

RSABI

Supporting People
in Scottish Agriculture

SC009828

What Can EWE Do?

Your complete guide to fundraising for RSABI

OSCR
Scottish Charity Regulator
www.oscr.org.uk

Registered
Charity
SC009828

fundraising@rsabi.org.uk



First Things First...

A huge thank you for organising your own event to raise money for RSABI.

Every pound you raise will help us continue to deliver our vital emotional, practical and financial support to people working in Scottish Agriculture and their families.

What your fundraising can do for people in Scottish agriculture

Without people like you raising money for RSABI, we wouldn't be able to provide our services to people in the farming community. Your fundraising total, whatever the amount, can help us continue our support when farmers need it most.

£100

Could help us fund five Emotional Support Calls to offer a listening ear to someone who may be lonely or isolated

£150

Could help to fund a farmer to access a dyslexia Assessment

£400

Could fund a Help for Heating grant to help someone heat their home in winter

£1000

Could fund a block of counselling sessions to help deal with life's challenges.

£5000

Could fund our Health Hut Initiative at five outings to give vital health checks at marts, shows and events.

The what, where and when

Visit our events page where you can see our RSABI events that you can take part in, and some organised events that you can sign up to yourself and raise money for RSABI.

Ideas for What Can Ewe Do

- From running a marathon to taking part in the Kiltwalk or hosting your own sporting event like a football tournament.
- Mark your special occasion – celebrate your birthday or wedding with donations to RSABI
- A unique event – stock judging, auctions, pudding club or festive tractor run.

Some of our amazing fundraisers:

Eilidh Will from Aberdeenshire chose RSABI as her charity for her Brownies badge and raised a fab **£161.50** by selling produce from her family farm and her mum's homemade beetroot chutney.

Brother and sister, Kate and Will Hall from Midlothian raised a brilliant **£2,057** by running the Edinburgh Marathon in aid of RSABI. And if that wasn't challenging enough, the pair completed the 26 mile route in a pair of bright yellow wellies!

Craig and Julie Stuart, part of the Marshall family of Marshall's Farm Shop raised an incredible **£30,140** for RSABI after welcoming 340 guests to a Burns Charity Bash at Thainstone Centre, Inverurie for an evening of laughter, music and fundraising. Julie said:

"RSABI does vital work to help people in farming who are facing tough times, and we're incredibly proud to have played a part in raising funds and awareness for such an important cause."







Ideas From A to Z

Auction

Bingo

Coffee Morning

Dog Trial

Evening With

Farm Visit

Golf Day

Highland Show

Indoor Games

Jam Making

Kindness Day

Line Dancing

Marathon Running

Night Walks

Online Shopping

Pie and Pint Night

Quiz Night

Rubberduck Race

Stock Judging

Tractor Run

Udderly Delicious Cheese

Virtual Race Night

Walking

Xmas Jumper Day

Young Farmer Fitness Competition

Zip Line

Check out our handy **A-Z guide**
of ideas for inspiration on what you could do.



How we can support you

We want to help you make your event as successful as possible.

Before your event

Plan

Let us know how you're planning to fundraise for us and we can promote it on our social channels. Tell us what you're doing, when and how people can donate along with a photo and we can share with our followers.

We can send you merchandise like t-shirts, caps and beanie hats to wear while doing your fundraising and leaflets and helpline cards to spread the word about what we do.

You can download some of our ready-made assets like posters to display in your workplace to promote your fundraising activities. **Take a look here.**

Making sure your event is safe and legal

If you are hosting an event as part of your fundraising, please keep the following points in mind.

- Licensing and permits – identify if you need this for selling alcohol, playing live music or serving food
- Raffles and gambling – if you're planning any raffle, prize draw, or competition where people pay for a chance to win, please contact us first so we can help you make sure everything meets Scottish and UK regulations.
- Public space – check with your local authority if you need permission for street collections, use of land or traffic management.
- Safety - when planning a public event like a tractor run, make sure you have appropriate health and safety measures in place, including risk assessments, stewards, and safe management of access points.

How we can support you

Start Fundraising

Set up your Justgiving Page and start sharing with friends, family and colleagues

Log in and set up your JustGiving page

Choose RSABI from the list of charities
Tell your story – Add pictures and explain why you are fundraising for RSABI

If you would prefer a paper sponsor form you can download one here

We also use a handy app which can be used to take donations on your phone.

Download the Toucan JustGiving app and link your fundraising page.

iOS Android

Create a JustGiving account and your fundraising page and then search for your page in the Toucan JustGiving app and link it to your account. Once you're connected, you can take secure contactless donations from your phone.



If you'd prefer a quick and convenient way for your donors to donate, we can set up a Text2Donate number using a keyword linked to your fundraising plan, just let us know.

It's always worth checking with your employer if they offer match funding. Lots of companies will support the fundraising efforts of their employees by matching the amount raised, or by making a one-off donation – if its ok with your employer, you could add your link to your work email signature.

If you are hosting an event that requires you to sell tickets you might want to set up an Eventbrite Page to manage ticket sales and process payments securely.



Gift Aid allows RSABI to increase the value of your donation at no extra cost to you. If you are a UK taxpayer, we can claim an additional 25p for every £1 you give, directly from HMRC, helping your generosity go even further and ensuring RSABI can reach and support even more people across Scotland's agricultural and rural communities.

Find out more here

How we can support you

Tell everyone you know about your fundraising - the more people who know, the more likely you are to smash your fundraising target! Posting on your own social media with updates on how your training is going, or how plans for your event are coming along or how much money you've raised so far will make sure everyone gets behind you.

Remember to tag us too so we can reshare to our followers. You can also use our hashtag **#KeepTalking**

@rsabi.org | @rsabi | @RSABI | @RSABI

After your event

We'd love to hear from you about how your event went along with some photos...

The Fundraising team is here to help with any questions or advice, don't hesitate to get in touch!











How to pay in your funds

Online Fundraising Pages

If you've used a JustGiving or Enthuse page, Text 2 Donate or Toucan JustGiving, the funds will come straight to us so there's nothing for you to do except wait for us to get in touch with a great big THANK YOU!

At The Bank

Call us on **0131 364 4205** or email **fundraising@rsabi.org.uk** and we can arrange to give you the bank transfer details.

By Post

If you would prefer to send a cheque, please ensure your cheque is made payable to RSABI and send to;

RSABI, The Rural Centre, West Mains of Ingliston, Newbridge, EH28 8LT.

RSABI
Supporting People
in Scottish Agriculture

What Can EWE Do?

Thank you so much again for choosing to support RSABI with your fundraising. We are indebted to generous people like you giving up your time to help us in our mission to improve the lives of people in Scottish agriculture. You're the best!

fundraising@rsabi.org.uk

RSABI Helpline
0808 1234 555
Free, available 24 hours



