

THE COMPLETE PARENT'S HANDBOOK

The Fundraising Survival Guide for Parents

Everything you need to know to help your teenager raise money for their expedition, Scout trip, DofE, or overseas adventure — from first steps to final payment.

3

Sections

20+

Pages of advice

10

First steps checklist

Hello, and well done for being here.

Your teenager just got a place on something brilliant. Now the fundraising begins.

If you're feeling a little overwhelmed — you're not alone. Most parents feel exactly the same way when they first see the target amount. £1,500. £2,000. £2,500. It looks enormous. But here's the truth: **teenagers raise this money every single year**, and the ones who succeed aren't necessarily the most confident or the most connected. They're the ones who start early, have a plan, and keep going.

That's exactly what Ways2Raise is built to help with. And this guide is your roadmap — not just to the website, but to the whole journey.

How to use this guide

This guide is split into three sections. **Section 1** is all about getting started — the practical first steps every family needs to take. **Section 2** covers everything available on a free Ways2Raise account. **Section 3** explains the Pro upgrade and why it's worth every penny of the £24.99 annual fee.

Section 2

Free account features — everything your teen gets from day one, at no cost.

Section 3

Pro features — the tools that serious fundraisers use to raise more, faster.

“The fundraising journey is one of the most valuable parts of the whole experience. Your teenager will learn skills they'll use for the rest of their life — confidence, persistence, creativity, and how to ask for help. Ways2Raise is here to make that journey easier for both of you.”

— Anna, Founder of Ways2Raise



A note on safety: Ways2Raise is designed specifically for teenagers. No financial data is ever stored on the site. Parents always have oversight through the Parent Lounge and Guardian Access features. Your teen's safety is our top priority.

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SECTION ONE

Getting Started

Everything you need to do in the first two weeks — from setting up the right accounts to making your first fundraising plan.



Bank account



Goal setting



10 ideas rule



Free tools

Break it down: The Goal-Setting Method

The target looks scary. The weekly number doesn't.

The single most important thing you can do right now is break the total target into a weekly number. This transforms "raise £2,500" — which feels impossible — into "raise £25 a week" — which is completely achievable.



The simple maths

Count the number of weeks between now and the payment deadline. Divide the total target by that number. That's your weekly goal. Most families find they need to raise between £20 and £40 per week — which is one small fundraising activity every week or two.

£25

per week for 100 weeks = £2,500

£40

per week for 63 weeks = £2,500

£50

per week for 50 weeks = £2,500

The Three Pots Method

Encourage your teenager to think of their fundraising in three "pots" — this stops them relying on one big idea that might not come off:

Pot 1: Quick wins

Small, easy activities that raise £20–£50 each. Car boot sales, sponsored walks, bake sales, selling on Vinted. Aim for one every 2–3 weeks.

Pot 3: Big asks

Grant applications, local business sponsorship, community fundraising pages. These take more effort but can raise £200–£500 in one go.

Pot 2: Medium events

Quiz nights, bingo nights, sponsored challenges. Raise £100–£300 each. Plan 3–4 over the whole fundraising period.

Passive income

easyfundraising raises money every time someone shops online — at no cost to anyone. Set it up once and it runs in the background forever.



Ways2Raise Tip

Use the **Fundraising Log** in your teen's free Ways2Raise account to track every penny raised. Seeing the total grow is one of the most motivating things — and it makes the final payment much less stressful because you always know exactly where you stand.

The 10 Ideas Rule

Why having at least 10 fundraising ideas is the single biggest predictor of success.

Here's something we've noticed time and again: teenagers who write down at least 10 fundraising ideas before they start raise significantly more money than those who just pick one or two and hope for the best. Why? Because **not every idea will work** — and that's completely normal.

Some ideas won't suit your teenager's personality. Some won't work in your local area. Some will clash with other events. Having 10 ideas means that even if 6 of them don't happen, you still have 4 solid plans — and that's usually enough.



