



PRIVATE FUNDRAISING

Events	:	raffles, flag days, jumble sales, coffee mornings, sponsored events
Personal giving	:	mailing lists of supporters, payroll, giftaid, legacies
National appeals	:	e.g. Comic Relief, Children in Need
Charity retail	:	shops, furniture recycling, etc
Community Foundations	:	invest your money
Philanthropic or service organisations	:	e.g. Rotary, Inner Wheel, Soroptomists, Lions Clubs

Advantages of Private Fundraising

- can cover organisational/core costs and can sponsor posts
- can involve supporters in fun events/fundraising
- can generate good publicity
- often based around personal contact and raising your profile

Disadvantages

- time and effort involved
- investment required to set up retail outlet
- events and appeals can be expensive to organise