



Fundraising Toolkit



Registered Charity No. 1070994



Thank you for choosing Young Sounds UK

If you're reading this, it means that you're considering raising money for Young Sounds; for this we'd like to thank you. The work that we do wouldn't be possible without the help of our generous supporters and donors.

Why your decision to choose us matters...

Musical talent is everywhere but opportunity isn't: family finances and other obstacles too often get in the way. We're here to change this!

By fundraising for Young Sounds, you'll directly support young people from low-income backgrounds as they embark on their musical journeys. Every penny you raise will go towards discovering, nurturing, and supporting young musical talent across the country.

We hope that this pack will show you the incredible impact a donation can have on a young musician's life and help you get thinking about how you can fundraise for Young Sounds and support the next generation of musicians in the process.



Contents

Make a difference	4
Getting started	6
Your fundraising page	8
Fundraising ideas	10
Fundraising guidelines	16
Sharing your fundraiser	18
Keeping in touch	20

Make a difference

By fundraising for Young Sounds you'll make a great difference to hundreds of young musicians across the UK. Here are a few examples of the immense impact that fundraising for Young Sounds can have on a young musician's journey:



£100

can help 20 young musicians pay for their travel to and from an instrumental lesson.



£500

can fund 25 one-to-one instrumental lessons.



£1,000

can fund one of our average Awards and a year of support for a young musician on our annual Thrive programme.

We're so happy that you've decided to fundraise for us. By doing so, you're not only raising money but awareness. We hope this document will help on your fundraising adventure. Thank you.



"Young Sounds gave me the push I needed to develop my talents. Before, I felt very uncertain about my career and was unsure about whether I would be suited for a music based career. Now I have clarity, support, more skills and much more." **Kadisha**

Pictured: Kadisha taking part in a workshop at the Liverpool Institute of Performing Arts with Young Sounds UK



"Young Sounds inspired me to pursue a career in music. Without them, I wouldn't be doing what I am today and I cannot thank everyone involved enough." **Jonathan**

Pictured: Thrive participants at BBC Maida Vale Studios with the BBC Symphony Orchestra



"Young Sounds' support been a game-changer. I'm not just growing as a musician; I'm part of a supportive community that cheers me on every step of the way." **Eleanor**

Pictured: Eleanor taking part in our Attune chamber music project at the Royal Academy of Music



"Before Young Sounds, my experience of music was limited to playing and performing. Young Sounds has opened my musical horizons and greatly influenced and enhanced my musical journey." **Elouan**

Pictured: Young musicians taking part in workshops at BBC Maida Vale Studios



"Thanks to Young Sounds, I've been able to access a musical education which has allowed me to want a career in music. By having these lessons, I'm able to progress onto university being the first in my family to do so." **Zara**

Pictured: Young musicians on our Connect programme exploring music technology.



Getting started

So you've decided you'd like to fundraise for Young Sounds. Great! But where do you begin? Take a look at our five simple steps to getting started with your Young Sounds fundraiser:

1 | Fine tune your fundraising idea

There are lots of different activities you can do to raise money for Young Sounds. If you're struggling to come up with ideas, we've provided a bunch of suggestions for different fundraising activities you could try!



2 | Know your timing



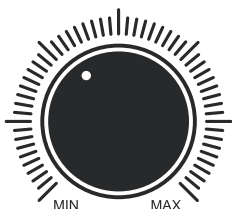
Timing is everything in music and the same goes for fundraising. Make sure to pick a date for your fundraiser that gives you enough time to prepare and so that everybody knows when they can support you!

3 | Get the band together

If you think you'll need some extra help, it's always a great idea to see if any of your friends and family are up for giving you a hand with your fundraiser. Also, you can always get in contact with us at Young Sounds with any questions you have or any support you may need.



4 | Crank up the volume!



Spread the news of your fundraiser far and wide! Create your online fundraising page, start a Facebook event, share updates over email, or even send a quick text to get the ball rolling with your fundraiser.

