

# A to Z Fundraising



**Stuck for ideas? Coming up with creative and engaging ways to raise funds can sometimes be a challenge. To help inspire your fundraising, we've put together an A to Z list of fundraising suggestions. From auctions to zumba marathons, there are plenty of unique and exciting ideas to choose from. Get ready to put the fun in fundraising!**

- **Abseil** - Set the bar high with an abseil. Whether it's off the side of your local town hall or at an organised venue, you're sure to get noticed.
- **Auction / Auction of promises** - Do you have a well-stocked record collection you're willing to let go of for a good cause? Or the contacts to get your hands on some sought-after sports memorabilia? Then an auction could be the charity fundraising activity for you. You could even make your auction a more casual affair by auctioning off your skill set. Could an evening of waiting on your friends help you raise funds?
- **Afternoon tea** - Ready to debate how to pronounce 'scone'? Then why not host an afternoon tea? Whether you do it at work, home, or a local venue, we're a nation of tea drinkers, so your event is sure to prove popular. So get the cake stand at the ready and send the invites out!
- **Bake sale** - Make like Mary Berry and bake your way to fundraising success. Whether you run the event at work, school or your home be sure to find out about any specialist diets (or perhaps just favourites) first to maximise sales!
- **Bingo** - If the phrase "2 little ducks" brings a smile to your face then bingo could be the activity for you! Our advice: keep it fun and adapt the game for your audience. If they're celebrity obsessed why not use photographs of famous people instead of numbers or perhaps your friends are foodies... food bingo anyone?
- **Beard shaving** - You may love your furry face, but what about your friends and family? Would the idea of you shaving your beard off have them reaching into their pockets? Why not let them dye it too before the big shave as a way to raise extra funds?
- **Coffee mornings** - Most people rely on coffee to get them through the day so hosting a coffee morning is a great way to fundraise. (Gathering donations is much easier when you're offering something people want anyway!) If you're looking to host outside of the workplace, why not tie in with your local book club? Or if you know a friend who is already running a bake sale, remember you can partner up. They can focus on the cake, while you make sure you've got the right beans and brew.



© VARIETY, THE CHILDREN'S CHARITY 2023 • REGISTERED IN ENGLAND AND WALES (2092589) AND SCOTLAND (SC038505) • PART OF VARIETY INTERNATIONAL, A GLOBAL CHARITY • WWW.VARIETY.ORG.UK • 020 7428 8100 • HEAD OFFICE: VARIETY, THE CHILDREN'S CHARITY, VARIETY HOUSE, 93 BAYHAM STREET, LONDON, NW1 0AG



# A to Z Fundraising



- **Cinema screening** - Have a DVD collection that could rival Netflix? Then a cinema screening could be the perfect, flexible fundraising idea for you. Whether it's hosted in the school hall, work canteen, your living room, or projected outside. Peanut butter popcorn anyone?
- **Dinner Party** - An event which can be hosted all year round, on its own or in support of other events a dinner party can be adapted to appeal to most people. Our top tip: pick a theme. You could focus on the origins of the food you serve or go theme first, food second and serve dishes from your favourite film. Keep in mind the timing of your event, if you're hosting in January why not throw a healthy food dinner party to appeal to all those trying to kick bad habits in the new year.
- **Dances / Disco** - You don't need access to a ballroom and moves for Strictly to host a dance (but if you do that's great) you just need space and music to move to. Will you host your dance at home or will you hire a local venue?
- **Darts match** - Set your sights on the bulls-eye and charge an entry fee to raise funds. Or keep it fun and set challenges like throwing whilst on one leg and charge per throw. If you are or know a local darts champion, why not charge a fee to play against them?
- **Eating competition** - How many crackers can you eat without water? When it comes to food, there are lots of challenges to set, particularly for fans of 'I'm A Celebrity, Get Me Out Of Here!' You can raise money with entry fees or tie an eating competition into a larger event. Top tip: breaking records could help you gain press coverage and increase your fundraising.
- **Easter Egg Hunt** - The only constraint here is time - we find eggs are hard to find in December so make sure you leave enough time to get this organised!
- **Easter party** - With both a school holiday and a long Bank Holiday weekend, Easter is a great time to fundraise. You'll have more time to plan the activity and people are more likely to have the time to support you. There are lots of low-cost ways to raise money at an Easter party. From the more obvious Easter egg hunt to an Easter bunny hop race (ears at the ready).
- **Football match / 5-a-side football** - Even if you don't score, this is one match that guarantees you'll make a difference in 90 minutes. If you've got smaller numbers, why not opt for a game of 5-a-side? Raise funds by charging a player fee and why not let spectators donate to take part in a penalty shootout at the end of the match?



