



THE RIPPLE POND

SUPPORT US

www.theripplepond.org

INTRODUCTION

If you're reading this now, thank you for taking the first step in fundraising for us. We rely on donations and grants to provide our services, services which many of our Members say are a lifeline for them - and we really couldn't do it without you! So, we'll now support you every step of the way - you're part of #TeamRipplePond!

We've put together this fundraising kit to help you support us. Keep reading for tips and ideas to help you make the most of your event.

Hopefully, you'll already be aware of what we do. But in case you don't know, here's a short summary...

WHAT WE DO

We support adult family members that are caring for a loved one with service attributable, physical, psychological and emotional injuries by providing peer support networks across the UK and overseas, an ever-growing library of information talks, support with employment, navigation for complex cases and one to one support and advice.

We recognise that behind every injured serving person or veteran, there's a family that also serves, navigating complex healthcare systems, changed family dynamics, suicide prevention plans, and often addictive behaviours. Families and chosen family members are often forgotten - we want to ensure that all of those caring for a loved one with service attributable injuries are truly seen, heard and supported.





HOW YOUR SUPPORT WILL HELP



Up to £100 allows us to... contribute towards paying our Member Support Advocates, who provide advice and guidance to our Members, supporting them through the hard times.

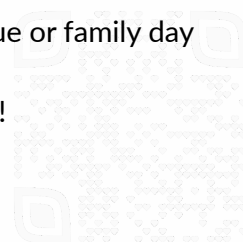
£250 allows us to provide vital training for our staff who support our Members, many of whom are vulnerable, on a wide range of different issues.

£500 helps us to purchase equipment that helps our team provide support to our Members.

£1000 allows us to purchase a laptop and other equipment that enables us to [provide support to our Members for a number of years,

NEED SOME IDEAS?

- Are you sporty? Run, bike or swim to raise money - why not ask people to sponsor you per mile?
- Prefer to hit the gym? Why not take on a 100 squats a day challenge?
- Want to start with something easier? Why not take part in a walk to work week?
- Prefer something a little more sedentary? Why not sell your unwanted or donated items on an online auction site with the money raised going to charity?
- In a giving mood? Why not ask for donations to The Ripple Pond in place of cards or birthday gifts?
- Like the simple life? Give something up for a month - coffee, alcohol, junk food, sugar, there's an endless list of possibilities!
- Feeling social? Why not plan a local gathering for your neighbours - perhaps a barbecue or family day
- Serving member of the Armed Forces? Why not ask your welfare team to get involved!





RUNNING YOUR OWN EVENT



We want you to have an amazing time at your event, but it's important that you keep on the right side of the law and be safe.

Below, you'll find some basic tips and things to consider to help you do this. There's a lot more to consider, so feel free to contact us and we will be able to advise further:

VENUE

- Make sure that you pick a suitable venue. Consider things such as toilet provision, accessibility and ensure that the capacity will be adequate.
- Also consider the date and time - you may want to avoid clashes with other public events or holidays

- Keep any escape route or access points clear in case of an emergency.
- If the event is large, consider whether there is adequate parking and whether you may need marshals or stewards.

EQUIPMENT

- Ensure all equipment has been tested and is safe to use. You'll also need to ensure that people using the equipment know how to do so correctly.
- Check the stability and strength of any tables to avoid overloading and anchor anything heavy or that may blow over if your event is outdoors.
- Avoid lifting heavy loads; trolleys are safer. If a trolley isn't available, consider using two people.
- Make sure that there are no trailing electrical cables that may cause people to fall over, and do not overload plug sockets and extension leads.

CHILDREN

- Do not allow children under the age of 16 to collect money without an adult present.
- Ensure that children are supervised by a responsible adult at all times and have a plan in case of lost children.





FIRST AID

- Ensure that you have adequate first aid and emergency provisions and procedures in place for your type of event.
- A first aider should be available (if your event is part of a larger event, this may be organised already) and a first aid box will be helpful.
- If the event is large, consider whether there is adequate parking and whether you may need marshals or stewards.

