



Insurance Industry
Charitable Foundation

IICF UK FUNDRAISING PACK

BE A CATALYST FOR CHANGE.

We believe the insurance industry can be a powerful force for good. Since 2015, we've raised **£2.2million** and helped change the lives of more than **8,000 people** nationwide through grants to charities advancing social mobility - and none of this would be possible without your incredible support!

Together, we have the power to create lasting change and open doors to brighter futures for people facing disadvantage. By fundraising for social mobility charities, you can help individuals build confidence, develop vital skills and unlock opportunities that can truly change lives.

Read on for inspiring ideas and practical tips to help you kickstart your fundraising journey and be part of something truly meaningful.

Wendy Wilder

Executive Director, IICF UK

HELP US CREATE BETTER FUTURES

HOW YOU CAN
GET INVOLVED

**FUNDRAISE WITH
COLLEAGUES**

**DO YOUR OWN
FUNDRAISING**

SPREAD THE WORD

**ASK FOR
MATCHED GIVING**

YOUR SUPPORT
CAN REALLY HELP
CHANGE LIVES!

In insurance, we often talk about protecting the future. Through our **Better Futures Campaign**, we're helping to build it - one book at a time.

In the UK, 1 in 4 children leave primary school unable to read well, and in England alone, 6.6 million people struggle with poor literacy skills.

We invite you to create better futures by raising funds for projects that give people help the literacy skills, confidence and opportunities they need to succeed in school and in life.

iicf.org.uk/get-involved/fundraise

£25

can gift 5 books to an underfunded school to inspire children to read.

£100

can help train 20 volunteers to deliver 1-on-1 support to a child.

£500

can fill a library shelf in a deprived area with stories waiting to be discovered.

FUNDRAISING TOP TIPS



01

THE BIG IDEA

The first step is to decide what you want to do. Whether fundraising individually or with a team of colleagues or friends, there's something out there for everyone! We've pulled together some fun ideas for you so keep reading for inspiration.



02

FUNDRAISING

Set yourself an ambitious but achievable target. Then create your online fundraising page to make it easy to collect donations. To register your campaign on IICF's fundraising platform, go to giving.ng/rcsn



03

SPREAD THE WORD

Make sure everyone knows about your event. Make as much noise as you can to let everyone know what you're doing and why. Remember to share your photos and stories on social media.



04

MAX YOUR SPONSORSHIP

Many companies offer employees the chance to boost their fundraising by 'matching' funds raised. Speak to HR or your charity committee to find out if this something your company offers.



05

GIFT AID

You can raise 20p more for every £1 you raise if your sponsors are tax payers. Ask them to tick the Gift Aid box to make the donation go a bit further.

Read our fundraising guidelines to help you plan your events and set up a campaign on our platform.
iicf.org.uk/get-involved/fundraise



FUNDRAISING IDEAS

Want to fundraise but not sure where to start? We've got plenty of ideas to help you begin – and every pound you raise will make a real difference to people in our communities.



01 BEST FOOT FORWARD

Step away from your desk and do a 10k sponsored run, cycle or walk. Put on your comfiest trainers and get moving!

02 OFFICE QUIZ

Put together some questions, set up your teams and request an entry fee or donation from each participant.

03 GET BAKING

Find your inner Mary Berry and turn your office into a cake shop full of baked goodies. Bake and sell different types of treats, such as cupcakes, brownies and flapjacks or savoury bakes.

04

CHEERS!

Raise money while you socialise and host a wine tasting event to fundraise for IICF.

05

HOTTEST TICKET IN TOWN

Set up a charity raffle by sourcing amazing prizes and ask your colleagues to pay and play.

06

KEEP DANCING

Set yourself a challenge to put your favourite music on and dance for 10 mins a day or you could do a sponsored dance for 10 hours.

07

TREASURE HUNT

Hide treasure around your office and invite your employees to find their prizes. For this idea, you could hide raffle tickets that correlate to a prize and ask employees to donate a fixed amount in order to participate.



08

SPORTS DAY

From egg and spoon races to relays and beyond, plan a day of games, food, and music for everyone to enjoy. Charge a fee to participate in a full day's activities or for individual events.

09

SPINATHON

Host a Spinathon either at a local gym or set up 3-5 static bikes in your office. Teams of 10 can rotate on the bikes while colleagues donate to support participants.

10

STRIKE GOLD

Why not get a group together and set up bowling teams and compete with one another at a bowling tournament.

NEXT STEPS

You can kick start your campaign with these few easy steps:

KEEP IN TOUCH

Let us know your fundraising plans and request our logo to use on campaign posters, T-shirts or communications.

Contact Wwilder@iicf.org.uk

DONATE FUNDS RAISED



Set up a fundraising page or make a single donation at givi.ng/rcsn

or contact us to request bank transfer details

SHARE YOUR STORIES

Don't forget to keep us up to date with your fundraising activities. Send your stories and photos to hello@iicf.org.uk so we can share these on social media.



OTHER WAYS TO GET INVOLVED:

Donate

Not able to do a fundraising event? Please consider making a personal donation.

givi.ng/rcsn



Attend an IICF event

Attend engaging events taking place across the year to help us fundraise while making new connections with industry colleagues.

iicf.org.uk/news-events/events



Volunteer

Volunteer with one of our charity partners or participate in our Week of Giving.

www.iicf.org.uk/get-involved/volunteer



THANK YOU



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