



# MAKE IT YOUR OWN

How to create the perfect fundraiser for you

**BAKER MAKER  
GAMER DJ  
POET GARDENER  
COMEDIAN GAMER  
CHEF KNITTER  
FOODIE YOGI  
READER POTTER  
SPORTY**

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**THE FIGHT FOR  
HOME STARTS  
HERE**





# SOCIAL BUTTERFLY ADVOCATE



Andre is a DJ.

He loves pop, especially Beyoncé. But for him, music is more about bringing people together and getting them onto the dance floor.

He thinks DJing is a powerful way to do good in the world. He has loads of friends and likes nothing better than organising a party and putting the word out.

Right now, he's planning a disco night to raise money for Shelter. That's because Andre thinks everyone needs a safe home so they can live a happy life – and he knows that you're more likely to be affected by the housing emergency if you're a person with a disability.

Andre wants everyone to know that housing is a human rights issue. Using his flair for party planning, he's creating a night to remember down at the local church hall. His set is packed full of uplifting pop and Beyoncé classics.

The money from every ticket sold will go towards fighting for a fairer system.

That's because Andre isn't just a social butterfly, he's an advocate for housing rights.

**More fundraising ideas for social butterflies:**

**QUIZ** COFFEE MORNING  
LIVESTREAM MUSIC  
DRAG SHOW TALENT SHOW  
**KARAOKE** FANCY DRESS  
FESTIVAL NIGHT **COMEDY NIGHT**  
FASHION SHOW COCKTAIL PARTY  
TIKTOK-ING

## Our tips

- Find a venue. We can give you a letter you can send to your church, school or pub.
- Share your event online and use a platform like Eventbrite to sell tickets.
- Ask mates to help out and sell tickets. They could even work the door on the night.
- To encourage donations, share stories on the night about our work.

# ATHLETE ACTIVIST



Running is Maxine's thing.

She does it for fun and fitness. Over the years, she's seen a lot of things while out on her regular 5km circuit. She's also noticed just how many people are sleeping on the streets.

And she's felt angry.

Maxine decided to channel that anger into fighting the housing emergency.

Maxine lapped her circuit three times for Shelter. She asked her friends and local community to sponsor her on her Just Giving page and she ran a total of 15km.

She raised money and got more people thinking about what it's like to sleep rough, especially in the local area.

That's because Maxine isn't just an athlete. She's an activist.

**More fundraising ideas for athletes:**

DOG WALKING **YOGA**  
**CLIMBING** RUNNING 24 HOUR SKATE  
WEIGHT LIFTING FOOTY MATCH  
SPONSORED SWIM **SKIPPING**  
HULA HOOPING **NETBALL** SPORTS DAY  
DANCE CLASS **OBSTACLE COURSE**



## Our tips

- Get friends to join you on the challenge. They can set up their own fundraising page and add what they raise to your total.
- Spread the word: emails, texts and social media posts are a great way to promote your fundraising.
- Why not connect your Just Giving page with fitness app Strava? Then you can share your runs and encourage donations.
- Set up a playlist on Spotify and ask friends to nominate a song for a donation.



# FOODIE + ALLY

Anthony says the kitchen is the heart of his home. It's where he does his favourite thing: baking.

Anthony is obsessed with bread. But it's not just about experimenting with new ingredients and coming up with clever recipes (especially if they're made with sourdough).

It's about living the good life, making memories and filling his home with the warm, delicious smell of freshly baked treats.

Anthony knows that without his home, he wouldn't be able to cook or feed his friends and family. He wouldn't be able to lead a happy life.

That's why he organised a baked bread sale. Anthony decided to showcase his technical skills, stand up for people in housing trouble and raise money for Shelter.

He set up a stall at the summer fair of a local school. All money raised went towards fighting for the right to a safe, stable and secure home.

That's because Anthony isn't just a brilliant baker. He's an ally to anyone fighting against an unfair housing system.

