



# Fairfield House

The House of H.I.M. Emperor Haile Selassie I

## A very big thank you

Thank you for supporting Fairfield House. Your fundraising will help us to preserve this very special house for future generations to appreciate and enjoy.

There are all sorts of ways you can raise money. This pack will get you off to a great start, with information about Fairfield House, HIM Emperor Haile Selassie I, advice on running your own event, the different ways you can get involved and how to keep your fundraising safe and legal.

Have a read through before you begin fundraising and keep it somewhere handy in case you have any questions

We'd love to hear your ideas and we'll do all we can to help.

You can call us on 01225 464165 or email your query to [stevefairfieldhouse@gmail.com](mailto:stevefairfieldhouse@gmail.com).

Good luck and thank you!

Steven Nightingale

(Chair – Friends of Fairfield House Board of Trustees)

## Contents

- *Brief history of Fairfield House*
- *The Save the Legacy Appeal*
- *A - Z of fundraising ideas*
- *5 top tips to running your own event*
- *5 ways that you can support Fairfield House*
- *Working with the media to make your fundraising a success*
- *Keep it legal, keep it safe*
- *Ways you can pay in your donations*



# Fairfield House

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## What is Fairfield House



Fairfield House is a Victorian villa in Newbridge, Bath, and was the residence of His Imperial Majesty Haile Selassie I during his exile from Abyssinia from 1936 – 1941. The Emperor left the House to the City of Bath for use by the elderly in 1958.

Over the years it has been used as a nursing home, a day care centre and more recently, a cultural centre, celebrating the importance of HIM Haile Selassie I and his impact on UK, Ethiopian and world affairs.

The House is an important historical and cultural centre for residents of the City of Bath and wider national and international Rastafarian and Ethiopian communities. It is home or has been home to a number of groups and organisations working with older people including BEMSCA (Bath Ethnic Minorities Senior Citizens Association), Action for Pensioners, Age UK, the Peggy Dodd Centre and the local branch of the Townswoman's Guild. Throughout the year, we host a variety of cultural and religious events which reflect the diverse ethnic communities who use and appreciate the House and the legacy of HIM Haile Selassie I



## How your support is protecting the heritage and legacy of HIM Emperor Haile Selassie I

**Fairfield House** relies on voluntary donations to pay for the running costs of the House and ensure the legacy of His Majesty is maintained for the future. We need your help now. Supporting us could not be simpler. You can give a one off donation or set up a monthly gift. Simply go to;

<https://localgiving.com/charity/Fairfieldhouse>.



### How your donation will make a difference?

- **£25** will help us to produce and distribute educational materials about the House to schools and visitors, ensuring that more people know and understand the important role that HIM Emperor Haile Selassie I played across the world.
- **£50** will help ensure we can continue to host cultural events at the House, bringing together the community in Bath and across the UK to celebrate cultural diversity.
- **£100** will help us to promote the Tafari Gallery, providing space for new and innovative art and photographic exhibitions which reflect the history of Fairfield House and the diversity of the groups which use and visit it.

In addition to one off donations, you can also give a monthly gift or £1, £3 or £5 a month. This regular contribution enables Fairfield House to plan long term and makes it easier for you. To give this way, simply click on the monthly option and decide how much you want to contribute each month.

All contributions, no matter how big or small, will help ensure that the legacy of HIM Emperor Haile Selassie I lives on for future generations to appreciate and celebrate.

