



£1 million charity fundraiser

Fundraising Pack



Canterbury Oast Trust

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COT: www.c-o-t.org.uk | Rare Breeds Centre: www.rarebreeds.org.uk

Registered Charity no. 291662 | Registered Company no. 1897198 | VAT no. 7814 99090



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THANK YOU!

Thank you so much for choosing to fundraise for Canterbury Oast Trust's £1 million fundraiser during our 40th anniversary celebrations! This milestone is truly special to us as we reflect on the incredible progress we've made over the past four decades in supporting adults with learning disabilities. Your generosity and support help make all of this possible, and we are deeply grateful.

Your fundraising efforts will have a profound impact on the lives of those we support. The funds you raise will directly contribute to the expansion and enhancement of our life skills programmes, support the implementation of accessibility improvements across the farm for individuals with a range of disabilities, and help us invest in assistive technology, among many other important projects for the future of COT. Thank you for helping us make a lasting difference!


This pack is designed to make fundraising for COT as simple and seamless as possible, offering step-by-step guidance, creative fundraising ideas, and ready-to-use marketing materials. Whether you're planning a one-off event or aiming to reach your fundraising goal for a sponsored challenge, you'll find all the information and support you need right here.



Get in touch

Email: fundraising@canterburyoasttrust.org.uk
Call: 01233 861493

Connect

  @cotcharity
 /canterbury-oast-trust



1985

Back in the early 1980s, a group of visionary parents of young adults with learning disabilities came together with a dream. They wanted to create a brighter, more inclusive future for their children, a future that simply didn't exist anywhere else at the time. Fast forward to 1985, and Canterbury Oast Trust (COT) was officially born, setting the stage for a groundbreaking journey that would blend care, accommodation, skills training, and community, centred around a real working farm.



The Rare Breeds Centre and Poulton Wood, our ancient woodlands offer special, unique opportunities for people with learning disabilities to form bonds with the animals in their care, dive into the world of plants and propagation, develop their social skills by interacting with the public, learn the secrets of protecting ancient woodlands, create culinary masterpieces in the Granary Restaurant's training kitchen and much, much more.



As the years rolled by, more properties were added, each one carefully adapted or built to provide accommodation for more individuals with learning disabilities, including those with complex needs. The Foley Centre with four classrooms was also built to provide academic, life and computer skills programmes for resident and day service students. Meanwhile, the COT community blossomed, and many original residents continued their journey with us, building lasting friendships and enjoying a vibrant social life within COT and beyond.



Today, COT is a thriving community full of life and heart. It's an inspiring place to live, visit, volunteer and work, where everyone is supported to live their best lives. Many founding parents and family members are still actively involved, adding to the rich tapestry of our shared story. It's the kind of place where connections deepen over time, and people choose to stay.

This year, we're launching our ambitious 5-year plan which includes providing life-changing assistive technology, making the Rare Breeds Centre fully accessible to a wide range of disabilities, providing specialised support, maximising our conservation work across Poulton Wood and the Rare Breeds Centre, expanding training programmes to help people gain skills for employment and creating an inclusive online experience with the launch of a new, fully integrated website with accessibility tools.





Help us support our people!

Canterbury Oast Trust currently supports 81 adults in our supported living and registered care accommodation services with our life skills programmes serving an additional 70 external learning disabled and autistic students. Here are just a few of their amazing achievements:



Our COT students were offered the opportunity to present at our latest AGM as part of the AQA Unit Award Scheme. Dave and Rachel earned their accreditation in public speaking, while Tony (r) received his accreditation for creating an engaging multimedia presentation in PowerPoint.

Each of them chose to share their personal experiences of transitioning from a residential home, where they had lived for many years, to our newest supported living houses where they are thriving.

Milly has been with COT since 2016 and has become an amazing spokesperson encouraging people with learning disabilities to pursue their dreams. Last year, she was invited to present to the Women's Institute in Loose and then Canterbury College's SEN department on her passion: falconry.



I can't believe I'm here giving a talk to the students at my old college. When I think of the fact that I was unable to speak until I was 11 years old, I am so proud of myself for how much I have progressed and everything I have achieved.

