



Your Guide to Fundraising



WELCOME to Team OTW!

You're now officially one of our awesome fundraisers; taking on challenges, putting on quizzes, baking up delicious treats – and making a huge difference to the lives of seriously ill children around the UK. What a superstar!

Thank you

We can't thank you enough for choosing to fundraise for Over The Wall. We are so grateful to have you on board, helping us provide life-changing camps for children across the UK.

We know that taking on a fundraising challenge can be a bit daunting, but our friendly team is here to support you every step of the way: So, whatever you need, whether it's sponsorship forms or t-shirts, words of encouragement or help setting up a fundraising page, we'll be here whenever you need us.

To make it as simple as possible, we've included fundraising ideas and tips, helpful guidance, and all the information you need to get going.

Whatever you need, we're here.

100,000 children and young people in the UK are living with serious illness. You will be helping empower them to become the hero of their own story.

University of York, 2020



Get in Touch

Call us on 02392 477 110 (option 2)
Email us at giving@otw.org.uk

We're in the office from 9am-4pm,
Monday to Friday.

BE INSPIRED by fundraising superstars



Maddy's Channel Swim

Maddy, one of our amazing volunteers, set her sights on swimming the English Channel to raise money for Over The Wall. For two years she trained, spending hours swimming in open water, sometimes in freezing temperatures, and taking regular ice baths to acclimatise to the cold temperatures she could expect.

"Volunteering for Over The Wall is one of the best things I have ever done and so it means so much for me to be able to fundraise for the charity and to help provide more opportunities for children to experience camp." said Maddy

Unfortunately, due to bad weather, the swim had to be postponed, with concerns about safety. However, Maddy wasn't to be stopped. Determined to complete her challenge, she instead swam the equivalent length of the Channel in a pool, swimming lengths for over 14 hours. This incredible feat raised over £12,000 for Over The Wall!

We're very grateful to Maddy for her incredible dedication and achievement!

Joel's Penalty Shoot-Out

Joel decided he wanted to do something to help the charity that gave him *"the best week I have had in my life"*, and announced he was planning a five-hour non-stop penalty shoot-out!

With some help from his mum, he set up a JustGiving page and in less than 12 hours, smashed his original target. In total, he raised over a whopping £800!

When the day came, it started to snow, but that didn't stop Joel – he persevered, and completed his fantastic challenge. Joel told us that Over The Wall means a lot to him, and he wanted to help other children have the same amazing experience that he did.

We are so grateful to Joel for his fundraising efforts!



FUNDRAISING IDEAS

You're helping to transform lives

Over The Wall aims to give every child living with the challenges of serious illness or disability, and their families, the opportunity to reach beyond the boundaries of their condition to discover a world of mischief, magic, and new possibilities.



Here are just a few ideas to get you started on your fundraising journey. If you'd like any more ideas, or would like to chat through your plans, please get in touch.

Bake Sale

Get creative in the kitchen and sell tasty treats to your friends, family or colleagues.

Take on a challenge

You could walk, run, swim or cycle – the choice is yours! Take on a challenge and get sponsored.

Over The Wall has reserved spaces on different running and cycling events around the UK, drop us an email to find out more and register for a place.

Head shave

Be bold, be brave – shave your head and ask your friends and family to sponsor you.

Host a gaming event

Get together with friends and/or family to create a gaming lounge with different consoles and games and invite people to pay to play.

Camp out for camp

Take part in your garden, front room or balcony and 'camp out' for as long as you can to raise money.

Abseil or skydive

Reach new heights and brave an abseil or take on an exhilarating tandem skydive to see the world from 10,000 feet to raise vital funds.

You can drop us an email at giving@otw.org.uk or call us on 02392 477 110 to find out more.