How to run a 10-ideas brainstorm

Sit down together for 20 minutes. No idea is too small or too silly at this stage. Write everything down — car boot sale, sponsored silence, quiz night, selling cakes, asking grandparents, doing odd jobs, running a raffle, selling on Vinted, sponsored run, bingo night. Then go through the list and pick the 4–5 that feel most realistic and exciting.

10 Ideas to get you started

- 1 **Sponsored walk, run or cycle** — classic, easy to organise, great for social media
- 2 **Car boot sale** — clear out the house and raise £50–£150 in a morning
- 3 **Bake sale** at school, work, or a local event
- 4 **Quiz night** — use the Ways2Raise Quiz Night Pack (Pro)
- 5 **Raffle** — ask local businesses for prizes

- 6 **Selling on Vinted** — old clothes, books, games. Surprisingly effective.
- 7 **Bingo night** — use the Ways2Raise Bingo Caller (Pro)
- 8 **Scratch card fundraiser** — 50 squares × £2 = £100 per card (Pro)
- 9 **Grant application** — free money from UK trusts and charities (Pro)
- 10 **easyfundraising** — passive income every time anyone in your network shops online



Ways2Raise has 200+ fundraising ideas in the free library

Every idea comes with a step-by-step guide, tips on how much you can expect to raise, and advice on what works best for teenagers. Browse the library at ways2raise.co.uk/library

Set up the right accounts first

Four free accounts that will make the whole journey easier — and one that will earn money on autopilot.



GoHenry — Your teen's dedicated fundraising account

The most important first step is having a separate account for fundraising money. GoHenry is a debit card and app designed specifically for 6–18 year olds — parents have full visibility and control, and your teenager gets their own card to manage the money responsibly. Keeping fundraising money completely separate from pocket money makes it much easier to track progress and show sponsors exactly how much has been raised.

Visit: gohenry.com | **Cost:** From £3.99/month (free trial available)

** Ways2Raise may receive a small referral fee if you sign up via our link. We only recommend GoHenry because we genuinely believe it's the best option for teen fundraisers — this helps us keep our subscription fee low.*



easyfundraising — Passive income from online shopping

easyfundraising is completely free and raises money every time anyone in your network shops online — at no extra cost to the shopper. Over 7,000 retailers (including Amazon, John Lewis, and Tesco) donate a small percentage of every purchase. Set it up once, share the link with family and friends, and it raises money in the background for the entire fundraising period.

Visit: easyfundraising.org.uk | **Cost:** Free



Canva — Design posters, social posts, and sponsorship forms

Canva is a free design tool that makes it easy to create professional-looking posters, social media graphics, and sponsorship letters — even with no design experience. The free version has everything a teen fundraiser needs. Ways2Raise's Skills Lab (Pro) includes a full Canva course.

Visit: canva.com | **Cost:** Free (Pro version optional)



Vinted — Sell unwanted clothes and items

Vinted is one of the most effective and underused fundraising tools for teenagers. Selling old clothes, books, games, and accessories on Vinted is free (no selling fees) and can raise £50–£200 with very little effort. It's also a great way to declutter before a big trip.

Visit: vinted.co.uk | **Cost:** Free

Your First 10 Steps

Tick these off in your first two weeks and you'll be ahead of 90% of other fundraisers.

- ☐ **Create a free Ways2Raise account** at ways2raise.co.uk — takes 2 minutes. Your teen gets immediate access to 200+ fundraising guides, the poster generator, and the fundraising log.
- ☐ **Work out the weekly target** — total amount ÷ number of weeks remaining. Write it somewhere visible.
- ☐ **Set up a GoHenry account** for your teenager — a dedicated fundraising account with parental oversight. All fundraising money goes in here.
- ☐ **Register on easyfundraising** and share the link with at least 10 family members and friends. This is free money that runs on autopilot.
- ☐ **Brainstorm 10 fundraising ideas together** — no idea is too small. Write them all down, then pick the best 4–5 to focus on.
- ☐ **Add the first 3 events to the Ways2Raise calendar** — having dates in the diary makes it real and keeps momentum going.
- ☐ **Create a Canva account** (free) and design a simple poster for the first fundraising event. Use the Ways2Raise Poster Generator for a quick start.
- ☐ **Set up a Vinted account** and list at least 5 items in the first week. Old clothes, books, games, and accessories all sell well.
- ☐ **Tell the school or group organiser** that fundraising has started — they often have contacts, venues, or resources that can help.
- ☐ **Consider upgrading to Ways2Raise Pro** (£24.99/year) — this unlocks the Grant Finder, Frankie AI Coach, Skills Lab, and all the event tools. Most families find it pays for itself with the first grant application.



