



Fundraising Toolkit

21 Castle Street, Edinburgh, EH2 3DN

t. 0131 225 6441

Registered in Scotland (SC078854). Registered Charity (SC013007).

Contents

About Us	Page 3
Do's and Don'ts	Page 4
A-Z Fundraising Ideas	Page 5
Fundraising at the Office	Page 6-7
Online Shopping	Page 8-9

About Us

Birthlink was established in 1911 and owns and manages the Adoption Contact Register for Scotland which began in 1984. All people aged 16 and over whose birth and/or adoption took place in Scotland can register, as well as birth mothers, birth fathers and any other birth relatives. We also offer a searching service where trained volunteer genealogists find the contacts people are looking for from public record. After matches are made on the register, or people are located, service users can choose to enter into a period of mediation to reunite with estranged family members if this is their mutual wish. The adoption contact register also gives siblings an opportunity to reunite if they were separated in childhood. The service extends to accessing original court papers relating to adoption on behalf of service users who may not be able to travel to the National Records of Scotland in Edinburgh to access these.

Birthlink also operates the After Adoption Information Line where anyone affected by adoption can seek advice and support. This is also used as a consultation service open to professionals seeking support on case work. Expertise is also shared with Local Authorities through a quarterly professionals' forum and various bespoke training is regularly delivered on request.

Separately, Birthlink is funded by Future Pathways to undertake Subject Access Requests for people seeking to understand their time in care. The agency is also funded specifically to support people seeking to access their care records in preparation for application to Redress Scotland.

Do	Don't
<ol style="list-style-type: none"> 1. Let our team know if you have any fundraising ideas you'd like to discuss 2. Use 'BIRTHLINK' logo. We can send a high-resolution version to you if you need one. 3. Email us any photos related to your fundraising 4. Ask us about collection tins and buckets 5. Feel free to give us a call on 0131 2256441 from Monday to Friday (9-5) and ask for Liz Laing 6. Tell us if you plan on giving a talk about your fundraising 7. Make sure you have fun! 	<ol style="list-style-type: none"> 1. Forget that we can support your fundraising in many ways 2. Put yourself at risk. 3. Forget to Gift Aid donations 4. Collect door to door or use collection tins in a public location. There are strict regulations around using collection tins and buckets. Please contact us if you require more information. 5. Use unauthorised collection tins or buckets. We have BIRTHLINK branded collection tins and buckets

A-Z Fundraising Ideas

A Afternoon Tea Abseil Auction Assault Course	B Bake Sale Barbeque Beard Shave Ball	C Cycling Car Boot Sale Comedy Night Car Wash	D Dress-Down Day Dinner Party Dry January
E Ebay Donations Egg & Spoon - Race Easter Egg Hunt	F Facebook - Fundraising Face Painting Fashion Show Football - Tournament	G Golf Day Garden Party Guess The Name Game Night	H Head Shave Half-Marathon Hike
I Ice-Cream Party Internet - Auction	J Justgiving Page Juggling Jogging	K Knit-A-Thon Keep Fit - Challenge Karaoke Night	L Lunch Party Line Dancing Legacy
M Marathon Mountain Biking Music Concert Match Funding	N Netball - Tournament No-Swear Day	O Office - Collection Office Party Odd Socks Day	P Pyjama Day Pamper Evening Pancake Day
Q Quiz Night Quit Chocolate Quiet Sponsor	R Read-A-Thon Rowing Raffle Race	S Sponsorship Sober October Skydive Swear Jar	T Tombola Tea Party
U University Challenge	V Valentine's Day Volleyball - Tournament	W Walking Waxing Wine Tasting	X Xmas Fair Xmas Cards
Y Yacht Race Yearly Donation	Z Zumba-Thon Zipline		

Fundraising at the Office

Workplace fundraising is a popular way to help raise funds for BIRTHLINK. There are lots of ways in which you could do this including:

Office Bake-Off	Tuck Shop	Matched Funding	Donate An Hour Of Pay
Swear Jar	Dress-Down Day	Coffee Morning	Sponsored Silence

Supporting BIRTHLINK at your workplace can be a great way to bring your team together, get to know your colleagues better and have a bit of fun, all while raising vital funds.

