Rural Support

The Farm Support Charity for Northern Ireland

YOUR FUNDRAISING JOURNEY STARTS HERE!



LET'S GET INVOLVED!

Thank you for fundraising for Rural Support. All of the funds raised will help the farming community across Northern Ireland in support of their business and personal wellbeing.

Rural Support's vision is of a vibrant, healthy, and resilient farming community in Northern Ireland. Its mission is to provide professional and practical support to farmers, farm families and farm businesses throughout Northern Ireland.

It costs approximately £1,000,000 to cover all the costs incurred at Rural Support every year to deliver our programmes and services to farm families across Northern Ireland. To cover these costs the Charity relies on a combination of core funding, grants and fundraising organised by its supporters and friends and we are incredibly grateful to everyone who takes the time to fundraise on our behalf.

Whatever an individual or group does to fundraise for Rural Support – from organising a tractor run; to a small coffee morning; to a fun run; or, taking part in a marathon - it is important that all activities are safe for everyone involved and that the organisers are aware of any legal and practical issues that should be covered.

As someone who has expressed an interest in fundraising for Rural Support, we would ask you to please read the guidelines on the following pages. They are intended to help your fundraising efforts go as smoothly as possible and ensure that everyone involved has a fun and safe time.

Rural Support is a registered Charity in Northern Ireland: Charity Number 102591, HMRC charity reference XR52802, and is a company limited by guarantee: registered number NI42579.



Programmes and Services you can support through fundraising

General Fund

By donating to our General Fund, you are helping deliver high-quality, targeted support for farmers and farm families across NI. From investing in staff, volunteer and mentor development to meet the needs of our farming community, to covering essential running costs that are not covered by funders, your donation will ensure we can continue to be a trusted support to those who need us. Beyond our General Fund, you may consider supporting one of the programme areas below, or, depending on the issues our farming community may be dealing with, supporting the area of greatest need at that time.

Farm Business Support

Your fundraising could be used to help a farming family work through various issues including financial concerns with the help of an experienced mentor.

Counselling Support

Your fundraising could be used to help an individual or several members within a farming family to work through their worries and concerns and enable them to feel listened to, supported and empowered to make decisions, becoming more resilient as a result.
'Neither me nor my farm business would still be here, if I hadn't used Rural Support's Counselling Service.'
Service User

Life Beyond

Fundraising for Life Beyond would support our bespoke bereavement service. As well as providing counselling and mentoring for farming families, who have experienced loss through farming accident, suicide, unexpected or expected death, the Life Beyond Programme hold a remembrance service every year, allowing family members to come together to remember loved ones lost, with dignity and respect.

Plough On

Fundraising for Plough On, which aims to tackle rural isolation and increase social opportunities for older male farmer would support the long-term sustainability of this project. Its core purpose is to improve mental and physical wellbeing through socialisation and participation in rural heritage/farming-based activities and excursions, encouraging individuals to get and stay well. *'This is one of the best ways of meeting each other without the worry of the farm.'*
Group Participant

Need some inspiration?
A-Z of Fundraising Ideas



A - Auction (Agri Supplies, Equipment, Goods, Contracting services etc.), Abseil, Afternoon Tea.

B - Bake Sale, BBQ, Birthday giving (instead of gifts).

C - Clay pigeon shoot, Coffee Morning, Car Wash, Craft selling, Cycling, Challenge (e.g. 60-mile challenge).

D - Darts contest, Dance Contest, Dog show.

E - Exercise contest e.g. Fittest Farmer, Easter Egg Hunt.

F - Farm Walks, Festival (local community or large corporate), Folk Music evening, Football match (or 5-a-side).

G - Gala Ball, Grass mowing, Golf Day.

H - Head Shave.

I - Iron Man Challenge.

J - Jam-Making, Jiving Competition.

K - Karaoke night.

L - Loose change collection, Legacy giving.

M - Mart auction, Model Show (Collectors), Mountain Climb, Murder Mystery Party.

N - Nighttime Walk.

O- Open Mic Night.

P - Ploughing match, Poker Night, Penalty Shootout.