When to start

The earlier, the better. Families who start fundraising more than 18 months before the trip deadline consistently raise more money with less stress. If you're reading this with less than 12 months to go — don't panic, just start today.

Safety, privacy, and parental oversight

Ways2Raise is built for teenagers — and that means parents are always in the loop.

How Ways2Raise keeps teens safe



No financial data stored

Ways2Raise never stores bank details, card numbers, or payment information. The fundraising log is for tracking only.



Guardian Access

Parents can link their email to their teen's account to receive updates and view fundraising progress at any time.



Parent Lounge (Pro)

A PIN-protected private space on the site with resources, guides, and a community board specifically for parents — separate from the teen-facing content.



GDPR compliant

Ways2Raise is fully GDPR compliant and follows the UK Children's Code. No data is ever sold or shared with third parties.

Your role as a parent

You don't need to run the fundraising — that's your teenager's job, and doing it themselves is part of the value. But there are a few things where your involvement makes a real difference:



Handle the money

Keep the GoHenry account in your name (or jointly) so you always know how much has been raised and where it's going.



Help with planning

Help your teen plan the calendar of events — booking venues, organising transport, and making sure events don't clash with school commitments.



Be the cheerleader

The biggest thing you can do is share their fundraising page, attend their events, and celebrate every milestone — however small.



About public fundraising pages

Ways2Raise Pro includes a personal fundraising page for your teen. This page uses their first name and expedition destination only — no surname, school name, or personal contact details are ever displayed publicly.

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SECTION TWO

Free Account Features

Everything your teenager gets from the moment they create a free Ways2Raise account — at absolutely no cost.

Included in the free Explorer account:

- ✓ Fundraising Log & Tracker
- ✓ Event Calendar
- ✓ Poster Generator
- ✓ 200+ Fundraising Guides (Library)
- ✓ Articles & How-To Guides

Everything in the free account

Your teenager gets all of this from day one — no payment required, ever.



FREE

Fundraising Log & Tracker

Log every penny raised and every expense. The tracker shows your running total, how much is left to raise, and a breakdown of income vs costs. It's the simplest way to stay on top of the numbers — and it makes the final payment much less stressful because you always know exactly where you stand.

Find it: My Account → Fundraising Log



FREE

Event Calendar

Plan and track every fundraising event in one place. Add events, set reminders, and see everything at a glance. Keeping a calendar of planned events is one of the most effective ways to maintain momentum — it turns vague intentions into real commitments.

Find it: My Account → Calendar



FREE

Poster Generator

Create professional-looking fundraising posters in minutes — no design skills needed. Choose a template, add your event details, and download a print-ready poster. Great for bake sales, sponsored events, quiz nights, and anything else that needs advertising.

Find it: My Account → Poster Generator



FREE

Fundraising Library (200+ guides)

Over 200 step-by-step fundraising guides covering every type of activity imaginable — from bake sales and sponsored events to selling online and approaching local businesses. Every guide includes realistic earning estimates, tips for teenagers, and advice on what works best in different situations.

Find it: ways2raise.co.uk/library



FREE

Articles & How-To Guides

In-depth articles on every aspect of fundraising — from writing a sponsorship letter to understanding the legal rules around raffles and prize draws. Written specifically for teenagers and their parents, in plain English.

Find it: ways2raise.co.uk/articles

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★ SECTION THREE

Ways2Raise Pro

The upgrade that serious fundraisers use. Everything unlocked — grants, AI coaching, event tools, destination packs, and more.