© VARIETY, THE CHILDREN'S CHARITY 2023 • REGISTERED IN ENGLAND AND WALES (2092589) AND SCOTLAND (SC038505) • PART OF VARIETY INTERNATIONAL, A GLOBAL CHARITY • WWW.VARIETY.ORG.UK • 020 7428 8100 • HEAD OFFICE: VARIETY, THE CHILDREN'S CHARITY, VARIETY HOUSE, 93 BAYHAM STREET, LONDON, NW1 0AG



# A to Z Fundraising



- **Fancy-dress days** - Fancy dress isn't just for Halloween. It's a great way to raise money any time of year. If you're the boss, why not have your staff come to work in fancy dress and ask them to pay a small donation for the day? Or if you're a dab hand on a sewing machine, why not make your costumes to raise money? Top tip: why not let your colleagues cast votes on the costume you have to wear for the day? They can pay a fee to vote, which will up the donations (and of course embarrass you).
- **Games Night** - You don't have to be a Monopoly board master or play Scrabble like a pro to host a games night. You just need games, a place to play and people to play with. It can be as simple as charades or if you have a screen and console to hand, why not go down the gaming route, charging friends to play? Tight on time? Put on a lunchtime session at your office and get colleagues to play for the price of a coffee.
- **Give it up!** - We all have bad habits, some worse than others! But if you have a habit you want to kick, why not do it while fundraising? If your habit is costly, why not donate the money you save? Or if your habit causes more frustration to others than yourself, why not have people sponsor you? Over the years our supporters have raised money by giving up things like crisps, television, alcohol, chocolate and more.
- **Girls ( or guys) Night In** - Get your mates round and have fun together without leaving the house! It's simple, just invite your friends round and ask them to donate the amount they would usually spend on a night out.
- **Head shave** - One of our most popular fundraising activities is the head shave. We commend you!. Make sure your bold move gets the recognition it deserves by offering people the chance to bid to shave your head. Or stretch out the activity by giving people the chance to dye your hair a crazy colour for a week before the shave.
- **Halloween party** - The only thing better than a fancy dress for fundraising is dressing up at Halloween. So get your invites out and charge guests an entry fee to spend the night apple bobbing to 'Thriller'.
- **International evening / International Day** - Whether you've travelled the world or just love a particular culture, an international theme is a great way to get people excited about raising money. Choose your country, or go 'around the world', and charge people an entry fee. Have a think about dress codes, food and music. Entertainment such as quizzes can be a great way to raise extra funds at the event.



# A to Z Fundraising



- **It's a Knockout** - The ultimate school sports day for adults. Fun is a big incentive for people to get involved but you could also reach out to local businesses and ask them to donate a prize. They'll be helping a good cause and if your event gains press interest, they'll also get exposure. You may need materials so if you, or somebody you know works in a school or local sports centre, reach out to them. If not, perhaps ask a neighbour if they have a hosepipe you could use!
- **Irish Night / Day** - It doesn't have to be St Patrick's Day to celebrate the Irish culture. Whether you've got Irish blood or just love the music, you're sure to have fun. You can hire a space and throw a party, or if you have the skills, why not charge people for Irish dance lessons and donate the fee?
- **Jewellery collection, jewellery making/selling** - If you have high-value pieces you're looking to donate, an auction could be the best route for you. Or if your skill set lies in making, why not put on a 'make-your-own' craft session?
- **Jazz** - Use jazz music as the centre of your fundraising. You could put on an evening of entertainment and charge for entry. Or if you're a jazz musician yourself, you could share your talent and provide music lessons for donations.
- **James Bond** - The Bond films are iconic, so finding fans shouldn't be hard. But a James Bond night can offer a lot more than movie watching - get ready to make a lot of Martinis. Shaken, not stirred of course.
- **Karaoke night** - Time to stretch the vocal cords and get ready for a night of karaoke. Love it or hate it, our fundraisers have proven it's a great way to raise money. If you're on the lookout for a karaoke machine, reach out to friends on social media to save money on renting one.
- **Knitting** - British weather means that knitwear is often in demand. So why not use your needle skills to raise money for charity? First, decide how you want to sell your unique items. You could use online auction sites, set-up a stall or speak to local craft markets. Want to raise more awareness of your fundraising? For more publicity, knit somewhere that will generate interest. Knitting at the top of a mountain anyone?
- **Luncheon / Lunch** - You don't have to be a lady to lunch. If your office has a habit of ordering food on a Friday, why not cook up your own treats? You'll save your colleagues time buying lunch, giving them longer to enjoy your yummy food!



