



# Aiming High

The Sports & Performing Arts Centre for Eagle House

## Introducing the Aiming High Appeal



I believe that a Prep School should offer a complete education academically, culturally, physically and socially across its whole age-range. It should have a happy ‘family’ atmosphere, a strong sense of community and it should encourage the development of individual personality within a wide framework of security and kindly discipline.

Education should be a partnership between caring parents and a caring school. School and family life should be complementary, working to the same end and helping each child grow into a well-educated person. Here at Eagle House we aim to teach good manners and thoughtfulness for others. We encourage our children to take responsibility and to gain in self-confidence, self-discipline and maturity, appreciating the needs and feelings of those around them.

Please join me and my family in supporting the appeal to further improve the excellent facilities at the school through the construction of a new £2m Sports and Performing Arts Centre so we may continue to be able to enhance the learning experience of all your sons and daughters and for all those yet to come.

Andrew Barnard  
Headmaster

The Sports & Performing Arts Centre for Eagle House

## Toby, Ben and Francesca's top 10 Fundraising Ideas:



1. Make fairy cakes with lots of sweeties on top to sell at school or village fete, local hospital
2. Have a sponsored silence
3. Hold a fancy dress party
4. Wash cars for your family or neighbours
5. Create a “Naughty Box” where you have to pay money every time you do something naughty or use rude words
6. Give up chocolate for a WHOLE month
7. Hold a car boot sale where you can sell your old toys and clothes
8. Have a dry cornflake eating competition
9. Get people to guess the name of a big cuddly toy, which the winner gets to keep
10. Have a sponsored swim in our new pool

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Whatever you plan to and what ever amount you raise it will make a difference. You can share your plans with the Appeal team and we will make sure your efforts appear in our newsletter and on our appeal website.

Thank you for being part of our Appeal.

Martin Rickards  
Chairman of the Aiming High Appeal

# Handy Hints

## Organising -

- Keep ideas simple
- Work out a timetable and stick to it
- Form a small committee and assign hands-on tasks eg. finance, publicity
- Draw up a list of equipment/catering needs
- Create a contacts/address list
- Inform residents via letters, flyers and posters
- Keep a list of who has supported the event

## Budget -

- Set a budget and stick to it
- Estimate your income target
- Consider extra costs, e.g. if you're sending invites, the design and printing
- Ask suppliers if a charity discount is available

## If you need a venue -

- Choose a venue that has good transport links/parking
- Check if disabled access is required
- Make sure there is somewhere safe to store cash at the venue
- Seek permission from local authority/landowner if it is an outdoor event
- Check whether insurance is required e.g. public liability or household
- Check if licences are needed e.g. for alcohol
- Contact the council's environmental health department if providing food for the general public or catering at a large event and ensure there is First Aid cover or if large event that emergency services are aware

## Collecting the money -

- There are regulations governing how people can collect or fundraise for charity including public collections, lotteries and raffles. For details contact the Fundraising team
- Your company may run a matching scheme which will match your amount raised up to an agreed amount

## For a sponsored event -

- Fill in sponsor forms using clear capital letters
- If you are participating in the sponsored event, the form must have your full name and full home address plus your event name and date on it
- The full name and home address of each individual who makes a donation is needed for the school to claim Gift Aid
- You can also be sponsored online by setting up your own page at [www.justgiving.com](http://www.justgiving.com)

## Helpful websites -

- Charity Commission [www.charity-commission.gov.uk](http://www.charity-commission.gov.uk)
- Inland Revenue [www.hmrc.gov.uk/charities](http://www.hmrc.gov.uk/charities) or ring 0845 302 0203
- Justgiving [www.justgiving.com](http://www.justgiving.com)
- Realbuzz [www.realbuzz.com](http://www.realbuzz.com)
- Skyline [www.skylineoverseas.co.uk](http://www.skylineoverseas.co.uk)
- Timeoutdoors [www.timeoutdoors.com](http://www.timeoutdoors.com)

*Thanks to our supporters we can achieve this new build more quickly. We cannot do it without you.*

# Fundraising Ideas!

## For fitness

### For the fearless!

- Abseil
- Parachute jump
- White water rafting
- Shark dive

- Aerobathon
- 5k, 10k, half marathon, marathon, ultra marathon
- Triathlon
- Women's hydro-active challenge
- Great North Run
- Great South Run

### For Foreign Climes

- Cycle Vietnam
- Trek the Sahara
- Cycle Cuba
- Trek the Inca trail in Peru
- Trek Iceland

### For fun

- Coffee morning
- Cake sale
- Dinner dance
- Golf day
- Fancy dress
- Karaoke
- Pub crawl
- Race night
- Raffle
- Dress down day
- Dog show

### For Children

- Easter egg hunt
- Face painting
- Football tournament
- Talent show
- Colouring competition
- Sponsored toddle

### For a laugh

- Custard or baked bean bath
- Wet sponge competition
- Head shave
- Welly throwing
- Knobbly knees contest

### For a special occasion

Ask for donations to the Aiming High Appeal instead of gifts at weddings, civil ceremonies, birthdays, anniversaries, christenings.

## Fundraising Materials

Some items that may be useful for your events:

- Balloons
- Posters
- Sponsorship forms
- Large banners
- T-shirts
- Donation forms
- Fundraising packs
- Collection boxes
- Lapel stickers
- Gift Aid forms
- Reply envelopes
- Regular giving forms



*All money raised will directly benefit pupils at Eagle House School*

# Publicising the Event

## Top tips for writing a press release

- Press releases should be short and punchy (no more than one sheet)
- The headline should attract attention
- The introduction should sum up the story and be no longer than 25 words
- Include the five 'W's: who, what, why, where, when
- Include a description of your event and why you are holding it
- If you want the general public to attend the event make it clear in the release
- Always include contact details and the date
- See overleaf for an example press release you can use

## A picture is worth a thousand words

- You are more likely to gain media coverage if your event has a strong visual element
- Newspapers prefer action shots with activity in them rather than a long line up at a cheque presentation
- You can use props to stage a photo if you want to get publicity before the event e.g. if you're trekking the Sahara, dress up in your trekking gear
- Don't rely on a newspaper sending a photographer along, so have someone on hand to take good quality photos to send to the paper

## Contacting the media

- As well as your local paper, you can try contacting local radio and TV stations and trade/specialist titles or your work may have an in-house newsletter

## Timing

- Reporters and photographers work to tight deadlines, so give them advance warning
- Find out the name of the appropriate reporter and mark your press release for their attention. Follow up with a phone call
- Don't lose heart if a reporter/photographer is unable to attend. You could ask for some pre-publicity or send in a follow up story and photo afterwards
- You could also send a letter to the editor to say how much money was raised and thank those that took part

## More information

We can include your event in the diary of events on our website



# Style Guide

## Logo availability

The logo or artwork can be obtained from the Aiming High Appeal Office at Eagle House School  
Additional information about the appeal may be found on the school website [www.eaglehouseschool.com](http://www.eaglehouseschool.com)



**Our school motto is ‘Sublimiora Petamus’ which means Let’s Aim Higher. I hope that you will join us to reach our target helping Eagle House boys and girls have the time of their lives.**

(Aiming High Fundraising Pack contents courtesy of Professor Pat Rubin)