



*if anyone asks, it's creativity!*

You don't need to be an artist to support children and young people to access arts and culture.

**Be Mighty, Be creative** and fight for creativity in young lives.

This **fundraising guide** shows you how.

*fighting for creative voices of  
children and young people*

*the mighty creatives*  
fundraising

# welcome

Here at **The Mighty Creatives**, we fight for the creative voices of children and young people. For those who are '**children in need**', those living in areas of disadvantage, and those from families living under the poverty line.

How do we challenge the issues resulting from child poverty? By providing access to, and progression through, arts, cultural and creative opportunities their lives would otherwise ill afford.

We **connect kids to culture** so that they gain vital skills to find their creative voice and play their part in the world: and we connect them to each other so that their voices can be heard as part of the movement towards eradicating the inequalities brought about by child poverty.

## Tell your friends you're a Mighty Creative

Because what you are about to do will **change lives of children and young people**. You're about to help The Mighty Creatives support children and young people in need, living in poverty and disadvantage. And you can do it **by simply being you!**

We are looking for **dancing queens, music makers and crafty creators**. People **who can run** and the people **who wouldn't run anywhere** not even if you paid them. We need **fancy dress divas** and **office team leaders**. Know it all **quiz masters** and show stopping **cake makers**.

We are looking for anyone who wants to help fight for creativity in young lives, who wants to be **mighty** and be **creative** and get stuck in to help.

We are looking for **someone like you...**

*are you ready to be mighty for creativity?*



# how will you help? however you like!

Just like you, people all over the region are **helping artists and creatives** to do their brilliant work (as a charity, we couldn't do it without them!)

Some have been personally affected by the impact of poverty in their own lives; others have been moved to do something amazing. Whatever your reason, we're proud to have you on board. Because together you're going to help us **#BeMightyBeCreative** and **#FightForCreativity** in young people's lives.

**And this guide is going to help you.**

It's packed with **inspiring ideas** to help you find yours – and turn it into something brilliant. You'll also get to read amazing supporter stories to inspire you further.

People like Kiney, who helped raise over £450 in 2020 for children leaving care during the pandemic.

## kiney's fundraising story

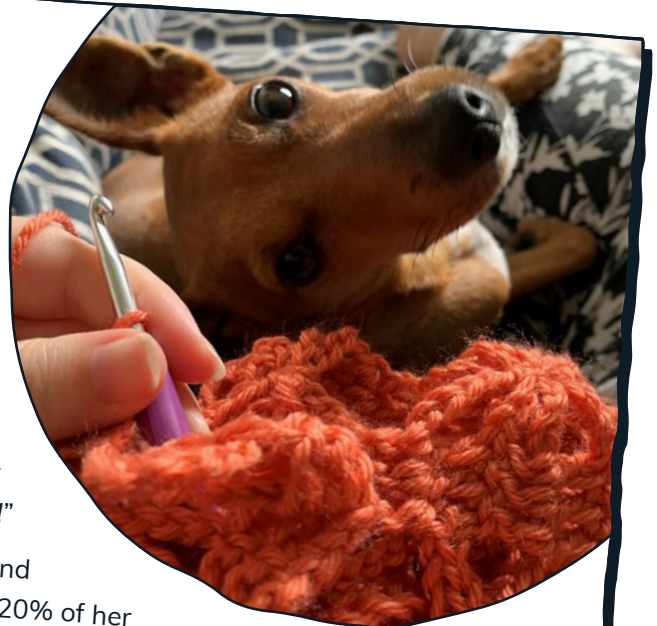
In April 2020, Kiney signed up to the **2.6 Mighty Challenge** pledging to support The Mighty Creatives to raise money for young people leaving care who were left vulnerable and isolated during the pandemic.

Kiney raised **£305.00** by **crocheting 26 scarves in 26 days!** On day 21 she wrote to her supporters posting a picture of her sore finger on her JustGiving Page "Proof that there is risk in a crochet challenge! I'm calling it Yarn Finger!!"