£1500

could pay for a seriously ill child to attend one of our life-changing residential camps for a week



£800

could pay for a whole family with a seriously ill child to attend one of our weekend residential camps



£520

could pay for a seriously ill child to attend one of our interactive, fun virtual camps for a week



£350

could pay for a whole day at a residential camp for a child with a serious health condition



£200

could pay for a whole week of arts and crafts activities at one of our camps



£28

could pay for a box full of fun activities, face paint and crafts for a whole week of virtual camp

Your 5 steps to creating MISCHIEF & MAGIC

1 Choose your event

The best way to fundraise is to do something you enjoy and share it!

Are you an aspiring artist, the sporty sort or a community champion? Design and sell an Over The Wall inspired piece of art and donate the proceeds, run a marathon, or engage your local community by hosting a community event such as a coffee morning or bake sale.

Top tip: Don't forget to set yourself a fundraising target to work towards – and don't worry, you can always change it later!

2 Set the date

Send out a save the date to give people as much notice as possible – you want as many people as possible to support your fundraising activity! This also gives you more time to prepare, train, and plan for your event.

3 Set up your online page

Fundraising couldn't be easier with the use of an online fundraising page. By setting up a fundraising page online, you can share your story with supporters, post a link to it on social media, and all of your funds will come directly to Over The Wall. Simple!

