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## a colleague guide to volunteering and fundraising

for our charity partner Barnardo's  
or a charity of your choice

Touching lives, connecting people





# How Royal Mail Group can support you with work in your local community

Royal Mail occupies a unique position in our local communities, and a strong tradition of charitable support and community involvement exists within our business. We are really proud of the contribution all of us make to support charitable organisations and communities throughout the UK.

The business provides a range of support to colleagues throughout Royal Mail Group who are active in their local communities.

We are really keen to support colleagues who want to get involved with our charity partner Barnardo's or in their local community. Planning and organising real-life fundraising or volunteering projects provides a variety of opportunities for us to learn new skills while having fun, working together as a team and supporting a good cause.

This booklet contains details of our charity partner Barnardo's, the support that is available, payroll giving and how you can access it. For further information, please contact the CSR Helpline.

**Sue Cullen**  
Volunteering Coordinator

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## Barnardo's – our charity partner

In March 2008, Royal Mail Group colleagues voted for a new charity partner, following the close of the highly successful partnership with Help the Hospices, which raised nearly £2 million over three years.

Fifty-three per cent of colleagues who took part in the vote chose the national children and young people's charity, Barnardo's, to be our new charity partner until 2011. Like Royal Mail Group, Barnardo's works right across the UK, meaning wherever you are, there will be a local Barnardo's project near you.

There are lots of opportunities to get involved in the partnership, whether you want to fundraise, volunteer, take on a team challenge or donate through payroll giving.

We hope our new partnership will be even bigger and better than the last, raising even more money for an excellent cause and we hope you will enjoy supporting the partnership, however you choose to get involved.

**Kerry Turner**  
Major Supported Charity Account Manager

### About Barnardo's

Barnardo's is one of the UK's leading children's charities. We believe that children deserve the best start in life, regardless of who they are, what they've been through or what they've done.

We only get one chance at childhood, which is why Barnardo's runs a wide range of community-based services aimed at helping some of the most disadvantaged children, young people and their families. Currently we are supporting over 100,000 children and young people from birth through to 21 years, across England, Scotland, Wales and Northern Ireland.

Over 400 projects include support for children and young people who have been abused, family centres for children in poverty, support for young carers, schools (day and residential) for children with behavioural, emotional and social difficulties and fostering and adoption projects. We provide the opportunity for young people to take part in vocational training and run care and community projects for those affected by disability. Help is also available for families through our parenting courses, family centres and support services for young parents.

### We believe...

Barnardo's believes in children regardless of their circumstances, gender, race, disability or behaviour. We believe in the abused, the vulnerable, the forgotten and the neglected. We support them, stand up for them and try to bring out the best in each and every child. We do this because we believe that every child deserves the best start in life and the chance to fulfil their potential.





Our vision is that the lives of all children and young people should be free from poverty, abuse and discrimination.

We use the knowledge gained from our direct work with children to campaign for better childcare policy and to champion the rights of every child.

With the right help, committed support and a little belief, even the most vulnerable children and young people really can turn their lives around.

For more information visit our website:  
[www.barnardos.org.uk](http://www.barnardos.org.uk)

Barnardo's is a registered charity and therefore we must always be accountable and transparent. We are also regulated by the Charity Commission.

Barnardo's Registered Charity Nos 216250 and SC037605

“ I am truly delighted that Royal Mail Group employees chose Barnardo's and I would like to say a big thank you to everyone who voted for us and to those who will be raising vital funds. People at Royal Mail have an excellent reputation for raising money for charity and I hope we can inspire you with our work with over 100,000 of the most disadvantaged children in the UK, to raise a record amount. I look forward to working with you. ”

**Martin Narey**  
Chief Executive, Barnardo's

## Case study:

### Michael

Michael is one of the UK's estimated 175,000 young carers. At only five years old Michael began caring for his mother, who was struck down with a degenerative disease and suddenly went from being a fit and active person to being disabled, with limited mobility.

He helps his mum wash herself and go to the bathroom, folds her wheelchair to fit into a taxi and checks that she has taken her medication.

Luckily for Michael, he attends one of our projects in Wales. The project provides emotional and practical support, and social and recreational activities for him and other young carers.

'Barnardo's has done a wonderful job for us,' said his mother. 'Seeing Michael's face light up when someone from Barnardo's walks through the door is wonderful. He knows he is going to have fun.'

