



**Welcome to team
Independent Lives**

Fundraising pack



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I hated waking up to face my disability, it was a nightmare. Independent Lives have taken that nightmare away and enabled me to live a quality of life that I never thought I'd have.

Welcome to team Independent Lives

Thank you for choosing to fundraise for Independent Lives. Your support will allow us to create a fair society where everyone can participate and everyone has the opportunity to fulfil their potential.

The following pages will give some great tips to make the most of your fundraising as well as letting you know just what you're fundraising for. Every pound that you, your friends or your colleagues raise will go towards supporting disabled people to live independent lives.

We believe that people are disabled by barriers in society, not by their impairment or difference. Barriers can be physical, like buildings not having accessible toilets. Or they can be caused by people's attitudes to difference, like assuming disabled people can't do certain things.

It is our mission to remove those barriers and with your support we think we can make that happen.

We hope you enjoy your experience of fundraising for Independent Lives. If you need any further information or support please don't hesitate to contact us on **01903 219482** or by emailing fundraising@independentlives.org.

A handwritten signature in black ink, appearing to read 'Rebecca Smicle'.

Rebecca Smicle
Chief Executive

Our impact

Our vision is for a fair society where everyone can participate and has the opportunity to fulfil their potential.

We provide a range of services which support disabled people to live independent lives. Every year, we help thousands of people to live the kinds of lives many of us take for granted.

Our work includes:


- ✓ Helping people to recruit their own personal assistants
- ✓ Providing support which helps people leave hospital
- ✓ Providing information and advice
- ✓ Supporting carers to take time for themselves
- ✓ Supporting people in their own homes

We also work to give disabled people a voice and ensure that they are heard when it comes to decisions being made which effect their lives.

Did you know?

There are **14.1 million disabled people** in the UK.

- 8% of children are disabled
- 19% of working age adults are disabled
- 46% of pension age adults are disabled



I just want to thank you and the team for the level of support and advice you've given. You've been outstanding.



Where your pounds go

We make sure that every pound raised by our supporters goes towards supporting disabled people.

We work with the people we support to identify where there is the most need. We identify projects and campaigns that will have the most impact on people's lives.

This year, the money we raise through fundraising will go on projects which support the two following themes:

Improved community access

We will identify and tackle issues that stop disabled people from being included in their communities, promoting the social model of disability and developing campaigns which help people to live independent lives.

Increased disability awareness

We will provide a platform from which disabled people can shape the world they want to see. We will work to ensure that the experiences of disabled people are recognised by those most able to enact change.

A few fundraising ideas

There are all kinds of ways you can support Independent Lives. Whether you're a thrill seeker or would prefer something more sedate, we can help you find the right fundraising idea.

Fundraising is meant to be fun. Why not do something that you will always remember? You can raise funds while ticking off one of those bucket list dreams.



Events

There's a fundraising event to suit all abilities. Whether you want to compete in a triathlon, involve yourself in a swimathon, or take a dog jog, you will be able to find an opportunity to raise money as part of an event with Independent Lives.



Swimming

Swimming events are a great way for the whole family to fundraise together. Take part in an organised event or do your own thing - you could hit the local pool or have a go at open water swimming.



Celebrate

Why not ask for donations as part of a special occasion, like a wedding or a birthday? Celebrate while making a difference.



In memory

You can use our fundraising page to collect donations in memory of a loved one.

Share stories of those you care about while collecting donations which will help people to live independent lives.



Walk

Find an organised walk or create your own - explore your local area, walk with friends or hit the treadmill. Whether you're a seasoned walker or just starting out, a sponsored walk is a great way to get active and raise money.



Gaming

Game for good by hosting your own gaming marathon. Livestream it to your friends and followers while raising money for a great cause.

Make the most of your fundraising

Check out our top tips to make the most of your fundraising. Every pound makes a difference in people's lives.

1. Get snapping

Fundraisers with pictures or videos on their page raise **13%** more per photo.

2. Tell your story

Writing a story on your fundraising page helps your supporters understand why you're fundraising. You could raise **65%** more if you do.

3. Shoot for a target

We've crunched the numbers, and found that pages with a target raise **17%** more. Aim high.

4. Remember to share

Sharing your page on Facebook, Instagram, Twitter and WhatsApp will help you raise more.

5. Update your page

Let supporters know how you are doing by updating your page often, they will enjoy following your progress.

6. Self donate

People who make a donation to their own page to get them started raise a whopping **84%** more.

7. Say thanks

20% of donations come in after your event has ended, so make sure you follow up to thank your supporters.

8. Ask for help

We're always on hand to help with your fundraising. Don't be afraid to drop us an email or give us a call.



 fundraising@independentlives.org

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