

Fundraising Fife-style!

People taking part in fundraising efforts are happy to give their time and skills in order to benefit others; some train for months to run a marathon to raise money through sponsorship while others suffer a few seconds' pain having their legs waxed!

According to the Institute of Fundraising 'approximately two-thirds of all volunteers in the UK raise and handle money' (2008 UK NCVO Civil Society Almanac) and yet 'volunteer fundraising is rarely acknowledged as a significant and valuable activity.' We hope to put that right in this Newsletter!



Fundraising can have the effect not only of bringing in essential cash for a group or organisation but can also bring a community together and help people recognise existing skills or develop new ones.

Charity shops, which many people view as the epitome of fundraising and volunteering, not only raise cash through the sale of inexpensive clothing and gifts while contributing to the recycling process, but also encourage volunteers to develop valuable skills. See page 2 for a refreshing new look at this invaluable resource.

Companies, large and small, can support the ethos of fundraising through sponsorship for their chosen charity or through Employer-Supported Volunteering where employees are allowed time off work to engage in voluntary work, including fundraising. On page 6 you can read about the breathtaking efforts of the J W Muir Group in Inverkeithing and fundraising involvement by the largest supermarkets in the area.

Also inside the newsletter you'll find a variety of fundraising ideas from abseiling to can collecting, raffles to knitting, helping deserving causes, some large, some small, some local, some overseas. The most unusual fundraising opportunity we have ever come across is a Panda Keeper! Fortunately it involved a WWF collecting can with their Panda logo on the side rather than providing board and lodgings for a large black and white mammal!

Not to be outdone by all the fundraisers featured, Volunteer Centre Fife staff are taking on the fundraising challenge themselves during Volunteers' Week - see back page for details.

Registered Office: Kirkcaldy. Office: Recognised Charity No. SCO21715, Company no. 169561.

Central Fife: 10 St Brycedale Ave, Kirkcaldy KY1 1ET, 01592 645540, kirkcaldy@volunteeringfife.org

East Fife: 69-73 Crossgate, Cupar, Fife KY15 5AS, 01334 659134, cupar@volunteeringfife.org

West Fife: 29a Canmore Street, Dunfermline, KY12 7NU, 01383 732136, dunfermline@volunteeringfife.org

www.volunteeringfife.org

Developing the Role of Volunteers

Charity Shops

more than just buying and selling!

In June last year Mary Portas, better known as Mary Queen of Shops, attempted to revamp a charity shop for a television documentary. Whilst her intentions were undoubtedly good, her methods were widely criticised. However, inspired by her efforts, many charity shops now recognise the value of merchandising to attract more customers and

In Cupar, a small town which hosts more than its fair share of charity shops (and is therefore put it uncharitably) is fierce. Ruth Sneddon, manager of the British Heart Foundation shop is therefore very grateful for the efforts of Jane, her merchandising volunteer from an interior design background and offered to help with the window displays at the shop opened in 2006. She also helps with the window displays at the shop a few doors down and, as you can see from the photo, she ce



The window displays at the Chest Heart and Stroke shop can be char



a week with all the volunteers being invited to help. Shop manager, Fiona Donaldson, said 'It's not for us to say what people can do' and gives several examples of volunteers in the shop whose confidence has benefited greatly from taking on this role.

It appears that charity shops, and therefore charity shop volunteer roles, are evolving and merchandising has made a noticeable difference to their profits and their volunteers.

Even if you don't normally raise funds in a retail environment, you too can put your merchandising skills to good use. CVS

Fife rents and manages a thrift shop in Leven for any charitable organisation to rent. To book, call Elizabeth Kirk at CVS on 01592 567001.

Volunteer Managers' Network

There have been two very successful VMN meetings so far this year. In January we looked at accessing funds, stretching and sharing resources and increasing volunteer involvement. The March meeting, 'Inspiring Opportunities for Inspiring Volunteers', had three very different organisations showcasing diverse ways in which volunteers, abled-bodied and with disabilities, can be involved, with benefits all round.

Everyone who supports volunteers is invited to these meetings to network, exchange views and news and enjoy delicious food! Details of future meetings are sent via our e-Bulletin and notes from past meetings can be found on our website www.volunteeringfife.org under the 'For Organisations' section.

