



anthem.

Anthem Fundraising Pack



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Thank you for supporting Anthem. Music Fund Wales.

Thank you so much for choosing to use your passion for good! At Anthem, we believe that every young person deserves the chance to benefit from the super power that is music. We support young people in lots of different ways; enabling access to music, generating opportunities across genres and communities, and nurturing diverse talent to take the next steps to musical careers.

Every pound that is raised will help to make a difference to young people from all different backgrounds right across Wales. With your help, we can be one step closer to creating a Wales in which music can empower every young life.

Here's what music means to some of the young people and organisations that we have helped so far....

"Having an organisation like Anthem in Wales is vital for the development of young artists. Without it, Wales would sadly fall behind, so we need to keep the momentum going!"



ANTHEM ATSAIN GRANTEE

"Music has always been incredibly important to me. It has almost acted as my therapy growing up."

ANTHEM YOUTH FORUM MEMBER



"It makes being here not just feel like you're existing. It makes being here feel like you're living."

ANTHEM YOUNG BENEFICIARY

"It's fantastic to see such a wide range of youth music organisations across Wales being supported by Anthem. Without providing opportunities for young people to get involved in music in their local areas, we won't grow the next generation of musicians."

HUW STEVENS, RADIO PRESENTER AND ANTHEM AMBASSADOR



Fundraising ideas and inspiration.

There are lots of fun ways that you can help raise money for Anthem. From our experience, the best ideas always come from doing something that you love. It doesn't have to be complicated, in fact, a lot of the time, the simpler the better.



You could run a Music Pub Quiz or set up an Open Mic Night in aid of Anthem.

You could gift us a gig, or raise money in aid of Anthem at one of your annual concerts. We would love to come along and support, and would be happy to talk to people about Anthem and how we are supporting young people in Wales.



You could take on a sponsorship challenge. Though these are often fitness related, they don't have to be! Why not sing/perform a live track a day for a month in aid of Anthem or set up a singathon and take song requests for a donation.



If you're creative



Why not do a music themed film night, book club, dinner party or games night.



Why not consider donating a day's busking rewards or offer to record some song requests for loved ones in lieu of a donation. 'Musicgrams' work really well for special occasions.



Whatever you decide to do, the most important thing is to have fun! Please let us know what you're doing and how you get on so that we can celebrate your success with you and thank you properly for your hard work.

Handy tips and hints to boost your fundraising total.

We've got a few handy hints and tips that can help boost your fundraising total along the way:

Use photos.

People love to see your progress, and see you having fun!

Share your story.

Tell people why you're passionate about Anthem's mission. Do you love Welsh music? Did you benefit from music as a young person or have you benefited from one of Anthem's programmes/projects personally? Your passion will help inspire others!

Use your socials to spread the word.

Social media posts are a great way to promote your fundraising. Your friends and family are going to be the key people backing you all the way! Don't forget to tag us and let us know what you're doing.

Set yourself a fundraising target.

It's always helpful to be working towards something, and to give people motivation to support you, to help reach your goal.

Give regular updates.

Let people know how you're getting on, and celebrate any milestones you manage to hit, bring people along with you on your journey.

Don't forget the last round up!

One fifth of donations usually come in after an event/challenge has finished so it's always worth giving a final fundraising push right at the end.

If you haven't done it yet, don't forget to set up your Justgiving Fundraising page by clicking [HERE](#) This is usually the easiest way to track donations and share progress with those who are supporting you.



Handy tips and hints to boost your fundraising total.

If you're doing an active challenge.

Why not bring in a music twist and set up a playlist on Spotify. You can ask friends to nominate a song for a donation. Anthem also has some great Spotify playlists and podcasts to keep you motivated.

If you're doing a run or walk, you can connect the running app, Strava, to your JustGiving page so people can see the hard work you're putting in.

Can you get match funding from your employer?

It's always worth checking with your employer if they have a match funding scheme. If so, this is a brilliant way to boost your fundraising target.



Supporting materials.

We've got plenty of materials that can support your fundraising, such as leaflets, posters and sponsorship form templates.

To access these and to find out what else we can offer you, please get in touch by emailing rebecca.hobbs@anthem.wales. We'd love to hear more about your fundraising and other ways we can help!



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How to send us your money.

Once you've got a final fundraising total, it's time to send us your donations then you can sit back and relax! There are several ways that you can get your donations to us:



Via JustGiving:

Any money collected from JustGiving will come directly to Anthem. All you need to do is [Set up your JustGiving page here.](#)



By Online Donation via our Website:

[You can pay in your donation via our Donate page HERE.](#)



Via Online Bank Transfer:

If you would prefer to make an online bank transfer, please get in touch.

By Cheque:

Please do not send cash in the post as it may get lost! Instead, make cheques payable to Anthem. Music Fund Wales and send them to our office address:

Anthem. Music Fund Wales
202 Trafalgar House
5 Fitzalan Place
Cardiff
CF24 0ED



Please include:

- A note with your name, address and postcode and a brief overview of what you have done to raise money for Anthem so that we can thank you properly!
- Any original sponsorship forms you've used so that we can claim gift aid on your donations.



Keeping it legal.

Volunteer fundraising is an amazing way to do good and feel good, and we are so grateful that you want to support Anthem. To make sure we're doing the right thing when it comes to fundraising best practice, there are a couple of things to highlight:



For any fundraising activity you are doing, please make sure you say that you are raising money "in aid of" Anthem. Music Fund Wales.



If you are creating your own fundraising materials...

You will need to display Anthem's charity number. Our Charity name is Anthem. Music Fund Wales and our registered charity number is 1182024.

If you are doing a bucket collection in aid of Anthem...

You need to get permission from the local council, venue manager, or the property owner. We recommend doing collections with a minimum of 2 people per bucket to avoid cash handling on your own. Under 16s aren't allowed to collect money through public collections. They can be present but can't hold a bucket. Please refer to the fundraising code of practice for further details: www.fundraisingregulator.org.uk/code

If you are doing a raffle...

For raffles that start and finish on the same day, at the same event, you don't need a licence. But you must draw the name of the winner before the event is over. If your raffle is taking place outside of an event, please take a look through the fundraising code of practice for up to date guidance: www.fundraisingregulator.org.uk/code



Useful Links

Make sure you take a look at the code of practice and any other relevant guidance for your fundraising activity/event. Here's a couple of useful links:

Code of Practice: www.fundraisingregulator.org.uk/code

Health and safety: www.hse.gov.uk/simple-health-safety/risk/index.htm

First aid: www.sjacymru.org.uk/

If there is anything that you aren't sure about or you want to talk your fundraising ideas through, please get in touch with our Fundraising Manager Rebecca Hobbs on rebecca.hobbs@anthem.wales.

Facebook: [/AnthemCymru](https://www.facebook.com/AnthemCymru)

Instagram: [@anthem_cymru](https://www.instagram.com/anthem_cymru)

Twitter Link [@anthem_cymru](https://twitter.com/anthem_cymru)

Spotify Link [Anthem Cymru](https://open.spotify.com/track/anthem_cymru)

Registered charity number: 1182024

 Visit our website www.anthem.wales for more information about what we do.



Visit our partner website www.gateway.anthem.wales tailored for young people to access for music industry resources, opportunities and support.

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