



Be a
Secret Santa
for a vulnerable child



Your fundraising guide

Thank you



for taking action for children

The magic of Christmas begins in childhood. Hanging stockings. Sharing festive food. Presents under the tree. It's a time for children to feel loved and make memories that last a lifetime.

But for too many children across the UK, Christmas is anything but magical. No stockings. No presents. No festive food – often no food at all. But you could help change that.

Your gift could help a vulnerable child feel the magic of Christmas.

Thanks to you, they could wake up knowing Santa has remembered them after all. They just won't know that Santa is you.



This guide has ideas to help you raise money this Christmas, plus more info on the difference your support could make.

Festive fundraising ideas

We've got three fundraising ideas for you to choose from.

1 Host festive drinks

Think gingerbread lattes, mince pies, candy cane hot chocolates, and cosy vibes. Or, if you fancy an evening event, perfect a few Christmas cocktail and mocktail recipes and wow your loved ones with cute decorated glasses too!

Head to **page 4** to find out more.



2 Become a Sporty Santa

Running, walking, swimming, yoga. However you get active this festive season, whack on your Santa hat (well, maybe not in the pool) and raise money as well as your heart rate!

Go to **page 5** to find out more.



3 Celebrate Quizmas

If you know your number one hits from your Premier League wins, a trivia night might be your bag! Host your own Christmas Quiz, and invite friends, family or colleagues to team up and battle it out.

Head to **page 6** to find out more.



Got your own fundraising idea? Whatever you do, we will support you every step of the way. Click [here](#) to tell us about your plans, and we'll send you materials for your event and offer you any support you might need.



Host festive drinks



At home, at school, or in the office – whip up a selection of Christmassy drinks, cakes or treats for a delicious festive event. Hold a festive afternoon tea, put a twist on a classic and host a Mince Pie Monday at your workplace, or hold an evening with Christmas cocktails and canapés.

Top tips

Venue – Your home, workplace, or even a public space like a church or community centre make great venues.

Date – Pick a date that doesn't clash with any other big events in your community.

Spread the word – Use posters, social media (like a Facebook event), email, and word of mouth to spread the word. If it's a public or community event, you could use local message boards to advertise, or contact your local radio station for a shout out.

Fundraising – Charge for individual items, and you could also ask for a donation to come along. Ask local shops if they can donate some baked goods. Why not pick an item from our Christmas gift list on **page 10** and make it your goal to reach that amount?

You can also encourage those coming to your event to donate as a gift for their loved ones. We'll provide a poster that you can display at your event with a QR code – making it super easy for them to make their virtual gift, right in the moment.



Choose this option, and we'll send you printable posters, bunting, cake flags, and a delicious recipe from one of our very own supporters.

Become a Sporty Santa



Grab your Santa hat and get moving to become a Sporty Santa. Whether it's taking 10,000 steps every day for the month, joining a local Santa run, running your local 10k, going for a bike ride or joining a local aerobics class – every step could help a vulnerable child feel the magic of Christmas.



You can get moving with a group of friends, or do your own thing. You can join an existing event or organise your own (make sure to check licences and permissions first).

However you decide to get sporty, wear your Santa hat with pride and set up a JustGiving page to collect sponsorship for the activity of your choice.

Need some activity inspiration?

Check out events in your area on **Run for Charity** – and make sure you sign up with Action for Children as your chosen charity.



Choose this option, and we'll send you a free Santa hat and plenty of fundraising support.

Celebrate Quizmas



Always fancied being a quiz master? Do you have the perfect tie-breaker question lined up? Then Quizmas might be for you.



If you **choose this option**, we'll send you a round of quiz questions and plenty of fundraising materials to help make your event a success.

How to host the best quiz

1 Find a suitable location and decide on the date

Whether it's a local pub, community centre, or your own home – pick the perfect venue for your quiz. Or if a nearby venue already has a regular quiz, why not ask if you can take it over one week, with the profits going towards your fundraising?

2 Find a prize for the winners

Prizes don't have to be flashy or expensive – people will often be happy with a Christmas hamper or voucher for a local cafe (or similar). Ask local businesses if they will donate items, or see if anyone in your network can help. You'd be surprised what amazing things you can get for free when you ask!

