

**AFK**

working with disability  
creating opportunities



# AFK Fundraising Pack

## Guide to fundraising





# Your guide to fundraising success



Hello you superstar human!

Thank you so much for embarking on this fundraising journey with us, we truly appreciate you and all that you do for AFK.

A little bit about what we do - vision and mission. Talk about fostering independence society needs to change and it starts with people like you who believe in what it is we do

This booklet is full of ideas to get your creative juices flowing and help you on your way, so have a read, have fun, and let us know how you get on!

Thank you so much for joining us. Not only will you have loads of fun, every penny you raise will help our young people get that much closer to their own independence.





## What we do

AFK is a North London-based national charity, offering a range of services for young people who have disabilities and autism.



- ▶ Mobility Equipment
- ▶ Schools and College Partnerships
- ▶ Life & Work Programme
- ▶ Travel Training



## Mobility Equipment

Mobility equipment for those aged 0-25, where their needs can't be met by the NHS services. Many of the wheelchairs, bikes, and trikes we provide are incremental in ensuring a young person like Ziggy below can fully participate at school, in family life, make friends, and grow up as part of their community.

'It's just an absolute game changer. Thank you so much!

You can see how happy, supported and comfy she is!

Ziggy's Mum

# Employment & Skills

This Programme provides optional employability workshops for young people aged 18-25, lasting between 6 months and two years if applicable.

During this time, each young person is allocated a Job Coach, and/or Employment Broker who will help them navigate the route into paid work.



AFK also offers Self-Employment, and Volunteering routes that run parallel to the Life & Work Programme.

Through the Programme, young people gain skills in employability, communication, self-advocacy, and help with signposting.

There are also Work Skills Sessions with employers, focusing on interviews and presentation skills. A workplace or volunteering placement is also offered, which is supported or partly supported by a young person's allocated Job Coach.

The Job Coach also supports their trainees with job applications and interviews, as well as with work trials.



# Travel Training

AFK typically offers this over 6-12 weeks, to support a young person's independence, whether they're in education or seeking employment.

## INCLUDES:

- Assessments & activities to develop travel skills
- Support services provided by TFL and local authorities
- Ways to use technology
- Setting up support networks



## BENEFITS:

- Simplifies the process of travel training.
- Young people develop life skills and increase self-confidence
- Creates new opportunities for employment and getting 'out and about'

For more information and to download the toolkit please visit:

[www.afkcharity.org/traveltraining](http://www.afkcharity.org/traveltraining)

# School and College Partnerships

Gain the confidence, knowledge, skills, and techniques to gain meaningful employment after school.

AFK partners with education providers to offer a range of accredited work placements (at our Edible Garden, or at Bikes for Good Causes) for young people aged 11-18.



## We also offer:



Practice interviews



Employability masterclasses



Skills for employment workshops



These sessions provide opportunities for our Corporate Partners to present their industry, role, and career path to students, who in turn gain an introduction to different career options, across a range of sectors, and can start thinking about their future.

We offer school students opportunities to visit workplaces and meet employers, through our World of Work Project.

# Fundraising Success Story

## Matt's London Marathon journey

We're thrilled to share the success story of our fundraising superstar, Matt – a true inspiration for those venturing into the world of fundraising.

Driven by generosity and compassion, Matt took on the challenge of the London Marathon to raise funds for AFK, and the results were truly spectacular.

Matt's dedication to our cause was remarkable. Fueled by support from friends, family, and the community, Matt showcased the impact one individual can have when driven by a passion for change.

"I was deeply moved by AFK's mission, I knew I had to do something. The overwhelming support proved that small actions can lead to significant change."

What set Matt apart was the innovative and creative approach to fundraising. From virtual events to social media campaigns, Matt proved that fundraising can be both impactful and enjoyable.

"Thinking outside the box and making it a fun experience for everyone involved – creativity can spark generosity and bring people together for a common cause."

Matt's success story goes beyond funds raised; it's about the community he fostered. Connecting people around a shared goal exemplifies the heart of AFK – uniting individuals to create positive change for children and young people with disabilities.

"It wasn't just about money; it was about creating a community that believes in making a difference. We shared stories, inspired each other, and became part of something much bigger."

