

Our 2023 Goal
£200,000



HOW YOU CAN HELP FUNDRAISE FOR US



The
Caldecott
Foundation

Children's Charity Not-for-Profit

Registered Charity Number 307889



WELCOME & THANK YOU

Thank you so much for choosing to support The Caldecott Foundation through fundraising to help children build a future.

This guide is designed to help you maximise your fundraising activity, with tips, information and advice to help make your fundraising journey with us a positive and rewarding experience.



What We Do

Therapeutic Fostering, Care and Education

The Caldecott Foundation is a not-for-profit charity delivering specialist therapeutic residential care, education, and foster care for children that have experienced trauma. We believe that every child has the right to a positive future and should not be defined by their past.

Our primary and secondary schools offer day or weekly boarding for children who are autistic or have other social, emotional, or health needs. We offer a broad curriculum which includes forest school, & enrichment activities. We have a multi-disciplinary therapy team which includes clinical psychology and psychotherapy, occupational therapy, speech and language, art, music and play therapists.

We offer therapeutic children's homes and fostering families in Kent and the East Midlands.



Why We Fundraise

You can help make a difference

Although we do charge Local Authorities fees to fund our core service we believe that our children need and deserve more. This means that everything that we receive in donations goes directly to improve and enrich our children's lives and life chances.

Through your fundraising efforts, you will be helping children recover from traumatic experiences and rebuild their lives.

Broadly speaking we use fundraised money for three purposes:

- Support for care-experienced adults who are part of the Caldecott Family.
- Life-enriching experiences that all children have the right to enjoy
- Capital projects to improve the facilities and environment.





For Fundraising Success

- Give yourself a realistic target fundraising amount
- Set up an online sponsorship page - we recommend Just Giving - it's simple and straightforward. Visit **JustGiving™** www.justgiving.com/caldecott
- Write a list of all the people you can ask to support you, including your friends, family, work colleagues, friends from college or uni, any clubs or neighbours.
- Ask your biggest potential supporter to make the first donation, as it will encourage others to follow suit
- Share news about your fundraising on all of your social media pages (Facebook, Twitter, LinkedIn, TikTok, Instagram etc) - don't forget to tag us in your posts so we can share too
- Post updates on how your preparation for the event is going, and remember to include a link at the bottom for how people can donate. If you make your updates amusing and interesting, people will watch and comment, Don't forget to ask them to share your post too.
- At a link to your online fundraising page at the bottom of your emails, JustGiving helps you automate thank-you emails
- If you are using paper sponsorship forms, make sure you collect the money as you go! Payments can be made online via our Charities Aid Foundation website or contact us for Bank Transfer details. Don't forget to ask about gift aid, which allows us to claim back the tax on donations, at no extra cost to The Caldecott Foundation. Just Giving automatically collects this for us.



Fundraising Ideas

- A Hold an Arts and Crafts Fair or Auction
- B Bake a cake, or have a bring-and-buy sale
- C Cycle around the coast, or hold a coffee morning
- D Dress down day at school or work
- E Sell any unwanted items on E-bay
- F Hold a football match, fashion show or a film night
- G Online gaming match or guess the number of sweets in a jar
- H Take part in a half marathon or cross-country hike
- I or perhaps an Icy cold dip in the sea
- J Put on a jumble sale or Christmas Jumper Day
- K A karaoke night or knit toys for sale
- L Teach people to learn a new skill in exchange for a donation
- M Run a marathon or just walk a mile
- N Hold a nearly new sale
- O Open your gardens or take part in an obstacle course
- P Plant sales, poetry reading or pamper days
- Q Quiz nights are fun
- R Ask for prizes for a raffle
- S A sky dive, sea swimming challenge or sponsored silence
- T Tech free day, tombola or treasure hunt
- U (Non) uniform day at your work or school
- V Virtual challenges or vintage sales
- W Walks of all kinds
- X Become an ex-something - give up a bad habit for good
- Y Yummy food sales
- Z Zero waste day: challenge yourself to go fully zero waste for a week



Your Hard Work Makes the Difference

THANK
YOU!

We look to provide our children with life enriching experiences that all children have the right to enjoy. This might include paying membership fees to join a local club, providing equipment to pursue a hobby or a trip to London to see a play at the theatre.

From time to time we also fund really special trips abroad and in the last few years we have had groups go to France, Holland and even an overnight stay for our younger children to meet Father Christmas in Lapland. These experiences have a huge impact on our children and provide them with a positive focus and happy memories of their childhood that will last a lifetime.

£100

*Pays for a fun activity at summer camp,
like climbing or archery for two of our children.*

£200

*helps give a care-experienced member of the Caldecott
Family a suit & transport costs for an interview*

£500

*will replace the tyres on the minibus
we use to take children to summer camp*

£1K

Will buy a sensory swing seat for our school children



We want our children to have the very best facilities and environment and are always looking for ways we can make improvements. In recent years we have added new classrooms to our primary school, a sensory suite in both schools and new activity rooms for some of our children's homes. Over the next few years we will be focusing on improving our therapy rooms, creating peaceful and relaxing outdoor spaces for therapy sessions and Forest School. We also want to build a new food tech classroom for our secondary school and dining rooms for our primary school.

The Caldecott Foundation

01303 815678

fundraising@caldecottfoundation.co.uk

Help Children Build a Future - Snap the
Code to Donate



The Caldecott Foundation

Caldecott House, Hythe Road, Smeeth,
Ashford, Kent TN25 6SP

Charity Number 307889