



Fundraising Toolkit



**Caring with
Cornerstone**

Your Fundraising, Our Care

Thank you for

Caring with

Cornerstone

Without you, we can't provide the expert and exceptional person-centred care that people living with disabilities, autism, and complex needs in Scotland want, need and deserve.

Our Care

Cornerstone has over 40 years' experience delivering exceptional and expert care and support for people living with disabilities across Scotland. We support over 3,000 children, young people and adults each year and each person we support receives a personalised package of care and support designed to best support their needs. This could range from providing 24-hour care in specialist accommodation to just a few hours support a week to help an individual build confidence and make friends. Our care ensures that people living with disabilities, autism and complex care needs in Scotland are supported to live their **best life possible**.

Your Support

To ensure that people living with disabilities, autism and complex care needs in Scotland have the best life possible, we need your help.

Your fundraising can change lives by helping people we support to take part in activities they love, maintain friendship, and work towards goals that are important to them.

People like Sarah. Sarah had been served notice on her tenancy and it was clear she needed to move away from people she was very familiar with, who also had support needs. When Cornerstone became the main support for Sarah, we quickly identified she would need 2:1 staffing and a team of experienced and confident Support Workers.

We immediately introduced strategies to support communication and behaviour. Daily tasks and activities were structured and broken down using pictures for 'now' and 'next' which limited information overload. Social stories were also used to breakdown complex and important information. Sarah responded really positively to these changes and the number of incidents of distressing or challenging behaviour began to decrease.

We set goals with Sarah and in the time she has been supported by her Cornerstone team she has exceeded these goals and more.



Sarah's incidences of difficult behaviour have decreased and when they have occurred, early intervention from the team she trusts have meant that these have been a really small part of her day.

Sarah has secured her tenancy having successfully completed her six-month trial period and has joined slimming world – losing almost two stone in weight! She is incredibly proud of her achievements and has received lots of compliments and praise from her NHS consultant.

We are really proud of all Sarah has achieved and continues to achieve. With your support, we can continue to provide expert care and support to Sarah, and thousands of other people with learning disabilities, autism and complex needs to ensure that they have the best life possible.

This toolkit contains everything that you need to know to organise a successful fundraiser for Cornerstone. Whatever you choose to do – this guide is packed full of ideas, top tips and guidance on how to be a Cornerstone Champion!

The difference YOU make

£25

Buys a Makaton Vocabulary Booklet so that our staff can communicate with people who use signs and symbols.



£200

Allows us to co-ordinate and record one week of virtual activities on our Cornerstone TV Channel keeping people we support learning new skills, and connected to the people, interests and hobbies that they love.



£30

Provides a hand-delivered welcome pack to someone we support to live independently when they move into their new home with us.



£500

Provides the fullest range of assistive technology that helps people to stay safe in their homes, live more independently and take part in virtual activities.

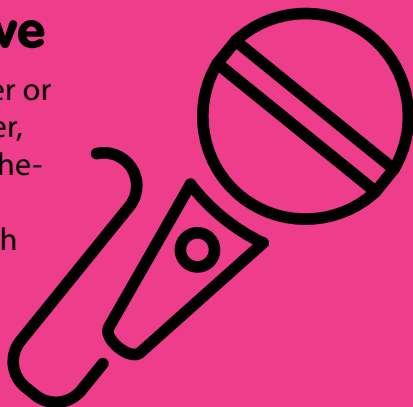
Your Fundraising, Our Care

Get inspired!

Your fundraising can be wacky and weird or sweet and simple. Just use your imagination and see where it takes you...

Do what you love

Keen crafter, brilliant baker or pro golfer? Super swimmer, quiz queen or host-with-the-most? Choose something you enjoy and share it with your friends!



Still not sure what to do? Check out our A-Z of fundraising at www.cornerstone.org.uk/a-z-fundraising or give one of our team a call on **0300 131 3333** for more help and support.



Let us know what you're up to!

Remember to let us know what you decide to do by emailing us at getinvolved@cornerstone.org.uk. The earlier we know about your plans the more time we have to support you with your fundraising. We can also send you out any materials you need such as t-shirts, buckets or balloons.

Share your story with your community

Let your friends, family, and colleagues know about your fundraising and encourage them to get involved too. From taking part in your fundraiser, providing support and advice, sharing your fundraising page on social media or even donating themselves – the people you care about are a great tool to help you **Care with Cornerstone!**



Make the most of your resources

What is available to you at home, work, school or in your local community? Perhaps there's a free venue to host an event or a Victoria sponge cake recipe that's been passed down through the generations!

Ask for help

At Cornerstone we love to hear from you. We are here to support you every step of the way through your fundraising journey. Please get in touch to share your fundraising stories, successes and challenges.



Contact us at getinvolved@cornerstone.org.uk or on our Fundraising Hotline on **0300 131 3333**

Join our caring community!

Take inspiration from some of our **incredible** supporters, and the ways in which they cared with Cornerstone.

Urban Pirates

The Urban Pirates are an Aberdeen based motorcycle club, who took on a unique challenge and raised an incredible £5,323 for Cornerstone.

Steve Masser, of Urban Pirates said, **"We wanted to do something that captured our shared interests, was going to be a real challenge, and allow us to make a difference for this fantastic charity. Limiting ourselves to scooters that cost £400 and have engines no bigger than 125cc was always going to make this an interesting eight-day challenge. There were a few steep roads that were always going to push these bikes to their limits!"**

Needless to say, they excelled at this challenge and were welcomed safely back to Aberdeen by their friends, family and the Cornerstone team.



