

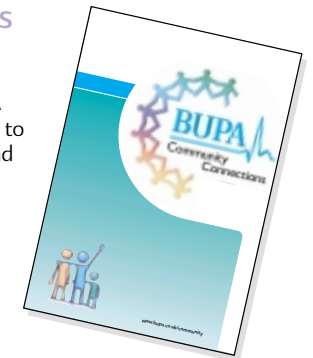




Introduction to Community Connections

The Community Connections team has been set up to recognise, assist and support all the good work already being done by BUPA people in their local communities and to encourage more people to get involved. To find out more about Community Connections and the initiatives that BUPA is already involved with, please see the Community Connections booklet.

This 'toolkit' tells you everything you need to know about setting up and planning your own event.



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Welcome to the Toolkit!

Setting up your own Community Connections event

Organising your own event can be great fun and a tremendous challenge! As well as raising a lot of money, an imaginative and well-organised event can make people feel good about doing 'their bit to help'.

However, if an event is muddled and disorganised, it does not reflect well on the charity or the organisers.

- Consider the **support** that BUPA can offer you. They can supply you with a template to help you organise your event and they may also be able to provide you with some financial support. See page 13 to find out how Community Connections can help financially with your event.
- **Focus** on an event which is achievable and which benefits the community and BUPA.
- Don't be afraid to **start small** - it's much easier to develop a small-scale activity than to scale down an over-ambitious and unworkable one. Everyone involved wants to be associated with success, so think small and grow when you are ready (don't bite off more than you can chew!).



BUPA Nursing Blackpool employees swapped their work clothes for bee costumes to raise £1,500 for charity. The bees buzzed around Blackpool collecting money for children's charities on behalf of Blackpool Sunrise Rotary Club.

The main things you need to do when organising your own event are:

1. **Brainstorm** your ideas.
2. Ask yourself the key questions and use these questions to start your **detailed planning**.
3. **Review** your plan weekly. If it looks too complicated, change it to make it easier to manage.
4. Always **measure how you're doing** - easy if it's fundraising, but try to keep tabs on your progress as you go along. Follow up all potential leads for support - phone calls, letters, newspaper articles, etc.
5. **Report and communicate** - make sure the Community Connections team is aware of what you are doing, so that we can make sure you get as much publicity as possible, within BUPA and in your local community.



This booklet will use the key questions to help you to put your detailed plan together.

BUPA is arranging various events throughout the country, but if you wish to organise your own event, the next few pages will guide you through some of the questions that you need to think about.

WHAT is the event?

What are your aims?

- fundraising?
- providing practical support?
- raising awareness of something?

What are your exact targets?

- a sum of money?
- doing the weekly shopping for an elderly neighbour?
- ensuring your target group receives all the information you are giving out?
- getting a community centre renovated and up and running?

Does your plan fit well with activities that normally take place where you work?

- For example, if you work in a hospital, perhaps you could organise a party there.



Seven employees from Sabourn Court, Leeds, donned dog costumes to help raise funds for a puppy to be trained by Guide Dogs for the Blind. The group of seven spent four hours pushing a barrow around the area, collecting more than £300. Their contribution enabled the care home to reach its £2,500 target.



WHO is the event for?

Who are you trying to help?

Think about where you'd like to make a difference. **What** do you care about? **Who** do you care about? Here are some examples to get you thinking:

- a hospital
- elderly people
- children
- animals
- a registered charity



Working with a registered charity

- Is the charity you are working with a registered charity? If so, they probably already have information leaflets, an office and some full-time staff to support you.
- How do they support their cause?
- Is the money raised used locally, nationally or internationally?
- How well known are they in your local community? The better known they are locally, the easier it may be to gain support.
- What are their overheads?
- How much of the money raised actually goes to help the projects?
- Who is the local contact for the charity? How easy will it be to liaise with this person? How can you communicate with them? A PO box number won't be much help!

WHO will I work with?

If you're organising your own event you may need to have partners and supporters. Be clear about each person's roles and tasks - don't assume that everyone knows. Meet, discuss, agree and record what you decide.

Here are some questions to think about:

- Will I work in a team or by myself?
- How can I recruit my team of people?
- How do I make sure that everyone knows what their role is?
- Will BUPA support or help me in organising/promoting the event?
See page 14 to find out how BUPA can help you publicise your event.

Your event may bring you into close contact with the person you are trying to help - that's part of the fun and satisfaction. If you are going to be working with, or in close contact with, children or disabled people, there are health and safety and legal issues you must be aware of. For instance, you need to have sufficient insurance and you may need to undergo a police check.