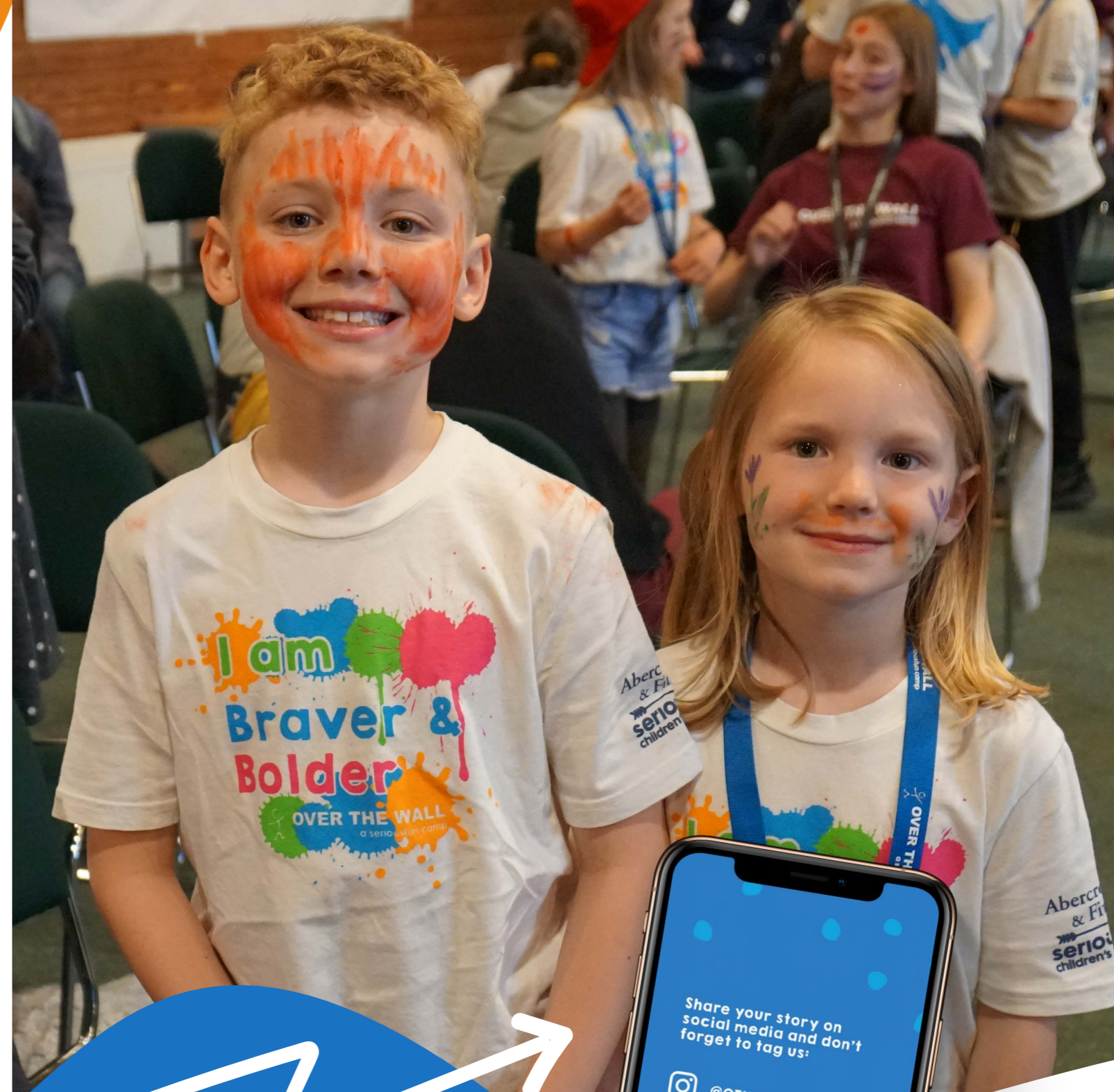
4 The main event

On the day of your event, remember to enjoy yourself! Whether you are taking on a solo challenge or bringing your community together, you have chosen to make the world a more magical place by fundraising for Over The Wall.

5 Paying in your fundraising money

After your event, please send us any other donations that didn't come through your online fundraising page.

There are more details on how to pay in your donations on page 8.



However you choose to fundraise, the mischief and magic you create will do something amazing!

#MischiefAndMagic
#TeamOTW



Getting started with ONLINE FUNDRAISING

The easiest way to raise money and get it directly to Over The Wall is by creating an online fundraising page. We recommend using JustGiving. This platform allows your sponsors to easily and quickly read your story and donate to your challenge, and the money will be transferred safely and securely.

Start your page

Visit justgiving.com/overthewall and click 'Fundraise for us'. This will link your page to Over The Wall, ensuring that all donations come directly to us. Add your name, the name of your challenge, and your fundraising goal.

Remember, your target can be adjusted later, and every single donation makes a difference, whatever you choose!

Share your story

The most important thing is to tell your story. Making it personal is the best way to help people connect with your mission, and with the work that Over The Wall does.

Explain why you're passionate about Over The Wall and what you're doing to raise money. If your friends, family, and colleagues can understand why you're doing something so amazing, they'll support your efforts and help you reach your target!

You can contact us at giving@otw.org.uk for help writing this, or for more information.

Include photos

They say a picture is worth 1000 words, and they're right. Keep your page updated frequently with your progress and what you've been doing. Whether you are training for a sports challenge, organising an event, or taking on something else, update your supporters and show people what you're up to.

Pictures are a great way to personalise your page, and you can contact us for promotional images of camp to show what you're helping us achieve.

Share your page on social media

Whether it's Facebook, Instagram, Twitter, or TikTok, social media is a great way to share your fundraising with a lot of people, with just a few clicks.

Shout about your fantastic efforts, share your story, and invite people to support you by donating.

After your event, celebrate your success and don't forget to thank your supporters. The excitement of your event should have calmed down by now and you should be very proud of yourself - well done and thank you so much!

Top tip: Some people will donate after your event so you may wish to keep your fundraising page open. Don't forget to add any offline donations and pay these to us via bank transfer or cheque - on the next page you'll find out how!

WAYS TO PAY in your fundraising

Thank you so much for fundraising for Over The Wall. There are several ways you can pay in the amazing money you've raised, so we can use it to help seriously ill children and their families.

Paying in online

If you've raised money through a JustGiving page, then any donations will have been transferred directly to our bank at regular intervals, without you needing to do anything. It's that easy!

Alternatively, you can pay in via a bank transfer - simply email giving@otw.org.uk or give us a call on 02392 477 110 and we'll send you our up-to-date bank details.

Paying in by post

If you'd like to post a cheque, please make it payable to Over The Wall, include your collection donation form, and pop it in the post to us at:

Over The Wall
Langstone Technology Park
Havant
Hampshire
PO9 1SA

Please do not send us cash through the post - we don't want those life-changing funds to get lost!