**More fundraising ideas for foodies:**



- AFTERNOON TEA
- THEMED DINNER
- BAKE SALE
- CHILLI EATING
- PIZZA
- SUPPER CLUB
- BBQ NIGHT
- CAKE DECORATING
- WINE & CHEESE TASTING
- COOK-ALONG

## Our tips

- Holding a dinner party or food sale? Ask your guests to donate what they would have spent in a restaurant or café.
- Use your networks: some people might prefer to help cook or bring baked goods to sell, others may prefer to donate.
- Be safe. Research food hygiene and ask people about allergies in advance.
- Make it a competition – ask people to bake the best cake to win.

# CHANGE MAKER



Jia loves to knit and she's been doing it since she was a kid. But if you're thinking scratchy old jumpers, think again.

She makes gorgeous clothes from luxe yarn that all her friends want to wear. In fact, the waiting list for one of her shawls is so long, Jia decided to teach her friends how to knit – that way, they could make something for themselves.

But she didn't stop there.

When Jia found out that Shelter is campaigning for more social housing, she turned her knitting class into a fundraiser.

That's because Jia grew up in social housing and knows how important it is. Her family home was a safe place to live that her mum could afford. Jia thinks everyone has a right to a real home.

That's why she charged everyone £20 to take part in her knitting class. It was held at a local pub and all money raised went to Shelter.

Thanks to Jia, we can continue all our vital work – including the campaign to build social housing.

Jia isn't just a maker. She's a change maker.

More fundraising ideas for makers:

**CARD-MAKING POETRY** FACE PAINTING  
**SPOKEN WORD** CRAFT-ALONG  
LIFE DRAWING **GLOW-UP**  
**SEWING BEE** CANDLE MAKING  
**ORIGAMI** MUSIC CONCERT  
POTTERY SKILLSHARE

## Our tips

- Start a knit or craft class in your lunch hour. Ask colleagues to donate to take part.
- Why not host virtual workshops or events on Twitch or Zoom?
- Make it a regular thing – hold monthly sessions for a donation each time.
- You could organise an auction, raffle or sale for your creations.
- Friend's birthday soon? Why not make their gift and donate what you save.



Deanna runs two small businesses and she's invested in a start-up.

Her workdays are busy – and that makes Deanna's downtime even more important.

She's in her garden at the crack of dawn each morning and when she clocks off each evening.

Growing flowers and getting muddy helps Deanna clear her head and unwind. Last year she planted so many sunflowers, Deanna spotted an opportunity.

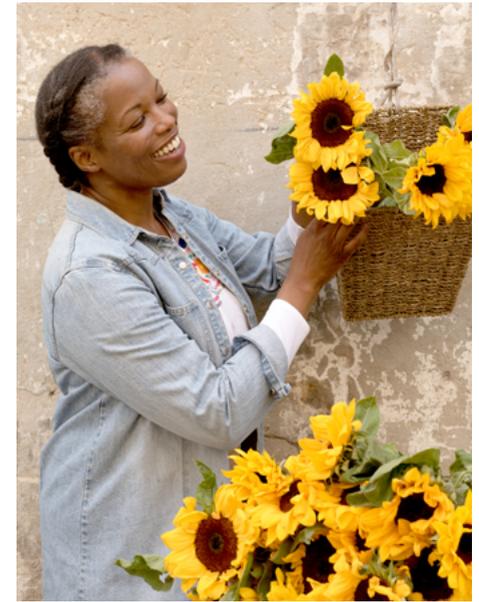
Deanna believes that good business always gives back to the community. She was fed up with seeing so many people denied the right to a safe home – so she sold her bumper crop to friends and offered her gardening services in return for donations from neighbours.

All money raised went to Shelter.

That's because Deanna isn't just a businesswoman. She's an ethical entrepreneur.