2 Through Employer-Supported Volunteering programmes, communities can access the skills and experience of employees. For more information on how Volunteer Centre Fife can help please contact your local office.

Fundraising in the Great Outdoors



Park Road Primary School children on the Snowdrop Trail

West Fife Woodlands (WFW) was set up in 2006 with the philosophy of the preservation, enhancement and accessibility of West Fife's woodland areas. Their biggest achievement to date is perhaps 4km of path improvements from Newmills to Blairhall via Valleyfield Woodland Park, a £150,000 project in partnership with Fife Council and Blairhall Community Association. Currently they are trying to fundraise for a new path from Blairhall to Kincardine via Balgownie Wood.

WFW is perhaps best known for the annual snowdrop festival in Valleyfield Woodland Park, first launched in the spring of 2007. With WFW having only recently been formed at the time, Valleyfield Woodland Park was offered as one of the venues. Guided walks through the wood each Saturday and Sunday during the festival take in not just the snowdrops but also the remnants of the Humphry Repton-designed landscape (his only work in Scotland). These walks have grown in popularity and this year, for the first time, WFW joined forces with the Cambo and Falkland Estates to form a consortium.

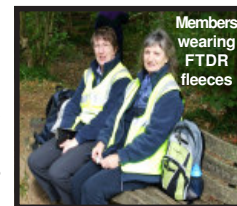
With the extra funds they have been able to secure they have laid on parallel events: the Kinetic Theatre's 'Alice in Woodlands' at the RDA facility at Valleyfield and the Dark Skies' astronomy spectacular. The consortium worked closely with the Council and Celebrating Fife 2010 - a Year of Culture - the Fife-wide snowdrop festival being their first flagship event.

This year WFW took various walking groups around the snowdrop trail, including the Kelty Parkinsons groups and over 250 primary school children from 10 schools. The Kinetic Theatre production provided drama opportunities for 27 children, aged 7 to 11, from West Fife. The group's own volunteers were boosted by Volunteer Centre Fife, Cairneyhill Scouts and RDA.

Forth & Tay Disabled Ramblers

The aim of Forth & Tay Disabled Ramblers is "to promote health and wellbeing through recreational and social activities by enabling people with disabilities to access the outdoors in a barrier-free environment." In order to continue and expand their range of activities they have an extensive and varied programme of fundraising which involves everyone.

They run a "Members' £10 Fundraising Challenge" with a prize for the most novel/successful idea of raising £10. Someone sourced and sold fleeces (see picture), t-shirts and caps with their logo making around £300 and helping raise awareness of FTDR. Another member held a garden party and raised £100. Someone knitted and sold 'Damn It Dolls' to hit against the wall during a temper tantrum! The total raised was £1130 with no outlay as the prize was donated.



This year they are simply selling quiz sheets for £1 and asking everyone to sell 10 - a few people will sell more, some will sell none but £500 makes a huge difference to this small organisation - and it is virtually effortless.

Do you have a volunteer story we could feature in a future edition of the Newsletter?
Do you have any new developments we could highlight? Contact cupar@volunteeringfife.org

Long-distance benefits of home-grown fundraising

Queen Anne High School MV Awards Group

In April 2005 Modern Languages teacher, Mrs. Cowieson, visited John Pickering Comprehensive Senior Secondary School in Lamin, South Gambia - the result being a partnership between the two schools. Since then they have raised over £10,000!

The main activities put together and delivered by the pupils to raise this amount of money include: Gig for Gambia, Staff v pupils football, basketball and netball, Cake sales, selling candy canes at Christmas, selling cards for Valentine's Day and Mother's Day, jewellery and book sales and a sponsored abseil.



The money from these activities has been used to build a new block (called Queen Anne Block) which houses a kitchen to teach Home Economics and to provide pupils with a cafe. They also teach French in this building and a section of it is used as a library. 25 old computers have been shipped over to them to create a new computing department. Materials have been provided for pupils to make furniture for the new rooms in CDT and a borehole has been dug and a water tower and pump created so that the partner school can have running water and flushing toilets.

More recently, QAHS pupils have helped raise £730 for the further education of Sarioe Barry who is doing a diploma in Human Resource Management at the Stratford College of Management in the Gambia. They have also helped raise £1400 to build a skill centre in the village to educate children past the age of 12 who had previously not been able to afford the bus to the secondary schools in town. The villagers will build the centre and the funds raised by QAHS will provide the materials. Well done to all involved!

