



**MINISTRY OF STORIES**

Ministry of Stories  
Fundraising Handbook and  
Guidelines

## Getting involved

Firstly, thank you for your interest in organising a fundraising event on behalf of the Ministry of Stories. We really appreciate your support.

Below are guidelines for individuals or groups that would like to run a fundraiser to support our work. It contains advice, tips for promoting your activity and resources for you to use.

The first step is to complete the **“Yes! I’d like to Fundraise for MoS” form** and include any relevant information. Return this to us at least 30 days prior to your event or challenge. It helps us to plan for and promote your event.

**We’re always here to answer your questions and to offer you support in any way we can. Please feel free to call us and ask to speak to Ruth Davey, Fundraising Manager.**

## Contact information

Ministry of Stories  
159 Hoxton Street,  
London N1 6PJ

Phone: 0207 729 4159

[www.ministryofstories.org](http://www.ministryofstories.org)

[www.monstersupplies.org](http://www.monstersupplies.org)

[www.facebook.com/ministryofstories](https://www.facebook.com/ministryofstories)

[www.twitter.com/mini\\_stories](https://www.twitter.com/mini_stories)

Ruth Davey, Fundraising Manager; [ruth@ministryofstories.org](mailto:ruth@ministryofstories.org)

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## About Ministry of Stories

Ministry of Stories (MoS) is a writing and mentoring centre in east London; the only project providing our unique blend of creative literacy intervention. Launched in 2010 by author Nick Hornby with Ben Payne and Lucy Macnab, we're a small, niche organisation with big ambitions and proven track record of successful engagement with disadvantaged children and young people. We also pride ourselves on building strong relationships with schools and community groups in the diverse London boroughs we serve.

We work with 8-18 year olds, both in and out of school with every workshop staffed by a professional artist/educator and team of volunteer writing mentors, allowing for high levels of individual attention and diverse role models for the participants. Children are taught that writing is important in all areas of life; books, of course, but also TV, film, video games and music. The unique, fun and engaging workshops, including storybook making, comic book development and even creating animated films to explain grammar rules to their peers, show that creativity is enjoyable and positive and that imagination can lead to great things.

Over the last 5 years we've worked with over 10,000 young people in a wide variety of writing forms; song-writing to speech writing, podcasts, scriptwriting to journalism to create tangible products that the child can be proud of and share, whether their own simple book, an album of original songs or a soap opera.

MoS works with local schools, and after-school clubs, to limit falling literacy and raise engagement and achievement levels to improve and innovate around the teaching of reading, writing and storytelling.

MoS works with economically and socially disadvantaged young people in Hackney, Islington and Tower Hamlets, many of whom are disengaged from formal education and have English as a second language. Using fun and exciting creative writing workshops we boost literacy, enjoyment of writing, creativity and self-confidence by unleashing children's imaginations and making them published writers. The activity helps create young people who are more creative, enjoy writing (in and out of school) and who are confident in their own ability, giving the next generation further knowledge, confidence and aspirations for the future.

**We rely on donations from trusts and foundations, companies and individuals just like you, to continue doing what we do. Any donation, big or small, makes a huge difference to us and to the local children we work with.**

## Get Inspired

The Ministry of Stories relies on your support to ensure we can continue our work delivering free creative writing workshops and programmes for young people in our part of London.

Running a fundraising event is a fun and exciting way to raise some money to support our work. From a simple book club meet to an overseas trek we'll be on hand to help you get it up and running and ensure your event is a success.

Here are just a few ideas to help you on your way:

**Barbecue / Garden Party** - hold a summer party and charge people entry

**Book Club / Book Swap** - get your friends together to discuss your favourite titles with proceeds from the sale going to MoS

**Coffee Morning and Cake Sale** - organise a coffee morning and charge for the coffee and cake

**Fashion Show or Clothes Swap** – do a clear out and make money for MoS in the process

**Musical Evening** - get a band, organise food and a raffle

**Charity of the Year** - talk to your company to adopt us as their charity of the year

**Pub Quiz / University Challenge** - ask your local pub or university bar to host the event and charge people to take part

**Challenge Events** - if you're feeling energetic then take part in a sponsored bike ride, marathon, swim, parachute jump, trek, etc

**Sponsored Collaborative Writing or Reading Event** - such as an Exquisite Corpse or Consequences.

**Shave or grow something** – grow a brand new moustache or shave that hipster beard for sponsorship money

You can also help us by volunteering to work at official MoS fundraising events that we hold regularly, such as writers' events, readings, film screenings or our birthday party. If this is of interest, please get in touch.