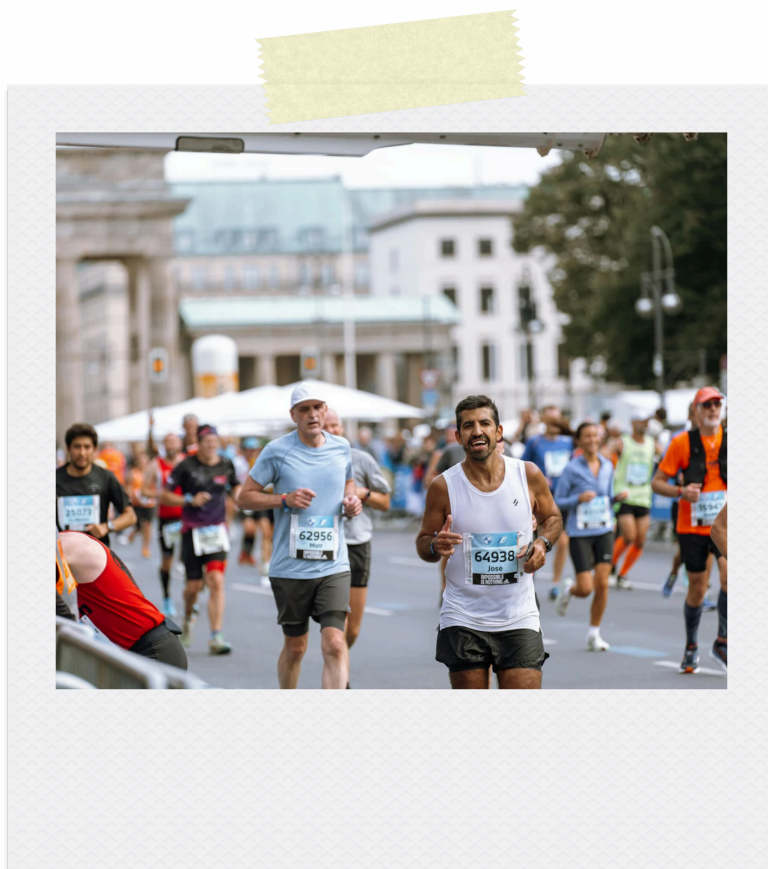
STAYING ON THE RIGHT SIDE OF THE LAW

In some cases, licences, permissions, documentation and insurances may be required. You can find a 'can-do' guide to organising an event on the gov.uk website [here](#).

OTHER HELPFUL GUIDES

There are lots of other helpful guides available that could help you plan an event.

- The Local Government Association have published [top tips for holding a public event](#).
- Gov.uk have published a [guide to hosting a street party](#).





PROMOTE YOUR FUNDRAISER



Promoting your fundraiser is just as important as the event itself. The more people who know about what you're doing and why, the more support you'll receive and the bigger the impact you'll have. Whether you're running a marathon, hosting a coffee morning, or taking on a personal challenge, here are some top tips to help you spread the word and get others behind your cause.

Tell Your Story

People give to people. Start by sharing why you're fundraising and why this cause matters to you. Did The Ripple Pond support someone you love? Are you passionate about supporting military families? A personal story makes your fundraiser relatable and memorable.

Include what you're doing, when it's happening, what inspired you and your fundraising target

Share on Social Media

Social media is a powerful way to connect with friends, family, and a wider community.

Tips for success:

- Post regular updates (photos, training, behind-the-scenes moments)
- Share your JustGiving or donation link in every post
- Tag The Ripple Pond and use any relevant hashtags
- Create countdowns or milestones (e.g. "£100 away from my goal!")

Use WhatsApp and Email

Don't underestimate the power of a direct message. A short, heartfelt message sent to family, friends, colleagues, or community groups can go a long way. Include your fundraising link and a thank-you note in advance for their support.





PROMOTE YOUR FUNDRAISER

Reach Out to Local Media

Your local newspaper, radio station or community Facebook page might be interested in your story, especially if it's unique or involves a local connection. Create a simple press release detailing who you are, what you're doing, why you are fundraising and how people can support you.

Posters and Flyers

If your fundraiser is a public event (like a bake sale or quiz night), put up posters in community centres, schools, cafés, libraries, or workplaces. We can provide templates or logos if needed – just ask!

Get Creative

Think of fun ways to get people involved, like:

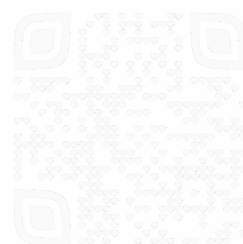
- Hosting a mini-competition or raffle
- Offering small rewards or thank-you shoutouts
- Wearing fancy dress or doing something quirky for donations

Say Thank You

Always thank your donors – publicly or privately. A quick message, tag, or shoutout goes a long way and encourages others to join in.

Need help promoting your fundraiser? We're here to support you!

Email us at carolyn.aggar@theripplepond.org and we'll do our best to share your efforts too. We'd also love to see any photos of you fundraising!





THE RIPPLE POND

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The easiest way to get your donations to us is to set up your own Just Giving page which is linked to The Ripple Pond. You can do this [here](#). You can then share your link to the page and people can donate directly.

Alternatively, we have a sponsorship form below. Remember, if the person donating is a UK tax payer, we can claim gift aid.

Sponsors full name	Sponsors address (if giving gift aid)	Postcode	Amount	Date Paid	Gift Aid

DID YOU KNOW?

 comms@theripplepond.org

 0333 900 1028

 www.theripplepond.org



You can also set up monthly direct debits!

www.justgiving.com/ripplepond

The Ripple Pond is a registered charity in England and Wales (1161224) and in Scotland (SCO46402)