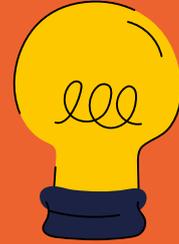




Kinship



How To Fundraise for Kinship

A step by step guide to raise
funds to support kinship carers
and their families.





Thank You For Fundraising For Kinship!

Thank You!

Thank you so much for fundraising for kinship. Your help will support kinship carers so that kinship families can thrive!

This pack contains everything you need to know to set up a fundraising page, motivate your supporters and raise funds for Kinship.

Who We Are

Kinship is the leading kinship care charity in England and Wales. We offer kinship carers financial, legal, practical and emotional support and understanding from the moment they need it, for as long as they need it.

Our expert advice, information and guidance helps with complicated and stressful decisions that so many kinship families have to make. We're always there to support them through difficult times and celebrate the good.





Why We Do What We Do

Kinship care begins in crisis. A child whose parents are unable to care for them, for whatever reason. It's frightening, confusing and heart-breaking.

Instinctively, a loved one steps in – a grandparent, brother, sister, aunt, uncle or family friend. They are now a kinship carer, bringing up the children they love. There's no chance to prepare. Plans are pushed aside. Relationships, jobs and savings are sacrificed.

It's life changing and challenging raising children who've been hurt or neglected, but kinship carers do it anyway because they put the children first.

Kinship families raising over 200,000 children are on the brink of going under because there's no recognition or support. They feel invisible. They are desperate, but they are fighting.

We know how hard life can be for kinship carers. But we've seen the amazing things they're capable of with someone by their side. With the right support, children raised in kinship families flourish.

That's why we support, connect and campaign. To keep kinship families stronger by keeping them together.

And you can help us! By fundraising for Kinship, you will be supporting kinship carers to get the support they need so that kinship care families can thrive.





Every Pound Counts

However much you raise for Kinship, it will make a difference for kinship care families

£10

could pay for a hardship grant application for essential items for kinship families.



£20

could pay for peer-to-peer support from a Someone Like Me volunteer, reducing isolation among kinship carers.



£50

could pay for a kinship carer to receive free expert and impartial advice.



£100

could pay for a kinship carer to receive intensive one-to-one support from an experienced project worker.





Fundraise for Kinship In 3 Easy Steps

Step 1



Decide What You Are Doing To Fundraise

Walking? Baking? Running?

Choose an activity that will motivate your donors to donate to your fundraiser!



Step 2

Set Up Your JustGiving Page

Set up a JustGiving page to raise funds for kinship care families.

See **page 3** for a step-by-step how to.

Step 3



Promote Your JustGiving Page

Tell as many people as you can about your fundraiser.

See **pages 4-6** for a step-by-step how to and templates for emails and social media.



How To Set Up Your JustGiving Page For Kinship



Go To Kinship's
JustGiving Page

[www.justgiving.com/
grandparentsplus](http://www.justgiving.com/grandparentsplus)



Click "Fundraise
For Us"

(The orange button in
the top right hand corner.)



Login To Your
JustGiving Account

Or Sign Up if you don't
have an account yet.



Tell Us What
You're Doing To
Fundraise

Walking? Baking?
Remembering someone?
Pick your activity and click
"Start".



Fill Out The Form

Give your page a name, a date and
URL. Select whether or not your
page can claim Gift Aid and
whether you would like us to
contact you about future events,
appeals and campaigns.

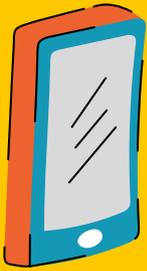


Click "Create
Your Page"

Your page will be
published and you can
start fundraising!



How To Set Up Your JustGiving Page For Kinship



Share On Social Media

Share your campaign on
Facebook, Twitter,
Instagram, LinkedIn!
Suggested posts on the next
page.



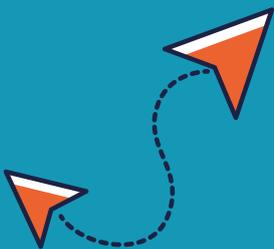
Email

Email your family and friends!
Not sure what to write?
No problem!
We've written you a template
on Page 5.



Tell People

Let the people in your
life know that you are
fundraising for Kinship!



Update Everyone Along The Way

Updates on social media
and your JustGiving page
can motivate people to
keep up with your
fundraising journey!



Let Us Know

Let us know you are
fundraising for Kinship!

Email us at:
fundraising@kinship.org.uk



Send Reminders About The End Of Your Campaign

One month, one week, one
day before the end of your
campaign - let people know
that it's their last chance to
donate!



Promoting Your Page on Social Media

Top Tips



Add a photograph of you doing your fundraising activity!



Tag Kinship. You can see our social media handles below.



Update your followers regularly throughout your campaign.

Templates



@kinshipcarecharity

82% of kinship carers worried about their financial situation over the past year.

That's why I'm fundraising for Kinship by **[your fundraising activity]**. Kinship carers are family or friends who step in to look after children when their parents aren't able to. With your support, more kinship carers will get the support they need, so that kinship families can thrive!

You can donate here: **[JustGiving page link]**



@kinshipcharity

76% of children in #kinshipcare grow up in deprived households. That's why I am **[your fundraising activity]** to support kinship carers and their families! You can help too by donating here: **[JustGiving page link]**



@kinship_charity

Over a third of kinship carers receive no financial support whatsoever.

That's why I am **[your fundraising activity]** to raise funds for @kinship_charity. Kinship carers are family and friends who step in to care for a child because their parents are unable to. Want to support? Click the link in my bio to donate!

#kinshipcare #kinship #kinshipfamily #sgo #charity #careleavers #charity #thisiskinshipcare

Unsure how to add link to bio? [Find out how here!](#)



Promoting Your Page via Email

Subject: Can You Help Kinship Carers Today?

Dear [Name],

Did you know:

- there are 200,000 children in kinship care in the UK?
- 76% of children in kinship care grow up in deprived households?
- one third of kinship carers receive no financial support whatsoever?

That's why I have launched a campaign page to raise funds for Kinship, so that they can support kinship carers when they need it most. Kinship is the leading national charity providing support to kinship carers and their families across England and Wales.

Kinship carers are family members or friends who have stepped in to care for children because their parent is unable to. Kinship carers become the carer for a child they love with little preparation or support; they are passionate, motivated and determined.

Kinship carers take a leap into the unknown when they care for their kin children – they are doing all they can to keep children out of the care system despite the huge challenges they face. Emotionally, financially and health wise – **they risk it all.**

Are you able to help?

Any size of donation would be appreciated. For example:

- £10 could pay for a grant application for essential items for kinship families
- £20 could pay for peer-to-peer support from a Someone Like Me volunteer
- £50 could pay for a kinship carer to receive free expert and impartial advice

You can donate here: [your JustGiving page link]

I would so appreciate your support. Together, we can make sure that more kinship carers and their families get the support they need.

Yours sincerely,

[Your Name]