

FUNDRAISING PACK

Thank you
for choosing to fundraise for the
National Flood Forum.

We're delighted to have you on board and
wish you every success in your
fundraising activity!

For many people flooding is not seen as a major problem but with 5.2 million properties at risk, there are millions of people whose lives could be affected. That's why we want to make sure we're there to help more people to be ready for flooding.

Our work means we can support communities to understand their flood risk, know what to do in the event of a flood, and ensure people across the country are ready to act and support each other to deal with flooding.

But, we can't do it on our own which is why we're thrilled you're fundraising for us.

Every penny you raise will help our work to reach out to more flood-affected people. Perhaps you know someone who has been flooded, or you've been flooded yourself. Maybe you've seen more flooding stories than ever before on the news and recognise it's a problem that's not going away.

Whatever your motivation to support us, **THANK YOU**.
And thanks on behalf of the people we help too.

Now let's get to business...

We want your fundraising to be the best so we've put together some tips and facts about how your support will make a difference. We hope this will inspire your supporters to dig deep. We've included the following:



A shopping list to show what
your donation can buy



Testimonials and experiences from
people who have been flooded



Practical tips: How to pay in your money,
Gift Aid, sponsorship, sharing your news



A4 sponsorship form (just in case you
want to do it the traditional way)



What your money buys

We rely on public donations to continue our work helping those who have flooded or are at risk of flooding.

£5

Could provide hot drinks, food and respite on our recovery trailer for people whose homes have just flooded.



£15

Could pay for a member of our team to offer support on our helpline to anyone who needs advice about flooding - be it insurance problems, difficulties clearing their home or simply not knowing what to do next.

£40

Could pay for an hour's one to one advice with one of our specialist flood recovery advisors giving vital information to individuals, families and businesses about what steps they should take to access the help, grants and services they need after a flood event.



£150

Could fund a flood resilience officer to do home visits to the elderly or vulnerable who are struggling to deal with the aftermath of a flood.

£1k

Could pay for a specialist recovery surgery for half a day giving more people who are affected by flooding the chance to talk about the trauma and stress it causes.



Could pay for our mobile recovery trailer to respond immediately and go into the heart of a community that's been flooded.

£3k



£10k

Could set up a recovery support centre to help whole communities who have been flooded. The centres can help people find temporary accommodation, deal with insurance concerns, source replacement furniture and white goods, as well as discuss how to tackle the clean-up process and the stages of recovery.

NB. In times of widespread flooding our resources are limited and we can't be everywhere, even though we want to be. With your support we can do more but these are given as examples, rather than guarantees.



How does flooding affect people?

Sylvia, 77, and her husband have lived in their Keswick home for 39 years. They have flooded three times in the last 10 years.

The hardest thing is that my husband, who's nearly 80 and has Parkinson's, has had to go into a care home as we don't currently have the facilities for him within our property. I'm living temporarily upstairs.

"The damage is heartbreaking."

Seeing all the damage and debris that a flood leaves in its wake is heart breaking. As well as damage to the ground floor of our home, there was three feet of mud all over our garden and great drifts of gravel. Manhole covers and huge tree trunks that had come down the river were strewn across what was once our lawn. The door had been ripped off the garage. The shed with three bikes and heavy garden tools had been moved several feet down the drive.

The overwhelming feeling is one of resignation. I know I've got to get on and piece our home back together. But I feel worried. How can I cope? There's so much to do. I don't know where to start.

"How can I cope"

Louis is 74 and has lived in York with his wife since 1966. He has seen the city flood before but never been directly affected - until Boxing Day 2015

From the moment the first warning came at 7am I absolutely forgot it was Christmas. The fact there was water approaching our property was all we could think about.

We did what we could to try to limit the damage we put up our flood gates but quickly realised it was already coming in through the walls and floors behind us. It soon got to two feet high by which point we knew we'd have to wade out and leave the house. It was pointless trying to do anything else.

"There's no time for my normal life now"

This is a crisis in our lives but the only way is to go forward. But there's no time for my normal life now.

Melanie lives in Cumbria and lost her business due to flooding.

There's nothing that can prepare you for the smell when you walk into your house after it's been flooded. That's the first thing that hit me. And then the realisation of the destruction.

"My safe place was devastated"

I couldn't cope. I just burst into tears. The security of my home, my safe place, had been devastated. I knew there was nothing I could do but nevertheless I couldn't control that sense of panic, which doesn't go away for months.