The challenge drew donations from her family and friends and the local community over the 26 days helping her to reach 120% of her fundraising target. The scarves were then gifted to donors and sold to others to raise her final target by a further £140.00. **In total she helped raised £480.00.**



*I was so keen to support such an important charity and the work they do. It also gave me a useful challenge to focus on to help me get through such strange times. It's important for us all to think outside ourselves at this time and if we can do, then do!! We all benefit from being kind.*  
**Kiney Baines**





# why it's important

## Why it is fun to fundraise

Right now, there are **1 in 7** children in need that live in the UK, with over 4 million children nationally living below the poverty line in 2020.

Alarming, the Institute of Fiscal Studies predicted that the number of children living in poverty will increase to a staggering five million in 2021; the Child Poverty Action Group has predicted that child poverty will increase in the region from 28.6% to 36.2% from data recorded in 2013 to the end of 2021, with the number rising as a result of the Covid-19 pandemic.

So, you can see how important it is to find a way to address this situation, and why this cause is such a **brilliant thing to get involved with**. You can have fun – and support a generation of children and young people to thrive, not just survive, and by doing it your way.

## Have fun. Fundraise. Make a difference.

Many people think arts and creativity are not essential, but it can have a significant impact on the life chances of children and young people. And if we can address the issue of access for the most vulnerable and most in need, then we can find a way to prevent so many issues and challenges these young people face from an early age.

And that work is what **you'll be funding**.

## We're the East Midlands region's leading creativity charity.



mighty

We're called The Mighty Creatives because a 15 year-old girl decided that as a charity to make a difference we needed a **big name to match our challenge**. Over the last 10 years we've been working hard to improve access to creativity in all it's forms.

## Make a life-changing difference to children and young people.

Each experience is an opportunity to make a difference to young lives, and to help the thousands of families who are living in poverty across our region.

# your runs & rides, bakes & brews

Help us to make a breakthrough in young lives.

Whether you're holding a **bake sale**, **coffee morning**, or doing **something completely different**, your fundraising is vital to our work.

Every pound you raise helps to **power our network** of creative coaches and mentors, artists and practitioners across the region to work with the most vulnerable children in need.

Which means we are able to undertake research and evaluation through our support services, make more discoveries and understand the impact of child poverty in young lives. And every day our work get us closer to realising change for young people, together with partners in our movement and mission towards ending child poverty in the region.

So, when anyone asks what you're doing or why you're doing it, you can tell them. **You're a Creative. It's transforming lives!**

## sherwood's fundraising story

Sherwood, aged 12, signed up to raise money through our **Creative Hero Appeal Day** in 2019. He pledged to challenge himself to complete a **12-hour Gameathon** on 12th October and set a target to raise £150.00.

 I started my fundraising ideas as I knew there were so many children and young people who are not as lucky as me to have a creative education, drumming lessons, the latest games and consoles, books, trips to the theatre and so much more. I wanted to support The Mighty Creatives campaign to raise money so that more children and young people that are less fortunate than me can have the opportunity to be creative. I imagined what if I can help just one child to learn to drum, sing in a choir and experience a trip to see a panto at Christmas like me. I invited friends, family, teachers and my local community to sponsor me or donate just a £1 to play along with me as I aimed to game non-stop for 12 hours without a break! **Sherwood Williamson**

Sherwood raised a **fantastic £252.00** in 12 hours (140% of his original target). What a Mighty Hero!!!



# get inspired...

## Find your way to fight for creativity in young lives

After some inspiration for how to support our brilliant creatives? Try these ideas on for size!

### take art to the streets

Plan a **Paint Jam**, bringing together a number of street artists to paint live, drawing in audiences who watch the artists in action. Adding a **raffle or an auction** while the paint jam is going on is a great way to bring in extra cash from the event and give it a community festival vibe.

### exhibit local talent

Have participants **donate photographs and visual artwork** they have created that relate to the charities work or community. Have an art opening where event-goers buy a ticket to attend, then auction off the work.