£24.99

per year — less than £2.10 a month

Most families find it pays for itself with the first grant application.

Why we recommend starting free — and then upgrading

The free account is genuinely useful. The Pro account is genuinely transformative.

We always recommend that families start with the free Explorer account first. Get your teenager logging their fundraising, using the library, and building momentum. Then, once you can see the fundraising is real and the trip is definitely happening, upgrade to Pro.

Here's why the upgrade is worth it: the Pro features aren't just "nice to have" extras. They're the tools that make a meaningful difference to how much money gets raised. The Grant Finder alone has helped families find hundreds of pounds in free money they didn't know existed. Frankie, the AI coach, helps teenagers plan their fundraising strategy in a way that most adults couldn't do on their own.

How we keep the price so low

Ways2Raise Pro costs just £24.99 a year — less than £2.10 a month. We keep it this affordable because we occasionally earn a small referral fee when we recommend tools and services we genuinely believe in (like GoHenry and easyfundraising). We only ever recommend something we'd suggest even without a fee — and we always tell you when a link is a referral link. That's our promise.

Start free when...

- The trip is newly confirmed
- Your teen is just getting started
- You want to try the tools first
- The deadline is more than 18 months away

Upgrade to Pro when...

- Fundraising is properly underway
- You want to apply for grants
- Your teen needs more support and ideas
- You want the event tools (bingo, quiz, scratch cards)

The Pro ROI calculation

If the Grant Finder helps your teenager find just one grant worth £100 (and many are worth much more), the Pro subscription has already paid for itself four times over. Most families who upgrade find at least 2–3 applicable grants in the first session.



★ PRO

Grant Finder — 40+ UK Grants & Bursaries

This is one of the most valuable features on the entire site. The Grant Finder contains a searchable database of 40+ UK grants, bursaries, and funding opportunities specifically for young people going on expeditions, Scout trips, DofE, and overseas adventures.

Many families don't realise that free money exists for exactly this purpose — local trusts, national charities, and youth organisations all offer grants that most people never apply for simply because they don't know about them. The Grant Finder makes it easy to find the ones your teenager is eligible for.

Tip: Grants typically take 4–8 weeks to process. Apply as early as possible — ideally at least 6 months before the payment deadline.



★ PRO

Full Skills Lab — 26 Courses, 160+ Lessons

The Skills Lab is a full online learning platform built specifically for teenage fundraisers. It covers everything from how to use Canva and AI tools to how to sell on Vinted, write a grant application, and run a successful fundraising event. The courses are short, practical, and designed to be completed in 15–20 minutes each.

Free account holders get access to a selection of preview lessons. Pro unlocks all 26 courses and 160+ lessons in full.

Popular courses include:

- How to use Canva for fundraising
- Selling on Vinted — beginner to pro
- Writing a grant application
- AI tools for fundraisers

Also includes:

- Music production
- Photography basics
- Social media for fundraising
- Public speaking & pitching



★ PRO

Frankie — AI Fundraising Coach

Frankie is your teenager's personal AI fundraising coach — available 24 hours a day, 7 days a week. Frankie can help plan a fundraising strategy, suggest ideas based on your teen's personality and situation, write sponsorship letters, help prepare for a grant application, and answer any fundraising question instantly.

Think of Frankie as having a fundraising expert on call at all times — one who knows everything about Ways2Raise, understands the challenges teenagers face, and never gets tired of answering questions.



How parents use Frankie too: Many parents find Frankie just as useful as their teenagers do — especially for things like "how do I approach a local business for sponsorship?" or "what grants should we apply for first?"



★ PRO

My Fundraising Page

Every Pro member gets their own personal fundraising page — a real website they can share with sponsors, family, and friends. The page shows their name, expedition destination, fundraising goal, and progress — and includes a link to their easyfundraising page so supporters can raise money just by shopping online.

Research consistently shows that sponsors respond more generously when there's a real page to visit — it makes the fundraising feel legitimate and the teenager feel accountable. It's also a great thing to include in grant applications.



Privacy: The page shows first name and destination only. No surname, school, or personal contact details are ever displayed publicly.

