



# 100% Somerset – The Brand

100% Somerset originally started life as a charities festival week. The hope was to have one week in the year when Somerset charities took part in a week-long fundraising and publicity campaign. We wanted to offer a Somerset alternative to national campaigns like Red Nose Day as well as raise awareness and celebrate the work of charities and voluntary and community groups in the county.

The brand has now evolved. Charities and groups often have their fundraising strategies planned a year in advance and it isn't easy to reschedule into a given week. Therefore, instead of being a week-long festival of fundraising, the brand is now used to show that 100% of the money raised by a particular charity or event is staying in Somerset.

If you are a Somerset based charity or voluntary/community group and you are holding a fundraising event and would like to show that 100% of the money you raise will stay with you in Somerset, please use the 100% Somerset brand.

Electronic copies (and guidelines for use) of the 100% Somerset brand can be requested from [laura@vistaproject.org.uk](mailto:laura@vistaproject.org.uk).

Use them on your fundraising and promotional literature to show that the money raised will stay in Somerset.



Somerset Fundraisers Group  
c/o ViSTA, The Town Hall, Bow Street, Langport TA10 9PR  
[www.vistaproject.org.uk](http://www.vistaproject.org.uk) Tel: 08453 580372