# Thank you

## *A to Z of fundraising ideas*

- A** Aerobic Events, Art & Crafts Stall, Auction of Promises
- B** Baby Picture Quiz, Ball, Barn Dance, BBQ, Bingo, Book Sale, Bridge Evening
- C** Cake Sale, Car Boot Sale, Car Washing, Coffee Morning, Concert, Cricket Match, Cycle Ride, challenge event
- D** Darts, Evening Dinner Party, Domino challenge, Dog Show
- E** Easter Egg Raffle, Eating Challenges, Exercise Bike Virtual Marathon
- F** Fete, Football Tournament,
- G** Garden Party, Golf Tournament, Gym Challenge
- H** Hair – shave or dye, Halloween Party
- I** It's a Knockout
- J** Jazz Night, Jewellery Making / Selling, Jumble Sale
- K** Karaoke Night, Knitting
- L** Line-Dancing, Loose-change boxes
- M** Masterclass – cooking, painting, Mastermind Quiz, Mufti Day
- N** Nearly New Sale, Non-uniform Day
- O** Odd Jobs
- P** Parachute Jump, Pet Show, Pub Quiz
- Q** Quit Something for Sponsorship, Quiz night
- R** Racing Night, Raffle, Running Events
- S** School Quiz, Silly Games Afternoon, Swear Box, Swim-a-thon
- T** Tombola, Treasure Hunt
- U** Unwanted Gift Sale
- V** Vegetarian Dinner Party, Virtual Sports Challenges
- W** Washing Cars, Wedding Anniversary – Donations not presents, Wine Tasting
- X** X-Factor Talent Competition
- Y** Yellow Ribbons, wear yellow day
- Z** Zany Hair Day

*Enjoy your fundraising and don't forget to have fun!!!*

## Five top tips when running your own event

Careful planning will help to make your event a success. We'll take you through it step by step.

### **Step one—Every journey starts with a first step.**

If you've never held an event before, start small. You can always do something bigger later. Stuck for ideas? Think about what you're good at and see if you can raise money from it. This could be anything from a sponsored knit to a five-a-side football tournament. Look at our A-Z of fundraising ideas.

### **Step two—Making your fundraising idea a reality**

First you need to create a plan. Then you need to stick to it! Pick a date that gives you time to prepare and check it doesn't clash with anything like a major sporting event, local festival or national fundraiser like Red Nose Day or Children in need. Or pick an important date and hold a themed event.

Get friends to help out. Give everyone a specific job so you know that everything's taken care of.

### **Step three –Location, location, location**

Need to hire a venue? Visit it first and talk to the manager. You need to check things like parking, disabled access and capacity, plus insurance and risk assessments.

### **Step four –Fundraising within your means**

Keep costs down where you can. If you're hiring a venue, ask the manager if you can have it for free or with a charity discount. – if there is a paying bar they will still make money. If you are holding a raffle, ask local businesses to donate prizes. Don't worry if someone says no, someone else will say yes. They may even sponsor your event.

Create a budget and track every penny. There is no point in putting in lots of effort just to break even. Set a target to aim for, it will feel great when you hit it!

### **Step five –Calling out across the World**

Tell everyone early and remind them at least once. Create a poster or flyer to promote what you are doing. If your event is open to the public, contact your local newspaper or radio station. Download our guide working with the media. Use Facebook, Twitter and other social media to help spread the word.

Make sure everyone knows their job and enjoy the event! Fundraising should be fun. ***Don't take the FUN out of FUNraising.*** Thank everyone for their support and let them know how much you raised. Let us know how things went and email us any photos. We'd love to see them and they could end up on our website. Finally, you'll need to collect all your funds and send them in to us.

## 5 ways that you can support Fairfield House.

### 1. Give a donation

We are constantly seeking funding to maintain and develop the services we offer. We therefore greatly appreciate donations of any size. If you would like to contribute to the work that we do, please make a donation by;

Give a **one off donation** or set up a monthly **standing order** by visiting

<https://localgiving.com/charity/Fairfieldhouse>.

- **Cheque** – please make your gift payable to “Friends of Fairfield House” and send it in the post to Fairfield House, 2 Kelston Road, (off Partis Way). Bath BA1 3QJ.