I hope my talk today has inspired the students to pursue their dreams just like I did.

Our animal husbandry and plants and produce life skills students compete at the Heathfield Agricultural and Kent County Agricultural shows each year. Here are some of their latest results:



Graeme, who has been with us since 1986, placed 4th with his "Heavy Metal" creation at the Kent show.



Jess placed 2nd at the Heathfield show with a Wensleydale ewe lamb in long wool lambs.



Ryan placed 3rd at the Heathfield show with a Jacob ewe in hill and heath.

Our supported people are involved in multiple aspects of our charity:



In November 2023, we launched our new brand after votes were cast by our staff, volunteers, members and supported people for our winning logo design by a supported person.

Grace's concept was for a hands and tree design that she helped to adapt into a logo. It received a whopping 79% of all votes!



Sara was involved in interviewing candidates applying for a COT accommodation service support team position including making the phone call to the successful applicant to offer them the position. Sara says:

I can't wait for the lady to start. I enjoyed interviewing and being involved in choosing who joins the staff team.



Fundraising tips



Set yourself a target

People are more likely to dig deep and give to you if they know you have a goal to reach. You can always increase your target along the way if it looks like you'll reach it early!



You can do it!

Reaching a target might seem daunting until you break it down. A £200 target is £20 from 10 generous friends or £5 each from 40 lovely work colleagues!



Share your motivation

If you can, share why you're supporting COT and what the charity means to you. Personal stories resonate with potential donors and can inspire more contributions.



Fundraise online

Set up a fundraising page on JustGiving or another online fundraising platform to make it easy for the friends and family you don't see every day to support your efforts.



Share on social media

Use Facebook, Instagram, and other social media platforms to update your followers regularly on your progress, share your fundraising page, and remind people to donate.



Reach out personally

Reach out to friends, family, coworkers, and acquaintances personally to ask for support. People are more likely to donate if they hear from you directly.



Always thank your supporters

Be sure to send a personal note or post a thank you on social media. A little appreciation goes a long way!



Top fundraising ideas

1 Pub quiz night

Whether at your local or online, a classic pub quiz is always a winner for fundraising. Round up your mates for some friendly competition and raise money while having a laugh!

2 Guess the sweets in the jar

A real crowd-pleaser! Fill a jar with sweets, and charge a small fee to guess how many are inside. For a fun twist, use an opaque jar so people can only feel the sweets. The closest guess wins the jar!

3 Charity auction

Got any treasured items or memorabilia gathering dust? Or perhaps you can persuade your friends to swap their skills for cash? An auction is a great way to raise funds and offer some unique experiences or items. Going... going... gone!

4 Bake sale bonanza

There's nothing like a good old bake sale! Whip up some cakes, brownies, and biscuits to sell at work, school, or in your local community. The sweeter the treats, the more you'll raise for your cause!

5 5-a-side football tournament

Get the football fans together and host a 5-a-side tournament. Charge a fee for players and spectators, and you'll score big points for charity – all while having a good laugh with mates.

6 Birthday fundraiser

For your next birthday, ask friends and family to skip the cards and presents, and instead donate to COT. Set up an online fundraising page at Just Giving and make it easy for people to contribute.

7 Book sale

Gather books from family, friends, and your local school, then host a book sale. Not only will you raise money for a great cause, but you'll encourage a love of reading in your community too!



8 Swap shop

Organise a community swap event where people can bring items they no longer need – clothes, books, gadgets – and swap them for something new. In return, ask for a small donation to support COT.

9 Guess the baby photo

A classic workplace favourite! Ask participants to bring in baby photos, and charge a fee to guess who's who. The person who gets the most right wins, and the laughs are priceless!

10 Dog walking for donations

Offer to walk dogs for your neighbours or local community in exchange for a donation. It's a great way to raise money, get some fresh air, and meet new people while helping out those with furry friends.

11 Treasure Hunt

Organise a treasure hunt for the kids in your local park or community centre. Add a fun theme and clues, and charge a small fee to take part. The team that finds the treasure first wins – and everyone has a blast!