### get crafty for Christmas (or any time of the year)

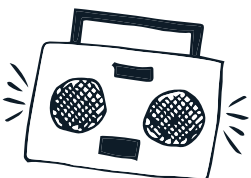
Get a bunch of artisans on board and charge tickets at the door. This idea is perfect for the holidays, when people are keen to buy **unique, original gifts** for their loved ones.

### stroll yourself happy

Fancy an **active fundraising challenge**, but prefer a leisurely pace? Get sponsored to go on your favourite walk, whether that's the countryside or your local park. **Get your backpack – and go for it.**

To take this idea to the next level you could lead an organised walk. '**Walk a Mile in Their Shoes**' is an idea inviting your community to slip off their shoes and literally **walk a mile in no shoes** to raise money and awareness for children living in poverty. An organised walk with a theme is a great way to raise participation and funds.





## host a mighty bake off

Perfect for the workplace, a coffee morning, or a school event – ask people to **bring in their best bakes** and then gather everyone round to try each one and vote for their favourite. Donate to vote, then sell the cakes at the end. **A tasty challenge!**

## a doggy day out

Anything that involves dogs will be a sure-fire success! Whether you **gather your doggy friends** for a sponsored walk or host a Doggy Disco Show and Competition including musical sit, dog/owner look-alike, waggiest butt, best vocal, best biscuit catcher, best hair, most mysterious heritage, best trick, best costume, and people's choice. Doggy parents could be encouraged to get into the spirit of things by dressing up in costumes with their dog.

## a big night in

Host a relaxed, laid-back gathering at your organisation or home (dress code: PJs and comfy clothes) and ask guests to donate what they typically spend on a big night out while you **watch movies, eat snacks** and **drink hot chocolate**.

Maybe add a competition or raffle to the proceedings.

## do something wheely brilliant

Whether you cycle the length and breadth of the country, through hills and valleys or on an exercise bike, **each turn of the wheel** will raise vital funds to help fund support for children in need.

## BOSS bike rides

You could join our **Boss Bike Ride Challenge** and raise funds cycling with colleagues across the region.

To find out more and access a **Boss Bike Ride fundraising pack** go to **The Mighty Creatives website** or contact the team by emailing [fundraising@themightycreatives.com](mailto:fundraising@themightycreatives.com) to find out more.

Looking for even more inspiration?

# why not...

## hold a gameathon

Thumbs at the ready. Go multiplayer and **get gaming for creativity** – you could charge per play. Or if you're more traditional, hold a board game night. Play Monopoly and bank those donations. Or go grab some retro consoles, borrow some TVs and you've got yourself a gaming event. This fundraising idea is **great for kids and big kids alike!**



## knit one, purl one, raise loads

Know some mad knitters? Why not get together to try to crochet or knit the world's longest scarf? At **18.13 miles long**, the current record holder will take some beating. You could **get sponsored per metre** – then auction or sell the finished article.



## a mighty activity marathon

Dream up an activity volunteers can sustain for **24 straight hours**, and stream it live or get the local news to cover it. **Dance marathons** are the most popular variation, but you can **get as creative as you like!**



## find your creative voice

Fancy yourself as the next **Lady Gaga** or **Lewis Capaldi**? Why not put your vocal chords to the test and host a karaoke night? **Every breath you take, every pound you make...** you'll be doing it your way, helping make a difference to young lives song after song.



Perhaps **recruit a local celebrity or two to judge participants** willing to put themselves out there, The Voice-style.







## creative curry night

Create your own curry night for **the ultimate takeaway night in!** Serve tasty grub, add some live music and children's activities and your **Creative Curry fundraiser** becomes a fun way to spend the day together, while raising vital funds at the same time.