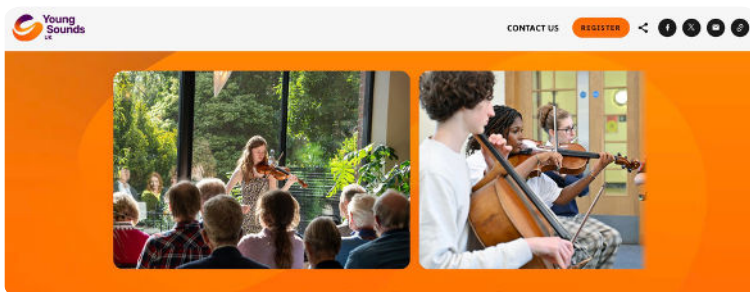
5 | Do it right!

No matter what you'll be doing to raise money, it's always important to fundraise safely and legally. You can find out more about fundraising guidelines in the toolkit.



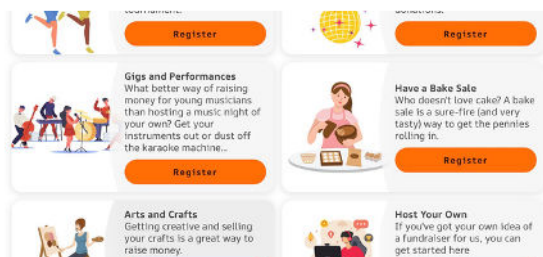
Your fundraising page

The best way to fundraise online for Young Sounds is to set up a free online fundraising page on Raisely. Follow these four steps below to get started:



1. Create your free Raisely account

Visit our Raisely page [here](#).



2. Choose your fundraising idea

Select the idea that best matches your fundraiser and click 'Register'. You can also find current campaigns by clicking 'Find a Fundraiser'.

Create your fundraiser

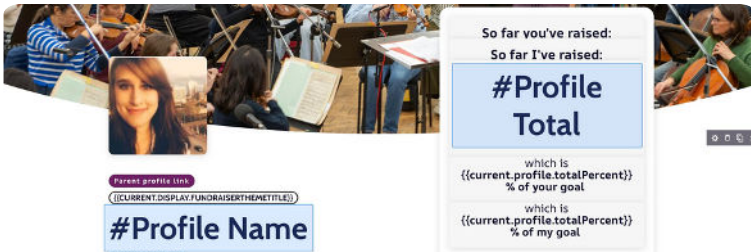
Starting a fundraiser is easy! Fill out the steps below and you'll have your own event page in no time.

1 2 3 4 5

Tell us about you

3. Create your page

Fill out the sign up form, including your fundraising target and why you're fundraising. This will create your fundraising page. If you're fundraising with others, you can click to join or start a team. You'll also see an option to donate to kickstart your fundraiser.



The image shows a preview of a fundraising page. On the left, there is a background image of a school orchestra. In the foreground, there is a profile picture of a young woman. Below the picture is a button labeled "Parent profile link" and a text field containing the placeholder "({CURRENT.DISPLAY.FUNDRAISERTHEMETITLE})". Below that is a large blue button with the text "#Profile Name". On the right, there is a progress bar titled "So far you've raised:" and "So far I've raised:". The progress bar shows a blue segment representing the amount raised. Below the progress bar, there is a blue box with the text "#Profile Total" and two lines of text: "which is {{current.profile.totalPercent}} % of your goal" and "which is {{current.profile.totalPercent}} % of my goal".

4. Congratulations, your page is ready!

You've done it! Now remember to share your fundraising page with friends and family to get the ball rolling.



Fundraising ideas

Having trouble deciding what you'd like to do for your fundraiser? Here are some fun fundraising activities and ideas that you could try:

Celebrations and parties

Do you have a birthday, anniversary or party coming up soon? Celebrations are a great opportunity to raise funds for the causes you care about. See if your loved ones would be willing to donate or even have a handy collection tin at the ready on the day.