### 2. Get your company involved

We want to work in partnership with companies and their employees from across the UK to develop raise awareness of Fairfield House and to celebrate the legacy of HIM Emperor Haile Selassie I. Why not choose us as your Charity of the Year, encourage your staff to run an event, volunteer with the charity. Supporting an organisation like Fairfield House through the workplace has a number of real benefits to your company

- *The 'Feel Good Factor' of involvement with a respected and important charity and positive feedback from customers and staff.*
- *Spin-off marketing and PR opportunities resulting from their support.*
- *Team building within the workplace by working together to support Fairfield House.*



There are many ways you support Fairfield House

- **Give a donation.** Help us meet the costs of funding the running cost of Fairfield House by giving a Corporate Donation.
- **Sponsorship.** We always need Corporate Sponsors to help cover the cost of specified projects, events and services run by the charity. What better way can there be to promote your company than having it mentioned as one of our corporate sponsor on our website, through the media and on printed material where appropriate.

- **Gifts in Kind.** We are always grateful to receive gifts in kind that we are able to use as auction or raffle prizes, or pop into goodie bags at events. You could also provide “in kind” skills to support our fundraising or marketing.
- **In lieu of Christmas cards appeal.** What about giving a donation to Friends of Fairfield House instead of Christmas Cards this Christmas?
- **Volunteering.** Talk to staff at Fairfield House about how you and your staff can share skills and time to support the organisation.
- **Give as You Earn.** Support Fairfield House through a monthly gift through your salary. Talk to your employer to see if this is possible within your company. If you don't have one already, talk to other colleagues to see if they would be interested in supporting Fairfield House in this way

### 3. Involve your school, college or university

Are you at college or university and want to support Fairfield House? We need your help to raise awareness of the House and the important part it plays in celebrating the legacy of HIM Emperor Haile Selassie I. Here are some ideas of how you can support the charity

- Set up a fundraising group in your college or on campus and we will provide information about latest campaigns.
- Organise a fundraising event to involve students and staff. Look at the advice sheet about running an event.
- Encourage student and staff to “get active” and join us by participating in a walk or running event in the local area. We can provide sponsorship forms and promotional material to support your fundraising.

### 4. Donate in memory

Donate in memory allows friends and family to celebrate the life of a loved one by donating to a cause close to their heart. By making a gift In Memory to Fairfield House, you can help us continue to celebrate the legacy of HIM Emperor Haile Selassie I.

There are many different ways you can support us;

- Sending an In Memory donation direct to Fairfield House.
- Setting up a Tribute Fund in the name of your loved one.
- Ask for donation from friends and family at the funeral instead of flowers.

If you wish to collect for Fairfield House at a funeral, we can provide you with support materials that can be handed out or left on seats at the service. Most funeral directors will be happy to assist with this and we can send information directly to them.



If you are arranging a collection at a funeral, please ensure that cheques are made payable to Friends of Fairfield House. We will be happy to supply you with any support materials to assist with the collection, such as leaflets about the house.

No matter how small or large your gift, every gift will make a difference.

## 5. Get active for Fairfield House

Why not put your best foot forward and get active for Fairfield House? You could

- Secure your own place for one of the many fun runs, half marathons and marathons across B&NES and further afield to raise money for the group.
- Take to two wheels and cycle for Fairfield House. Talk to the office about any plans you have for your own challenge or find out about events that Fairfield House has registered with.
- If walking is your preferred exercise, why not join up with friends and family to organise your own sponsored walk? Information can be downloaded from the Internet or there are books available with appropriate routes, depending on the level of challenge you want to take on. Let us know what you are planning and we can help with promotional material and publicity.
- Fancy a charity parachute jump for Fairfield House. Help us make your dream come true. We work with a number of companies which offer parachute jumps at locations around the country.



We know that for some, only the very greatest personal challenges will do. In addition to the UK based events, we can arrange challenges that will take you overseas, through mud, jungle and desert. What better way to fundraise for Fairfield House than participate in a challenge of a lifetime? You will be pushed to the limit, make new friends and know that your efforts are helping us to celebrate the legacy of HIM Emperor Haile Selassie I.

For more information about how you can Get Active for Fairfield House, please call 01225 464165.