Insurance

Make sure you have adequate insurance if:

- your event involves taking people on a trip, for example from the inner-city to the seaside in a minibus (trip/travel/vehicle insurance)
- you are inviting schoolchildren in to see your centre or providing work experience. You may need **public liability insurance**, but the local education authority will help you with this.
- you are uncertain about your own level of personal insurance and that of other volunteers. Contact Community Connections to find out what level of insurance BUPA has for your activity.

Police checks

Working with children, elderly or disabled people will require a **police check** - a computer search to see if you or any of your team have any serious convictions. Don't worry, this is normal practice, it's there to protect you and the people you are trying to help.

Allow time for this to be done - let the police know what you're doing in plenty of time.

WHERE will the event take place?

Once you've decided what your event is going to be and who it's for, you'll need to think about how many people are going to be involved and where you're going to hold it.

Here are some points you'll need to think about:

- Is there a school/community centre/church hall/town hall I can use? Ask the local council for help and suggestions.
- Do I need access to the venue in advance (for setting up, etc.)?
- Do I need to contact the local council/police (e.g. for a sponsored walk or bed-push through a town centre) to ensure public safety?
- How do I get everyone and everything there?
- Is there enough access, particularly for the disabled and elderly?
- Will there be enough space for car parking, and to store and set up equipment?
- Will it be Health and Safety compliant?



WHEN will the event take place?

When you decide to hold your event can play a big role in determining how successful it is. Think about the following points to help you decide.

- When is the best time to hold the event?
- If children are involved, does the event need to take place in the school holidays or in school term time?
- How long will the activity take?
- How long should the publicity last? If it's too short it won't be possible, if it's too long it won't have as much impact. Aim for between two to three months before the event takes place.
- Does it clash with another major local event?



It's a good idea to plan all the stages on a large chart.

Creating a planning chart

- Use a sheet of A3 paper.
- Write down your start date and your event date.
- Allow time for follow-up after the event (e.g. two weeks for: collating information, collection of sponsor money, presentations of money to charity, evaluating, thank you letters etc.)
- Write in key dates/deadlines (e.g. venue arranged, posters printed, posters distributed, float decorated etc.)
- Mark a weekly countdown on your chart - four weeks to go, three weeks etc. It focuses the mind!

HOW MUCH will it cost?

Although one of the aims of your event might be to raise money, you will probably have some costs to cover along the way. Think about the following:

- How much money will I need up front? (e.g. to pay for the venue, publicity printing)
- Where will I get the money?
- Can the Community Connections team help me with materials?
See page 13 to find out.



Throughout the event, always remember to:

- keep careful records of everything to do with money matters
- get receipts for all money handed in/allowable expenses
- if necessary, set up a special charity account with a local building society/bank
- agree who can deposit/withdraw money
- be open with the charity - show them your accounts

And don't forget:

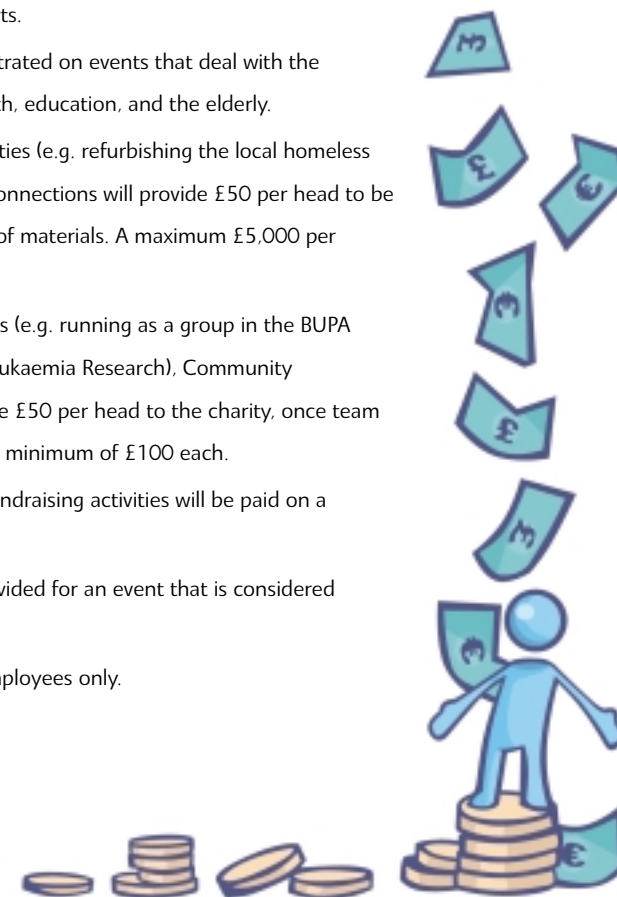
- If you are going to be selling raffle tickets, collecting in a public place or making house to house collections, you'll need a local authority licence. The 'Gaming Board for Great Britain' website (www.gbgb.org.uk) gives advice on how to apply for this licence (under 'Lotteries and the Law' and then 'Registration Procedure - Local Authorities'). If you are participating in a BUPA event, Community Connections can help to organise this with you.
- You might need to raise an account with the Charities Aid Foundation (CAF, www.cafonline.org) who will hold and invest funds on behalf of BUPA. Call the Community Connections team for further advice.
- If the presentation is a public one, you might like to arrange with the CAF for an extra-large size cheque to be presented so everyone can read it.

