



**Wren Ten Appeal**  
Wren Music's  
Fundraising  
Challenge  
2019/20

## Perform

One of the most fun ways for members of Wren Music regular groups to raise money for the Wren Ten Appeal is going to be by performing with other musicians at local events, and donating any fee or contribution that you receive from the event organiser to the appeal.

**Here are a few tips to ensure your performance is a success.**

### 1. Check how you are described

Unless your group leader is attending the event, please be clear with the organiser that you are **fundraising for** Wren Music, and that you are not **representing** Wren Music as an organisation. This might sound like a subtle difference, but it is important to Wren Music's professional reputation that it is only when your group leader is with you that you are described as representing the organisation.

### 2. Get your arrangements confirmed in writing

This doesn't need to be anything as complicated as a contract, but it's a good idea to have it confirmed by email or in a letter. The details covered could include the venue of the performance, how long you will play or sing for, and how much will be donated in return.

### 3. Work out how much to ask for

The amount you request will depend on lots of different things, including how long you will play for, how much money the organisers have, and how many of you are attending.

We can't give explicit advice on how much you should ask for; the best advice we have is to take the time, as a group, to make sure that everyone involved in the performance is happy that their contribution is being recognised with an appropriate amount of money.

***Top tip:** you might also be able to find ways at the event to raise even more funds towards the Wren Ten Appeal, with a donation tin or craft stall (see the 'organise' page). Make sure you check with the organisers before doing any additional fundraising at the event.*

### 4. Use it as a recruitment opportunity

You never know, you might be performing to a group of people who really want to have a go at singing or playing an instrument, but don't know how to go about it. So remember to tell the audience about your Wren Music regular group and invite people to join.

### 5. Enjoy yourself!

Thank you! It is really great that you want to use your time and energy to raise funds for Wren Music in this way. Remember that enjoying yourself is the primary aim, so have fun!

**Wren Music**  
Ebenezer Hall  
North Street  
Okehampton  
EX20 1AR

Registered Charity No 1128790.  
Company limited by guarantee  
Registered in England and Wales No 6774932.



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## Your Guide to Fundraising

Dear supporter,

Across our society, people of all ages are living with loneliness and isolation<sup>1</sup>. Increasing inequality is eroding our trust in each other<sup>2</sup>. As schools and social services face ongoing budget cuts, music and arts are becoming endangered on the school curriculum<sup>3</sup>. On top of this, the idea of 'English cultural heritage' is at risk of being appropriated by those who seek, ultimately, to divide us<sup>4</sup>.

**Wren Music's mission is to work with music and culture in order to educate, inspire creativity, promote inclusion and celebrate identity and diversity.**

Every week Wren makes music—making a reality for hundreds of people across Devon – from children in their early years to older adults in residential care homes, and everyone in between including looked after children, teenagers with disabilities, vulnerable adults, and the general public.

This music—making gives regular contact with a group of friendly and familiar people, the opportunity for self-expression, the chance to learn about local cultural history, improve a new skill, achieve something together with others, and feel proud of those achievements. All of which can make a big difference to your overall health, well being and sense of belonging. We are proud to champion diversity in all its forms, and we specialise in inclusive music making. **And with your help we can do more.**

We need to raise £10,000 by March 2020 to secure Wren's place in the future. Your fundraising will help us to create more and better music—making opportunities for people across Devon and the South West. So read on for guidance about how you can help us to meet our target.

Thank you for supporting us to continue our work for **a world where every voice is heard.**

**Marilyn Tucker**  
Chief Executive

<sup>1</sup>Trapped in a bubble: An investigation into loneliness, 2016 (The Co-op with British Red Cross)

<sup>2</sup>The Inner Level, 2018 (Wilkinson and Pickett at The Equality Trust)

<sup>3</sup>Music Education: State of the Nation, 2018 (All Party Parliamentary Group for Music Education)

<sup>4</sup>See the work of the campaign 'Folk Against Fascism'



## There are four main ways you can fundraise: **give, shop, organise and perform.**

This document provides all the information you need to get started on raising valuable funds to help us meet the target of the Wren Ten Appeal by the deadline of March 2020.

### Give

The most direct way to help us meet the £10,000 target is to make a cash donation. You can donate directly to the Wren Ten Appeal either by post or online.

#### By Post

Send cheques\* payable to **Wren Music**  
\*please don't send cash in the post

**Wren Ten Appeal**  
Ebenezer Hall, North Street  
Okehampton, Devon  
EX20 1AR

#### Online

Visit [www.wonderful.org/charity/wrenmusic](http://www.wonderful.org/charity/wrenmusic)  
We have chosen to use **Wonderful.org** because they will transfer 100% of the donation and the Gift Aid directly to Wren.

### Shop

You can raise valuable funds for the Wren Ten Appeal every time you shop online.

**Easy Fundraising** is an online platform that generates donations based on your online shopping – at no extra cost to you.

Choose from over 3,600 retailers including **M&S, Amazon, eBay, Argos, Travelodge, Tesco, Apple, Waitrose, Aviva** and the **AA**. In your Easy Fundraising account you can see the donations adding up.

Join for free and choose to support Wren Music. Each time you want to buy something online (food shopping, clothes shopping, renewing insurance, changing broadband supplier – anything!) just start out on the Easy Fundraising website. From there you simply click through to the retailer's website and then we receive donations. At no extra cost to you.

Visit [www.easyfundraising.org.uk/causes/wrenmusic](http://www.easyfundraising.org.uk/causes/wrenmusic)

or download the **Easy Fundraising app**  
(available for iOS and Android)



### Organise

You can turn almost any event into a fundraiser. You can ask for a donation from the people attending or if you're going to do something that's a challenge for you, you can ask people to sponsor you.

If you want to use an online system for gathering donations, we are registered with [www.wonderful.org](http://www.wonderful.org) who pass on 100% of the donation and the Gift Aid directly to Wren Music.

**Here are ten event suggestions for ways to fundraise for the Wren Ten Appeal:**

#### Sponsored Swimming Challenge

A group of you could work together to swim a long distance. Or you could ask people to pledge an amount for every length of the pool you swim in thirty minutes.

#### Knit-a-thon

Gather together a group of knitters and see how long you can keep going for. You could ask for pledges for every hour you knit, or for every inch of knitting you create.

#### Dinner party, barbecue or garden party at your home

You provide the food and entertainment and ask people to make a donation to attend.

#### Group Hike

Pack up your lunch and head for the hills – make sure you get sponsored before you go. You could ask for donations for each mile that you walk.

#### Cake or Craft Sale

Homemade treats could raise donations at work or at school.  
*Please ask our permission if you want to use the Wren logo on anything you make.*

#### Sponsored Silence

This seems like the opposite of what people who make music would want to do, but maybe that extra challenge will raise even more sponsorship.

#### Tasting Evening – cheese or wine or chocolate or beer

Invite your friends over for a selection of tastes they might not have tried before.

#### Sponsored Cycle Challenge – on the roads or on static bikes

You could tackle a gruelling course or an extra long distance.

#### Dress-Down Day (or non-uniform day) at work or at school

Arrange with your school/employer to allow everyone to wear different clothes for one day, and ask everyone to make a donation. You could even dress up as your favourite musician.

#### Anything you can think of!

With a little imagination, almost any activity can be turned into a fundraiser.

**If you have a different idea and want to check it with us, you can contact us on [info@wrenmusic.co.uk](mailto:info@wrenmusic.co.uk).**

**We would love for you to share photos of your challenges with us on facebook at [www.facebook.com/wrenmus](http://www.facebook.com/wrenmus)**