Matt's journey is a testament to the impact one person can make with passion and commitment. We're immensely grateful for his dedication and the community's support; Matt raised a total of £2,000 for AFK.

If you're a new fundraiser ready to make a difference, let Matt's story be your motivation. Join the AFK family, where every effort, big or small, brings us one step closer to independence for children and young people with disabilities.

Thanks for being part of the AFK community!



# Our Fundraising Tips



## Get Creative

The first to fundraising is choosing your idea. Whether you already have an idea in mind or require some inspiration you can check out our A-Z of fundraising ideas.



## Get Online

As soon as you've decided on the 'how' you would like to fundraise the next step is to set up your fundraising page. We've put together some top tips to get you started.

## Get Sharing



Now is your chance to spread the good word of your fundraising efforts - broadcasting to your family, friends, colleagues and all that will listen! So cast that net wide so everyone can know how your fundraising and more importantly why.

## Get Recruiting



Once you have your page up and running and made some noise to promote your activity - recruit friends and family to share your journey to onboard more supporters.



## Get Going!

Whatever you choose to do for your fundraising journey remember to stay positive and have fun! You're an AFK superstar and you're contributing to getting our young people one step further to independence



# A-Z Fundraising Ideas

- A Abseil
- B Bake sale
- C Come dine with me
- D Dress down day
- E Eurovision party
- F Five-a-side
- G Games night
- H Hiking
- I Ironman challenge
- J Jumble sale
- K Kayaking
- L Livestream
- M Murder mystery party
- N Nighttime walk
- O Open mic night
- P Pancake day
- Q Quiz night
- R Run
- S Swim
- T Treasure hunt
- U Uniform free day
- V Variety show
- W Walk
- X X factor competition
- Y Yogathon
- Z Zipwire

# Fundraising Page Tips

**The easiest way to fundraise and promote your fundraiser is by setting up a JustGiving page. Just go to [justgiving.com/actionforkids](https://www.justgiving.com/actionforkids) to get started. Follow these top tips for fundraising success:**

- ▶ Customise your page with your personal story, photos and updates. You could raise 65% more just by writing a page summary! Think about why you're raising money for AFK and why the cause is important to you.
- ▶ Choose your fundraising goal. Setting a fundraising target can lead to a 17% increase in the amount you raise. It gives your supporters a goal to get behind, so don't be afraid to go big!
- ▶ Kick off your fundraising and commitment to your challenge by being the first to donate to your page. People who donate to their own page to get started raise a whopping 84% more!

Donate



# Fundraising Page Tips continued



- ▶ Share with your friends, family and colleagues with the link to your page, and post it on social media. Include examples of how fundraising makes a lasting difference to our young people.
- ▶ Target your most generous supporters first. People tend to donate amounts based on what others have already given.
- ▶ JustGiving will autogenerate a fundraising QR code for your page. Add the QR code to our editable posters. Then print and display them on notice boards, village halls or cafés, wherever relevant and in places where people will see your fundraiser. People can then scan the code and donate directly to your page.





# Remember to keep in touch

Give us a call at 020 8347 8111 or write to us at [events@afkcharity.org](mailto:events@afkcharity.org) if you need advice, resources or simply some inspiration for your fundraising journey.

We're here to help you every step of the way!

You can also find us:

**Facebook:** [@afkcharity](#)

**Twitter:** [@afkcharity](#)

**Instagram:** [@afkcharity](#)

**Website:** [afkcharity.org](http://afkcharity.org)

**Just Giving:** [@actionforkids](#)

**YouTube:** [@actionForKids](#)

**LinkedIn:** [@afkcharity](#)



# You are a hero!



Thank you for choosing AFK to help us on our mission to create opportunities for disabled & neurodiverse children and young people to increase their independence, reach their potential and overcome barriers they face.

# Ask the experts!

If you have any questions or concerns about Fundraising at AFK, contact someone on our Fundraising team



**Katie Cavanagh**  
Fundraising &  
Communications Director



**Lottie Judge**  
Events & Community Fundraising  
Manager



**Lyn Prodger**  
Corporate Fundraising Manager



**Edel Clarke**  
Corporate Fundraising Manager



**Stella Howells**  
Trusts & Foundations Manager