



*The*  
McCARTHY-DIXON  
*Foundation*

# Fundraising Guide

A useful guide to help  
you, help us!



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# Welcome

**We are so glad you're going to fundraise for our charity. Without fundraisers like yours, we could not support the Northamptonshire community every day.**

Initially established as a foodbank in March of 2020, we sought to alleviate hunger for people experiencing financial hardship due to the COVID-19 pandemic. However, as demand grew and we adapted to the changing needs of those we support, our services grew. We now provide food parcels (through our foodbank) to over 70 Northamptonshire schools, as well as other vital organizations such as the Northamptonshire Community Mental Health Teams, Northamptonshire Domestic Abuse Service, Northamptonshire Children's Trust, Northamptonshire Social Services, and Northamptonshire HM Prisons and Probation service. Since 2020, we have supported over 70,000 people with our food parcels alone.

However, our foodbank is not the only service we offer. We also tackle social isolation and wellbeing with our social clubs, which target locally identified groups in need of this provision. These groups take a focus on wellbeing, ensuring no member of the community is left struggling or alone. Our Monday Club and Cheers for Fridays Club are a lifeline for many members of the community and are at the heart of our social lives here in Northampton. We also run our Doorstep Buddies program, which again tackles social isolation. This provides regular at-home visits to people who are socially isolated, giving them the opportunity to have a catch-up with someone. We offer a variety of other community services

that have an equally enormous impact on people's wellbeing. This includes home renovations for people suffering ill-health and bereavement and garden maintenance services for those who struggle to do so themselves. On top of this, we offer affordable haircuts, general support with benefits and other welfare applications, and educational services including cookery and digital inclusion classes.

The McCarthy-Dixon Foundation is a lifeline for hundreds in the Northamptonshire community, and many would suffer tremendously without our support. Since establishing as a charity back in 2020, we have offered invaluable aid to thousands, supporting them through times of immense struggle and hardship.

The Pandemic and the Cost of Living Crisis have impacted millions of families in the UK, and the people of Northamptonshire are no exception. Demand for our services has soared in recent years, and it's a daily battle to keep up. We rely on donations and fundraisers to keep our services going, so we truly can't thank you enough.



**Teresa  
McCarthy-Dixon**  
Founder &  
Operations  
Manager

# Our Impact

Since March 2020, we have been supporting thousands of Northamptonshire people through hardship, ensuring everyone has access to the support they need.

**77,000**

People supported with food parcels

**4120**

Breakfast Boxes distributed to schools

**342**

Gardens renovated and maintained

**237**

Tech items distributed to school children

**289**

Regular members of our social clubs

**4168**

Christmas gifts, dinners and turkeys given to families

## Martin's story - how we change lives

We began supporting Martin with food parcels after he lost his job back in February 2023. Due to his worsening mental health, he had been struggling to keep up with his work, and was unfortunately let go in early February. Having never been without a job before, and being a single man living alone with no family connections in England, Martin was at a loss with no income, worsening mental health and no support network or access to emergency financial aid. He came to us, having heard about our work through social media. We quickly supported him with a food parcel, and continued to do so while he was waiting for his benefits to come through. We supported Martin with his applications, as he had no idea where to start. During April, we provided three food parcels to him, which were a huge weight off his shoulders. He had used his savings to cover rent and bills, but was left with very little for food and other essentials - without our food support he would have been in an extremely difficult position.

Martin is now back on his feet with a new job, and has joined our men's club, Cheers for Fridays - where he has already begun to build new support networks. About the support we offered Martin said "I have never needed to ask for help like this before, and was honestly quite embarrassed about asking for it. However, the help and guidance TMDF has offered me has really restored my faith in humanity".

# Fundraising Ideas & Tips

We know sometimes it can be overwhelming when you're planning a fundraiser, there's so much choice! So we've compiled a useful collection of ideas, tips and tricks to get you started.



## What sort of event can I do?

There's loads of different events and challenges you can host/take part in to get fundraising. These are a few ideas:



Take to the skies with a SkyDive



Get an adrenaline rush with an Abseil



Try out a Sports Challenge



Host a social event or gathering



Sell goods and donate your profits



Hold a games night or quiz

## Using our Logo

You are welcome to use The McCarthy-Dixon Foundation's logo on your promotional material, however this will need to be approved by the charity before release. Our charity number must also be on all promotional material - this is 1190225.

## Licenses and Permission

Collecting cash on private or public land should be in line with the terms of the relevant permit or licence from the council. They may ask for a letter of authority, which TMDF can supply. When holding a collection on private property, you will only need permission from the landowner. All cash collected needs to be collected in a sealed container, which TMDF can provide.

If you are planning a public event, then you will need to get a public entertainments license. If you plan to serve alcohol, you will need to obtain a license for this too. If the venue where the event will take place does not already have these licenses, you can get them from your local council.

If food is to be sold or served at the event, you will need to check food safety regulations, which you can get by contacting the local council. If you are organising an event involving music and/ or dancing, you will need a licence from the local authority for this as well.