Paula Gallagher

Paula has been fundraising for Cornerstone for over 20 years and has raised over £24,000 for services in North Lanarkshire. Over the years, she has planned a number of activities and events, coffee morning, raffles, tombola's and even an Abba Tribute event which has been running since 2012!

Paula has been recognized as being a part of our fundraising family here at Cornerstone. She is one of our Fundraising Ambassadors and has been awarded Fundraiser of the Year at our annual Cornerstone Star Awards.

Your Fundraising, Our Care

Your fundraising page

An online fundraising page makes collecting donations easy. The earlier you set it up, the more donations you will get!

If you'd prefer to use Facebook Fundraising or JustGiving get in touch with us for an easy set-up guide to get your page up and running as soon as possible!

Set up your page here: www.cornerstone.org.uk/Appeals/post

Our top tips!

1

Include a photo to personalise your page.

2

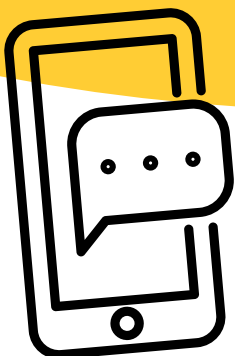
Share your fundraising goal – pages with a target raise nearly **50% more!**

3

Tell people about why you've chosen to **Care with Cornerstone**. Your story helps people understand why our work supporting people with learning disabilities, autism and complex needs is so important.

4

Social media is one of the easiest ways to increase your donations. Post regularly and remember to post around payday when people are feeling generous!



Say hello on social!

Tag us in your posts so our followers can see and read about your wonderful fundraising efforts!



Caring with Cornerstone



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0300 131 3333
www.cornerstone.org.uk
getinvolved@cornerstone.org.uk

Caring with Cornerstone

Sponsorship Form



Name: _____

Address: _____

Event: _____

Full Name

Full Address

Postcode

Sponsorship Amount

Name, address and postcode in your own handwriting are essential for Gift Aid. We cannot claim Gift Aid on details in the same handwriting or if you use " to denote same address after Gift Aid.

Keep in touch

Gift Aid

Callum Cornerstone

2 Cornerstone Way

AB53 7LT

£5.00

☒

☒

Why I care about Cornerstone:

Make your donation worth 25% more!

The Gift Aid claimed will be used to help fund Cornerstone's work. Yes, through Gift Aid, I want Cornerstone to reclaim the tax on my donation detailed below, and any donations I make in the future or have made in the past four years. I am a UK taxpayer and I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in the relevant tax year, it is my responsibility to pay any difference.

Thank you for caring with Cornerstone!

☐ Please tick this box if you are happy for Cornerstone to keep you up to date on our latest news and opportunities to support our vital work, caring for people with learning disabilities, autism and complex care needs across Scotland.

Please select your preferred method of communication:

☐ Email

☐ Phone

☐ SMS

☐ Post

Sponsorship Form



Keep in touch

Gift Aid

[illegible]

sort code: 83-30-00
account no: 00199558

When paying by BACS it's important to use a reference so we know that it's you! We suggest: (Your fundraising event and your full name)



Need more space? Photocopy this sheet or download another from our website at www.cornerstone.org.uk

Scottish Charity No SC004780. Company No. SC07 0762. The company is registered in Scotland as Cornerstone Community Care operating as Cornerstone, with registered office The Doges Studios, Templeton Business Centre, 62 Templeton Street, Glasgow, G40 1DA

Stay safe

stay legal

We want you to have a great time fundraising in aid of Cornerstone, but there are some important things to bear in mind to keep your activities safe and legal. Please get in touch if you have any questions or need some support.



Email us at getinvolved@cornerstone.org.uk to be sent our 'in aid of' logo, registered charity number and guidelines on when, and how to use these on your fundraising materials.

Think about licenses and permits

It's important to check whether you need special licences for public entertainment or to sell food or alcohol. If the general public will be invited to your event, you may wish to consider whether to take out public liability insurance.

If you are organising a street collection you must apply for the appropriate permit from your local authority, ensure you apply in advance of your event. To collect on private premises, you'll need permission from the owner.

Our fundraising team can advise you on any license and permit questions you may have.



Raffle rules

There are rules surrounding raffles and prize draws. The best option is to only sell tickets and complete the draw during your event. For the latest rules visit gamblingcommission.gov.uk or get in touch with us at getinvolved@cornerstone.org.uk to make sure your raffle or prize draw stays within the rules.



Planning your event

You may need to carry out a risk assessment ahead of your event. Don't worry, we can provide you with a template to get you started!

Your Fundraising, Our Care

Thank you so much for every penny you have raised! You are a Cornerstone Champion and help us to ensure that each person we support has the best possible life. Thank you for making care at Cornerstone so extra-special!

Thank you!

How to pay in the funds you've raised



Over the phone

Call us on **0300 131 3333** and use your debit or credit card to make your payment.



Pay in online

Visit **www.cornerstone.org.uk/donate** and use our secure online donation form using your debit or credit card.



By cheque

Send us your cheque made payable to **"Cornerstone"** and your details of your event to **1st Floor, 4/5 Union Terrace, Aberdeen, AB10 1NJ**



Pay by BACS

sort code: 83-30-00
account no: 00199558

When paying by BACS it's important to use a reference so we know that it's you! We suggest: (Be Super and your school name)



At the bank

You can take cash and cheques (made payable to Cornerstone) to any branch of the **Royal Bank of Scotland**, by completing a pay in slip for the counter using the details above.

