



helps children  
communicate

# How you can help

FUNDRAISING GUIDE



REGISTERED CHARITY IN ENGLAND AND WALES (210031) AND SCOTLAND (SC039947)

# **I CAN is *the* children's communication charity**

***It is our mission to  
ensure that no child  
is left out or left  
behind because of a  
difficulty speaking or  
understanding.***



# What we do

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I CAN works directly with children and young people with SLCN, and with the people who educate, care for and can help empower young people and families.



## **Evidence-based, tried and tested programmes**

Our programmes ensure schools and early years settings have the knowledge and resource to help children develop communication skills across the curriculum, and narrow the gap between the lowest and highest attaining children.



## **Specialist schools**

We run two 'Outstanding' (OFSTED) schools, providing high quality care, education and therapy to children and young people aged 4-19 with the most severe and complex SLCN.



## **Improving SLCN provision and policy**

I CAN speaks directly to power, influencing law-makers. We raise awareness of the issues so they are better understood and addressed by the institutions and systems responsible for the education and care of children with special needs.



## **Supporting families and practitioners**

We offer free, confidential advice and resources to anyone supporting children with SLCN via the ["I CAN Help" enquiry service](#) and our [website](#)

# I CAN's impact



"Since leaving Meath and Dawn House School, I am able to communicate better. If I struggle with a particular word, I always find a way to explain what I wanted to say."

Anthony Hornby



**100** phone calls every month

"I CAN Help" enquiry service is on hand to answer questions, provide advice and resources, and signpost additional support for parents, carers and practitioners, so they are better equipped to help their children

**83%** of children catch up with their peers

Children who participated in Talk Boost KS1 reached expected levels of understanding and using vocabulary

**590,000** new users found our online resources helpful

Talking Point means families and the children workforce can access information and resources anytime, anywhere. The Progress Checker remains exceptionally popular, with 105,000 people using it last year alone.

Specialist education, therapy and care at our "Outstanding" two schools results in achievement for our pupils



# What you can do

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Get in touch! Let us know what you're thinking of doing so we can support you.

## Choose your challenge

You can do anything for I CAN – from running a 5k to a whole marathon, jumping over burning tyres at Tough Mudder or jumping out of a plane at 12,000 feet. We'll be there every step of the way.



## Plan your own event

We have supporters up and down the country who organise their own events for I CAN to help raise awareness and money: bake sales, comedy nights, pub quizzes, art exhibitions, anything fun you can think of...

What you can do

## Pledges and celebrations

Ask for donations instead of presents for your birthday, mark a significant celebration with donations to I CAN or offload unwanted goods on eBay.



## Amazon Smile

Like to shop on Amazon? Well next time you do, make sure you visit [smile.amazon.co.uk](https://smile.amazon.co.uk) and select 'ICanCharity' as your preferred charity. Amazon will donate 0.5% of the net purchase price to us, at no additional cost to you – easy!



For more ideas or support, call us on  
**0207 843 2532**



**“Intervention at a young age was so vital to her making progress. She was such a bright little girl and even to this day, we cannot believe the difference her communication skills have made to our lives.”**

**Sally**

# Once you've decided what you're going to do for I CAN, it's time to get started with your fundraising.

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1

## Share what you're up to

If you're organising an event make a Facebook event page and invite all your friends. Make sure to like and share the [I CAN Facebook](#) page, and invite your friends to do the same.

2

## Set up a donation page

Set up an online fundraising page at [www.justgiving.com/ican](http://www.justgiving.com/ican) or <http://uk.virginmoneygiving.com> It takes less than a minute to do, and is super easy for you to manage and your friends and family to donate!

3

## Harness the power of media

Local media is a brilliant source of promotion for your event or challenge. Ask for the news desk at local newspapers or your local radio or TV.



# Tips for successful Fundraising

Tell your story, upload a meaningful picture and put into your own words why this matters to you. That's ultimately what people will remember.

Share share share! More and more donations are being made through social media. Share your link on Twitter, Facebook, Instagram and any other platform.

Ask your most generous friends first to make their donations. It sets the benchmark for later donations.

Make updates to your page – people love to follow a story, they will want to follow your fundraising/ training story

Ask your boss. Companies often offer a matched giving scheme where your employer will match £ for £ however much you raise. It's worth a shout.

Write a blog, keep a vlog – keep your followers updated and give yourself something to look back on all your progress.

# *You are on your way!*

There are **1.4m children** with speech, language and communication needs in the UK who need your support. You can help them find their voice and reach their full potential!



**020 7843 2551**



**TeamICAN@ican.org.uk**