The Event Tools — run brilliant fundraising nights



★ PRO

Bingo Night Caller

Run a professional charity bingo night from any screen — no machine needed. The Bingo Caller includes all 90 traditional UK calls ("two fat ladies — 88!", "legs eleven — 11!"), a full number board that tracks called numbers, and automatic claim checking for Line, Two Lines, and Full House. Charge £5–£10 per book and run 6–8 games in an evening. A well-run bingo night can raise £200–£400.



★ PRO

Charity Scratch Cards

10 beautifully designed printable scratch card themes — dog names, lucky colours, safari animals, and more. Each card has 50 squares at £2 each, meaning **one card = £100 raised**. Print them at home, sell the squares to friends, family, and colleagues, then reveal the winner live on social media for maximum excitement. Sell 5 cards and you've raised £500.



★ PRO

Quiz Night Pack

Everything you need to run 10 complete quiz nights — 10 rounds of 10 questions each, 10 picture rounds, answer sheets, and a printable poster. Just add your own venue, date, and team entry fee. Charge £3–£5 per person, run 6–8 teams, and a quiz night can raise £100–£200 in a single evening. The pack includes enough material for a full year of monthly quiz nights.



★ PRO

Destination Packs

In-depth guides for popular expedition destinations — Kenya, Borneo, and more. Each pack includes fundraising ideas specific to that destination, grant opportunities, and tips from teens who've been there.



★ PRO

Premium Downloads

Professionally designed templates for sponsorship letters, grant applications, event planning sheets, and social media graphics — all ready to customise and use immediately.



★ PRO

Parent Lounge

A PIN-protected private space for parents — separate from the teen-facing content. Includes fundraising ideas and resources written specifically for parents, expedition guides, public liability insurance information, UK raffle and lottery rules, and a community board where parents can share tips and support each other.

Free vs Pro — at a glance

	FREE Explorer (Free)	★ Pro
Fundraising Log & Tracker	✓	✓
Event Calendar	✓	✓
Poster Generator	✓	✓
200+ Fundraising Guides	✓	✓
Articles & How-To Guides	✓	✓
Grant Finder (40+ grants)	—	✓
Full Skills Lab (160+ lessons)	—	✓
Frankie AI Coach	—	✓
My Fundraising Page	—	✓
Bingo Night Caller	—	✓
Charity Scratch Cards	—	✓
Quiz Night Pack	—	✓
Destination Packs	—	✓

Premium Downloads



Parent Lounge



WAYS2RAISE

The UK's fundraising resource for teenagers

Ready to get started?

Create your teenager's free account today. It takes two minutes and gives them immediate access to everything in Section 2 of this guide.

ways2raise.co.uk

Create your free account · Upgrade to Pro · Download resources

Free

Explorer account

£24.99

Pro — per year

200+

Fundraising guides

Ways2Raise may receive a small referral fee when you sign up for certain recommended services (such as GoHenry). This never affects our recommendations and helps us keep our subscription fee low. We only recommend services we genuinely believe in.

Badge / Section label goes here

Page heading goes here (h2)

Subtitle / italic tagline goes here

Opening paragraph — 2–3 sentences explaining what this feature is and why it matters



★ PRO

Feature name goes here

Feature description — 3–4 sentences. What does it do? How does it help? What can the user expect? Include a specific example or number where possible.

Find it: Navigation path goes here



Tip heading goes here

Tip content — practical advice, a specific use case, or a "did you know" fact that makes this feature more useful.

Optional second feature or supporting content block

Optional banner / CTA / quote box

Badge / Section label goes here

Page heading goes here

Subtitle goes here

- ☐ Checklist item 1 — describe the action clearly and specifically
- ☐ Checklist item 2 — describe the action clearly and specifically
- ☐ Checklist item 3 — describe the action clearly and specifically
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- ☐ Checklist item 9 — describe the action clearly and specifically
- ☐ Checklist item 10 — describe the action clearly and specifically

 Tip / callout box

Supporting tip, warning, or additional context goes here.