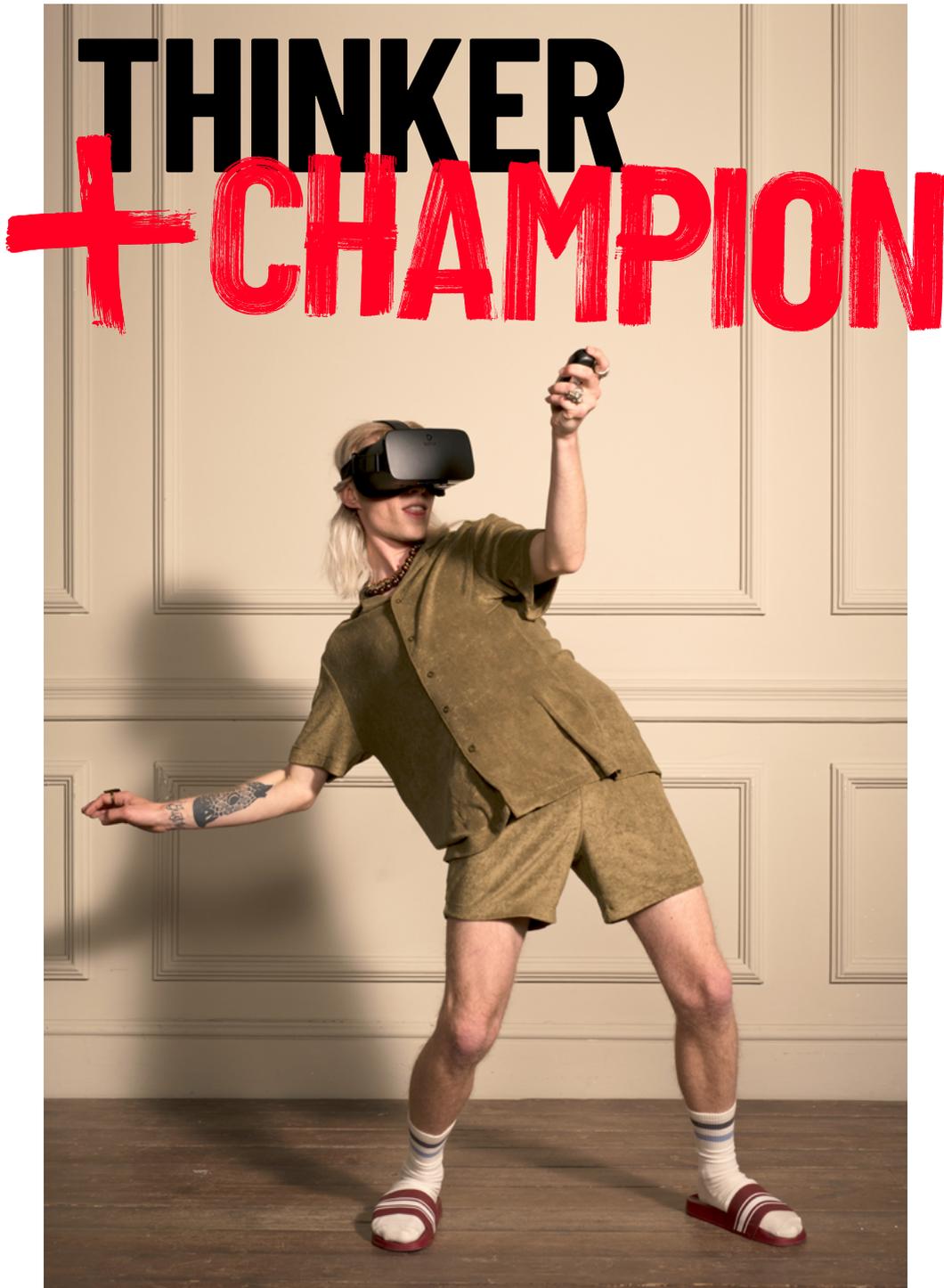
More fundraising ideas for entrepreneurs:

**AUCTION OF PROMISES ALLOTMENT SALE**  
**PJ DAY** HEAD SHAVES  
**UPCYCLING**  
**CLOTHES SALE SPONSORED SILENCE**  
CAR WASH **BABYSITTING** **TUCK SHOP**  
**WORKSHOPS** **DIY FAVOURS**



## Our tips

- Advertise locally and spread the word on social media using #FightForHome
- Go digital. As well as car boot and jumble sales, you could sell on eBay, Etsy, Depop or Facebook Marketplace.
- Say thank you. Add a thank you card to everything you sell with info about Shelter.
- Join forces with friends and family with other skills to raise even more.



