



# Fundraising pack

This pack will provide you with information and inspiration to fundraise for Evolve Housing + Support.



**Evolve**  
Housing  
+ Support

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# Welcome!

**Thank you** for choosing to support the valuable work that we do in helping our customers move towards independent living. We want you to have a positive fundraising experience so we've created this pack to help you plan effective (and fun) events and activities.

Simple steps to fundraising success:

1. Pick your method of fundraising- will you fundraise at work? At school? Will you run a marathon? Are you with an organisation that looks to fundraise as a group?
2. Plan your event (who, when, where, and how.)
3. Set up a [sponsorship page](#)
4. Keep a record of all the money you raise
5. Thank your supporters.



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# Impact

We are a homelessness and community support charity working with around 1,500 people each year in and around London. We are a place of positive change and growth for people of all ages, cultures and backgrounds.

Fundraising is vital in the work that we do. For example, customers from Alexandra House in Croydon recently took part in a series of bike workshops where they learned how to fix and maintain their bike, and ride safely on the road. This had a significant impact on customers' wellbeing and has provided them with a cheap mode of transport and exercise. Donations from our supporters are vital in helping us to expand projects like this.

For more information about our services and the projects that we run, please see our website: [www.evolvehousing.org.uk](http://www.evolvehousing.org.uk)

£15 could pay for a move in pack of basic items like toiletries and cutlery for new customers moving into one of our services.

£20 could pay for materials needed to run arts and crafts sessions.

£25 could pay for the ingredients for 10 customers to participate in a cooking workshop.

£75 will could for a specialist to deliver an employment workshop to help our customers move into work.



Customers taking part in the 2015 Prudential Ride London event

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# Fundraising ideas

How you decide to fundraise should be an enjoyable and fulfilling experience. Do something that will challenge and inspire you. Here are some ideas of ways you can raise money:

## At work

- › Hold a tea and cake hour with colleagues.
- › Compete with the other teams in your organisation to see who can raise the most money. It is up to each team to decide what they do to be the best team of fundraisers.
- › Gather teammates together to take part in a bike ride, run etc.

See our key fundraising opportunities and dates document for a list of what's coming up

## At school



We want to know your ideas. [Chat to us](#) if you are unsure about what you want to do or to tell us about an ingenious idea that will inspire others.

- › Sponsored silence – Don't say a word for the entire day, no matter what.
- › Speak to your teachers about organising a school-wide competition where people draw or write about what 'home' means to them. It could cost £1 to enter and the prize could be that the winner's piece gets published on the school website or displayed in school.

### **Individually**

- › Take on a sporting challenge such as a swimathon or a long distance run. Ask your friends and everyone else you know to sponsor you.
- › Give up your favourite food for one month.

### **Events**

- › Hold a dinner party where you cook and your guests contribute how much they would usually pay for a similar meal in a restaurant.
- › Share your talent by teaching a group of people about one of your unique skills.

Please visit your doctor before undertaking a sports program.

If you're stuck for an idea, ask your friends on social media and see what clever ideas they come up with.

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## Plan your event

Once you have decided how you will fundraise, there are a few things to consider to make sure it runs smoothly. When you begin your planning, think of the 5 W's: who, what, where, when and how. This will help you to form the basis of your plan which you can then build on.

### **Who to invite**

Will your event be open to the public, or just for people that you know? Take into account their interests and what will encourage them to attend.

### **Time and location**

Who is your target audience? If you're holding an event consider their working hours and how accessible the location will be for them. Does the venue have the capacity to hold all of the people you intend to invite?

### **Targets**

How much money are you aiming to raise? This will help you to plan how many people to invite, how much to charge or even how many cakes to bake.