© VARIETY, THE CHILDREN'S CHARITY 2023 • REGISTERED IN ENGLAND AND WALES (2092589) AND SCOTLAND (SC038505) • PART OF VARIETY INTERNATIONAL, A GLOBAL CHARITY • WWW.VARIETY.ORG.UK • 020 7428 8100 • HEAD OFFICE: VARIETY, THE CHILDREN'S CHARITY, VARIETY HOUSE, 93 BAYHAM STREET, LONDON, NW1 0AG



# A to Z Fundraising



- **Leap Year** - Whether your fundraising activity takes 1 hour or the full 24, use your leap day to make a difference. Don't forget, with an extra day in the working month, it's a great chance to speak to employers about matched giving.
- **Livestream Charity streaming** gives you the freedom to fundraise your way. Whatever your talent, hobby or challenge, you can help us raise vital funds for life-saving research. The magic of live streaming is its fantastic reach. Because you're broadcasting publicly, your potential audience is wide. So the more people that watch your charity stream, the more money you'll be able to raise.
- **Marathon events** - Before you skip and read onto the next idea, remember a marathon doesn't have to mean running! How about raising money with marathon DJ sets, roller skating, or exercise sessions? Just decide if you want an activity that will take you 26.2 miles, 26.2 hours or 2.6 if you want to keep it a little shorter.
- **Matched Giving** - Whether you're raising money in the office or outside of work, ask your employer about matched giving. Lots of our fundraisers have doubled the amount raised by their employers so don't be afraid to ask.
- **Music and mulled wine evening** - Pop, rock, or jazz? Regardless of genre, if fundraising through music appeals to you this could be the one for you. Will you be performing? Or just looking for local acts to support you? You could keep it simple with a one-off event at home or for a bigger audience contact a local venue.
- **Name the ...** - Name the teddy, bunny or bear. Whatever it is you choose, tap into people's competitive nature with a simple guessing game. Charge per entry and provide a percentage of the money raised as a prize or try to get one donated.
- **New Year's Eve dance/party** - Avoid a night of queuing and host your own New Year's Eve party. The best thing about it? You get to control both the music and the guest list. Charge your guests cheaper than the local club for entry and then donate the fee.
- **Office Collection Day / Office Fundraising** - Short of time but eager to make a difference? Then fundraising in the office could be the right activity for you. Charity fundraising activities for the office could include bake sales, an office Olympics, a dress-down day or perhaps take breakfast orders and set-up your own tea trolley. A morning coffee could make your colleagues more than happy to sponsor you!



© VARIETY, THE CHILDREN'S CHARITY 2023 • REGISTERED IN ENGLAND AND WALES (2092589) AND SCOTLAND (SC038505) • PART OF VARIETY INTERNATIONAL, A GLOBAL CHARITY • WWW.VARIETY.ORG.UK • 020 7428 8100 • HEAD OFFICE: VARIETY, THE CHILDREN'S CHARITY, VARIETY HOUSE, 93 BAYHAM STREET, LONDON, NW1 0AG



# A to Z Fundraising



- **Open Garden / Day** - If your garden is in full bloom or you have a house with a colourful history, why not open your doors for an entry fee and host an open house? With the kitchen close by, it will be easy to raise extra funds by offering refreshments and a great way to meet the neighbours!
- **Pamper Day** - It's likely your friends love a bit of pampering, so why not plan a day that offers the break people need? Are you a trained beautician, masseuse or manicurist? You could even make your own beauty products which will help keep guests entertained and your spending low.
- **Pancake race / Pancake Day / Shrove Tuesday** - Shrove Tuesday or Pancake Day. We don't mind what you call it as long as you flip for us!
- **Quiz night** - The pub, village hall or your living room could all provide a suitable venue for hosting a quiz. Will the theme change by rounds or will your quiz be more niche, with all questions specific to a particular band, film or book? You host the night and guests pay to play. Simple... but the questions might not be.
- **Quintessentially British Day** - Bunting, tea and corgis are just a few things that spring to mind. Perhaps for you, it's afternoon tea, Marmite or maybe a Sunday roast? Whatever springs to mind, why not put on a celebration of all things quintessentially British. You can charge entry and raise extra funds with tombolas and bake sales.
- **Raffle** - A raffle is great to have at a charity fundraising event. Just charge a fee for tickets and the winner gets a prize!
- **Running** - Join our team of training heroes and fundraise by running! You don't always need an organised event, just you and your challenge. So....where will your run take you?
- **Sweepstakes** - Want a way to fundraise for charity fast? A sweepstake could be the perfect way for you to raise money. Whoever has the winning answer gets a prize, while you donate the money raised.
- **Skydiving** - Time to be brave. Despite the obvious fear factor, skydives are one of the most popular fundraising activities for people to take on.
- **Sponsored Silence** - If you're a chatterbox who finds being quiet a challenge, then perhaps you could raise funds with a sponsored silence.
- **Tea party** - A good cup of tea can change your mood and what better way to get friends together than over a cuppa for a good cause?
- **Tug-of-War** - We know that together we are stronger, but will you be stronger than your friends?