Charlie loves anything that involves using their brain. Especially playing strategic video games.

Their gaming community meets online every Thursday for chats and practice. It was a social lifeline during lockdown – Charlie plays (and talks) with all sorts of people.

Some of Charlie’s friends were afraid of losing their homes because of the pandemic. Lots of people were struggling to pay the rent.

Charlie thinks home is a human right. They think the housing system needs fixing so there’s a safety net to catch anyone who needs it.

When Charlie found out that Shelter works with the government to make the housing system fairer, they decided to champion the fight for home and organise a gaming fundraiser.

Each person put a tenner in the hat to compete. The event was streamed on Twitch and Charlie took donations through Just Giving.

Charlie thinks it was the gaming event of the year. And they’re not wrong because the money raised went towards ending the housing emergency.

That’s because Charlie isn’t just a thinker, they’re a champion of housing rights.

**More fundraising ideas for thinkers:**

**MURDER MYSTERY ESCAPE ROOM**  
**GAMING READING MARATHON**  
**BOARD GAMES**  
**TWITCH-STREAM**  
**CHESS COMP BOOK CLUB**  
**JIGSAW RACE DEBATING SOCIETY**  
**ONLINE QUIZ**

**Our tips**

- Planning a gaming tournament? Decide if it’s a marathon or once-a-month thing.
- Use platforms like Facebook, Discord or TikTok for your book club chats.
- Live stream games and get people to donate using Twitch and Just Giving.
- Ask everyone to donate to take part in a board game evening or jigsaw puzzle race.
- Think about what your friends like to do and use that as inspiration.

# MAKING IT HAPPEN

## How to plan your fundraiser

### Decide what to do

Think of something you love and make an event of it. Simple is good but that doesn't mean boring – how could someone like you ever be boring?

### Set a date

Weekday evening, a weekend or school holidays? Make sure your date doesn't clash with any important occasions.

### Go digital

#### Etsy and eBay

Selling to fundraise? Selling on eBay or setting up an Etsy shop is fast, easy and effective.

### Call on your friends

Don't try to do everything yourself. Get your friends and family to help you organise and spread the word. Make a list of tasks and decide who's doing what.

### Local posters

A few posters on local community boards or in schools make a big difference too. We've included a customisable poster in this pack.

### Social media

Set up a WhatsApp or Facebook group, get on TikTok and don't forget Instagram. Get people to post updates and photos and remember to tag us. There are so many ways to get your fundraiser noticed.

### Name the place

Need a venue? It's best to book well in advance. Make sure it has access to suit everyone's needs and a place to make drinks. If it's a public place, check whether you need a licence.

### Safety first

Make sure you have a first aid kit. If you're selling food and drink, check for potential allergens so you can alert people.

### Just Giving

Create a Just Giving page. Write your story and tell people why you think fighting for home is important. Set a target, and don't be afraid to increase it to get more donations. Post regular updates on Just Giving, and share them far and wide on social media and by email.

## Planning

Name of my activity: .....

.....

Time and date of my activity: .....

.....

Location: .....

.....

Location / venue contact details: .....

.....

Licence details (if needed): .....

.....

Who's helping me + their tasks: .....

.....

.....

.....

.....

Items I need for the day: .....

.....

.....

.....

.....

Food / drink I need for the day: .....

.....

.....

.....

Fundraising target: .....

.....

# FUND THE FIGHT FOR HOME



## £15

£15 could pay for a webchat for someone facing homelessness

## £20

£20 could pay for a call to our helpline

## £100

£100 could fund four face-to-face chats with an advisor

## £471

£471 could help three people facing eviction through our legal advisors

## Sarah's story

When they were made homeless, Sarah and her two sons spent 13 months in a cockroach-infested hostel.

