

Five easy ways to make money

This sheet highlights 5 easy ways make or raise money for your group with little or no effort.

1. **Buy.at (www.buy.at)**

This website allows your group to earn commission when people buy online. Simply by registering you get a unique web address which you then publicise. When people visit the site e.g. www.buy.at/myplaygroup they can choose to shop with a number of companies including John Lewis and Marks and Spencer. These companies then pay a commission back to you each month. This is completely free and you don't need to have a website already.

Key to making it work: Make sure everyone knows the website address, add it to all paperwork you send out and also onto posters or other promotional material.

2. **£ for £ matching from Barclays or Woolwich Bank**

Do you know anyone who works for Barclays or Woolwich bank. If so they can help you raise extra money. Each employee is able to match the money they raise for your group with money from the bank. So if your next event raises £300 the bank will give you an extra £300.

Key to making it work: Find the employee before you have the event. Then ask them if they will apply. It is also worth checking with other high street banks as they may also offer this.

3. **Childcare Vouchers**

This scheme allows employers to issue vouchers for payment of childcare as part of their wages. This money, is deducted from the employees pay before tax and National Insurance, and also before the employers contributions are made, saving both the employer and employee money. The vouchers can then be redeemed by you through the appropriate voucher company. The benefit to you is guaranteed income – no bad debts on payments made with vouchers and also publicity and promotion of your childcare setting. The employer saves money and also hopefully benefits from better staff retention and better success recruiting.

Getting Started. Find a company who issues childcare vouchers (an internet search will bring up a number of them), then get speaking to employers in your local area or find an employer offering vouchers and ask to be involved.

4. **Bidding**

There are lots of organisations happy to give money to support good causes. Perhaps the most well known being the National Lottery with their scheme Awards for All. In most cases a fundraising event costs money to put on. Wouldn't it be good if someone else would pay the costs and you could keep all the money raised – well, that could be the case. Awards for All (like similar schemes) are there to provide money to groups like you. Writing a bid summarising the benefits to your local community will often result in a cheque winging its way to you, before you spend a penny. They pay the cost – you get the benefit!

Key to making it work: Write a clear statement as to what you want the event to achieve, then make sure it includes everyone in the community, young and old.

5. **Tax Incentives**

As a charity you may be wondering how tax can make you money. There are a number of tax incentives which aim to encourage businesses to donate money to charities.

- **Gift Aid** – this is a scheme by which tax relief is available for donations of money. (NB. the way this works will vary according to whether a business is a company, sole trader or partnership).
- **Sponsoring Charities** – Businesses can claim tax relief on sponsorship to a charity if the payment is made for the purpose of their trade. For example a business may be able to pay for a large leaflet print or new staff uniform for your group in return for publicity for their business (eg. their logo is incorporated in your leaflets or on the staff uniform).
- **Donations of trading stock or equipment** – trading companies/partnerships and sole traders may also be able to claim tax relief on donations of stock or equipment that they manufacture or sell (eg a computer manufacturer could donate a computer to your group).

Many businesses may be unaware of these options so write to local businesses highlighting those that are applicable, this will come across far better than simply asking for hand-outs and you may find that many businesses are happy to help as it can improve their corporate image. There are however certain conditions and rules that apply that will vary according to the type business wishing to participate therefore it is a good idea to call the HM Revenue & Customs charities help-line on 0845 302 0203 or visit their website at <http://www.hmrc.gov.uk/>

Remember, use the local people around you, you are part of their community, for example don't overlook local rotary clubs or your parish councils when bidding for donations.

Further advice is available from the Dorset Sure Start business support team on 01305 228444.