

Real action

Fundraising Pack



Who we are

Real Action is an independent, community-led, specialist educational charity.

With a history extending back to the mid-1990s, Real Action was set up by members of the community it serves.

We are renowned for our projects, providing fast-acting, effective courses of basic education, especially in literacy for children and adults, and English language. These transform the prospects of people living in underprivileged communities. (See what we do for further information).

Our centre of operations is the Learning Store in north Westminster, while our Saturday Butterfly classes take place nearby.

Learn more about our history and our people.





What we do

Our educational charity, Real Action, is best known for the outstanding achievement of the children we teach at our Butterfly literacy classes – on Saturdays schools. We are based in a West London community with the UK’s highest level of child deprivation.

Our pupils’ reading ages rise by an average 12 months in 20 hours’ pacy Butterfly literacy teaching. Since 1999 our Butterfly classes have helped thousands of children avoid a life of poverty or crime. Many have gone to university! Disadvantaged children need not be doomed to educational disadvantage.

Let’s create more Butterfly High Flyers. Support us, please...

OUR IMPACT



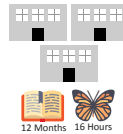
Across the 5 schools the pupils improved their reading age by an average of 10 months in an average of 17 hours of Butterfly teaching.



Free School Meals and English as an Additional Language pupils outperformed their peers



Boys on FSM received 16 hours of Butterfly teaching and improved their reading ages by 12 months



Across the 3 primary schools, pupils received an average of 16 hours of Butterfly teaching and improved their reading ages by an average of 9 months.



FSM children outperformed their peers. Girls and boys made the same rate of progress and boys on FSM outperformed their peers.

FROM THE PUPIL



“I would like more Butterfly classes because I can be proud of myself as I can know more and more”.



“In my Butterfly classes I have learnt how to spell harder words, read more fluently and I have learnt new words...I want more Butterfly classes to learn more spellings”.



“I would like more Butterfly classes because they are fun”



“In my Butterfly classes I learned how to read properly...the teaching was helpful because I got better at reading”.

WHAT YOUR DONATIONS CAN DO ?



Cover the cost of recruiting and training one butterfly teaching volunteer



Covers the cost of one butterfly teacher training for a year



Covers annual cost of ongoing support and quality control

£100



Cover the cost of classroom hire for one Saturday

£200



Sponsors a child at our butterfly saturday reading school for a year

£500

£1000



Covers monthly cost of our volunteer expenses

£2000

£5000



Covers annual cost of our teaching materials

A-Z OF FUNDRAISING



Ask your circle of friends and family



Book Auction!



Cupcake Sale!



Dress Up to Work!



Engage with corporates/businesses



Fundraising Pack Flyers



Giggles-find/hire a volunteer clown



Help from influencers/celebrities



Inspire friends and family through writing



Join a jogathon and get sponsored for every mile you jog through our JustGiving page



Knowledge sharing



Lunch Break Donation



Marathon



Newsletter/go eco-friendly with emails!



Offer freebies



Portrait Photography



Quiz for kids



Recognition -> Donor Recognition Night



Social Media Marketing



Ten! -the power of 10-asking 10 friends to donate £10



Use network



Volunteer recruitment



Word out in advance



eXperiment-give them a taste of the classes we organise

Real
action



Youtube-post a video online!



Zone to read

PROMOTE YOUR EVENT !



Promote Your Page

Whether through Facebook, Instagram, Twitter or word-of-mouth, let the world know what you're doing to maximise support and those all-important funds! You can share your Just Giving page link on every social media site. Remember to first get the donations of family and friends to get the ball rolling.



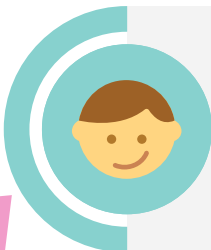
Keep your cause in the limelight!

Don't forget to keep everyone posted with regular updates as to how you're progressing in preparation for your event or challenge. Regular Facebook, Instagram updates and tweets are a sure-fire way to ensure this!



Text-Raise

Simply text all your friends and ask them to sponsor '£5' or '£10' and you'll reach your target within days. There is an option to set up text giving on your Just Giving page, which will provide you with a unique code that your sponsors can donate to via text.



Thank people!

After you have completed the challenge, inform all of your friends and family about your experience and thank all those who had supported you. Tag friends who sponsored you to say thank you - it'll appear on their Facebook wall and make them feel appreciated. Email us your photos on Facebook or tweet us @RealAction to let us know how it went- we'd love to give you a shout-out!

SENDING YOUR MONEY

Thank you so much for fundraising for Real Action! When you've finished all your fantastic fundraising, you just need to send the money to us, so we can put it to good use.



If you've raised money online

If you've raised funds by using an online fundraising site like JustGiving or Guess2Give then just sit back and relax! The money will come to Real Action automatically and quickly along with any Gift Aid due. Easy.

If you've raised cash

There are different ways that you can pay this to us, so just choose whichever method works best for you!



Please email us at admin@realaction.org.uk and let us know how much you've raised so we know to expect it and so we can say thank you!

Depending on how you've raised the funds, some methods of payment will allow us to claim Gift Aid so we can make sure the funds you raise go as far as possible. And remember to send us copies of all completed sponsorship forms or Gift Aid declarations either by email **or post**.

Bank transfer

You can use online or telephone banking to transfer the money into Real Action's account:

Bank Name : CAF Bank Ltd
Account Name : Real Action (QPCT) Ltd
Sort Code : 40-52-40
Account Number : 00024934



Cheque

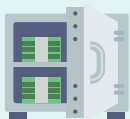
Please make your cheque payable to " Real Action (QPCT) Ltd and write your name and contact details on the back. Please send it to:

Real Action
The Learning Store, 3 Mozart Street, London W10 4LA



Cash at bank

You can pay cash you've collected directly into Real Action's account at any bank. Just complete a paying in slip with Real Action's bank details above.



Thank You!



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