 /VarietyGreatBritain  @VarietyGB  @varietygb  /VarietyGB



© VARIETY, THE CHILDREN'S CHARITY 2023 • REGISTERED IN ENGLAND AND WALES (2092589) AND SCOTLAND (SC038505) • PART OF VARIETY INTERNATIONAL, A GLOBAL CHARITY • WWW.VARIETY.ORG.UK • 020 7428 8100 • HEAD OFFICE: VARIETY, THE CHILDREN'S CHARITY, VARIETY HOUSE, 93 BAYHAM STREET, LONDON, NW1 0AG



# A to Z Fundraising



- Tuck shop - If your office gets a mid-afternoon slump have a selection of treats and healthy snacks ready for them to grab for a donation.
- Uniform-free day - Whilst best avoided if you are a fireman, a uniform-free day is a great way to get raise funds at school or let your office relax a little with a dress-down dress code. Swapping your usual uniform for a fancy dress could help you raise even more money.
- Valentine's Day - You could organise a speed-dating evening or even a full-blown Valentine's ball. Why not bake some love-themed goodies for the office? Or why not throw an alternative Valentine's Day event? Whether it's fitness or food, make the theme 'what you love' and ask for donations from friends who attend.
- Vintage - Got enough vintage shirts to set up your own stall? Why not organise your own vintage sale and donate the proceeds? If you don't have enough time to organise your own stall, why not organise a vintage clothes swap?
- Walk - Where and how far will you walk? Will you walk 600 miles to cover the South West Coastal Path? Or a 5k in your local park? Whether you head to your local shopping centre in your onesie, or make your way from John O'Groats to Lands' End, walk with purpose and become a Variety UK fundraiser today.
- Wax It - It's a classic charity fundraising technique that provides an interesting insight into how much your friends are willing to pay to hear you shout 'ouch!'. A packet of wax strips (and maybe some aloe vera) is all you need to raise money with a wax off.
- Wear It - People like to laugh, so give them the incentive to sponsor you by letting them nominate what you wear.
- X-Factor Competition - Charity fundraising is all about doing what you can to make a difference. So if you can hit the high notes like Mariah, then an X-Factor style competition could be right for you. If you're not the singer in the group, stick to hosting and if you can't find the talent to compete, why not host a night and watch the show? You could even put a sweepstake on the show, from who'll be the first to go to how many times the phrase "I didn't like it, I loved it" gets used.
- Xbox / Playstation / Console Night - We hope you're sitting comfortably because a charity gaming fundraiser could leave you up all night. Make this gaming session one that matters by inviting people to play for a donation to Variety.
- Yoga marathon - Know your tree pose from your downward dog? Lots of fundraisers use skills they already have to successfully raise money.



© VARIETY, THE CHILDREN'S CHARITY 2023 • REGISTERED IN ENGLAND AND WALES (2092589) AND SCOTLAND (SC038505) • PART OF VARIETY INTERNATIONAL, A GLOBAL CHARITY • WWW.VARIETY.ORG.UK • 020 7428 8100 • HEAD OFFICE: VARIETY, THE CHILDREN'S CHARITY, VARIETY HOUSE, 93 BAYHAM STREET, LONDON, NW1 0AG



# A to Z Fundraising



- Year to Remember - What's the most memorable year of your life? Why not make it this year, for all the right reasons. What could you do for a year to make a difference? Doing something for 365 days shows ultimate dedication and is a sure way to encourage people to sponsor you. But what to do? How about walking dogs every day for a year and donating the money you make? Or how about giving something up for a whole year?
- Zumba - Get together with your friends, do it in water, and do it in the same colour outfits! Zumba your way to fundraise. Ready to feel the rhythm? Then get in touch and tell us how you would Zumba for Variety UK.
- Zip Wire - Adrenaline junkie or willing to face a fear? There are zip wires up and down the country and all offer a different experience. Find the zip challenge that is right for you (and most likely to encourage friends to sponsor you!).

*Thank  
You*

 /VarietyGreatBritain  @VarietyGB  @varietygb  /VarietyGB



© VARIETY, THE CHILDREN'S CHARITY 2023 • REGISTERED IN ENGLAND AND WALES (2092589) AND SCOTLAND (SC038505) • PART OF VARIETY INTERNATIONAL, A GLOBAL CHARITY • WWW.VARIETY.ORG.UK • 020 7428 8100 • HEAD OFFICE: VARIETY, THE CHILDREN'S CHARITY, VARIETY HOUSE, 93 BAYHAM STREET, LONDON, NW1 0AG

