



RECOVERY CYMRU **FUNDRAISING PACK**



LEARNING - CELEBRATING - SUPPORTING

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About Recovery Cymru

Recovery Cymru is a peer-led, self-help, mutual aid recovery community for people seeking to overcome substance use problems. We run two open access recovery centres in South Wales and are proud to keep recovery support available 365 days per year! We run a comprehensive timetable of peer led groups; telephone recovery support; recovery coaching and social activities. Our staffing model proactively employs and develops people in recovery – 90% of our staff have lived experience! We run a 'flat hierarchy' and social learning model, raise awareness and challenge stigma.

Everyone's journey is unique and individual. Recovery Cymru believes passionately in the reality of recovery and the power of shared experience and support. Based on the principles of community, participation and independence, we believe that everyone has the potential to recover.



More about us

mission

values

vision

Recovery Cymru believes in developing and strengthening communities of people recovering from drug and alcohol problems.

People are empowered to initiate and continue their recovery journey, to achieve fulfilment, to explore their skills and interests and to improve their quality of life.

Through the power of shared experience and understanding, people can support themselves and others. Recovery Cymru is also part of a wider recovery movement in Wales and is a champion for the Recovery agenda in the UK.

We believe in the reality of recovery and in the power of shared experience and support. Our approach is based on community, participation and independence. We believe that everyone has the potential to recover from drug and alcohol problems and our activities are based upon the following principles; hope, choice, empowerment, inclusion, understanding, support, enjoyment and acceptance.

A recovery community where people recover from drug and alcohol problems. A community based on support, hope and opportunity, which values individuals, the process of recovery and believes recovery is about improved quality of life.

Why Fundraise?



Recovery Cymru developed from a single support group and everything we do has been designed and shaped by the needs and ideas of our members.

Funding our community is an ongoing challenge – every penny makes a real difference to the lives of people in recovery and their families.

We Fundraise To...



Keep recovery support available 365 days per year



Fund our unique volunteering in recovery programme



Publicise what we do so more people can gain support



Fund our distinctive 'recovery in employment' staff programme



Run our Telephone Recovery Support programme

The difference your fundraising can make...

£10

Ensures 10 members or volunteers receive a Happy Birthday card



£400

Pays for all members to receive a Happy Birthday card for the year



£100

Pays for a Recovery Cymru community celebration



Helps run two evening support groups for a week

£30

£150



Covers one Zoom subscription for one year to provide online support

£350



Gives people access to support on weekends for a month



£3500

Pays for three months of our volunteering programme

Provides telephone and text support for three months



£1050

Need some ideas?

Here are our top ten ideas to give you some inspiration. We've picked out some big ideas – but all fundraising, big or small, makes a big difference!

1. Cookery or bake-off - Got some serious skills with a Beef Wellington? Can you make a mean Cheesecake? Put people you know to the test with a foodie challenge. Make it a donation to join and/or to have a slice of scrumptious pie.

2. Office fundraising - Go simple and have a donate to dress down day at work for the team, or use it as a team builder by auctioning off promises to each other e.g. lunch together, buy the team coffee or dress up your boss for a work team meeting (more on p8).

3. Give it up for Recovery Cymru - Looking to increase your health? Get sponsored for your chosen period of time to give up something that is your guilty pleasure e.g. sugar or alcohol.

4. Sponsored walk or run - Take the opportunity to get fit, encourage people to join in with you and spread the mission of Recovery Cymru. You can either run or walk together, or use an app to track each other's progress.

5. Special days - Ask friends and family to donate to Recovery Cymru for your birthday or Christmas gift this year.



6. Silent auction - I bet you know some really talented people who have products they make, or skills that they can donate. Create an auction that will wow and give people a great gift for their efforts.

7. Organise an event - Local businesses and entertainers are always looking to support charity events. Set up a comedy show, or a battle of the bands.

8. Streaming online - Are you a gamer? A musician? How about an artist? Do a sponsored stream (you could even do a 24-hour event) of your best skills to make fundraising a fun, interactive experience.

9. Cinema/quiz/board game night - Gather everyone for the price of a ticket and watch a film of your choice, become a quiz master or run your own campaign of Dungeons and Dragons. You can add on options of a theme, fancy dress and food for a donation.

10. Donate whilst you shop -

- Amazon Smile
- eBay charities
- Easyfundraising
- The Big Give Christmas Fundraising Challenge (more on page 10)



How can Recovery Cymru support you and your fundraising

- Publicity and advertising – poster templates, sponsorship forms, and a goodie bag (when available)
- Our website, newsletter and social media
- Moral support – attending your event!
- Recruiting volunteers to assist your event



What you will receive:

- A thank you letter and certificate
- An invitation to our open Recovery Cymru celebrations
- Information about where your donation has been allocated – know the difference you are making!