## Working with the media to make your fundraising activity a success.

Before writing your press release, ask yourself the questions - Is my event news worthy? Would people be interested in reading about it? Will it help to raise the profile of the charity? If the answer is yes, then you should publicise it!

### Writing a press release

1. Collate and organise your facts. A simple rule is to find answers to the following questions: Who? What? When? Where? and Why? Don't forget How? as well. This should form the body of your press release.

2. Identify the story's angle. It must be the most important fact in your story, it must be timely and it must be unique (newsworthy). Make sure this angle is in your first paragraph to grab people's attention.

3. Create a catchy headline. Keep it short and simple, using less than ten words.

4. Write in a third-person voice. The press release needs to remain objective, so avoid using words like "you", "I", "we" and "us" and replace them with "he" and "they". Try not to include personal opinions.

5. Provide quotes from key people. Journalists always use quotes to add an authoritative voice to their reports. If quoting a member of Fairfield House, make sure you get approval first.

6. Provide additional background information.

7. Get it approved. You'll need to make sure anyone mentioned in the press release has approved what has been said.

8. Get photos. Your press release will stand a better chance of being used if you include a photo. Make sure you caption the photo and get the approval of everyone in it

In general,

- *Press releases shouldn't be more than one-page long.*
- *Always put the date and our logo at the top of the press release*
- *Let the journalist know where the release finishes by adding ---Ends--- at the bottom.*
- *Add in the photo reference, name and accompanying caption.*
- *Make sure that your press release is hitting your target audience. You should only target newspapers and magazines which are local or topical to your event or where you live.*
- *Try not to include attachments, as some recipients do not open files that they think may contain a virus. Where possible, copy the press release and image into the body of the email.*



## Keep it safe, keep it legal

We are delighted that you have decided to raise funds for Fairfield House! Before you get going, just take a minute to read the following guidelines. We want your fundraising event to be fun, and we want you to raise lots of money - we'd also like to help you to keep everyone safe and happy when you raise the funds.

### Public collection

You will need a license from your local authority to collect funds on the street, in a public place or going from house to house. There are special rules about collection buckets / tins and what is acceptable in a collection. Call the licensing team at your local authority for advice on how to apply for a licence and the regulations associated with your activity.

### Raffle and lotteries

There are very strict rules and regulations relating to raffles and lotteries so please call the fundraising team at Fairfield House for advice. If you are holding a raffle on the night / day of your event and tickets can only be purchased at the event, then you will be able to use cloakroom tickets and no formal licence is needed.

### Events

Ensure that your event is well organised and you have thought about issues which may affect the safety of people attending or participating in your activity. Do you need to have first aid cover? The Friends of Fairfield House cannot accept any responsibility for your event nor for the people who take part in it.

If appropriate, have you undertaken a risk assessment to ensure you have proper plans to protect the safety of participants. Talk to the Fairfield House office if you have any questions or concerns.

Ensure the event is properly and adequately supervised, especially if children are involved. Have you recruited enough staff and volunteers? Have they been properly briefed and understand their responsibilities on the day?

Consider what insurance you may need. Do you need any special public liability cover or public entertainments license? This is especially the case if you wanted to sell alcohol. If you are selling food at your event, you need to make sure that all the catering providers are appropriately licensed.

### Promotion and publicity

All your fundraising materials and posters should make it clear that the activity or event is "in aid of Fairfield House". Please contact the office for permissions and guidelines to use the Fairfield House and Save the Legacy Appeal logo.

## Ways you can pay in donations

Well done and thank you for raising funds for Fairfield House. Now you just need to send us your hard-earned money!

Please return any funds raised and any completed sponsorship forms.

Don't send cash in the post. Instead, send a cheque payable to Friends of Fairfield House.

Don't forget to send us all your details too so we can thank you.

On behalf of the trustees, volunteers and supporters of Friends of Fairfield House, who through your fundraising, can enjoy the beauty and historical importance of Fairfield House,