I lost over £25,000 of belongings, including my pottery business and gardening equipment which were in an outbuilding. My garden was destroyed. My insurance wouldn't pay out and closed my case half way through the claim. I also lost things that couldn't be replaced like the rocking horse my father had given me when I was two years old. It didn't just cost me money, it cost me my home and my security.



Who we help?



Sue Butler, Brompton.

"It's the most awful thing to be flooded – and it's not just being flooded, it's the threat of flooding. Seeing that water come towards you... you've got to get those sandbags out and you've got to get your floodgate up very quickly. It's terrifying.

"That's why we formed our own flood group to try to tackle some of the problems. One of our members knew about the National Flood Forum so we asked if we could be affiliated, and that's when it really went massive. That's when we got the multi-agency meetings and got to know who to talk to and make things happen. Otherwise, we wouldn't have known who to contact.

"The National Flood Forum is excellent. They got us going. When a community needs support, you can't do it on your own - you need experts."



Geoff Neden, Diddlebury.

"We got in touch with the National Flood Forum and one of their local representatives came to a meeting and helped us make contact with the various agencies that we needed to deal with, resulting in our first multi-agency meeting.

"They have helped us enormously, and with things that we wouldn't otherwise have known about. They have opened our eyes – particularly to the concept of Slowing the Flow which we weren't aware of until the National Flood Forum told us about it. They've really helped to organise us into a more cohesive group."



Jayne Disley, Culmington.

"We benefit from the huge amount of expertise that the National Flood Forum has. They've been in other flooded communities, learned a lot from flooding in larger places and they have access to all the other agencies. They're very proactive in bringing people together, to listen to peoples' concerns, and they understand. They are giving communities a voice."



Practical tips



Paying in your donation

You can either make a bank transfer or BACs payment, just get in touch for our account details.

Alternatively, you can set up your own TotalGiving or Virgin Money Giving account online to take the hassle out of collecting donations and sponsorship for us.

Publicity

As you're going to the effort of fundraising for us, why not make some noise about what you're up to.

You can use social media to spread the word about your fundraiser.

Promoting your event will attract more interest and hopefully increase the amount you can raise for us.

Local media love to hear what's happening in their communities so let them know about it.

If you need some help with publicity you can contact us for help. Just drop an email to info@floodforum.org.uk.



giftaid

Gift aid

If you want your donation to go even further you can Gift Aid it. This means that for every £1 you donate, we can claim back 25p from HMRC. Just think, that could turn £100 into £125 and it doesn't cost you a penny.

So please do take a moment to complete the Gift Aid form so that even more money can be raised to help flood-risk communities. Thank you.

Tell us about it

We always want to hear about how people are supporting us so please do get in touch. If you're happy for us to share it further, we can celebrate your fundraising in our bulletin, on our website and social media channels.

Just let us know:

- What you've done
- How it went
- What inspired you
- The hard bits
- The highlights



@floodforum



@NatFloodForum #action4floods



The National Flood Forum • Registered Charity No. 1121642
A Company Limited By Guarantee • Registered in England & Wales No. 4349401

Registered Office:
Old Snuff Mill Warehouse, Park Lane, Bewdley, Worcs DY12 2EL
VAT Registered No: 786 2681 83



GIFT AID DECLARATION

A charity to help, support and represent people at risk of flooding

Name of charity : National Flood Forum

Please treat

- The enclosed gift of £ _____ as a Gift Aid donation; OR
- All gifts of money that I make today and in the future as Gift Aid donations; OR
- All gifts of money that I have made in the past 4 years and all future gifts of money that I make from the date of this declaration as Gift Aid donations.

• Please tick the appropriate box

You must pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April one year to 5 April the next) that is at least equal to the amount of tax that the charity will reclaim on your gifts for that tax year.

Donor's details

Title _____ Initial(s) _____ Surname _____

Home address _____

_____ Postcode _____

Signature _____ Date _____

Please notify the National Flood Forum if you:

- Want to cancel this declaration
- Change your name or home address
- No longer pay sufficient tax on your income and/or capital gains.

Tax claimed by the charity

- The charity will reclaim 28p of tax on every £1 you gave up to 5 April 2008.
- The charity will reclaim 25p of tax on every £1 you give on or after 6 April 2008.
- The Government will pay to the charity an additional 3p on every £1 you give between 6 April 2008 and 5 April 2011. This transitional relief for the charity does not affect your personal tax position.

If you pay Income Tax at the higher rate, you must include all your Gift Aid donations on your Self Assessment tax return if you want to receive the additional tax relief due to you.



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