How to get financial support from BUPA

- Put your event plan/proposal in writing to the Community Connections team.

Remember that:

- BUPA is able to provide financial support to team-based activities (minimum of four people per team) and teams working with registered charities. Community Connections is not able to support individual efforts.
- Support will be concentrated on events that deal with the following themes: health, education, and the elderly.
- For project-based activities (e.g. refurbishing the local homeless shelter), Community Connections will provide £50 per head to be used towards the cost of materials. A maximum £5,000 per project applies.
- For fundraising activities (e.g. running as a group in the BUPA Great North Run for Leukaemia Research), Community Connections will donate £50 per head to the charity, once team members have raised a minimum of £100 each.
- Financial support for fundraising activities will be paid on a retrospective basis.
- Funding cannot be provided for an event that is considered controversial.
- Funding is for BUPA employees only.



WHAT ELSE do I need to arrange?

Depending on the type of event you are organising, there will be other things you'll need to consider. Here are some examples:

- equipment
- refreshments (food/drink, etc.)
- publicity

Publicity

All events benefit from publicity - whether it's quirky, funny or unusual, it will attract more people to join in the fun! It will also make your efforts even more worthwhile.

Unfortunately, publicity doesn't just happen - people won't come to your event without some effort on your part.



You can publicise your event through:

- Community Connections events calendar (www.bupa.co.uk/community/calendar.html)
- local networks
- press releases
- BUPA in-house publicity



Local networks

- Local newspapers and radio stations are often keen to fill space (whether time or page).
- Let them know what's going on in advance - try to give them an unusual angle (celebrating a local achievement, how a national charity has helped local people/a local centre).
- Ask if a press photographer can attend (particularly if a local celebrity or dignitary is opening the event).
- Think about videoing some of the activity.
- Don't forget the follow-up afterwards: the presentation of the cheque/equipment, the opening of the centre etc. You can even show the video.
- Be prepared to give an interview (even if by phone) and make sure you have relevant information to hand and sound positive.

Sending a press release

Tell the editor the five Ws:

- **What** the event is
- **Why** you are doing it
- **Where** it is happening
- **When** it is happening
- **Who** to contact for more details

BUPA in-house publicity

Let BUPA Today help you publicise your event!
Contact Sue Cox on (020) 7725 2088 as early as possible to ensure that you get maximum coverage. Don't forget to tell Community Connections as well.

AFTER the event

Allow time after the event for follow-up. This might include:

- collecting all sponsor money
- publicising the presentation of the cheque
- collecting any other post-event information/feedback
- writing follow-up letters of thanks
- asking for an article in BUPA Today or on the Community Connections website
- completing all filing of records/accounts
- evaluating your success - what lessons can be learnt for next time?
- thanking your supporters
- celebrating!!



Community Connections recently received a follow-up letter of thanks from the Coram Family, after the team helped to renovate the Coram campus as part of the BUPA London Challenge:

"We wish to convey our very warmest thanks to you and all the BUPA team for the amazing transformation you have effected in the portacabin. We are overcome with gratitude at the enthusiasm with which you tackled the task, and would be very glad if you could convey our sincere thanks to all those concerned."

Gillian Pugh
Chief Executive
Coram Family Community Campus

See page 12 of the Community Connections booklet to find out more about BUPA Challenges that you can get involved in.



Sue Nicholls (centre), with colleagues Keith Macleod and Maxine Moran, sporting BUPA Ireland plasters after taking part in a sponsored walk in aid of diabetes research. Around 200 BUPA people took part in the walks, which were held in Liverpool, Bristol, Coventry and London.

Contact the Community Connections Team



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