Gigs and performances



What better way to raise money for young musicians than hosting a music night of your own? Whether you're a beginner or a pro, get your guitars, microphones, or your pots and pans out and host your very own fundraising concert!

Bake sales

Who doesn't love cake? A bake sale is always a sure-fire (and very tasty) way to get the pennies rolling in.



Arts and crafts

Getting creative with some arts and crafts is a great way to raise money!



Karaoke nights

Everyone secretly dreams of having their big moment on stage. A karaoke night with friends and family is a relaxed and fun way to raise funds for young musicians.



Sports challenges

We've had a number of supporters take up sports challenges and marathons for us in the past to great success.



Live streams

Are you a social media whizz? Why not try hosting a fundraising live stream? Rally your internet followers to support you as you take on fun and friendly challenges or play your favourite video games with your friends on Twitch.



As you can see, there are endless ways that you can fundraise, and have fun while doing it too!

Andover College

In December 2023, students at Andover College put on a Christmas event 'Jingle Bell Rock' at The Lights (a local theatre) to raise funds for ZUK and Young Sounds UK, both charities close to the hearts of the Music students. They raised £315!

Bands from both year groups played an eclectic mix of acoustic, pop, punk and funk and a raffle was held too. Performance and Production lecturer for Andover Campus Music, Ashley Wassell said:

“This event was curated entirely by the students, choosing charities that had personal significance to themselves. They did an incredible job of bringing everything together, booking external acts and creating such a buzz. A massive thank you must go to The Lights, who not only gave us their venue for this event but also gave the benefit of their experience in promotion and sales to our students.”



Alumni concert

In January 2019, cellist Willard Carter and pianist Julian Trevelyan staged a concert in support of Young Sounds at the Holywell Music Room in Oxford. The event raised over £1,000! Here's Willard on the experience:

“Young Sounds have always felt like the structure behind my development as a musician, and they've been with me, supporting me and encouraging me since I was eight years old. I've always wanted a way to acknowledge this, and to say thank you properly.

“Fundraising from a concert is challenging but Young Sounds were very clear that raising awareness of the charity through concerts and events is as valuable as the profit from the event. Julian and I both felt equally about wanting to give back to Young Sounds in appreciation of all the help and endorsement they have offered us.”

“Every part of the concert was a pleasure for me, holding Young Sounds in mind, playing with Julian, performing in the Holywell Music Room and sharing with a great audience music, and our journey.”



Guy goes North

Musician Guy Turner swapped the choir stalls and the conductor's podium for the open road when he set off to walk over 1,000 miles for charity enroute from Land's End to John O'Groats!

Guy, who sings in the Cathedral Choir at Southwell Minster and is Conductor of Bingham Choral Society, took on this challenge between late July and early October 2022.

Guy kindly chose us as one of four charities. His initial target was to raise a total of £10,000, £2,500 for each charity. Sponsors could choose which charity or charities they support.

Unfortunately, due to injury, Guy had to curtail the walk after 470 miles. Despite this setback he still exceeded his total target and in 2025 Guy put his boots back on to finish the journey. He completed his walk in stages, reaching his final destination and raising £6,520 for us!

"I've long admired the work of Young Sounds, all the more important as music seems to be a low priority in state education at the present, and so I chose it as one of my charities for my walk from Land's End to John O'Groats. I have now completed the whole 1200 miles and am delighted to have raised over £6,500 for Young Sounds." **Guy Turner**





The Idea

“I watch a lot of TV quizzes (and work for some of them as a question writer and checker) and the question master often asks ‘What would you do if you won the jackpot?’ One day I asked myself that question and straight away I realised I would like to walk Land’s End to John O’Groats. In fact, I found a reference in my 1971 diary to wanting to do this! Now is the time. Coupled with this desire is the opportunity to raise money for charities close to my heart.”

Planning

To prepare Guy would take regular walks from his home in Maythorne. These loops varied between 18 and 21 miles and he spent five days in Castleton to add some hills. All of these walks were done with a rucksack packed with books and pillows to about the weight he would be carrying.