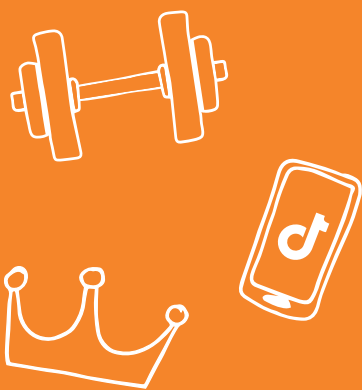
## golf tournament

If there's a golf course nearby, ask them to **donate some less popular hours** to your challenge and let the beginners and the pro's play off in a golf tournament.



## a running race

Fundraising runs are a timeless way to raise money for a good cause. Take the challenge and **go the extra mile**. Run alone or as a group. A great fundraiser to keep you active and fit too!



Find more fundraising inspiration:  
[themightycreatives.com/individual-giving](https://themightycreatives.com/individual-giving)



# whatever you do do it your way...

Taking on a **personal challenge** is a great way to feel good about yourself, and to help us support so many children in need that need your support (now that is something to feel great about!).

A lot of our supporters choose to **run, walk, swim** or **cycle** as part of their fundraising. But these aren't the only things you can do. You certainly don't have to be a sporty person to be a part of **#TeamTMC** and our **#BeMightyBeCreative** Campaign.

If you're thinking of an individual challenge, here are some things that you can do yourself:

## readathon

Re-read all of your most loved books.

## be creative

Use a hidden talent or try something new.

## deny yourself

Go a whole month without your favourite treat. Netflix. Or your favourite tippie.

## sponsored shave

Big beardie? Lose the face fuzz for charity.

## get planking

Work that core and raise loads.

Whatever suits you is good for our creatives who offer vital support to some of the most vulnerable children and young people.



...and have fun!

### Have fun with friends and family

By getting your loved ones together, you can be part of a **powerful team fighting for creativity** in young lives and turn your fundraising into a really great social event.

The more people you all know, the more money you could earn!!!

Already a **member of a club or team**? Invite everyone to support our fight for creativity. Perhaps you're part of a **pub quiz team, Sunday league sport team** or a **dance school teacher**.

Or are you a **book group** or **running club** member?

They're all a great opportunity to get everyone else involved.

# turn your workplace into a mighty fundraising powerhouse!

Fundraising is a great way to **have fun with colleagues**, and to **do something brilliant** for children and young people.

You can also use your challenge as a **team building exercise** – and increase your social responsibility profile in the local community at the same time.

Take on a **group challenge** or go **head-to-head** with another department to see who can raise the most for children in need. Check out our **Boss Bike Ride Tour Challenge** for inspiration.

You could push the boat out and do something that involves every single colleague – like challenging everyone to wear the same colour clothes. You could ask staff to **wear black and white** for the day and donate to **raise awareness of a life without creativity**. Our clothes alone would look very different without our fashion designers, right?!

Or fancy being a **Creative Hero** for the day and dress up as your childhood Creative Hero. Each year we host our **Creative Heroes Appeal** and invite our supporters to become Creative Heroes for the day to raise money!

To find out more about our annual Creative Heroes Appeal go to [themightycreatives.com/support/campaigns](https://themightycreatives.com/support/campaigns) to download a Fundraising Pack.



As you can see there's loads to do and here's three top fundraising tips:

1

### Matched funding.

Check if your workplace will **match the money you raise**. Lots of employers do it, and it could double your fundraising total!

2

### Shout about it.

Put a **poster in the kitchen** and a **collection box** on your desk. Add a note about your challenge to your e-mail signature. Send an all-company email. Post an update to your intranet.

Make sure **everyone** at work knows what you're doing.

3

### Pick a time when everyone's around.

Don't do it when work's busy or there are loads of holidays booked – you **want as many people as possible** to get involved.



# do something a little different

Some of our supporters really like to push themselves and **try something out of the ordinary**. Maybe this sounds like your kind of thing too.

In the past we've had people undertake **fire walks** and **abseil down large buildings**. We've had people do **26 days of lip synched TikTok Musical performances**, **12 hour non-stop gaming** challenges and even host a **Bring Your Own Vinyl** 12 hour non-stop music event.