## Raffles

Raffles held at events do not need a licence or permission from any authority, providing they align with the following: you only sell tickets and draw the winning ticket on the day of the event; any prizes purchased are worth a total of no more than £250, and alcoholic prizes are only included if the event is being held on a licensed premises. If your raffle exceeds this criteria, you will need to apply for a small lottery license from the local council.

## Insurance

You will be required to have Public Liability Insurance if you are running an event in a public place, such as running a stall or stand. TMDF's insurance does not cover events undertaken by third parties. If you're holding an event at home, make sure your insurance covers the event.

## Health & Safety

TMDF cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of your fundraising activity. We strongly recommend carrying out a risk assessment so you can thoroughly plan your event. When thinking about potential risks, remember to consider the number of people (including vulnerable people, such as children or elderly people), the location and venue type, the length of time that the event will last, weather conditions, and where the nearest medical facility is located.

# GiftAid - What is it?

**Gift Aid is a tax relief allowing UK charities to reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer.**

When you donate, you'll be asked to confirm whether or not you are a UK taxpayer. Please note that Gift Aid can only be reclaimed on donations made by individuals who pay UK income or capital gains tax at a rate at least equal to the amount reclaimed on their donations in the current tax year.

## **Gift Aid Should Not be Claimed When:**

- Making a donation in return for tickets (raffles, events and auctions) or goods and services (including 'experience' days). This is because they are not 'freewill' gifts – you are getting something in return for your donation.
- Making a donation on behalf of someone else or a group of people. For example, if a friend gives you £10 which you donate to your Fundraising Page using your own card and details. Even if your friend is a UK taxpayer, the donation is not eligible because HMRC needs to know the details of the person actually contributing the funds.
- Making a donation on behalf of a company. You can only make Gift Aid declarations on your own taxpayer status when spending your own money. However, a company can claim tax relief on the donation when donating directly to the charity.
- Making a donation to a family member who's taking part in an event and their charity is contributing to the cost. For example, if you're donating to a close family member who is doing an overseas trek and the charity is paying for the cost of their trip.

## **Benefits to Higher-Rate Tax Payers**

If you pay tax at the higher rate, you can reclaim tax relief on your gross donation at 20% (i.e. the difference between the higher rate of tax at 40% and the basic rate at 20%).

## **What If I'm Not a UK Taxpayer?**

The Gift Aid scheme is unique to the UK. If you are not a UK taxpayer, you can still make a donation but your donation will not be eligible for Gift Aid.

## **What If I Don't Live in the UK?**

A person living overseas can still claim Gift Aid provided that they are a UK taxpayer and can satisfy the Gift Aid declaration in the donation process.



# Gift Aid Declaration

**In order to Gift Aid your donations, you must complete the declaration below (please tick).**

- I want to Gift Aid my donation and any donations I make in the future or have made in the past 3 years to The McCarthy-Dixon Foundation
- I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations, in that tax year it is my responsibility to pay any difference.

**Gift Aid is reclaimed by TMDF from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.**

Title:	
First Name:	
Surname:	
Home Address:	
Postcode:	
Date:	

## Please notify TMDF if you:

- want to cancel this declaration
- change your name or home address
- no longer pay sufficient tax on your income and/or capital gains

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.



**Please sponsor me** (Name of Participant):

**To** (Name/Date of Event):

In aid of  
**The McCarthy-Dixon Foundation**

If I have ticked the box headed 'Gif Aid', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity names above to reclaim tax on the donation detailed below, given the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations, it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

**Remember: You must provide your full name, home address, postcode and tick the Gift Aid box for the charity to claim tax back on your donation.**

Sponsor's Full Name (First & Last)	Sponsor's Home Address (Only needed if you are gift aiding your organisation)	Postcode	Donation Amount (£)	Date Paid	Gift Aid (tick)

# FUNDRAISING

## SPONSORSHIP FORM

**Please sponsor me** (Name of Participant):

**To** (Name/Date of Event):

Sponsor's Full Name (First & Last)	Sponsor's Home Address (Only needed if you are gift aiding your organisation)	Postcode	Donation Amount (£)	Date Paid	Gift Aid (tick)

**Please sponsor me** (Name of Participant):

**To** (Name/Date of Event):

Sponsor's Full Name (First & Last)	Sponsor's Home Address (Only needed if you are gift aiding your organisation)	Postcode	Donation Amount (£)	Date Paid	Gift Aid (tick)
<b>Total Donations Received (£):</b>					
<b>Total Gift Aid Donations (£):</b>					
<b>Date Donations Given to Charity:</b>					

# Contact Information

Once you've completed your forms and set everything up, it's important to keep our team updates. Please send any completed forms and information to the contact below. If you have any further questions, or just want a chat about your fundraising plans, you can get in touch!

 [hello@mccarthydixon.org.uk](mailto:hello@mccarthydixon.org.uk)

 01604 532121

 65 Grove Road, Northampton, NN1 3LJ.

## Finally, thank you and good luck!

We can't thank you enough for choosing to support our charity. We wish you all the best and can't wait to find out more about how you get on!



*The*  
McCARTHY-DIXON  
*Foundation*

# Welcome to fundraising!

This booklet provides all the information you need to get fundraising for The McCarthy-Dixon Foundation



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