## Tip Top Top Tips

- Get organised - write a to do list; what will you need, who can help? Get a team together and delegate.
- Set a date - check that it doesn't clash with other community or major events e.g. a football match.
- Budget - set a financial target and let people know how much you want to raise.
- Publicity - talk about it. Local radio stations or newspapers are always interested in community events.
- Social media is a great way to promote your event or get people to sponsor you. If it's a public event, please feel free to copy us on Twitter @mini\_stories or post on our facebook page so our followers can join in the fun: [www.facebook.com/ministryofstories](https://www.facebook.com/ministryofstories)
- Insurance - our insurance cannot extend to volunteer events. Depending on the type of event you are running you may need to inform the local authority.
- Health and Safety - it is important to carry out a risk assessment before organising an event. This will help you foresee any problems and how they can be avoided. The Health and Safety Executive website has further information on how to risk assess your event.
- Licences (Food, Drink, Public Entertainment) - if you plan to sell alcohol, you need to have a drinks' licence. This can be obtained from your local authority. If you are selling food on a one-off basis, you do not usually need to register but you are still subject to the law. For more information visit the Food Standards Agency website. If you are organising an inside event and the venue has a licence you are covered. If it is an outside event an entertainment/performance licence must be obtained from your local authority. Please refer to the Institute of Fundraising's website for more up-to-date information.
- Raffles and Auctions - these can be very successful fundraisers. You do not need a licence if the sale of tickets takes place and the winner is announced during the event. However, it is best to refer to your local authority.
- Door-to-Door Collections - the Ministry of Stories does not recommend you use this form of fundraising.
- To make your fundraising easier create your own online fundraising page on Just Giving. It is easy to set up and personalise your story with photos to promote your event. From Just Giving the money and the Gift Aid is paid directly to the Ministry of Stories. It's also a very useful way of managing your donations and monitoring how well you're doing.
- Get your company involved - some companies offer to match funds raised by their employees. Check with your finance department if they run such a scheme or whether they would consider putting one in place.

- Gift Aid - this is a great opportunity for donors to increase the value of their donations to the Ministry of Stories. We can reclaim an extra 25p for every £1 donated by individuals who pay UK tax. If you are holding an event where people are making a donation or offering sponsorship they can sign up to Gift Aid by ticking the box on your sponsorship form or on Just Giving, indicating that they are a UK taxpayer and giving their full name and address. Or, if they are donating via your online fundraising page, this will automatically be set up to collect the Gift Aid for us.
- After the event remember to send out thank you notes to all those who supported you – friends, family and people who made donations or sponsored your event. Let them know how much money was raised and how much their support made a difference. That way, they'll be more inclined to help you with the next event.
- When you've collected all the money please come into the Ministry of Stories or send the final amount to us making a cheque payable to Ministry of Stories. If you would prefer to transfer the money to our bank account please call us for details. Don't forget to include your name, address, postcode and details of the event with the amount raised so that we can say thank you!

**If you require any further information, please contact us at [ruth@ministryofstories.org](mailto:ruth@ministryofstories.org) and we'll be happy to help.**

## Resources

We have some inspiring quotes and photos, which you are welcome to use, to encourage donations. If you'd like to request more, please contact us at [ruth@ministryofstories.org](mailto:ruth@ministryofstories.org)

## Quotes

"At The Ministry of Stories, it gave me the courage to write and read more. When I held my book in my hand it made me feel independent and older. The Ministry of Stories has encouraged me to read and write more."

*Michelle, Year 4 student, St Monica's RC Primary School, Hoxton*

"Working with the Ministry of Stories has been a wonderful experience for the children of our school. As one child remarked, "When I'm at the Ministry my imagination is set free". [...] These are children who were very unmotivated by writing but now choose to write independently. Working at the Ministry seems to have unlocked creativity that sometimes the children didn't know they had."

*Kathleen O'Connor, Teaching & Learning Consultant - Literacy, Hackney Learning Trust*

"This is a really exciting and innovative model for out of school learning, that combines opportunity with creativity and volunteers with young people who will really benefit from their skills and talents. Projects like these inspire young people, raise aspirations and unite a community in making their neighbourhood a better place to be."

*The Prime Minister, the Rt Hon David Cameron MP*

"When you buy one of their tins of fear, or jars of brain jam, you don't just get a great stocking filler or something to liven up your breakfast table, you know that you're helping to support the business of the imagination with the next generation."

*Colin Firth, Minister for Fluency*

## Images and Video

Pictures and film are a great way to engage people and show them the difference their donation will make. It's easy to embed video clips and upload pictures to Just Giving and social media sites.

Please visit the media approved image gallery on our website.

[www.ministryofstories.org/media-centre/ministry-of-stories-image-gallery](http://www.ministryofstories.org/media-centre/ministry-of-stories-image-gallery)

We also have a You Tube page, [www.youtube.com/ministryofstories](http://www.youtube.com/ministryofstories) and can recommend the Introduction to Ministry of Stories film, which plays automatically when you reach the page.



## **Other Resources**

We can provide you with an official Ministry of Stories sponsorship form, loan you collecting buckets, or supply bulk orders of Monster Supplies to help you with your event. Just ask. You never know, one of the team might even join in with the event!

## Yes! I Want to Fundraise for the Ministry of Stories

Thank you for giving your time to generously support the work we do. Please complete this form and return to us 30 days prior to your event or challenge. It helps us to plan for and promote your work.

Name of individual responsible for event (in BLOCK capitals) .....

Organisation/Group Name (if appropriate).....

Address ..... Telephone .....

..... Email .....

..... Post Code .....

Have you previously worked or volunteered with us? (please give details) .....

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### Details Of Your Event Or Challenge

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Date of Event ..... Venue.....

Estimated Financial Target .....

*(This does not mean you are guaranteeing to raise this amount. It is simply an estimated figure.)*

### Declaration

I have read and understand the MoS Fundraising Guidelines and I agree to observe and be bound by them.

Signature of Volunteer ..... Date .....

### Approval

MoS Approval Signature ..... Date .....

Please return this form:

By post to 159 Hoxton Street, London, N1 6PJ or by email to [ruth@ministryofstories.org](mailto:ruth@ministryofstories.org)