If holding a separate event isn't for you, how about hosting one of our **collection tins** for 3, 6, or 12 months?

Could you nominate BIRTHLINK to be your company's **Charity of the Year**?

Perhaps you would prefer a **Challenge Event**?

A challenge event can be anything that challenges you from Tough Mudder, Three Peaks to a skydive. There are a huge range of sporting and outdoor challenges that you can get involved with.



Things To Consider

If you are part of a fundraising team but you would like to track your own fundraising, we would recommend that you set up a team page on JustGiving where you can link your individual pages together.

Your supporters can Gift Aid their donations on your page, if they are taxpayers and reside in the UK. This can add up to 25% extra to their donation so it's worth reminding your friends and family. JustGiving collect everything, so it's an easy way to boost your total.

Raffles and Lotteries

Holding a raffle is a great way to raise funds, but there are some legal limitations that you need to be aware of. If you pay for a ticket and receive the prize on the same day, this is considered a raffle and does not require a licence.

If you purchase a ticket in advance, and the winning ticket is drawn on a different day, then this is considered a lottery. Some lotteries require licences, to find out more please see this information from the Gambling Commission:

<http://www.gamblingcommission.gov.uk/for-the-public/Fundraising-and-promotions/Fundraising/Lotteries-at-events.aspx>

Food Hygiene

If you are selling food during your event, you will need to make sure that the vendor/caterer is licensed. If you are making food yourself, make sure the public know the ingredients. Writing a card with a list of ingredients for each item is a good way of doing this. For information about food hygiene regulations, visit: www.food.gov.uk

Collecting for BIRTHLINK

We have official BIRTHLINK branded collection tins, buckets and boxes that you can use at your event. As we are registered with the Fundraising Regulator, there are guidelines that must be followed before we can send your collection tins out.

If your event is in a public area, you will need permission from the local council to collect donations.

In some cases, you may need a licence.

However, if the land is privately owned then this does not apply. You will need to obtain written permission from the property or venue owner, that they are happy for you to collect using a collection tin in their venue. Once you have received permission, we have a short form for you to fill out and then we can send out your collection tins.

Online Shopping

Shop online and raise money for Birthlink



Give as you Live Online is the free and easy way to raise money for Birthlink when you shop online with 6,000+ stores. From holidays and travel to clothing and gifts, you can raise hundreds of pounds from your everyday shopping, all at no extra cost to you.

[Shop Online & Raise Money For Birthlink | Give as you Live Online](https://www.giveasyoulive.com/charity/birthlink)

<https://www.giveasyoulive.com/charity/birthlink>

Birthday Fundraising

Two weeks before your birthday, Facebook will send you a notification asking if you'd like to raise money for a charitable cause to celebrate your birthday. From here, all you need to do is click yes and search for BIRTHLINK. You can also choose to set up a fundraising page or add a 'donate now' button to your latest post. Find out more in the 'Help' section on Facebook.



Social Media

Posting on social media is a fantastic way to boost your fundraising total, but please do be aware of what you are posting.

Please be aware that when you post any information or photographs online it becomes public information, and the press may use it. If you are fundraising in memory of a friend, please do also check you have permission to fundraise in their loved one's name. Don't put up images that you or the deceased's family do not want shared. Once it is in the public domain it can be accessed and used by anyone anywhere in the world. This includes on your online fundraising page and on social media.

If you are setting up a Facebook page/event, or a website for your fundraising, we ask all our fundraisers to include the text below somewhere on their page,

just to ensure that there isn't any confusion around which social media platforms are the official BIRTHLINK channel and which are third-party.

"I am fundraising in aid of BIRTHLINK. All monies raised will go to BIRTHLINK, but I am acting in my own capacity. BIRTHLINK is not responsible for the content on this page and accepts no liability. The views and articles shared on this page are not in any way endorsed by or advocated by BIRTHLINK."