Shaw Trust - Getting Crafty

Shaw Trust is a national charity which aims to give every disabled and disadvantaged person the opportunity for work. The project in Dunfermline, funded by Fife Council, helps adults in West Fife who have a learning disability to gain work experience and access resources and opportunities for employment. Trainees are supported by project staff and a team of volunteers and can take part in different activities such as woodworking, craft, therapeutic gardening, I T Training and coffee bar service.

The main part of their fundraising activities revolves around their sale days which are held in late May and November. The photo on the right shows some of the items on sale.

'Fun'draising

The 'A' Team

Fife Society for the Blind (FSB) has a fabulous fund-raising team known as The 'A' Team. The small group of around 20 sighted, blind and partially-sighted volunteers hold street and store collections in and around the main streets of the major and not so major towns within Fife. As well as raising vital funds, it can be a 'fun' time for the team as the general public stop and have a chat; one collector commented "I've had more compliments and attention out here on the street in one day than I get from my spouse at home in a year!" Children too like to come up and put a penny in the tin, especially if the guide dogs are out, or our fund-raising mascot, Penelopi the big Pink Elephant!

One of our collectors is over 70, registered blind, with major health problems and in a wheelchair but she comes out faithfully in all weathers. Everyone knows her as she dresses up at Hallowe'en and Christmas time - her hats are notorious and she always has a bucket load of sweets for the kids. Even the wheelchair gets a 'makeover' bedecked with twinkly lights and tinsel. This example of volunteering is the epitome of 'giving.'



They also have a volunteer fund-raising team of four employees from a local Fife company and for over 15 years they have taken the FSB fund-raising tent to various fetes, fayres & galas within Fife during the summer months. They raise money, but more importantly, raise the organisation's profile in the community. Often, there is a dressing-up theme and they have won many prizes for best dressed display team while raising lots of laughs too! The photo shows volunteers in 'Homecoming' dress at Falkland Fayre 2009.

So whether it's blind and partially-sighted people helping to raise money by abseiling down the side of a lighthouse to a more leisurely event like the annual FSB Golf Event, Fife Society for the Blind can count on the 'A' team of Volunteers who turn out on a regular basis, in all weathers, giving up their free time even at weekends.

In the woodwork section they offer a fabulous selection of items including benches, planters, bird tables and wooden pet bowl holders which are all individually designed by staff and trainees and finished to a high standard. The craft section is just as busy producing a great array of attractive and unique items which are changed according to the season and often customised to suit customer requirements.



Employer-Supported Volunteering

More and more organisations and businesses are giving their staff time off work to volunteer in their communities. A group of business people in Cupar is swapping one of its Friday business breakfasts for a voluntary team challenge. A large sales organisation is offering the services of 100 of its staff while in St Andrews for its annual sales conference. They know it boosts their reputation and gets their name in the press, but they also understand and appreciate the value of allowing and encouraging their staff to give time and skills freely. Below are just two local examples of Employer-Supported Volunteering which might inspire you to get involved yourself. For more information please contact Stephen Adamson, Volunteer Centre Fife, Dunfermline.

Abseiling for Asthma off Forth Rail Bridge



Late last year, fifteen dare-devil developers from the J W Muir Group based in Inverkeithing took on a challenge of dizzy heights by abseiling SAS-style off the Forth Rail Bridge. The team was inspired to take part by Rose Robertson, an employee at the Group and regular supporter of Asthma UK, who also took part in the event despite her fear of heights!

In total the group raised over £2,800 for Asthma UK to support the charity's work in Scotland including its research projects and 'Kick Asthma' holiday for children with severe asthma.

Fifers regularly abseil for asthma and if you'd like to be one of them sign up at www.asthma.org.uk/abseil.

Supermarkets' Special Offers

Local companies play a huge part in fundraising for the voluntary sector in Fife. The mass efforts of the staff combined with the economical and marketing 'clout' these companies hold, often means that this type of fundraising is very high-profile. The supermarkets of Fife certainly contribute to the third sector with their efforts.

Tesco have full-time community champions, employed to promote community involvement for the supermarket. The Dunfermline store last year raised over £1400 for the Help for Heroes charity with 17 staff taking part in an 8-mile walk to support the armed services members wounded in action.

