

Every little helps

Charity champions are being called on to unite against negative press and help lift the profile of the great British pub. Are your fundraising efforts being counted?

PubAid (www.pubaid.com), the online organisation that promotes the trade's charitable donations, is going from strength to strength thanks to Enterprise retailers among others. By raising cash throughout the year, not only are pubs benefiting numerous causes across the UK, they're also raising their own profiles on a political scale.

So far about 900 pubs have registered almost £4m for 300 different charities on the website, but PubAid needs more

retailers to sign up if it's to continue highlighting the industry's good work in the media, and ultimately reminding the government just how crucial pubs are to their communities.

As many Enterprise retailers have demonstrated, you don't have to jump out of a plane or scale the world's highest mountain to make a difference. Some of the most successful endeavours have grown from the simplest ideas. The **Salthouse in Clevedon, Bristol**, collected

£1,000 for Help For Heroes by pledging a pound for every pint of Doom Bar bitter sold, while a duck race held by the **Lenchford Inn in Worcester** generated £6,000 for Feed the Children.

According to PubAid, the average amount reported is £3,600 (the largest is a whopping £32,500). But even if pubs only manage £30 with a raffle or collection box on the bar, every penny counts.

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pubaid
UNITING OUR CHARITABLE INDUSTRY

Register to be recognised

It doesn't matter if you've raised £30 or £300, every penny counts. It's easy and quick to register. Simply visit www.pubaid.com and enter your details together with the amount raised or your target figure.

Mark and Chrissie East, retailers at the **Row Barge in Guildford**, try to support as many charities as they can with various events such as the recent poker night that raised £1,000 for a nearby Multiple Sclerosis group, or the upcoming talent contest in aid of Cherry Trees, a local children's respite centre.

They also exploit the pub's reputation for live music by holding charity gigs throughout the year. Even loose change they find at the end of the night goes into the pot, and the smallest amounts eventually become decent donations. Their weekly 'bonus ball', based on the National Lottery, for instance, brings in

about £600 a year.

By getting behind others' charity efforts too, the Row Barge has become a fundraising hub for Guildford residents. "If someone comes to me with an idea, I'll try to work with it," says Mark.

"We have group of local office-workers who eat here regularly and one of them is climbing Kilimanjaro for the British Heart Foundation. The guys are part of a band, so we had a live music night and raffle, and raised £875.

"Last year six local girls wanted to do something for Help for Heroes as one of their

boyfriends had been injured in action. They'd planned a skydive so a month earlier we held a family fun-day in the car park, with a 12-hour disco, coconut shy, bouncy castle, face-painting, plus a friend and I put ourselves in the stocks. People are still talking about it now."

Mark's advice to pubs ready and raring with their charity buckets is "know exactly who or what you're fundraising for and research the charity".

"And where possible, do it for local causes – because they make more people sit up and listen," he adds.

Getting behind a cause can help attract new customers...

here are just a few ideas to generate that community spirit

Make that cuppa count

Just one mug of coffee really can make a big difference. Last year pubs, along with offices, schools, clubs and the general public, helped raise nearly £7m for Macmillan Cancer Support by taking part in the **World's Biggest Coffee Morning**.

If you missed it, the good news is that the charity's nationwide coffee event is back on Friday 24 September, and it doesn't even have to involve hot beverages – how about holding a quiz or a wine and cheese night?

Get your pack by calling 01904 756425, emailing pjackson@macmillan.org.uk, or by registering at www.macmillan.org.uk/Fundraising/WorldsBiggestCoffeeMorning.



Become a learning hub



Pubs truly are hubs of the community – where else would you find the village hall, post office, crèche, clubhouse and even classroom under one roof?

That's why new online learning scheme School of Everything is inviting Enterprise pubs to become informal, accessible learning spaces for local adult courses and workshops. It's a great opportunity for pubs with a quiet corner, function room or snug, which could play host to anything from French class to chess club.

What's in it for you? Learning is thirsty (and sometimes hungry) work, and it could bring new people into the pub. For more details, and to sign up, visit www.schoolofeverything.com.