S U P P O R T

07

Get your workplace involved

Are you a business looking to fulfil your CSR, make a difference and raise the profile of your organisation?



Nominate **us** as your charity

We love to build relationships with businesses and employers. Why not nominate Recovery Cymru as your 'Sponsored Charity' or 'Charity of the Year'?

This is a great way for us to work more closely together and in return you will get:

- Thank you letter
- Publicity and advertisement in newsletter, social media and website
- Corporate certificate to display
- Certificate of how much raised and a thank you

Additional reciprocal benefits can be discussed.

Students!

Recovery

Cymru

needs

YOU!

Student life is the perfect time to get fundraising. Surrounded by peers, the opportunities are endless. Here's just some of the ways you can get your mates and your University involved:

1.) 80's Prom - Book your Student Union and arrange a percentage of ticket or drink sales to be donated. Maybe even a donation to participate in a best 80's costume competition, or money taken at the cloakroom.

2.) Involve your course - Are you on a drama course? Create a play. Doing a business degree? Hold a networking event. Get your course tutors and peers involved in a project - it could potentially be designed to count towards your grading, as well as raise money.

6.) Gaming tournament - Gather your gaming consoles and fight for your e-life. Sponsor a team for the online games, or there can be pay to play donations for single players.

5.) Nomination game - Nomination games can take social media by storm. Think up your own version of the Ice Bucket Challenge or No Make-Up Selfie, start nominating other students using a hashtag and watch it spread.

4.) Treasure hunt - Get everyone hunting for treasure around campus - so long as they donate for the first clue.

3.) The YOLO challenge - We all have something on our bucket list. Turn it into a sponsorship for sky diving, bungee jumping - whatever you've always dreamed of!



Support us while you shop

Did you know you can raise money for us whilst you shop at no added expense to yourself? Below are some of the platforms you can use. By checking out their websites and signing up following their instructions; you can then raise money for Recovery Cymru every time you purchase something online from your favourite stores.



Now for the boring (but important) stuff

Talking about the Charity and the appeal in your fundraising

It is really important that the people you are seeking donations from completely understand where the money goes. So, here are some simple guidelines to help you:

- When describing who you are raising money for, please use 'supporting or fundraising for Recovery Cymru'.
- If you wish to use our logo to support your fundraising initiative you can use our special 'I/We Support Recovery Cymru' logo. You can download the logo from our website.
- Whether your event is face-to-face or online, make sure to let people know whether all funds will go to Recovery Cymru, or whether some are going to the cost of organising the event.

Liability

We love that you want to fundraise for us, but just so there's no confusion, make sure that it is clear that you are fundraising in aid of Recovery Cymru and that your activities are not representing or appearing to be organised by Recovery Cymru.

Recovery Cymru cannot accept any responsibility for your event or anyone who participates in it. If your event involves the general public, we advise you to seek advice regarding public liability insurance. There are a range of companies who can provide this.

Handling cash and sending in your donation

You can pay in your donation online at <https://localgiving.org/charity/recovery-cymru/> or find information on other ways to donate on our website at <http://www.recoverycymru.org.uk/fundraising/>

If you are making your donation by cash or cheque, please get in touch with us directly for details.

If your fundraising involves cash all donations collected should be sent to Recovery Cymru within six weeks of collection.

Third party data handling

As part of your fundraising you may come into contact with personal data and information belonging to people involved in your activity. It's best to make sure that any paper or electronic data you hold complies with the Data Protection Act 2018. As a rule of thumb, keep any data you have stored securely and safe from loss, damage or unauthorised access. Do not keep data for any longer than you need it and do not share information about someone without their permission.

Tell us about your event

Please do use social media to publicise your fundraising and we'll be right behind you!



#RecoveryCymru

Raffles and lotteries

Holding an auction or raffle is a great way of generating funds with minimal costs. Here's some handy sites to help you along the way if you're unsure how to do it. Take a look at the Fundraising Regulator's website:

www.fundraisingregulator.org.uk/code/specific-fundraising-methods/lotteries-prizecompetitions-and-free-draws

You can also visit: www.gamblingcommission.gov.uk

Your digital event

It is always an option to run something for a community online, using apps or other social media. You can look at the details of how you can use JustGiving Livestreaming here:

<https://www.justgiving.com/fundraising/ideas/gaming/livestreaming>

Working with children

Extra care should be taken if your fundraising idea involves children and you must ensure proper adult supervision. Children under the age of 16 are not allowed to purchase raffle tickets. If children are photographed or appearing online in your initiative, you must have prior permission from their parent or guardian.



Thank you

Thank you so much for wanting to support Recovery Cymru and our Recovery Community. We are always overwhelmed by your generosity. Our team will try to answer any questions you have as quickly as possible, but at times there might be a delay.