Q - Quad bike racing, Quiz night.

R - Run, Relaxation evening.

S - Sheep shearing competition, Sheep Dog trials, Sports Day, Storytelling of local area.

T - Tractor run, Tractor pulling competition, Treasure Hunt, Tug-O-War.

U - Upcycling items, unplug from tech for a day.

V - Vintage tractor show, Vintage tractor run, Vegetable growing competition.

W - Wedding gifts (instead of gifts ask for charity donation), Wedding favours, Well-being evening.

X - X-factor style competition.

Y - Yoga sessions.

Z - Zip wire, Zumba night.

Rural Support

How **you** can help **us** *to help* ***others***

£10 Could pay for one call to our support line.



£20 Could help recruit a volunteer.



£50 Could provide an initial counselling session to an individual or farming family.



£100 Could provide a counselling session for a bereaved farming family.



£500 Could allow 25 older farmers to come together once a month to reduce social isolation and loneliness.



Getting started

1. Setting up a Just Giving Page

Before you start, please consider: -

- The purpose of your fundraiser.
- If you would like donations used for general funds, or for it to be ring-fenced for a particular service or project that we provide within Rural Support.
- How much money do you want to raise?
- Will you be raising money as part of an organized event e.g. Belfast City Marathon, Local 5K run or will it be something that you are organising yourself?

With that sorted, you can get started on your journey to raise money and change lives within the farming community.

- Log into your account (or create a new one for first-time users) and click 'Start Fundraising'.
- When asked 'Are you fundraising for a registered charity?' select 'Yes, continue.'
- Search for **RURAL SUPPORT - HMRC charity reference XR52802, Registered Charity in NI (charity number 102591) and is a company limited by guarantee (registered number NI42579).**
- Let Just Giving know whether you are taking part in an event, celebrating an occasion, fundraising in memory, or doing your own thing.
- If you cannot see your event listed, select 'Add your own' at the bottom of the page and tell Just Giving a bit more about your activity.
- Choose your web address – this is the link you will be sharing with friends and family when asking them to donate.
- If you are running a bake sale, or selling tickets to an event, raffle or auction, donations to your Page will not be eligible for Gift Aid. (Please see more info on Just Giving page for fundraisers which are / are not eligible).
- Click 'Create your page.'

Job done! Your Fundraising Page is now set up and ready to accept donations.

Please seek further information from Just Giving website, if setting up a group fundraiser and inviting named others to join your fundraising efforts.

Tips for successful online fundraising

- **Share your story** – share why you are raising money for Rural Support, if you are comfortable doing so. If you have a story of how the charity has helped you or someone you know, it makes it easier for people to understand and relate to.

- **Importance of setting a target** – letting others know your goal donation, allows you and others track your progress. Fundraisers who set a target raise on average 45% more than those who don't.*

- **Automatic personal thank you message** – make the people who donate to your fundraiser feel appreciated by adding a personal thank you message response.

- **Your fundraising page should have your photo** – uploading a photo of yourself to your page, helps people to feel connected to you, your story, and reason for fundraising. Your page could raise 23% more, just by adding your photo to the page.*

- **By using Instagram, Facebook, TikTok, LinkedIn, and WhatsApp, you can share the message of your fundraiser far and wide** – just add a link to your fundraising page and share as often as possible, to everyone you know and in all your group chats!
- Cash or cheque donations can be added to your online total by logging these in the offline section. This helps to keep an accurate total!

- **Create your QR code** – add '/qrcode' to the end of your Just Giving fundraising page URL and click enter. Take a screenshot of this on your phone so that you will always have it to hand, for those occasions when you are socialising and are telling others about your fundraiser!

- **Leave your fundraising page online for 1-2 weeks after your event** – to make sure all of those who intended to donate, have another chance to do so.

*https://blog.justgiving.com/top-tips-to-help-fundraisers-create-the-perfect-page/

SCAN ME!

Rural Support

2. Online donations

You can also send donations to Rural Support BACS
(Account no. 57389088, Sort Code 90 48 51, using your name as reference).