Paying in by phone

You can call us on 02392 477 110, select option 2 and we will process your payment for you using your credit or debit card.

We are open Monday-Friday, 9am-4pm.

Gift Aid

Boost your donations by an extra 25p for every £1 donated with Gift Aid - it won't cost you or your sponsors any extra!

Whether you're collecting donations through JustGiving or a paper-based sponsorship form, your supporters will simply need to read the Gift Aid declaration and tick the box if they're eligible. Then we'll do the rest!

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For us to submit the Gift Aid claim, we'll need your sponsors full name, home address and postcode. There are some exceptions on claiming Gift Aid, so please get in touch if you're unsure.

Get in Touch

If you aren't sure of the best way to send us your funds, or you have any questions, call us on:

02392 477 110 (option 2)

Set up your page at:
justgiving.com/overthewall

JustGiving™

Keep it safe KEEP IT LEGAL

Fundraising should be fun, but it's important to make sure it's safe and legal. The below list is not exhaustive, but please stick to these guidelines and if you are ever unsure of anything you can contact us, and we'll be happy to offer advice and support.

All promotional material should include:

- Over The Wall logo - email us if you need help with this
- You must state that you are fundraising 'in aid of Over The Wall'
- You must include the following statement: Over The Wall, Registered Charity No.1075361 & SCO43191

First Aid Cover

Large events require first aid cover. We recommend contacting St John Ambulance or the British Red Cross for advice.

Insurance

If your event is open to the general public, you may want to consider public liability insurance. However please check with your venue, as they may already have the insurance you need.

Food & Drink

If you are providing food and drink, check www.food.gov.uk for guidance on how to prepare food. Ask your caterer for their food hygiene certificate and public liability insurance.

Licences

Please ensure you have the right permissions and/or licences for your event. For example, if you have live music and/or dancing will need to check if your venue has an entertainments licence.

Adult Permission

If you are under 18, please speak to your parent(s) or guardian(s) and make sure they are happy with what you are doing.

Over The Wall brand

Make sure you only use Over The Wall branded fundraising materials (in print or electronic form) for fundraising that you have already registered with us. We can supply additional copies to you at any time.

Please don't use these materials for any other activities without first letting us know.

Over The Wall has done wonders to allow the children to be active, connect with each other and most importantly, have a lot of fun. Nowhere else allows children with serious illness to safely enjoy themselves, forget their illness and experience that magic.

Over The Wall fundraiser and volunteer



WE'RE YOUR BIGGEST FANS!

The Fundraising team at Over The Wall is here to make sure that you feel supported every step of the way and can help you with any questions or requests (no matter how big or small!) you may have.

We can also provide fundraising materials that may support you on your journey such as sponsorship forms, invitations, poster templates and more.

We just want to say thank you again. Without incredible fundraisers like you, we simply wouldn't be able to provide seriously ill and disabled children with life-changing experiences where they discover what they can do, rather than what they can't. We hope you feel the same after your fundraising challenge!


Share your photos with us by tagging @OTWCamp and using the hashtag #TeamOTW

Join our network of amazing volunteers and fundraisers, follow us on Facebook and join the group Team OTW

If you need anything else at all, or just want to drop us an email to introduce yourself, please do get in touch:

 Giving@otw.org.uk

 02392 477 110

 Over The Wall, Langstone Technology Park, Havant, Hampshire, PO9 1SA

 otw.org.uk

Thank you!



“

For the first time, I felt 'normal' – no one judged the way I walked or asked questions about my crutches. I felt like Molly again, not Molly who had cancer. My confidence sky-rocketed.

Over The Wall camper

”



OVER THE WALL
a serioüsfun camp



Registered with
**FUNDRAISING
REGULATOR**

serioüsfunSM
children's network

Langstone Technology Park, Langstone Road, Havant, PO9 1SA
Registered Charity No.1075361 & SCO43191. Company Limited by Guarantee No.3713232.