Sharing

To collect donations Guy created a website which he encouraged his supporters to visit. There they could find information about the charities, links to donate as well as a blog to track his journey! This started in the weeks before as he documented the planning preparation phase. You can visit the website [here](#).

Fundraising guidelines

No matter what kind of fundraiser you're planning to run, it's always important to make sure that you're doing it safely and legally. Here are some important guidelines to follow to ensure you have a safe (and enjoyable!) experience when fundraising:

General data protection regulations (GDPR)

Your fundraiser may require you to keep records of people's personal information. Whether you're collecting data from volunteers or the general public, it's essential that you store any paper or electronic records you collect safely and securely in line with the Data Protection Act 2018.

Be sure to keep any paper or electronic records you collect during your fundraiser in a secure, supervised place and only share information about someone if they have given their permission for you to do so (including any photos or videos you take).

Events and risk assessments

Whatever space you plan to use for your fundraiser, it's important to be aware of your surroundings and how they can be legally and safely used. Whether you're hosting a concert or selling raffle tickets, check with your local authority to see that you have the relevant licenses required. When fundraising with members of the public, be sure to think about accessibility, first aid, and any potential risks that you should be aware of before getting your fundraising started.

Food safety and hygiene

If you're preparing, handling or selling food for your fundraiser be sure to follow proper food hygiene and safety guidelines. Always make sure that you're working in clean, hygienic conditions and that any food you handle is stored and displayed safely. For more information, please visit the Food Standards Agency website [here](#).

Using our branding and charity number

We're more than happy for you to use our logo. Aside from our logo, we also have a range of branded materials that we can provide for your events. Please contact our Development Administrator to access them.

Terms and Conditions

When organising your fundraising event or activity, please do your best to follow our terms and conditions. You can find these [here](#).



Remember if you're using our logo to include our Registered Charity No. 1070994!

Need more guidance?

For the best in-depth advice on fundraising guidelines, please visit the Fundraising Regulator website [here](#). It's also important to note that if your fundraiser will involve under 18s there are separate fundraising guidelines to follow. You can find these [here](#). You're also welcome to get in touch if you have any further questions.



Sharing your fundraiser

Once you've established the how, when and where it's important to note the *why* when sharing your fundraiser with friends and family. Share your thoughts and tell a story! You can start by explaining why you're fundraising for us, and why music is important to you.

Document the process

If you're doing a walk or weekly challenge make sure you update your supporters.



You could keep a blog, or post a video update.



You could also invite friends and family to a Facebook Group or WhatsApp chat.



Don't forget to share your fundraising page when posting! Always try and encourage a donation.

Materials

We've created a range of branded materials you can use to promote your fundraising activities! Please contact our Development Administrator to access them.



Posting on social media

We've created some graphics for you to share. Try to personalise your message to encourage donations and be mindful not to spam!

Create a poster

If you're hosting an event you could promote it with posters. No need for a graphic designer, simply fill in your details and get sharing. Ensure you have permission to put them up.

Press release template

Contact local media with a press release! Make sure yours stands out with our template and tips.

Sponsorship form

Prefer an in person approach to fundraising? We have sponsorship forms available that you can download and print.



Keep in touch

We'd love to hear about how your fundraiser's going! If you'd like to keep us updated on your fundraiser's progress, you can find and tag us on social media at:

@YoungSoundsUK



You can also email our Marketing and Communications Assistant Beth at:



beth.harris@youngsounds.org.uk

And of course, if you have any questions or need any support with your Young Sounds fundraiser, please get in touch with our Development Manager Sanpreet via email or telephone at:



sanpreet.janjua@youngsounds.org.uk



0300 302 3422



**Once again, we'd like to
thank you for your interest
in fundraising for Young
Sounds UK.**

The generosity and kindness of our supporters and donors is what makes our important work supporting young people on their musical journeys possible.



Registered Charity No. 1070994

Young Sounds UK is the working name for Awards for Young Musicians

Supported using public funding by



**ARTS COUNCIL
ENGLAND**