



FUNDRAISING PACK 2023



Scan to visit
our website



hello@dadsrock.org.uk
Registered Charity: SC043877
www.dadsrock.org.uk

1 Waterfront Ave
Edinburgh EH5 1SG
Tel: 07807498709

WHO ARE WE?

Thank you for choosing to raise funds for Dads Rock. We are a small charity striving to improve lives of children in Scotland. We support Dads from families of all shapes and sizes to have stronger relationships with their children, so that children grow up feeling supported by their Dads.

We were founded in 2012 by two dads who wanted to be more involved with their children but couldn't find any established support networks.

Since then, we have grown our outreach to support thousands of dads, children and families through our weekly playgroups, parenting workshops and courses; music tuition at the Dads Rock Academy, one-to-one support for marginalised young dads and general support for dads and their families with a focus on positive mental health.

We work at the ground level within our community with the vision of being part of a larger societal shift toward an equitable future.



HOW DO WE HELP?

We provide a wide range of free services for parents, with a focus on Dads and children:

- Dads Playgroups - for 0-5yr olds
- Dads in the Wood - outdoor play for 0-8yr olds
- Dads Rock Academy - family music lessons
- Dads Trips - making memories
- P.S. Dads Rock - peer support for new Dads/Dads to be
- WhatsApp groups - for Dads
- Parenting Skills Workshops - for Dads/Mums/Carers
- Young Dads - tailored 1:1 support for vulnerable young Dads

“Before Samuel was born the classes were all focused on birth and mum. At Dads Rock classes I felt more able to ask questions about how I could support my wife. No question was off limits.”

- Davy, playgroup and antenatal workshop attendee

"It's more common for Dads to keep stuff inside. At Dads Rock there's no pressure to talk but it's easier because there's lots of open play. Dads Rock is one of the best things I have done for my kids."

- William, playgroup attendee



Scan to visit
our website to find out
more



WHAT CAN YOUR SUPPORT DO?

£5 could cover the cost of snacks for families at our free playgroups

£10 could cover the costs for a dad to attend a parenting workshop and help keep this service free

£30 could pay for a special fun activity for one of our families

£50 could cover the cost of renting a venue for an activity, like hair classes for Dads, potentially reaching 20 families each session

£100 could buy storybooks for all our Young Dad families

£220 could help us provide free, supported play for approx. 20 children with their Dads

£330 could pay for three months of 1:1 support for a vulnerable young dad and his children

£570 could provide a free place for a child from a harder to reach family to be involved in our year long Dads Rock Music Academy



**Do you have any questions?
Get in touch with our friendly team
for fundraising guidance!
hannah@dadsrock.org.uk**

FUNDRAISING TIPS

1. Choose what you're doing

Get moving

- Edinburgh Marathon Festival
- Great Scottish Run
- Kiltwalk
- Dog Jog
- Scottish Half and 10K
- Supernova
- Land's End to John O'Groats

Online or at home

- Donate your commute or lunch costs for WFH days
- Facebook fundraiser
- Game-a-thon
- Online pub quiz
- Virtual marathon, hike or cycle
- Big night in

Celebration and in memory

- Birthday fundraising
- Fathers day
- Mental health awareness month
- Christmas jumper day
- In memory of a loved one

DIY

- Bake-a-thon
- Head or beard shave
- Garage sale
- Host a big night in
- Skydive



** Remember **

Always choose something that's fun for you!

Sometimes big plans can make it hard to get things going, so make sure you choose to do something that works for you.

2. Plan what platform to use

The best way to raise funds is by creating a JustGiving page. This will easily and safely send your donations straight to us, after you link your page to Dads Rock. There are other platforms like Facebook fundraising, Enthuse and GiveAsYou Live. Chose whats best for you.

Scan to set up
your JustGiving page



MORE FUNDRAISING TIPS

3. Personalise your page

Writing a page summary really help you raise more money!* Feel free to add your own personality to the page through photos, the reasons why your fundraising, some info about Dads Rock etc. You can use any of our online banner images by following the link on our website or simply create your own.

4. Set a goal

If you're unsure of what amount to set, remember you can always increase or decrease your target. Setting a goal is linked to higher donations compared to pages with no set targets.*

5. Say thank you!

Saying thank you is so important. No matter how big or small, thank your supporters. Maybe it will remind others to donate!

*Statistics collected by JustGiving show it works!

Don't forget!

Ask your employer about matched giving. Many employers will offer to match your fundraising, or agree upon a fixed amount to top up your donation. Get in touch with your HR or management team to ask if your workplace provides matched giving.



Keep in mind that 20% of donations may come after your event has ended, so make sure you keep your page open or follow up after the event with an email, social media or workplace update about how you did.



HELPFUL RESOURCES

Check out our fundraising events calendar for upcoming events you can easily take part in!



Interested in our parenting workshops? Book in for free now. Donations aren't expected, but are much appreciated.

Have you raised money offline or would you like to make a one off donation? Safely and easily donate now.



Do you have any questions? Get in touch with our friendly team for fundraising guidance! hello@dadsrock.org.uk



hello@dadsrock.org.uk
Registered Charity: SC043877
www.dadsrock.org.uk