



14 March 2014

Press Information

Charities alerted to small fortune in a 50p

Birmingham-based fundraising experts have urged charities to check their collection tins for a commemorative edition of the 50 pence - as it could be worth more than £100.

Raisemore, which provides no win, no fee style fundraising support to charities across the UK, including RSVP in Birmingham, Neema Schools (Kenya) Trust in Derbyshire and Veterans at Ease in County Durham and Northumberland, has urged its clients and other charities to keep an eye out for the rare coin that was produced as part of Kew Gardens' 250th anniversary celebrations.

The distinctive 50 pence is being listed on eBay for up to £150, or even £350 if in a commemorative case - a welcome donation to any small charity.

Andy Green, Head of Strategic Partnerships at Raisemore, said: "Although rare, there is a strong chance that a number of lucky charities out there are sitting on collection boxes containing one of these coins.

"Our advice would be to check the tins carefully when they come in, and if they contain a Kew Gardens 50 pence make sure you don't miss out on an opportunity to boost your donation by realising the coin's full value. You could sell it on eBay or at an offline fundraising auction, where I'm sure it would attract much attention.

"So the message is: if you're bringing in collection tins from local businesses or buckets from street collections, be a little bit more vigilant when it comes to counting those 50 pences."

With only 210,000 of the coins produced by the Royal Mint, it is estimated that one in every 300 people is in possession of one.

The coin was designed by Christopher Le Brun and shows the Royal Botanic Gardens' iconic pagoda encircled by a vine with the dates 1759 and 2009.

For further information about Raisemore please go to www.raisemore.co.uk.

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Photo caption: Raisemore Head of Strategic Partnerships Andy Green checks a 50p for that elusive Kew Gardens pagoda



Issued by Clarke Associates on behalf of Raisemore.

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More about Raisemore:

Raisemore are the complete fundraising solution for growing charities in the UK, offering support and management of all fundraising activities to maximise the potential of any charity.

Raisemore brings together all aspects of fundraising in one place, so small charities without the big budgets of larger organisations can make dealing with their donors and supporters easier and more efficient.

The company's mission is to give growing charities the same fundraising power as major organisations.

Raisemore is part of the Inspire Fundraising Company and through carefully selected partners they have the ability to maximise all recognised forms of fundraising, for the greatest impact to any charitable organisation.

Raisemore enables any charity to create social media campaigns, use SMS giving and utilise more traditional methods of fundraising including legacy giving, in-memory and trust donations; as well as direct marketing campaigns too.

Visit the Raisemore website:

www.raisemore.co.uk