

Shelter

IT'S YOUR FUNDRAISER

Our guide to fighting homelessness by doing what you love

Time to bring it

The best fundraising happens when you bring your own personality into the mix. This guide is all about using your interests and the things you love to raise money for Shelter. We'll help you find out what kind of fundraiser you are and take you through all the practicalities of getting started. It's a lot easier than you might think...

Why your fundraising matters

We take urgent calls every day from people who are choosing between food and rent, from parents who want a safe place for their child to sleep, and from older people who just want to hang onto their home.

When you throw a fundraising event for Shelter, you're not just baking a brilliant sponge or seeing how far you can cycle, you're fighting against homelessness. We think you're incredible – thank you so much for supporting our vital work.



Here are some of the amazing things we'll be able to do because of you...

£50

means we can answer five urgent calls to our helpline

£75

means we can give face-to-face support to three people who need housing advice (and make them a nice cup of tea)

£250

means we can give legal advice to a family who are in danger of losing their home

£2,000

means we can give 200 people vital housing advice over a web-chat channel

**Sure, there are hundreds
of other bakers and makers
out there but...
no one does it quite like you**



Fundraising is about doing what you love for a cause you believe in (and having a blast while you do it). But when there are so many activities to choose from, it's difficult to know where to begin. First, let's find out what kind of fundraiser you are.

Creatives, we'll be your muse

Arty? Crafty? Got poetry in your soul? You could turn your pottery habit into pound signs or use your singing skills to raise money and raise the roof.

Suggested fundraising activities:

knit-a-thons, candle-making classes, embroidery evenings, art auctions, music concerts, poetry readings, pottery sales, card-making

Our top creative tips

- How about turning your hobby into a competition – everyone pays a small fee to take part and there's a prize for the best card made or the coolest candle at the end of the session
- You could hold a craft class in person or on Zoom, depending on the measures in place where you live
- Why not send a knitting pattern to your friends and hold an evening's sponsored knit-a-thon?
- You could even create some paintings and auction them off to family and friends – Zoom is the perfect platform



On your marks, sports bunnies

Nothing wrong with a fun-run, if that's your thing. But we also want to hear from the synchronised swimmers, skydivers, netball teams, yogis and anyone who loves a good old fashioned walk.

Suggested fundraising activities:

five-a-sides, canoeing, yoga workshops, sweepstakes, running clubs, bike rides, synchronised swimming shows, skydives, country walks

Our top sporty tips

- If you're playing a team sport, set up a Facebook event to sell tickets for your match. It'll help you drum up support
- If your favourite sport is a solo affair, set yourself a challenge and get people to sponsor you
- If restrictions are in place in your area, sweepstakes are a great way to keep things sporty while you fundraise
- We offer lots of sporty challenge events but we'd love you to create your very own over here:
[england.shelter.org.uk/support_us/
events/organise_own_event](http://england.shelter.org.uk/support_us/events/organise_own_event)



Introverts, it's time to shine

It's always the quiet ones you have to watch – you're full of hidden talent and your hobbies are so interesting. Time to switch on the games console, break out the boardgames and bring your book club to the table.

Suggested fundraising activities:

**video game tournaments, book clubs,
board game marathons, sponsored Twitch streams,
film nights, online quiz nights**

Our top chilled tips

- If you're not part of a book club, you can use Facebook to start one up and share it among your friends
- Game tournaments and film nights call for snacks – think about selling these at your event to boost your fundraising
- You could link your Twitch stream to your JustGiving page and share it on social to let people know when to tune in
- Why not ask people from global gaming communities to join your tournament – see how many participants you can get to sign up



All the practical stuff...

Decide what to do

Now you know what kind of fundraiser you are, this shouldn't be too tricky. Remember to keep in mind what social restrictions might be in place where you live.

Get a little help from your friends

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

Set a date

Would your event be better on a weekday evening, a weekend or in the school holidays? Make sure your date doesn't clash with any important occasions.

Name the place

If you need a venue, book it well in advance. Check whether it has loos to suit everyone's needs and a place to make drinks. If it's a public place, check whether you need a licence.

Get the word out

Social media is your friend. Set up a Just Giving page and share, share, share. But remember, a few posters on local community boards or in schools make a big difference, too.

Safety first

Make sure you have a first aid kit. If you're selling food and drink, check the potential allergens so you can alert people. And finally, make sure you know what social distancing measures you need to take, if any.

We're here if you need us.

To make your fundraising event a roaring success, we can supply you with posters, sponsorship forms, t-shirts, balloons, stickers and leaflets. We're also on-hand for advice. Simply email: community@shelter.org.uk or call: [0344 151 1190](tel:0344 151 1190)

How to send us the money you raised

Send us a cheque

Please don't send us cash. Instead, bank the money and send us a cheque (along with all sponsorship forms and a note with your name and address) to:

**Community Fundraising Team
Shelter
88 Old Street
London EC1V 9HU**

Make a bank transfer

If you make a transfer, remember to use a reference (your surname or organisation's name). Make sure you let us know the reference you're using via email: community@shelter.org.uk

Here are our details:

Account name:

Shelter National Campaign for Homeless People Ltd

Sorting code: **30-00-02**

Account number: **01167206**

Pssst, don't forget the Gift Aid

Ask your donors to sign up to Gift Aid and write their Gift Aid numbers on the sponsorship form, along with their donations. Sign up here: england.shelter.org.uk/support_us/philanthropy/gift_aid

What is Gift Aid?

When you Gift Aid your donations, the government will add 25% extra on top, at no extra cost to you.