And all of this was in support of our work to ensure children most in need get access to our support.

We have a whole host of things to try on our website but if you've got a big idea you'd like to discuss with us, then call on **0116 2616834** or email us at **[fundraising@themightycreatives.com](mailto:fundraising@themightycreatives.com)**






## hope's fundraising story

In 2020, Communications Coordinator **Hope** signed up to pledge support to The Mighty Creatives annual team fundraising challenge event to raise money for children and young people living in poverty without access to arts and cultural opportunities.

Hope raised **£396.00** for the charity during the first lockdown of 2020. She did this by staging **26 mini lip-sync performances** on TikTok to songs from a variety of musicals each day using the resources she could find in and around her house.

 Being the theatre kid I was as a child, dreaming of being on the stage, I wanted to use my passion for the arts and theatre to have some fun and raise some money along the way. Each day was a real challenge, but just shows what you can do with everyday items and the support of the people you have around you! **Hope Cassie-Sheward**

Take a look at Hope's fabulous and inspirational creative performance of '**Singing in the Rain**' from day 25 of her musical challenge from her TikTok channel on our support us pages of our website.

# how you will succeed at fundraising

## Remember you're a part of something brilliant

It's really important to **feel good about getting involved**. So, choose an activity or event that suits you and your personality.

And remember to have fun!

## Smash your target!

You can raise however much you like but **setting a target** can really help you to feel motivated. Remember to keep things realistic and set an amount that works for you (but also remember if you manage to beat your target it's a really great feeling!).

## If you need to, set a budget

If your event comes with costs attached (like food and drink), set a **simple budget** for anything you are going to buy, to make sure as much money as possible goes to our work. As a simple rule keep costs to **no more than 30%** of your overall fundraising target. If you're fundraising at work, you could ask your employer to help cover your costs.

## Set up your online fundraising page

One of the simplest ways for people to donate to your fundraiser is with an online page – we recommend **JustGiving**, but your workplace might have their own page if fundraising through work.

Here's how to set up a **JustGiving** page:

- Sign in (or if it's your first time, register).
- Follow the instructions to set up your fundraising page and make sure you **select The Mighty Creatives** – including what you're doing, when it's taking place and who it's for. Adding photos will give it a nice touch.
- Finished? **Share** with friends, family and colleagues! But more on that in a moment.







## Order your merchandise

You can order some other great things from us that will help your fundraising go with a swing. From **banners, badges, balloons** and **stickers** and even our Be Mighty Be Creative Campaign **t-shirts** and **hoodies**. We can help.

## Start spreading the news!

Tell family, friends, colleagues or classmates. In person, by email, on Facebook, in a tweet or an Instagram post. If you're using social media, feel free to add **#BeMightyBeCreative** and **#TeamTMC** to your posts.

## Gift Aid

UK taxpayers can '**Gift Aid**' their donations. It's a great way to power up your fundraising, as for **every £1 that's donated gift aid supports another 25p** to our work (and all at no extra cost to you).

## Keep in touch

Every step of the way, we're here to help by **email** or **phone** (you'll find both on our website and at the end of this guide).

## Use your collection box

Why not place a collection box somewhere people meet (such as the kitchen, or reception of your workplace) and use it to scoop up some spare coins? You can **order a cardboard collection box** if you need one from our team.

## It's vital work

Every pound you raise will help our brilliant team to reach more children and young people quicker and **make a significant difference** to their lives. That's **something to be really proud of**.

## It's really easy to pay in your fundraising

- If you've raised money through an online **JustGiving** page, it will come to us automatically.
- You can set up a bank transfer. Call us on **0116 2616834** or email **fundraising@themightycreatives.com** to arrange.
- You can send a cheque, made out to '**The Mighty Creatives**', to us at The Mighty Creatives, LCB Depot, 31 Rutland Street, Leicester, LE1 1RE

# done & dusted?

Take a deep breath and say a **big thank you to your supporters.**

But you can still keep fundraising – a lot of people will still donate in the weeks that follow, so **keep your fundraising page going** and let friends, family and colleagues know that there's still time to **bump up your total.**

It's really good to **explain to people** what you're doing and why you're doing it. It also reassures them to know where the money is going, so do tell them about **The Mighty Creatives** and the work that we do.