12 Share a ride for a week

Save money and reduce your carbon footprint by car-sharing with friends or colleagues for a week, then donate the money you'd have spent on transport to charity. The more people involved, the more you can raise!

13 Afternoon tea party

Who doesn't love a cuppa and a slice of cake? Host an afternoon tea with family and friends and ask guests to make a donation for all the delicious treats.

14 Gaming tournament

If you're a gamer, this one's for you! Set up a friendly gaming tournament, ask for donations to join in, or place bets with the winnings going to charity. It's a great way to have fun and raise money while staying in touch with friends.

15 Sponsored challenge

If you're into physical fitness or extreme sports, you can take on a physical challenge, like a bike ride, marathon or climbing a mountain, and get sponsors to donate for each milestone completed.

15 Run a raffle or tombola

A raffle or tombola is the perfect fundraising option for any setting – whether it's a community event, school fair, office gathering, or even an online campaign. With just a small entry fee, the potential to raise significant funds is massive. Plus, who doesn't love the excitement of the draw? Ask your friends and family to donate some fantastic prizes, and watch the donations – and the fun – roll in!

With these fun ideas, you'll be raising money for a good cause and having a fantastic time doing it. Ready to get started? Let us know if we can be of any help. Email us at fundraising@canterburyoasttrust.org.uk





Fundraise for our events

As part of our Ruby Jubilee celebrations, we are launching a series of fundraising events for the entire year of 2025. Explore the list below and get in contact if we have an upcoming event you'd like to support. Just email fundraising@canterburyoasttrust.org.uk.

January & February

Ruby Jubilee music festival sponsorship - ongoing

March & April

Brighton & Hove 10K race | Easter Market at the Rare Breeds Centre |
Poulton Wood cream tea | Plant a red sunflower | Rotary Club of
Sandwich golf day fundraiser

May & June

Car boot sale | Art at the Farm art show | Sponsored walk

July & August

Car boot sale | Sponsored swim | Treasure hunt on the farm

September & October

Vitality London 10,000 race | Ruby Jubilee music festival

November & December

BYOP (bring your own prosecco) pottery event | Christmas Market at
the Rare Breeds Centre | Sinden Theatre pantomime | Gladwells Pet &
Country Store Christmas fundraiser



Meet some other COT fundraisers



Our amazing assistant manager at Poulton Wood, Jax Tanner, ran for COT in the 2022 London Marathon and in 2023, she competed in the Ford RideLondon-Essex 100. That's an incredible 100 mile ride in support of our charity!

Sandwich Rotary Club has a long history of fundraising for COT, beginning with past president, John Cuss. More recently, Derek Smith has arranged donated wine auctions at their golf tournament.



Julie, a keen supporter of ours and sister of Christopher, one of our residents, told us about her lockdown fundraising:

"On my Birthday in February a group of us - all friends since school - decided to set ourselves a challenge - the Virtual London Marathon. We agreed from the outset we wouldn't run it - but thought walking and talking all the way was what we would do! During lockdown, some of us have been getting together once a week to do exactly this. We have busy lives with families and kids but thought it was important to not only exercise but to see each other - gradually building up our fitness levels and keeping sane!



"We talked about fundraising and the decision wasn't hard. They know how close I am to Chris and how hard it has been for me not to see him on a regular basis. They all know what a fantastic charity Canterbury Oast Trust is - and the wonderful work they have done caring for Chris over the last 18 months."



Sponsorship form

My name:

Event:

Date:

I am hoping to raise:

£



Ticking the Gift Aid box allows COT to reclaim 25p of tax on every £1 given. If I have ticked the box headed **Gift Aid**, I confirm that I am a UK income or capital gains taxpayer. I have read this statement and want Canterbury Oast Trust to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less income tax or capital gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference.

Full name	Home address	Postcode	Amount pledged	Gift Aid	Date paid



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Please make cheques payable to **Canterbury Oast Trust** and mail to
Fundraising Department, Highlands Farm, Woodchurch, Kent TN26 3RJ



Sponsorship form

Full name	Home address	Postcode	Amount pledged	Gift aid	Date paid

Total donations received	£	Total Gift Aid donations	£	Date donations given to COT	/ /
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