



Join the club

Fundraising Pack

Thank you for joining The Brilliant Club!

We are so excited that you are interested in fundraising in aid of our work. Your hard work will make a real difference to the lives of less advantaged young people who may otherwise miss out on the life-changing opportunity to access the most competitive universities.

However you decide to raise money, your support will help to create a fairer society in which no young person's education is limited by their background.

On behalf of all of us at The Brilliant Club and the young people we work with – **thank you!**



Our mission

Because of factors entirely out of their control – their family income, parental history of higher education and their postcode...

DISADVANTAGED PUPILS ARE

18x

MORE LIKELY TO MISS OUT ON LIFE-CHANGING HIGHER EDUCATION.

Like you, we don't think this is fair. Each year we work with thousands of young people across the UK to help them on their journey to their dream university.

Through our programmes, students have the opportunity to study alongside a subject-expert PhD researcher and become better prepared for university learning and life.



Mohamed, Scholars Programme Graduate

“I grew up in outer London. I did well at school, but at the time, not a lot of pupils were going to prestigious universities.

The support I got was massive for me to broaden my perspectives. The Brilliant Club were really crucial helping me understand what the university experience would be like and helping me build the confidence that I was academically capable and to aspire.

I’m now a schoolteacher in the East End of London. I see the same challenges in some of my pupils now. They’ve set their sights lower than what they’re capable of. In part it’s about confidence and in part because they don’t understand the opportunities there are.”

By supporting our work, you can help us work toward a fairer society where no young person’s future life chances are limited by their background.

We are here to support you at every step of the way. Chloe, our Fundraising and Events Coordinator, would love to hear about your fundraising ideas, and provide support along your fundraising journey! Email her at chloe.henderson@thebrilliantclub.org.



How to fundraise for The Brilliant Club

Getting Started

- Organise an event yourself – anything from a bake sale to a skydive. We'd love to hear your ideas!
- Take part in an existing event
 - Enter an organised challenge event – fancy doing a half marathon? Or a sponsored cycle?
 - Not sure which race you want to run in? Register your interest for claiming one of our charity places [here!](#)

Host a quiz – whether its virtual or in person, quizzes are a great way to bring people together and raise funds

Bake up a storm – you don't have to be a culinary expert to organise a bake sale fundraiser. After all, who doesn't love a sweet treat?

Got another idea? Let us know!



Preparing for your event

- Click to set up a [JustGiving](#) page to share with your friends and family
 - Make sure to select The Brilliant Club as your charity to support.
 - Select which type of event you are planning – either an organised event or add your own.
 - If your event is eligible for Gift Aid, please ensure to select this option as it allows us to claim an extra 25% on eligible donations.
 - Make your page **BRILLIANT!** We will share branded banners and other resources for you to make your fundraising page stand out.
- Promote your fundraiser – the more people you reach, the more money you can raise. Make sure you are sharing on social media and sending to all your friends and family.

Tag us on social media!



Donating the Money

Online Donations

If you have fundraised through JustGiving, your donations will be transferred directly to The Brilliant Club. Please note, the platform charges a processing fee of 1.9% + 20p, which donors may opt to cover.

Eligible donors may choose to Gift Aid their donation, which allows the charity to reclaim 25p of tax on every £1 donated. Fees of 5% are charged on additional Gift Aid donations.

Offline Donations

If you are handling offline money, you must not leave unsecured cash unattended and cash must be counted in a secure place by two unrelated people, wherever possible.

All funds collected should be paid to The Brilliant Club within 28 days of receipt. Payment can be made by bank transfer or by cheque to The Brilliant Club. There is further information on how to do this on our [website](#).

For further information on processing donations, please see the [Code of Fundraising Practice](#).

What you'll receive from us...

We'd love to hear from you about your fundraising plans! Email Chloe at chloe.henderson@thebrilliantclub.org to let us know what you're planning and receive a pack of fundraising resources that can help you achieve your goals. You will receive:

- A Brilliant Club logo to promote your fundraising
- A Brilliant Club branded banner for your Just Giving page
- Photos and stories from our students that you are welcome to use on your Just Giving page
- For certain events, we will provide a Brilliant Club branded t-shirt and a cheering squad to support you
- A dedicated point of contact at The Brilliant Club who will support you throughout the process



Important Fundraising Guidelines

We really value all our donors and volunteer fundraisers and want to make sure that everyone has a positive, exciting and safe experience raising money for the young people we work with.

The Brilliant Club is registered with the [Fundraising Regulator](#) and when fundraising for the charity, there are guidelines that need to be followed to adhere to the [Code of Fundraising Practice](#).



Fundraising 'in aid of' The Brilliant Club

When fundraising, we ask that you make clear that you are fundraising 'in aid of' The Brilliant Club, rather than representing the charity. You are welcome to use the 'in aid of' The Brilliant Club logo featured at the top of this page when promoting your cause. We will share a larger version with you when you get in touch with us about your event.

If you would like to feature the logo on your own fundraising materials, please send a proof for approval by your fundraising contact at The Brilliant Club (please allow 3 working days).

You are responsible for organising all aspects of your fundraising and The Brilliant Club cannot accept any liability relating to your fundraising.

Safe and Legal Fundraising

All fundraising must be legal, open, honest and respectful, in line with the [Code of Fundraising Practice](#). Please follow these guidelines and avoid any activities that could put anyone at risk or negatively impact The Brilliant Club's reputation.

- Do not carry out house-to-house collections and cold-calling.
- Ensure that you obtain the correct permissions and/or licence before carrying out any public collections (e.g. from the landowner).
- If you intend to run a lottery (e.g. raffle), prize competition or free draw, please follow applicable gambling regulations.
- If sponsorship money is given under certain conditions and the sponsored event is cancelled, or you are unable or unwilling to take part in or complete the event for any reason, you must contact donors and ask if they are still happy for the money to go to The Brilliant Club and issue refunds if they are not.
- If you intend to run a fundraising event, please ensure that you have the correct insurance in advance, as The Brilliant Club's insurance will not cover you. Please take all reasonable precautions to ensure the safety and wellbeing of guests, including complying with health and safety, food and drink regulations.
- For further information about specific fundraising methods, please see Part Three of the [Code of Fundraising Practice](#).

Please ensure that all fundraising events are carried out in line with the latest government restrictions relating to Covid-19. See further guidelines [here](#).

We wish you all the best with your fundraising!

Thank you for supporting The Brilliant Club. Because of your fundraising efforts, more young people will have the opportunity to realise their full potential.