3. By Cheque

Cheques should be made payable to Rural Support and can be posted to:
Rural Support
Unit 3, Part 2nd Floor,
Molesworth Place,
Molesworth Street,
Cookstown,
Co. Tyrone,
BT80 8NX



Cheque Presentations

Cheque presentations are always welcome at Rural Support offices or at a place that suits you best. We have a selection of large presentation cheques which you can then keep and display for your own publicity and as a keepsake.

Please contact our office to make arrangements to meet.

4. Gift Aid

Please ask donors/sponsors if their donations are eligible for us to claim Gift Aid and then provide us with the necessary information to allow us to do so. We require their full name and post-code. This enables us (and higher rate taxpayers) to claim the tax back from the government and increases the overall benefit to Rural Support. All information will be held in accordance with Data Protection and GDPR.

5. Handling Funds/Money Handling

When collecting money for the Charity you must only use sponsorship forms issued by Rural Support and not use any other type of sponsorship form (unless otherwise agreed with Rural Support).

We recommend that you count money in the presence of someone else and be careful when carrying money with you. Always use a safe route and try to have somebody with you.

All funds raised in the name of Rural Support should be sent to us within 3 months of the collection/event date.

If you are raising funds through fundraising events or activities, then the funds can be donated in the name of the business to Rural Support. If you are raising money as part of your business activity, however small (e.g. selling jewellery and giving a percentage to Rural Support), then you are deemed to be a commercial participator.

As such, you would need an agreement with Rural Support which reflects this relationship. Please contact us for guidance.

6. Collecting Tins & Buckets

Rural Support are happy to provide collection buckets on request for your fundraising activities. Please give two weeks' notice if possible. You will, however, need a licence from your local council to collect funds on the street or in a public place. Please contact us for guidance.

We also ask that you do not undertake house-to-house collections without our prior consent.

7. Raffles and Lotteries

If you are planning any type of lottery (such as a raffle, tombola, or sweepstake), please be aware that there are strict rules about what you can do. Please visit www.institute-of-fundraising.org.uk for further information and contact us for advice.

8. Matched donations

Some companies have match giving schemes which means that your employer, will match whatever your fundraising total is (don't be afraid to ask your employer!). If this is the case, we can send you a letter of authorisation, to confirm with your employer that you are fundraising for Rural Support.

Practical Matters

We very much appreciate everything you do to raise money for Rural Support, but your safety, health and wellbeing is paramount. Please note the following points:

1. Personal Health and Wellbeing

Many of our fundraisers choose to take part in exercise-related fundraising. We know that for many people taking part in these events is a positive goal in their health journey, however, individuals' wellbeing is always our priority. If participating in fundraising activities involving exercise would be harmful to someone's health, we discourage them from taking part. If you have any current health issues, or concerns about the suitability of any fundraising activities, please contact your GP.



This is also the case if you become unwell after deciding to do an event. Your health is the most important thing, so please don't worry if you have to withdraw, no matter how far into your fundraising you are. We have always found that donors are very understanding.

2. Health and Safety

We advise you to ensure that you have identified any potential accidents or hazards before you decide to hold your event.
In general:

- Please ensure that your event is organised efficiently and safely. Rural Support cannot accept any responsibility for your event nor towards anyone who participates in it.

- Risk assessments in the initial stages of planning for your event or activity can help you to identify and reduce any risks and keep yourself and those attending your event safe. Visit the Health and Safety Executive's website at www.hse.gov.uk for guidance.

- Please ensure that participants are fully briefed about the event, including, where relevant, any risks, fitness requirements, special equipment or clothing required, and standards of behaviour expected.

- If you are catering for your event (rather than using professional caterers), please visit the Food Standards Agency: www.eatwell.gov.uk, or ask your local council for advice.

- Ensure that your event is properly and adequately supervised. Where children (under 16) are included, this includes:

  i. Providing proper adult supervision.
  ii. Checking that the child's parents or guardians have given their permission for their child taking part.
  iii. Carrying out appropriate background checks if adults are to have unsupervised access to children.