Here are a few words you could include in an email or on your fundraising page:

The Mighty Creatives fight for the creative voice of children and young people living in poverty.

Working across the Midlands, work is targeted to address disadvantage and the poverty of opportunity for children and young people most in need.

The charity works on the ground, investing in partnerships, projects and services to scale support and reach more children, and quicker to help make a significant difference to the lives of children and young people.

The situation is complex, cultural education in schools and our communities is in crisis with resources reduced and specialist provision in continued decline. There is however compelling evidence that creativity not only improves educational attainment but also significantly increases the personal, social and economic life chances of the most vulnerable and disadvantaged children in our communities.

The money you help to raise will provide critical support to the charity so that they can be there for the children and young people, schools and partners who need them the most.

Your support will provide children and young people with a chance to develop their creative voice and make a difference to their own lives.

To find out more of the work of the charity go to - [www.themightycreatives.com](http://www.themightycreatives.com) or contact [info@themightycreatives.com](mailto:info@themightycreatives.com).

The Mighty Creatives is a registered charity in England and Wales 1129006



# really important you've chosen to do something

## your impact

- £1,000** supports over 30 hours of one-to-one coaching and advice.
- £500** funds a Youth Cultural Life Fund social action project.
- £250** funds an artist into school or college or community project.
- £100** funds a tablet to connect young people virtually to our support.
- £50** funds one Arts Award qualification for a young person.
- £25** supports one hour of Creative Mentoring for a child in need or care.
- £10** provides a nourishing lunch for young people on daytime workshops.
- £5** supports young people to travel to a workshop or event.
- Just **£1** funds a Cultural Life Award Badge and/or Certificate awarded to young people in recognising their achievements.

Every pound you're able to raise **will make a difference**. No matter what you choose to do, or how you choose to do it, you'll help us to reach more children in need **who need our support** urgently. You'll help these children and young people to access opportunities that will make a real and tangible difference to their lives.

If **you're inspired** to continue supporting The Mighty Creatives then we'd love to hear from you. Because there are so many more ways you can **get involved** in our work – from securing a place in the regions half and full marathon events, to volunteering for us, to donating a few pounds every month to our work.

### Read

[themightycreatives.com](http://themightycreatives.com)

### Write

The Mighty Creatives,  
LCB Depot, 31 Rutland Street,  
Leicester, LE1 1RE

### Email

[fundraising@themightycreatives.com](mailto:fundraising@themightycreatives.com)

### Call

0116 2616834

### Connect

 /TheMightyCreatives

 /MightyCreatives

 /mightycreatives

# you're going to feel really good



Being an Ambassador of arts and culture allows me to understand the challenges, new and old, and gives me the opportunity to help. As Ambassador to The Mighty Creatives, I have the opportunity to fundraise, involving businesses and individuals who are also keen to support vulnerable children and young people.



*I am committed to The Mighty Creatives. I am very aware of the impact of creativity in education on children and young people, it can influence their lives, and their futures."*

*In the long term, I hope to support the team of professionals in The Mighty Creatives to bring an end to child poverty through a greater portfolio of cultural and creative opportunities.*

*I really am proud of what I have been able to achieve so far, it would have been impossible without the help from corporate sponsors and individual supporters. I hope I inspire others to join me on this journey of discovery, it brings special moments to treasure, with special people, and most importantly, it makes a real difference to children's lives, and futures.*

## **Janice Owen**

Ambassador of The Mighty Creatives.

To find out more about **becoming an Ambassador** like Janice, please contact [fundraising@themightycreatives.com](mailto:fundraising@themightycreatives.com)



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