



2017

Pedal for Scotland



Thank you for supporting us

We can't thank you enough for taking part in Pedal for Scotland and supporting the STV Children's Appeal, which is dedicated to helping children affected by poverty in Scotland. Poverty can mean many things but for some children in Scotland it can mean going hungry, not having a bed of their own or not having warm clothes to wear in the winter. Together we can make a real difference to the lives of these children.

We are here to help you every step of the way and in this pack you'll find everything you need to get started, from fundraising ideas and top tips to how to set up your online fundraising page.

Of course, if you need any more information please do not hesitate to get in touch with a member of the team on 0141 300 3984 or by email at stvappeal@stv.tv.

Good luck, and have fun!



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What we do

1 in 4 children in Scotland live in poverty. Help us make a difference.

In its first six years the STV Children's Appeal has raised £13.7 million. This has allowed us to make 722 big and small grants to projects across all 32 local authority areas in Scotland, providing much needed support to over 62,000 children.

The STV Children's Appeal promises to:

- Give every penny of every pound you raise to the children who need it.
- Keep all your money in Scotland.
- Invest your donations in projects that will make a real difference.
- Speak up for the children who can't.
- Support a community project in every single local authority in Scotland.

How your fundraising helps:

- **£20** sorts out a food parcel for two families - the smaller projects we support have been able to get food parcels out to families in need across Scotland.
- **£200** buys beds, a washing machine or a cooker for grandparents who suddenly find themselves caring for grandchildren full time in the absence of parents. We're proud to support Kinship Care who run support groups for grandparents in this situation.
- **£500** helps with housing, employment and life skills for young people who are either homeless, in threat of homelessness, or coming out of care. Projects we fund include counselling and support for young people who might otherwise drop out of the system.

Raise money online

The easiest way to raise and collect money is by setting up your own fundraising page online. This allows people to donate quickly and securely. To set up your page visit either:

JustGiving

1. Go to justgiving.com/STVAppeal
2. Click on 'Fundraise for us'
3. Select 'Pedal for Scotland 2017' from list
4. Follow the steps on screen
5. Personalise your page

MyDonate

1. Go to mydonate.bt.com/charities/STVAppeal
2. Click 'more event details' within the Forthcoming Events Section
3. Click 'Start Fundraising' and follow the steps on screen
4. Personalise your page

Sponsorship Form

If you prefer to use a printed sponsorship form, you'll find this at the end of this pack.

Gift Aid

Ask your sponsors to tick the Gift Aid box on your fundraising page or sponsorship form. If you are a taxpayer, STV Children's Appeal can claim 25p for every £1 donated at no extra cost to you.

Fundraising Tips

Here are just a few tips to get your fundraising off to a great start:

- Personalise your fundraising page with a photo and message.
- Getting some money in the kitty early on helps too.
- Ask people to sponsor you 10p or even £1 for every mile you cycle.
- Ask your employer if they'd be willing to match what you raise.
- Take full advantage of social media to promote your page.
- Email your fundraising page to friends and family.
- Let everyone know what you're up to. Keep your page up to date.

Other fundraising ideas

There are lots of other ways to boost your fundraising. Take a look at some of our suggested ideas, or let us know about any weird and wonderful things you're doing to raise money.

-  **Dress down day**
It doesn't have to be a Friday - any day will do.
-  **Tea and cake party**
A simple way to bring people together for a great cause.
-  **Quiz night**
A classic way of raising money and it can be held anywhere.
-  **Raffle or auction**
Have lots of good stuff for people to bid on and plan in advance.
-  **Sponsored spinathon**
Why not ask your local gym to get involved by hosting the event.
-  **Matched giving**
Ask if your company offers match funding to double your money.
-  **Fundraising materials**
Visit stv.tv/appeal for more ideas and download materials to help.



How to pay in your money

Thank you so much for raising money for the STV Children's Appeal and helping support children affected by poverty right here in Scotland. If you've been fundraising online, we'll receive your funds directly, so there's nothing more you need to do - thank you!

However, if you're collecting your donations you can pay in the money raised by cheque, at any Royal Bank of Scotland branch or online. **Please do not send us cash.**

Pay by cheque

Please complete and return this pay in form with your cheque to:
STV Children's Appeal, Pacific Quay, Glasgow, G51 1PQ.

Name

Address

Postcode

Email

Telephone

I enclose a cheque made payable to STV Children's Appeal for £

Pay in at any branch of Royal Bank of Scotland or via online banking

Please use the details below to pay in your money at any branch of RBS.

Account details: Royal Bank of Scotland

Account name: STV Children's Appeal

Account No: 12831016

Sort Code: 83-06-08

Please use reference: Your Pedal for Scotland rider number

If you are returning a cheque by post, please remember to send your sponsorship form to the address above so that we can claim Gift Aid.

Checklist

- ▲ Get ready for your cycle challenge.
- ▲ Set a goal of how much you want to raise.
- ▲ Create your online fundraising page.
- ▲ Share the link to your fundraising page or circulate your printed form to friends, family and work colleagues.
- ▲ Get your friends, family and work colleagues involved in your efforts.
- ▲ Have a great day at Pedal for Scotland 2017.
- ▲ Return your sponsorship form and pay in the money you've raised.

Keep in touch

We'd love to hear about your fundraising. If you have any photos that you'd like to share and you are happy for us to use them on our website and Facebook page then please email them to us.

 stvappeal@stv.tv

 stv.tv/appeal

 facebook.com/AppealSTV

 [@STVAppeal](https://twitter.com/STVAppeal)

**Thank you
&
good luck**

