



OF FUNDRAISING IDEAS

Just a few simple ways you can raise vital funds for The Mark Davies Injured Riders Fund



Art Exhibition
Auction
Ball
Barbeque
Bring & Buy
Bungee Jump
Calendar
Car Boot Sale
Carol Singing or concert
Coffee Morning
Cycle race

Dinner Party
Dog Show
Dress Down Day
Fashion Show
Fete
Golf Tournament
Gymkhana
Head or Beard Shave
Horse Show
Karaoke
Midnight Steeplechase

Office Party
Quiz Night
Race Night
Show Jumping Competition
Silent Auction
Sponsored Ride
Sponsored Silence
Sponsored Slim
Swear Box
Swimming
Walking
Wine Tasting

CONTACTS The Mark Davies Injured Riders Fund

Claudia Fisher | Fundraiser Co-ordinator e: Claudia@lostvillage.co.uk
Rosemary Lang | Charity Administrator e: rosemary@mdirf.co.uk
Sandy Thwaites | Press Officer e: Sandy@sportinghorsepromotions.co.uk

WEBSITES

www.mdirf.co.uk | www.myspace.com | www.facebook.com
www.twitter.com | www.classictours.co.uk | www.acrossthedivide.com
www.justgiving.com | www.yourhorse.co.uk

Any Questions? Need Help? Want to Volunteer?

Call Rosemary Lang on

+ 44 (0) 1726 813 156

Call Claudia Fisher on

+ 44 (0) 1638 552 826 or 07900 432191

Helping those injured by horses since 1988

Charity Address | The Mark Davies Injured Riders Fund | Registered Office:
Lancrow Farmhouse | Penpillick Hill | Cornwall | PL24 2SA

Charity no: 1022281

The Mark Davies Injured Riders Fund 21st Anniversary Campaign



THE FUNDRAISER'S GUIDE

Help us to raise awareness that there **is** support available for **ALL** injured riders

HOW YOU CAN HELP

There are a number of different ways that you can get involved with The Mark Davies Injured Riders Fund and help us to help injured riders.

It doesn't matter how little or how much you raise, we are grateful for your help and support.

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Attend an event! We hold a calendar of fundraising events every year, look on the website www.mdif.co.uk for details. You can join us at the event, donate a prize, or even volunteer to help.

Make a donation! It's simple! If you want to make a one off donation, send a cheque made out to The Mark Davies Injured Riders Fund or donate on line on our website www.mdif.co.uk

If you would like to become a regular supporter of the Charity and make regular gifts to suit you, it is very simple to set up a standing order on a monthly or annual basis, just contact us for a form, and don't worry, this can be cancelled at any time.

Why not make the most of a special day such as a wedding or birthday to make a donation and help us to support injured riders in need. You can make a real difference by inviting guests to donate to your chosen Charity in place of a traditional gift list.

Organise your own event! However, large or small, whatever you decide, we will be on hand to offer support. It is easy, read our simple guide in this booklet to help you get started.

Take up a challenge! Sign up for a life changing challenge, horse trekking across Brazil, cycling to Paris or walking the Great Wall in China. There are a number of companies who organise these for Charity. Go to www.classictours.co.uk or www.acrossthedivide.com for ideas.

Volunteer Your Services! As a volunteer there are a number of ways that you can help and make a difference. Lend a hand at an event – an extra pair of hands is always welcome, whether handing out leaflets or helping with the raffle.

Collection boxes! Collection boxes are a very easy way of helping to raise funds. A sealed collection box can be displayed in a shop, pub, bar or reception area. If you would like to help in this way, please contact a member of the fundraising team to arrange collection of your box.

Gift Vouchers! Don't know what to buy the person who has everything? Why not purchase a gift voucher from The Mark Davies Injured Riders Fund. Everybody gets to feel good knowing they have given to Charity and made a difference.



VISIT OUR WEBSITE! : www.mdif.co.uk Have Fun, Enjoy yourself and so will others, and then tell us all about it!

HINTS AND TIPS FOR ORGANISING YOUR OWN EVENT OR ACTIVITY



Whether you want to organise a big or small event, this is a very good way of supporting us. It will require a lot of thought and planning and we can be available to help you, and offer advice along the way. Here are some things to consider when you are planning your event

A date for your event. It is always worth checking that there are no other big sporting events on that day in your local area. Even school holidays may affect the people you want to invite.

A venue. Be prepared to book well in advance if you are planning something in a local hall or sport centre. Consider holding it in your home or workplace.

A Budget. You should have a rough idea of the amount you hope to raise and set your budget accordingly. Don't be afraid to set your target high. A high target can really motivate people. Let everyone know what your target is and ask for their help in reaching it

Tell Everyone. Approach local newspapers to help you publicise your event and put up posters in local pubs, post offices and notice boards. If you need help with press releases then do contact us.

Tell Us. Keep in touch with us, we can help with planning and promoting your event and give advice, leaflets and sponsorship forms to assist you with your fundraising.

Use the internet. Make use of websites like myspace.com, [facebook](http://facebook.com) and [Twitter](http://Twitter.com) to promote your event. You can create your own web page and post links to these in your emails or on your Just Giving online sponsorship page. Raising money on line is easy and will save some time. Visit. www.justgiving.com or call us for more information.

Sponsors. Approach local businesses for sponsorship or to donate prizes for a raffle or auction. Ask a local printing business to produce flyers or posters at discounted prices in exchange for their details or logo on the flyer.

Fundraising at work. Bring a pound to work day. Simply ask all your colleagues to bring just £1 to work in aid of the charity, then collect together the money and send it to us. Have a dress down day for a donation of £1. Run an office sweepstake. Run a sweepstake on a big race like the Grand National or the Derby .

Ask your employer if they will match donations/sponsorship £ for £

Gift Aid. If you are being sponsored for an event, ask your donors to Gift Aid* their donation. This enables us to claim back the tax on their donation, 28p for every £1 donated. (*Gift Aid donations must come from a UK taxpayer)

Ask. Get in front of people. It is far more difficult to say no when you are standing face to face. Don't be afraid of asking your most generous friend or colleague for an amount and then hope that others will follow suit when they see what has been given.

Keep it legal. There are many laws relating to charitable giving, so here a few pointers:

Ensure all publicity materials include a line that states: "**All proceeds/profits will go to The Mark Davies Injured Riders Fund**"

There are many regulations now in place for holding raffles. You are able to hold a private raffle within your chosen venue for which you can sell tickets, provided the raffle takes place on the same day and the prizes are given out at the same time.

Remember, The Mark Davies Injured Riders Fund logo and the Poundcatcher Campaign are registered trade marks, and as such can only be used with permission from the Charity in a format that is approved. We can provide official logos and branding on request for your use.

Thank Everyone.

Let all your supporters know how grateful you and the Charity are for their donation. As soon as you have an approximate figure of money raised, be sure to tell them.

If you approach the local press, you will find they will happily print a story and a photograph reporting on your event and expressing your gratitude.