After that, they moved into cramped temporary accommodation where water constantly leaked from the ceilings and soaked the walls, floors, and carpets. It felt like it was raining inside. They lived there for two years.

Life wasn't always like this for Sarah. She used to work for Ealing Council and support her family. Then in 2010, she was diagnosed with MS. A couple of years later, she had a stroke.

Basic day-to-day tasks became really difficult.

And then her mum died.

Sarah and her family were made homeless after being evicted from her mother's Housing Association home. For lots of people, this is how homelessness happens.

The safety and security we take for granted can be upended by illness, accidents or serious life events.

With the help of Shelter, Sarah has now moved to a social home. But those three years will stay with her. A reminder of how important it is that we all fight for home. Not just for ourselves, but for others.

As a community fundraiser, you're part of our grass roots movement for change.

Thank you for fighting against homelessness and thank you for standing with people like Sarah.

## How to send us your money

### Please don't post it

Please don't send cash through the post – it may get lost. Instead, make cheques out to 'Shelter' and send them to:

Community  
Fundraising Team  
Shelter  
88 Old Street  
London  
EC1V 9HU

### What to include:

Any original sponsorship forms you've used. This is so we can claim Gift Aid on your donations at no extra cost to your sponsors.

A note with your name, address and postcode with some details of your event, so we can process your donation properly and send you a BIG thank you.

### Other ways to pay

You can make a bank transfer to us. Please use 'CF + <your name or organisation>' as the reference and email: [community@shelter.org.uk](mailto:community@shelter.org.uk) to let us know you've made it.

Any money collected from Just Giving will come directly to Shelter.

### Account name:

Shelter National Campaign  
for Homeless People Ltd  
**Sort code:** 30-00-02  
**Account number:** 01167206

## Keep it safe and legal

### Health and safety

Minimise risks to organisers and attendees by completing a Risk Assessment Form – you can find a template here: [www.hse.gov.uk/simple-health-safety/risk/index.htm](http://www.hse.gov.uk/simple-health-safety/risk/index.htm)

### Collections

You need permission for collections from the local council, venue manager, or property owner.

**Bucket collections:** contact your local authority and they'll help you apply for a licence.

**Supermarket / train station:** ask the site's manager and make sure you follow the rules for public collections. Contact us and we'll help you work out the details: [community@shelter.org.uk](mailto:community@shelter.org.uk)

Under 16s aren't allowed to collect money through public collections. They can be present but can't hold a bucket or can.

### Raffles and lotteries

The Gambling Commission has strict rules that you must follow.

You must take extra care and consideration about how you will protect children and people who may be vulnerable.

For more guidance on fundraising, please get in touch or refer to: [www.fundraisingregulator.org.uk/code](http://www.fundraisingregulator.org.uk/code)

### Small raffles

For raffles that start and finish on the same day, at the same event, you don't need a licence. But you must charge the same price for each ticket and draw the name of the winner before the event is over. Cash prizes aren't allowed.

### Lotteries

If you plan to run a prize draw over multiple days or sell tickets at more than one venue, please get in touch with: [community@shelter.org.uk](mailto:community@shelter.org.uk) for guidance.

### First aid

If you think you'll need first aid at your event, contact St John's Ambulance for advice: [www.sja.org.uk](http://www.sja.org.uk)

### Food and drink

Take care when handling food and follow basic rules for safe preparation, storage, display and cooking. Learn more on the Food Standards Agency website: [www.food.gov.uk](http://www.food.gov.uk).

## Get in touch

We'd love to hear from you.

Email: [community@shelter.org.uk](mailto:community@shelter.org.uk)  
with your fundraising idea and what you need help with and we'll get back to you as soon as possible.



**We exist to defend the right  
to a safe home and fight  
the devastating impact the  
housing emergency has on  
people and our society.**

