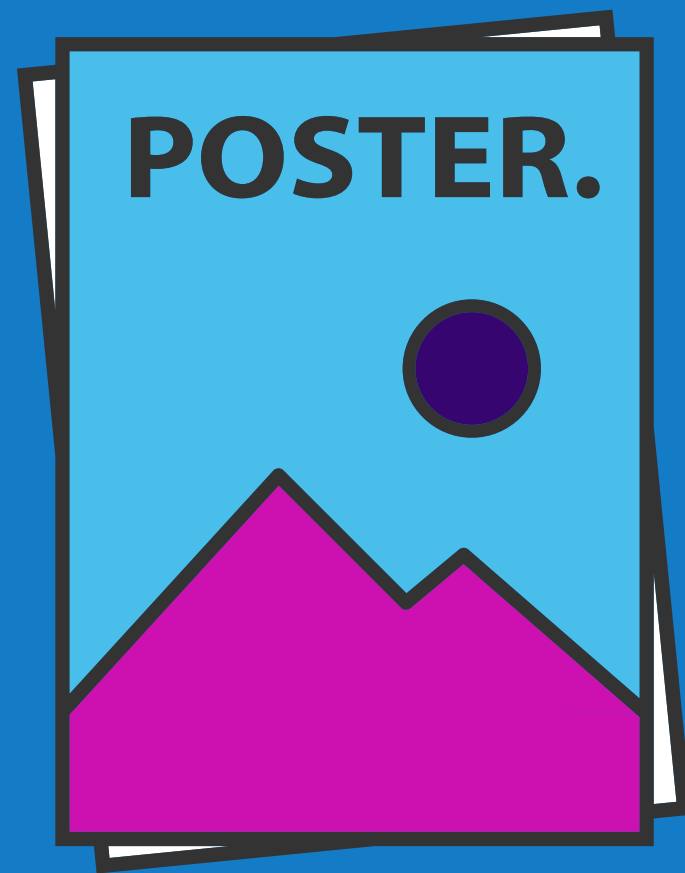
There are no catches or hidden charges!

SO WHAT DO I NEED?

THE SPARKLE WEBSITE HAS A HOST OF HELPFUL RESOURCES



CHARITY
INFORMATION



POSTER
TEMPLATES



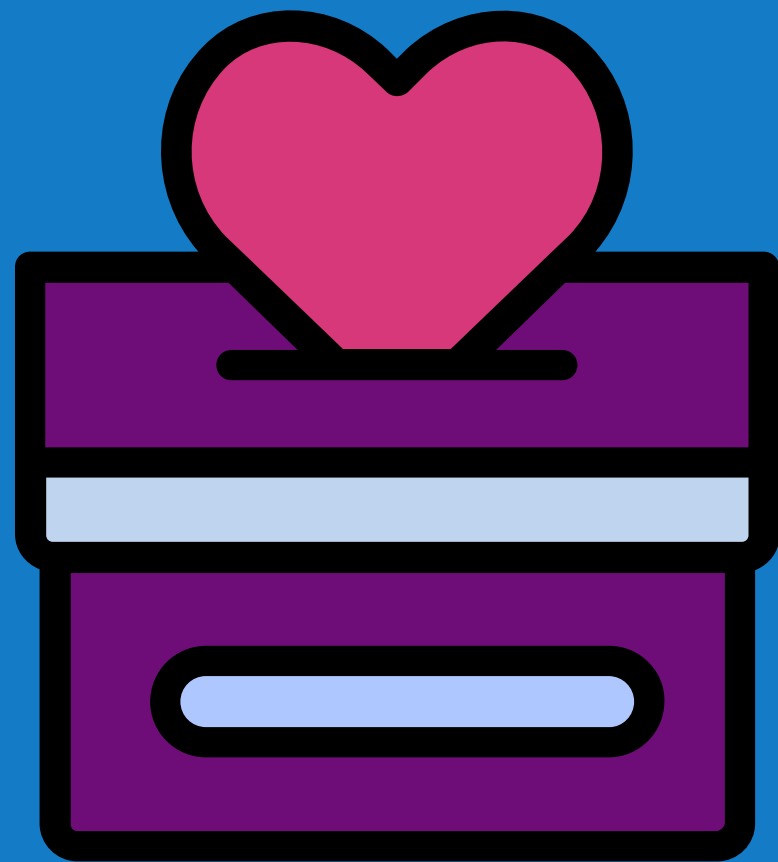
SPONSORSHIP
FORMS



LOGO AND
BRANDING

WHAT CAN SPARKLE HELP WITH?

CONTACT US AT FUNDRAISING@SPARKLE.ORG



DONATION
BOXES



BANNERS
AND POP UPS



DONATION
BUCKETS



EVENT ADVICE
AND MARKETING



DOS & DON'Ts

DO: USE OFFICIAL SPARKLE LOGOS

**DO: LET US KNOW ABOUT YOUR
FUNDRAISING FOR US!**

**DO: PLAN WHAT YOU MIGHT NEED FOR
YOUR FUNDRAISING / EVENT**

**DO: ASK FOR THE SUPPORT YOU NEED,
OUR SPARKLE TEAM ARE HERE TO HELP**

**DO: TAKE LOTS OF PICTURES! WE LOVE
CELEBRATING OUR
#SPARKLESUPERSTARS**

DON'T: TRY TO RECREATE OUR LOGOS

**DON'T: FORGET TO CONNECT ON OUR
SOCIAL MEDIA CHANNELS!**

**DON'T: LEAVE TOO LITTLE TIME TO
PLAN OUT YOUR FUNDRAISING.**

**DON'T: FORGET TO BANK YOUR
DONATIONS WITH US IF YOU ARE
COLLECTING MONEY YOURSELF!**

**DON'T: FORGET, YOUR FUNDRAISING IS
#HELPINGSPECIALCHILDRENSHINE**

HOW DO I DONATE?