We are also continuing to highlight the plight of young carers, following our release of the high-profile report Hidden Lives 2006, which found that many young carers were effectively being left to cope alone at home.

**Because we believe in Michael, we provide the time and place for him to engage with other young carers, provide support so that he does not fall behind in his school work giving him the chance to be a child.**

## Get involved – 24/7

Believe in young people? Believe in children?

### Believe in yourself and get involved!

As you can imagine, the diversity of our work presents us with a range of challenges, which is why getting involved with Barnardo's will almost certainly be one of the most rewarding and engaging activities you can take part in.

We have a variety of activities that you can get involved in, depending on how much time you have spare. So why not sit down, have a read through and get a feel for the many different things we have on offer. From fundraising to volunteering, we have an activity to help you really make a difference!

#### Give an hour

- **Be a volunteer** – if you can spare an hour, you or your team can volunteer at one of our shops or at one of our projects.
- **Workplace giving** – sign up to support a child at Barnardo's and join your payroll-giving scheme. Pledge one hour of your pay per month and really make a difference.
- **Raffle it!** – hold a raffle, it's quick to do and gives your friends, family and colleagues a chance of winning a great prize. You can raffle a bear, hamper or time off work – if you really want to impress then ask your contacts to donate 'a money can't buy' prize.

#### Give a day...

- **Community challenge** – take up one of our volunteer community challenges, ranging from room makeovers through to team development programmes. You and your team can volunteer skills and expertise to meet our business needs for our work with children and we'll find a creative and enjoyable way to help support your team-building.
- **Charity challenge** – sign up for one of our challenge events. From marathons to the Great North Run we've got a challenge to test your stamina or to get you fit while you are fundraising.
- **Dedicated days** – hold a special fundraising day for Barnardo's, whether it's a quiz, a five-a-side football tournament, or a special themed dress down day.
- **Blag it for Barnardo's** – why not spend the day speaking to companies and organisations, blagging auction prizes for you or Barnardo's to support your fundraising or blagging items that Barnardo's needs to help run its projects.
- **Believe in children** – hold a special 'Be Seen, Be Green day' and help us raise awareness of the issues that children in the UK face today while raising vital funds. Buy our Barnardo's badge, hold a dress 'green' day, or just be green! (Call the CSR Helpline for extra 'green' and eco-friendly ideas).





### Or night

- **Be sponsored** – overnight to take on an extra challenge or hold a sponsored sleepover!

### Give a month (or six!)

- **Themed quiz** – organise a themed quiz. It's a great fundraiser to get everyone competing and testing his or her knowledge.
- **Fundraising Fortnight** – organise a 'Fun'raising fortnight,' a special two-week period dedicated for fundraising activities. Encourage colleagues and friends to join in the fun while supporting a very worthy cause.

### Give a year

- **Be a mentor** – sign up and join our mentoring scheme. From supporting a young person to providing a professional sounding board, or being a mentor to either one of our projects, retail or fundraising managers – we need your support and skills.
- **Black tie dinner or ball** – take your time to organise a charity dinner or ball. Utilise your contacts to sell tables and blag prizes. Give your colleagues, contacts and friends a night to remember.

To get involved with Barnardo's, or to find out about projects in your local area, please contact the CSR Helpline.

“Imagine a fishing net. It can catch the big fish, but not the little ones. Barnardo's is like a blanket that covers the holes to stop the little fish, like me, slipping through.”

A young person helped by Barnardo's



## Getting started – getting a thank you

Since 2005 an amazing number of colleagues have been involved in organising events and fundraising for their local communities and for our previous charity partner.

How you fundraise is up to you, it could be anything from a raffle or social evening to a sponsored bike ride or even a marathon! You could speak to your colleagues or your chosen charity for fundraising ideas.

Fundraising for a charity that is important to you is fun and a great way to get involved in your local community. We are such a large organisation that we really have the capacity to make a real difference to the communities that we live and work in by working together.

There are two forms of financial support available – the 'Getting Started' grant and the 'Getting a Thank You' top-up and lots of other forms of support, including t-shirts.

Overleaf is a guide to how you can gain support for your fundraising activities:

There are certain criteria that you will need to meet in order to obtain the support above. For further guidance please contact the CSR Helpline.