Sainsbury's in Kirkcaldy do most of their fundraising for the CHAS Rachel House Hospice in Kinross, last year donating £2500 to the facility which cares for terminally ill children. They also support the Dreamz 4U project and Ninewells Hospital in Dundee.

ASDA St. Leonards in Dunfermline support 4 main charities: Tommy's, Tickled Pink, Children in Need and also are running a Pedal Power campaign, in which their CEO cycled from Land's End to John O'Groats to raise awareness of the project which aims to promote cycling and make it an activity open to everyone.

Service Assured

Volunteers on the Move

MyBus Community Transport is a new transport group set up to provide a range of affordable, accessible transport to groups and individuals unable to access suitable transport. There are currently four minibuses ranging from 8 to 16 seats (plus driver) all with access for people with mobility problems and all adaptable to accommodate up to four wheelchair passengers – but that's only part of the story.

The organisation isn't just about transport and buses. As a volunteer with MyBus you can help with driving, administration, painting, gardening, restoring garden furniture and other benefits for the community. Sometimes all someone wants is to sit and have a coffee and chat – MyBus volunteers do that as well.

Whether you need help from a volunteer or have skills that can be passed on to others for the benefit of the community please get in touch by phoning 01333 429066, 07918107468 or e-mailing info@mybusct.org



For the past three years, charities in Scotland have been able to demonstrate their commitment to best practice in fundraising and build donor confidence by signing up to self-regulation through the independent Fundraising Standards Board (FRSB).

Essentially, regulation through the FRSB is voluntary. Only charities and suppliers that opt to become members are required to meet fundraising best practice standards. Our members commit to the highest standards of fundraising and to the Fundraising Promise, which is an assurance of honesty, accountability and transparency that they make to their donors. They also report annually to the FRSB any complaints about the way they fundraise.

Members exclusively use the *give with confidence* tick logo on their fundraising materials and on their charity's website, encouraging supporters to do just that: to give confidently. FRSB also helps them comply with best practice standards, providing updates on any key changes to regulation or related guidance and gives advice for complaints-handling. Where things go wrong, FRSB also plays a role in helping the public and charities come together to resolve those issues.

FRSB Scotland is the national office, backed by the Office of the Scottish Charity Regulator (OSCR). Already, 141 charities and suppliers have signed up as members and it is hoped that many more will come on board over the coming years. For more information about FRSB Scotland or to search for a member call 0845 688 9894 or visit www.frsb.org.uk.

VC Fife Staff To Volunteer!

Volunteers' Week, 1 - 7 June

Volunteers' Week is a national celebration of volunteers and volunteering which takes place from 1-7 June each year.

It plays a huge part in raising the profile of the millions of volunteers who regularly contribute to society, while inspiring others to get involved too.

During Volunteers' Week there is a burst of activity: Volunteer managers organise events to publicly thank their volunteers and highlight their contribution to local groups and the wider community while individuals are encouraged to use the Week to find out more about volunteering.

Volunteer Centre Fife has chosen to celebrate the work of fundraisers this year to recognise and celebrate the contribution of these particular volunteers to charities, voluntary organisations and local communities. As part of the celebrations, the staff of Volunteer Centre Fife will become fundraisers! The planned activities are:

- Traditional Fundraising event – West Fife
- “Come Lunch With Us” – Central Fife
- Bring and Buy Sale – North East Fife

More detailed information will be posted on our website and in our e-bulletin but if you have similar events planned for this time, tell us about them and we could be your volunteers for the day!



Contact Information

Training

For information on FREE training courses, including in-house and training tailored to your organisation's needs, plus information on accreditation: contact Mary Ray, Training Co-ordinator on 07717 390214, mary.ray@volunteeringfife.org

Support into volunteering

To find out about the Give Something Back project in Central and West Fife contact Jacquie Mellon on 01592 645540 gsbcentral@volunteeringfife.org or Biff McMahon on 01383 732136 gsb@volunteeringfife.org

MV Awards/16+ Learning Choices

Linda Turnbull, youth@volunteeringfife.org

For general enquiries: contact your local Volunteer Centre Fife office.

www.volunteeringfife.org

8 For info on every aspect of volunteering - advice about benefits, expenses, Disclosures, preparing to volunteer, links to other voluntary organisations, information on volunteering opportunities throughout Fife