



**Libraries  
Unlimited**

Enriching Lives  
Building Communities

# Fundraisers' Pack



Registered Charity 1170092



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



**TORBAY COUNCIL**

# Thank you

We are the charity which runs public libraries across Devon and Torbay.

By raising money for Libraries Unlimited, you're helping to ensure your libraries are here for life.

In this pack you'll find useful tips on getting the most from your fundraising activities.

Thank you so much for caring about libraries.

Every penny you raise will make a huge difference.

**For support or further information:**  
**[fundraising@librariesunlimited.org.uk](mailto:fundraising@librariesunlimited.org.uk)**

## Libraries for Life

Our libraries provide warm, safe spaces for everyone.

The cost of living crisis means they are more vital than ever before.

Everyone is welcome in libraries. Communities can keep warm, access food, find a job, boost businesses, meet new friends, get online, and so much more.

Thanks to your help, we can ensure that our libraries are here for life.



# My Fundraising Story

In May 2021 Jessica Wanostrocht and her friends walked 12.7 miles, dressed up as library fairies!

'Starting at Brixham library, we visited the other three libraries in Torbay on route to perform challenges set by our colleagues, and finishing at Kingskerswell library. We raised £337 on this walk.

Libraries Unlimited is so wonderful at bringing communities together and I was so happy for all the support from the public and colleagues.

I did another walk in May 2022 during 'Local and Community History Month,' this time from Torquay to Brixham Library, stopping off at historical spots as well as Paignton and Churston libraries on the way.

Paignton Library also welcomed the Paignton Heritage Society to present a local history talk to coincide with the historical theme of the walk. I prepared local history facts to post on Paignton Library's Social media pages that were scheduled throughout the day. I also dressed up as a local historical figure, Isadora Duncan and walked with my trusty minion (Charlotte) and a few others. We raised £282 on this walk!



# You're helping change lives

Your local libraries have big impact.

With your help, we tackle many fundamental issues that our communities face today.

**Every penny you raise goes into delivering and developing our services so that we can better support our communities.**



Educational inequality	Social inequality
<p>1 in 6 adults in England have 'very poor literacy skills', and are well below the minimum level of skills expected to cope with everyday life.</p> <p>By 3 years of age, there is a 30-million-word gap between children from the wealthiest and poorest families.</p>	<p>1 in 8 children in Devon live in poverty.</p> <p>3 electoral wards in Devon are in the most deprived 10% of all areas in England, and another 18 wards are in the 20% most deprived.</p>
Skills gaps	Loneliness & Isolation
<p>Around 27% of the UK population have what are regarded as low digital skills- a major barrier to employment.</p> <p>In 2020 in Devon, only 41% of 16-64-year-olds had an NVQ4+ qualification.</p>	<p>Loneliness has been linked to early deaths and an increased risk of heart disease, stroke, depression and cognitive decline.</p> <p>About 5% of all adults report feeling lonely 'often' or 'always', with the number rising to 10% for 16-24-year-olds.</p>



# Your help makes a difference

## **£35**

would provide home library visits for a year to a person with limited mobility.

## **£50**

will buy a set of games and jigsaws to support 10 people through a dementia café.

## **£100**

will cover heating and lighting costs in a smaller library for a month.

## **£250**

would help to improve the mental health of 20 people through a regular walking group.

## Barbara's Story

The weekly Walk and Talk group at Torrington Library helped Barbara get over a period of anxiety and depression, and settle in her new hometown.

"I've really enjoyed the walks and made some nice friends. It gets me out, it gets me walking, you're with like-minded people and even if you're feeling a bit anxious or maybe have some physical problems, you know you're safe and everyone is there to support you. It gives you a reason to get up and get out, and makes me feel better for the rest of the day. I feel like I belong now. It's done me the power of good and has been a saving grace."



# Online Fundraising

The simplest way you can fundraising is online. It's free, quick and secure, donations reach us automatically, and you can reach people worldwide. Here's how:

- Go to our approved fundraising website: Justgiving.
- Select Libraries Unlimited South West as your charity.
- Follow the instructions to set up your page.
- Choose your fundraising target, page title and team members, if you have them.
- Tell people why you are fundraising for Libraries Unlimited, what the challenge means to you and how their donation can make a difference. Fundraisers who personalise their page raise 3 times as much money on average as those who don't!
- Follow the page prompts to ensure everyone who supports you gets a personalised thank you message

Once you've set up your page, make some noise about it:

- Email the link to friends, family and colleagues, and ask them to pass it on.
- Link to your Facebook page, Tweet about it, use Instagram and any other social networks.
- Include @LibrariesUnlimited and #LibrariesforLife in your posts, and don't forget to tag other people who will help you share the message.