## **Health and safety**

If you are planning an event you need to research the regulations and laws related to the type of event you are running. This includes:

- › Ensuring that the venue complies with legal requirements about health and safety.
- › If you are selling food at your event, ensuring that you are complying with regulations applying to food (Food Hygiene Regulations 2006).
- › If you will be holding a raffle or lottery, ensuring that it complies with the Gambling Act 2005.
- › For collections you must obtain written permission of the site holders and state that you are fundraising for Evolve Housing + Support. (This is in accordance with Charities Act 1992.)

For additional support on planning, or if you have any questions about the health and safety of your event, please contact us by emailing [fundraising@evolvehousing.org.uk](mailto:fundraising@evolvehousing.org.uk)

## **Key websites**

- › <http://www.institute-of-fundraising.org.uk/code-of-fundraising-practice/>
- › [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)
- › <http://www.hse.gov.uk/> (Health and Safety regulations)

## Advertising

Let people know about your event! You could invite them to an event on Facebook or put up a poster on your work noticeboard.

We can help you with the following:

- › Creating posters and flyers.
- › Designing invitations.
- › Writing a press release for the local media.
- › Promoting your fundraising on our social media pages.
- › Setting up a JustGiving page

Please get in touch by emailing [fundraising@evolvehousing.org.uk](mailto:fundraising@evolvehousing.org.uk) for a copy of our logo and if there is any other advertising we can help you with.



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## 5 fundraising tips



### **Who can help out?**

Could you use the skills and expertise of anyone you know to help you with your fundraising? Maybe this is a friend who is a regular baker or a colleague that can make fancy dress outfits.

### **Set up a sponsorship page**

Set up a free sponsorship page on [JustGiving](https://www.justgiving.com); this is a really useful platform to encourage people to donate online and for you to keep track of your fundraising target.

Visit [JustGiving.com](https://www.justgiving.com) for more useful tips about how to make the most of your fundraising experience.

### **Send out regular fundraising target updates**

This will help you to build up the interest in your activity as friends will be keen to hear your progress, and may even donate that little bit more so that you reach your target. You could do this through social media tools such as Facebook and Twitter or by regularly updating your notice board at work.



## **Company match funding**

Ask the organisation that you work for if they are willing to match fund the total amount of money that you raise. This will be great for their corporate social responsibility and help you reach your target. If you would like guidance writing a letter to them, we can help.

## **Social media**

Update your friends, family and supporters with your progress by writing a blog or via your Twitter, Facebook or Instagram feed. If you are running a marathon, this could be a training diary or if you will be selling cakes you could publish your recipes. Blogging is a great way to publicise what you are doing as well as keeping you motivated. Use free blog websites such as [Blogspot.com](http://Blogspot.com) or [Wordpress.com](http://Wordpress.com).

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## After the event

- › Once the event has finished, you will need to collect all of the sponsorship money. Make sure that there are two people present when counting the money and then send it to us via a cheque payable to 'Evolve Housing + Support'. Please do not send cash in the post.
- › All of the money raised through [JustGiving](#) will automatically be sent to us and you won't need to take any additional action.
- › If your sponsors pay tax, make sure they know about Gift Aid. As charitable donations are not taxed, if your supporters have paid income tax and/or capital gains tax for the current tax year, they can add Gift Aid to their donation. This amounts to an extra 25p in every £1 that they give which we can claim back from HMRC.
- › Use our thank you letter template to thank your supporters for fundraising for us. Please also let us know how your activity has gone and send in any photos that can be used to inspire others to fundraise for Evolve. Email us for templates or just to get in touch.
- › Remember to thank the people that supported you and let them know the total money raised through your fundraising efforts. You could do this through social media as well as sending them a more personal thank you. We will also thank the people that donate through JustGiving.

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# Thank you

**Your fundraising efforts have a real impact on the lives of our customers and we would like to thank you again for your commitment to making a difference.**

Please keep in touch with us and let us know about your future fundraising plans. Stay up to date with the latest news and opportunities by following us on Twitter and Facebook.

## **Head Office**

### **Evolve Housing + Support**

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## **Social**

**f** /EvolveLDN

**t** @EvolveLDN

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