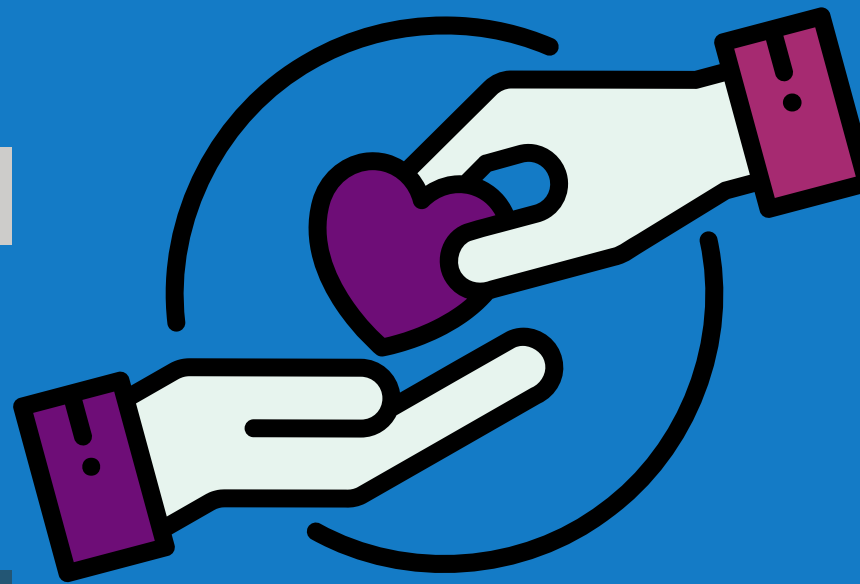
HOW TO DEPOSIT YOUR INCREDIBLE FUNDRAISING!



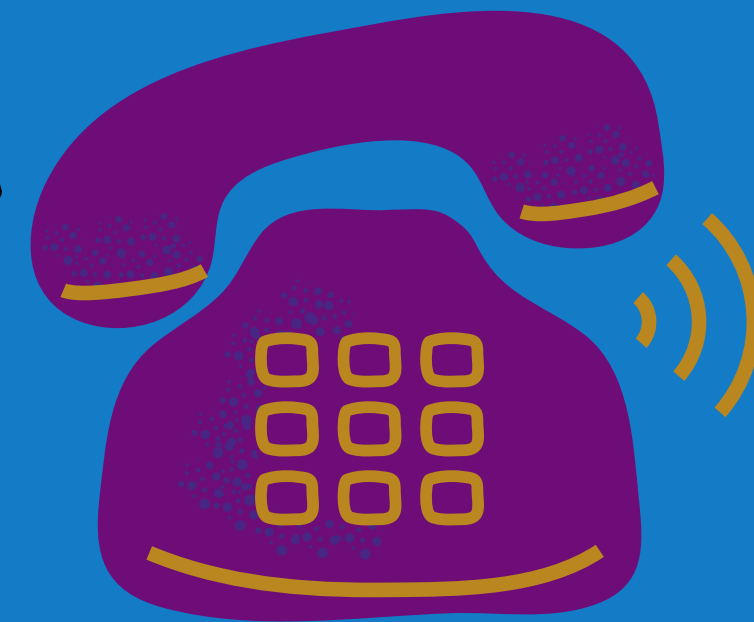
COLLECT MONEY
ONLINE AT
JUSTGIVING



DIRECT
VIA BANK
TRANSFER



CASH DONATION
IN PERSON
AT CENTRES



CARD PAYMENT
OVER THE
PHONE



SEND
CHEQUE BY
POST

CRUCIAL CONTACTS!

Sparkle website: www.sparkleappeal.org

Sparkle Justgiving: www.justgiving.com/SparkleAppeal

Email us: Fundraising@SparkleAppeal.org

Phone us: 01633 749041

Our address: Serennu Childrens Centre

Cwrt Camlas,
Rogerstone,
Newport
NP10 9LY

Hello!



FIND SPARKLE ONLINE!

DON'T FORGET OUR HASHTAG! #HelpingSpecialChildrenShine



Facebook.com/
SparkleAppealOfficial



@SparkleAppeal



@SparkleAppeal
Official

The word "THANK YOU" is written in a large, white, hand-drawn, cursive font. The letters are thick and have a slightly irregular, sketchy appearance. The word "THANK" is on the top line, and "YOU" is on the bottom line. Surrounding the text are several hand-drawn stars. There are three blue stars on the left side of "THANK", one blue star and one green star on the right side of "THANK", and three green stars on the left side of "YOU", and one green star and one blue star on the right side of "YOU". The stars are also hand-drawn and have a sketchy appearance.

THANK
YOU

Sparkle is a charity registered in England and Wales. Charity No. 1093690