### Did you know?

- 22,000 colleagues have been involved in fundraising over the past three years
- An amazing £1.5 million was raised for good causes through your fundraising in the three years up to 2008



## Step-by-step guide

Below is a guide on how you can get support for your fundraising for our charity partner Barnardo's or another charity.

### Who to fundraise for and what to do?

- You can fundraise for Barnardo's or a charity that is important to you.
- Ideas are available on the intranet or by speaking directly to your chosen charity.
- You can also ask your colleagues for ideas.

### Planning your event

- Get a team of volunteers together to help you plan the event.
- Let your manager know that you are planning an event.
- Publicise your event.
- Carry out a risk assessment (if applicable – the form is available on the intranet under Engagement (Social) or from the CSR Helpline).

### Getting started – a little extra help

Sometimes you might need funds to get you started with your fundraising. A grant of up to £200 is available to help with start-up costs (eg. hiring equipment, entry fees).

- Fill in the budget form available on the intranet or via the CSR Helpline.
- Send the form in at least four weeks before your event.
- You will need to apply for 'Getting a Thank You' to be eligible for this grant.
- Once agreed you will be sent a cheque to use to buy the materials you need to help with your event (there are certain things that the grant cannot be used for – for guidance phone the CSR Helpline).

### Getting a thank you – support available

We want to thank you for your fundraising by adding to the money that you have raised for your chosen charity.

- Apply by phoning the CSR Helpline or on the intranet.
- The funds you raise will be topped up by up to £200 per event, as a thank you for your fundraising.
- You must apply before the event.
- You can apply up to three times per year – one application per event.
- You cannot apply for a 'Getting Involved' grant for the same event.

### What happens next?

- You will receive a letter confirming that your application has been accepted.
- Paying-in slips will be sent to you to use to pay in your money at a Post Office after your event.
- If you have ordered any t-shirts for your event these will also be sent.

## Run your event!

### After your event

- Pay in the money you have raised using the paying-in slips sent to you.
- Send the stamped receipt and returns slip to the address on the letter received.
- You will receive a cheque for the funds you raised and a Thank You cheque of up to £200 payable to your chosen charity.
- If you have raised money for Barnardo's the funds you pay in and the thank you will go directly to Barnardo's for them to distribute the funds to your chosen project or to help with their work nationally.

### Let us know how it went...

We would love to know how the event went – how many people took part, what you achieved and how the team enjoyed the day. Any photos would be great – email your stories to the CSR Helpline.



Once you have decided that you want to get involved and organise an event, it can be difficult to know where to start to make the event a success. Below are some things to think about while you are organising your event.

### ❖ What charity do you want to raise funds for?

The charity you support is up to you; if you want to raise funds for Barnardo's there are lots of ideas and events you can get involved in. You could also speak to your colleagues and see if there is a charity they would like to support or you can support a charity that is important to you.

### ❖ What are you going to do?

You might already have a clear idea of the type of event you want to do. If not there are events planned throughout the year that you can get involved in. You could also find ideas of events on the Engagement (Social) intranet site or speak to the charity you have chosen to support.

### ❖ Who is going to be involved in organising the event?

Once you have chosen an event, you need to decide if you are able to organise the event on your own or whether you need help. If you need help, break down the event into tasks and allocate a section to each member of the organising group – eg. communications, selling raffle tickets, obtaining raffle prizes. It is important to involve your manager, who might be able to help you with planning or organising your event.

### ❖ When are you going to run your event?

Certain times of the year are very busy for everyone so select a time when the most people will be available to take part (eg. not in school holidays) and they won't be too busy to be involved (eg. Christmas).

### ❖ How do you get colleagues involved?

Communication is the key. See if you can get slots in a team meeting to advertise your event, put up posters, advertise in local newsletters or ask the charity to help promote your event.



## Getting involved

**Since 2005 over 150 charities have benefited from Royal Mail volunteers undertaking projects at their sites.**

If you are volunteering in a team you can get financial support to help you organise a project for a charity and also help in finding and planning your project.

Volunteering is a great way to get involved in your local community and can help you to learn new skills and develop local contacts.

By volunteering you can really make a difference to the community that you live and work in.

Your team could take a group of children on a day trip, clean your local park or beach or decorate a room at a local charity. By speaking to the charity you wish to support you can find out how you can best support them through volunteering.