3 Find your host

Whether it's you or someone you know, make sure they're entertaining, confident, and reliable.

4 Choose your questions

We'll send you a round of quiz questions to get you started, but feel free to find or write your own, tailored to the theme of your choosing.

5 Invite everyone!

Invite your friends and family to come along to your quiz. Advertise at your school, college, workplace or community centre, and online with a Facebook event to increase the number of people who take part. You can add a link to your JustGiving page, too.

6 Raise money!

There are lots of different ways you can raise money with your quiz. You could:

- Charge individual people to enter the quiz.
- Charge teams to enter.
- Run a raffle, too.
- Put collection tins on the tables, or at the bar if you're able to.
- And finally you can encourage those coming to your event to donate as a gift for their loved ones, too. We'll provide a poster that you can display at your event with a QR code – making it super easy for them to make their virtual gift in the middle of quiz rounds!

Chloe's* Story...



* This story is based on real examples of children we support, illustrating what they've been through while protecting their identities.

Last winter, six-year-old Chloe* spent every day she was home huddled under blankets in the living room. It was the only room her mum could afford to heat.

Despite working as a care worker, Chloe's mum Layla* was struggling to make ends meet.

“At one point I didn't even have enough money for a pint of milk, let alone Christmas presents. Chloe was so excited about Santa coming. It just broke my heart.”

When Action for Children stepped in to help Layla and Chloe, it was just weeks before Christmas. Their support worker made sure Chloe had a magical Christmas, with a festive hamper full of food, supermarket vouchers and presents.

On Christmas morning, Layla watched Chloe's excitement as she opened the football boots that she had been wanting all year.



“Watching Chloe's face was just the best feeling ever. The excitement, the pure joy, I will never forget it. She burst into tears and kept saying “Santa came, he really came!”

“For that one day we weren't worrying about heating or food or bills. We were just a family, making happy memories.”

“I was so, so grateful. Your kindness and generosity meant we could enjoy a Christmas meal together and most of all, you made sure Santa visited Chloe. It was a day we will never forget.”

Pay in your money

You can pay in your money online at:

iamsanta.org.uk/hope

You can also set up a JustGiving page and link it to Action for Children. Any money you raise will go straight to us. And you can personalise your page with our suggested text.

We are XX and we're raising money for Action for Children because for too many UK children, Christmas is anything but magical. No stockings. No presents. No festive food – often no food at all. But you could help change that. Your gift could help a vulnerable child feel the magic of Christmas.



Here to help

Contact your local **Relationship Fundraising Executive**, who can guide you through the process and answer your questions.



Here's how your amazing fundraising could help a vulnerable child.



£25

could provide a vulnerable child with a Christmas present.



£40

could pay for breakfast, lunch, snacks and a hot dinner for a child for a week.



£100

could buy a cuddly toy, games, warm winter clothes and shoes for a child.



£150

could provide a child with their own bed and a warm duvet.

Got your own fundraising idea? Whatever you do, we will support you every step of the way. [Click here](#) to tell us about your fundraising plans this Christmas, and a member of our fundraising team will send you materials for your event and offer you any other support you might need.

Keep taking action for children

Here are other ways you can get involved and support our vital work.

★ Action Squads

Join or set up an Action Squad in your local community and hold events to raise money for Action for Children. Click [here](#) for more information.

★ In your community

Are you part of a group like the WI, Rotary Club, or a local association? If you'd like to support us with a group you're a part of, get in touch with us on groupfundraising@actionforchildren.org.uk

★ Sports events

We have places in big runs like the Great North Run and London Marathon, and challenge events all across the UK. Visit the [challenge events page](#) on our website for more info.

★ In your church

Get together with other members of your church community and plan events you know people will love. Find out more on this page – [Fundraise with your church](#).

★ Your small business

If you're a business owner, there's ways you can support! Visit our web page [here](#) for more info.



Drawn by a child
we've supported.



Thank you

Pay in your money at

iamsanta.org.uk/hope

Or scan the QR code.



Share your fundraising fun by tagging us and using **#SecretSanta**

 [/actionforchildren](https://www.facebook.com/actionforchildren)

 [@actionforchildrenuk](https://www.instagram.com/actionforchildrenuk)

 [/action-for-children](https://www.linkedin.com/company/action-for-children)