## Top tips

- Bring it to life by being personal. Be yourself - cheeky, funny or serious.
- Be proud. You're doing something amazing- don't be afraid to ask people for support!
- Share your reasons for fundraising. It'll inspire others to do the same.





# Other ways to fundraise

There are lots of other wonderful ways to hit your fundraising goal.  
You could:

- Organise a cake sale or coffee morning
- Challenge yourself - run 5km, 10Km, or a marathon!
- Hold a sweepstake at work
- Hold a raffle and ask local businesses for prizes
- Pack bags at your local supermarket
- Ask for donations on your birthday
- Host a pub or school quiz
- Have a second-hand sale

## Shout loud and proud!

The more you talk about fundraising, the more people will donate!

Here's how:

- Get social- see the hints and tips on page 6
- Contact your local radio and see if you can get a short interview
- Write a press release and send to your local paper and local newsletters

Don't forget to add photos!



# The safe & legal bits

Here are some things to keep in mind when fundraising for Libraries Unlimited. Please do take a minute to read through the points below, as we can't accept any liability for your fundraising activities, and we want to make sure your experience is the best it can be.

## The basics:

- If you're in London, you need to be aged 18 or over to fundraise.
- If you're based anywhere else in the country, you need to be aged 16 or above.
- If you're going to collect funds on private property, you'll need to get permission to do so. This includes properties that are open to the general public, such as train stations and shopping centres.
- Please only use fundraising materials with the Libraries Unlimited branding on them (digitally or in print).
- Please don't use Libraries Unlimited fundraising materials for any other purpose, without getting in touch with us first.

## Running a raffle or lottery draw? If so, remember:

- If you're running one in public, you'll need a licence from your local authority or council.
- If you're running it in private, no licence is required.
- If you're running it at a social event, you won't need a licence either, providing the tickets are sold where the event is held, and the winners are drawn and announced at the event.
- You can't sell tickets to anyone who's below the age of 16.

## If your fundraising involves a performance:

- Be aware that you might need a Public Entertainments Licence from your local authority. This could include any performance, such as music, acting, a film screening or dancing.
- If you're performing at a place that already has this licence, you should be covered.
- Good news - licences can be obtained for free if it's a charity event.

## Does your fundraising involve food? If so:

- Make sure everyone who's involved with preparing and serving the food has an understanding of food hygiene.
- If you're planning on selling alcohol, you'll need a licence from your local authority.

## What about insurance?

- Most venues will have their own insurance in place, but it's always worth checking that you're covered too.
- Libraries Unlimited's public liability insurance can't be used to cover your fundraising events.

## And lastly, health and safety...

- Every fundraising event should have a risk assessment in place. This is relatively simple to put together and identifies potential risks, how the risks can be reduced, how to keep everyone and everything safe, and what to do if an emergency should arise.
- Your health and safety is paramount. If you're planning on undertaking a solo endurance event, make sure you've got the right support team to help you. Always consider your safety and never put yourself at risk.





## Next steps

Your fundraising makes a big difference.

To help us ensure our libraries keep serving their communities, you can:

- Become a Libraries Unlimited supporter
- Volunteer at one of our libraries
- Put on another fundraising event
- Leave a gift in your will

Thank you again for your support.



## A little bit more help...

Go to our website to download:

- Fundraising Calendar
- Sponsorship form
- Press release template

## FAQs

Q Can I use the Libraries Unlimited logo?

A: Unfortunately not. Please just include the statement: 'I am fundraising in aid of Libraries Unlimited (Registered Charity 1170092)'.

Q: How do I send in the money that I raise?

A: If you've used Just Giving you don't need to do anything- the money will come straight to us. To collect cash donations, please use this sponsorship form. Send in any offline donations using this form. If you want to use cheques, please make them payable to Libraries Unlimited South West. Please don't send cash through the post. Alternatively, you can donate the money you collected offline through your own giving page.

Q: How can I claim Gift Aid?

A: If your sponsor is a UK taxpayer, the government will give Libraries Unlimited UK 25p for every £1 donated.

Q: Can I fundraise as part of a group or in a team?

A: Definitely. Let us know everyone's details and if you're fundraising together. You can have a team fundraising page.

If you can't find the answer to your question here, just drop us a line: [fundraising@librariesunlimited.org.uk](mailto:fundraising@librariesunlimited.org.uk).