### ❖ What charity do you want to volunteer for?

The charity you support is up to you; if you want to volunteer for Barnardo's there are lots of ideas available of projects you can get involved in. You could also speak to your colleagues and see if there is a charity they know needs support or you may know of a charity that needs help. Remember, you can also volunteer at your local school or crèche, even if they are not a registered charity.

### ❖ How do you find a project?

Speak to the charity you have chosen or contact the CSR Helpline for ideas.

### ❖ Planning your project

When you have decided on your project and the date, work out what you need to do and when, in order for the project to be a success.

- When will you need to apply for a grant?
- When will you need to complete the risk assessment and health declarations for your team?
- When will you need to confirm who is taking part?
- When are you going to visit the site? (You must do this to complete the risk assessment.)
- What materials do you need?
- When do you need to order the materials?
- When will you need to brief the volunteers?

### ❖ Risk assessments

You will need to carry out a risk assessment before undertaking your event, full guidance can be obtained from the CSR Helpline.

There are certain criteria that you will need to follow in order to obtain the support above. For further guidance please contact the CSR Helpline.



## Step-by-step guide

If you would like to volunteer in your local community, as a team there is support available to help you get started. Below is a guide on how to find a challenge and how to get support to carry out your volunteering project.

### Finding a challenge

- Phone your local volunteer centre – details can be found at [www.do-it.org.uk](http://www.do-it.org.uk)
- Phone the CSR Helpline for information on Barnardo's challenges and other ideas.
- Ask your colleagues if they know of any charities that need help – or it could be project that has touched you.

### Planning your challenge

- Get a team of volunteers together (two or more people).
- Let your manager know that you are planning the project.
- Visit the project and plan what you will need to do eg. materials needed (there is help on how to plan available from the CSR Helpline).
- Carry out a risk assessment (the form is available either on the intranet or from the CSR Helpline).

### Getting involved – support available

There is a grant of up to £500 available for you to use to buy materials needed for your project.

- You can apply by phoning the CSR Helpline, on the intranet or by paper application.
- This is available for teams of people undertaking a project.
- You must apply before taking on the project.
- You can apply for up to three grants per year – one per project.
- You cannot apply for a 'Getting Started' or 'Getting a Thank You' grant for the same project.

### What happens next?

- You will receive a letter confirming that you will receive a grant for your project and an expenses form to claim the grant after the project.
- If you have ordered any t-shirts for your event these will be sent to you.

## Do your challenge!

### After your challenge

- Fill in your grant form and return it to the address on the letter received.
- Your grant will be paid to you by cheque.

### Let us know how it went...

We would love to know how the event went – how many people took part, what you achieved, how the team enjoyed the day, and any photos would be great – email your stories to the CSR Helpline.



### Did you know?

- 199 separate volunteering projects have been undertaken since 2005





## Other ways to get involved

There are lots of other ways that you can get involved in your local community and with initiatives going on in your workplace. Below are some ideas of things you can get involved in:



### BBC Children in Need

In response to over 14,000 of our colleagues asking us to support BBC Children in Need in the Audit of Passion in 2007, Royal Mail Group are now supporting BBC Children in Need every year. In our first year we raised an amazing £305,000 – we almost doubled this in 2008 and raised £600,000! With your help we can raise as much money as possible for a great cause, as many of you have done individually. Look out for information on how you can get involved running up to the event in November.



### Connecting with young people

Working with young people is both challenging and rewarding. You could visit a school to talk about what you do or support a teacher in a project they are running. Royal Mail Group can offer you support and materials for you to use on your visit.



### Payroll giving

A tax-efficient way to give to the charity of your choice, because the money is taken from your pay before tax – you give less and the charity gets more!



### Community champions

Do you fundraise or volunteer in your local community? Would you like to help colleagues at your site to get involved and for them to know of the support available? If so this could be the role for you.

## For further guidance

Further guidance on the support available or any of the initiatives above, please contact the CSR Helpline.

They can also provide information on:

- External PR
- Legal guidelines
- Insurance guidelines
- Risk assessments
- How to plan your event

This booklet is designed to be a brief guide to the support on offer and how you can get involved. There is also a full guide to the support on offer available, which can be ordered from the CSR Helpline.

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