3.Insurance and Licences

There may be several licences and insurance policies that need to be in place before you hold a public fundraising event.

For example, you will need to ensure that you have the appropriate Public Liability Insurance (PLI) in place before your event or planned activity. If you are using a venue, you should find out if it has its own PLI, and ensure that any third-party providers, such as caterers, DJs or bands have their own PLI.

You should also find out whether there are any licences required, for example, to serve alcohol; food; or an entertainment licence. You will also need to check with your local council and the PSNI/Parades Commission for any permission required should your planned event need to take place on a public road.

Rural Support cannot provide PLI or licences of any type for your event/ activities.



4. Responsibility

Every event must be overseen by at least one responsible adult and at certain types of events it may be necessary to have person/s with official first aid qualifications present.

If children (under 16) are involved in fundraising in any way, please make sure that they have permission from their parent or guardian and are properly supervised by a responsible adult. Children should never approach strangers about fundraising. Children under 16 must not be left with overall responsibility for handling money and/or counting collected money.

If you are under 18, please ensure that your parents or guardians are fully aware of any fundraising activities you have planned, whether they involve exercise or not.

Please note, under 18s must not fundraise through street and house to house collections, raffles, or an event involving alcohol.

Please abide by the Codes of Practice issued by the Institute of Fundraising which are found at https://www.institute-of-fundraising.org.uk/code-of-fundraising-practice/





5. Data Protection

Please keep details of the names and addresses and amounts donated or pledged by all donors and provide details of this information to Rural Support. Information obtained in the course of fundraising, will be owned by Rural Support, and any other person, company or charity will not be allowed to have the benefit of that information.

You must always abide by GDPR; the Data Protection Act 1998 and all other relevant legislation and regulations. If you provide any information to Rural Support, it will be received on the basis you have complied with all such legal requirements.

If you would like to become a Rural Support Ambassador, we would like to include your email address in a regular Fundraising Newsletter to keep you updated with what has been happening with other fundraising events and what is coming up later in the year. We will speak to you more on this during your fundraising campaign.





6. Fundraising Materials and Publicity

All your fundraising materials and publicity should make clear that you are fundraising in aid of **Rural Support**, but that you do not represent the charity. Also please ensure that all materials include text 'Registered Charity Number XR52802'.

Please let us know if you require any resources such as our 'Wee booklet of Farm Support' or goodies such as branded pens/air fresheners for your fundraising event at least a week prior to the event.

We encourage you to use our logo to brand your fundraising materials and would be happy to send you our logo and user guidelines upon request. Please do not alter the colours or dimensions of the logo.

Rural Support has accounts on various social media platforms, including **Facebook, Twitter (X), YouTube** and **Instagram**, so feel free to tag us on your fundraising journey!



Political, Religious and Ethnic Neutrality

Rural Support is a charitable organisation that provides support services to farmers and farm families.

We are not a political, religious, or ethnically exclusive organisation and we would ask that everyone involved in fundraising respects our neutrality and broad inclusivity.

If you have any queries about any of the information contained within these guidelines, please do not hesitate to contact us directly on 028 86760040.

Please be aware that these guidelines are to assist fundraisers and are not to be relied upon as constituting legal advice or statements of the law.



Thank you for your support and good luck with your fundraising!

CELEBRATE YOUR SUCCESS!

Congratulations on a successful fundraising campaign. Your passion for helping others has truly made a difference. You've changed the lives of farmers and farming families across Northern Ireland!



SUPPORT LINE (Freephone)

0800 138 1678

Monday to Friday 9AM-9PM

GENERAL ENQUIRIES

028 8676 0040

EMAIL

info@ruralsupport.org.uk

WEBSITE

www.ruralsupport.org.uk

Rural Support

Unit 3, Part 2nd Floor,
Molesworth Place, Molesworth Street,
Cookstown, Co. Tyrone, BT80 8NX

Department of Agriculture, Environment and Rural Affairs
www.daera-ni.gov.uk

HSC Public Health Agency

The Queen's Award for Voluntary Service

NFU Mutual

Helplines NI
listen. support. inform