



# Shelter's Simple Guide to Fundraising

Everything you need to know to put on a fantastic event in aid of people struggling with bad housing and homelessness

Shelter



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# Thank you

**We're thrilled that you've decided to fundraise for Shelter. Your support comes at a crucial time: every 11 minutes, another family in Britain becomes homeless, and our nation is facing a full-blown housing emergency.**

At Shelter, we see first-hand the devastation that bad housing and homelessness causes. It destroys families, puts lives in danger, ruins relationships and disrupts children's education. It's thanks to supporters like you that we can be there for people in need and campaign so that one day, no one has to turn to us for help.

Whatever money you raise will make a difference to the lives of people struggling with bad housing and homelessness.

From them, and all of us at Shelter, thank you.

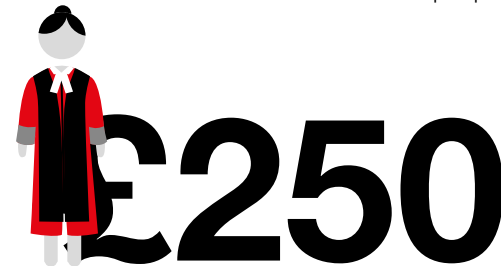
## How your money can make a difference



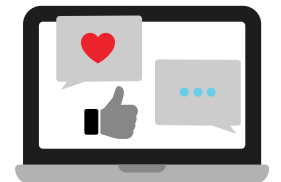
could help us answer five urgent calls to our helpline



could help us provide face-to-face support to three people in need of housing advice



could help us provide legal advice to a family at risk of losing their home



# £2,000

could help us give online advice via webchat to around 200 people



# Kimberley's story

Kimberley was 34 weeks pregnant when she found out her landlord was selling up. She and her husband Mark were forced to go from preparing their home for a new arrival, to house-hunting. The family received housing benefit, which caused lettings agents to refuse to let to them, and as the weeks wore on, the prospect of homelessness became ever more real.

**‘We ended up being housed in temporary accommodation – all four of us in one room. Later we were moved, again to a tiny room. With no space, we had to eat dinner on the beds. And with a newborn baby, we had to sit in the dark from 8.30pm onwards.’**

With Shelter's support, the family moved out of temporary accommodation and into a home, where they're now able to put down roots.

**‘This is the first place I've ever lived in that I can decorate. Without Shelter, my children would still be stuck with nowhere to call home. Their helpline advisers gave me the confidence to get through the process and understand my rights. I've met a lot of others going through this situation and told them to call Shelter.’**

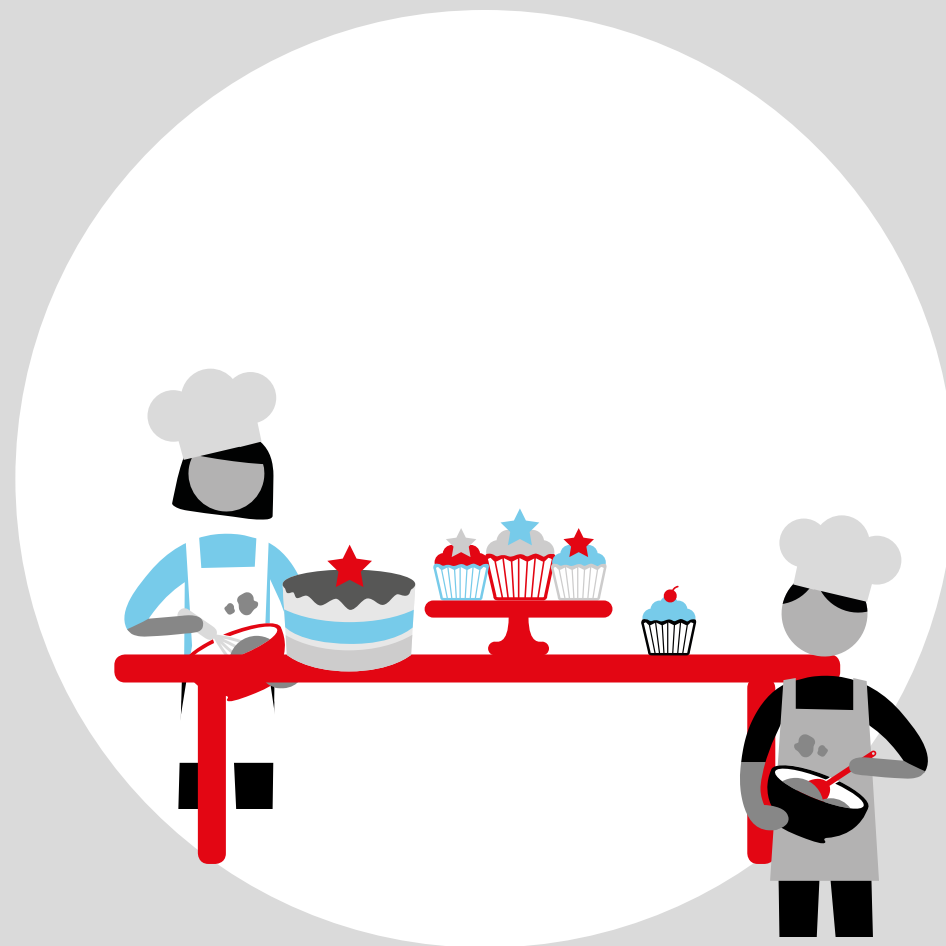






## fantastic fundraising ideas

Whether you want to make and sell your own creations or gather your friends and put on a show, here are a few suggestions to help you plan an unforgettable fundraising event



### Great cakes

From a competitive bake-off with friends and colleagues to selling your own homemade delicacies, a bake sale is a delicious and easy way to fundraise. For recipes, bunting and more, download our Bake for Shelter pack at [shelter.org.uk/resources](https://shelter.org.uk/resources)

### Just the ticket

Organise a raffle by asking friends, colleagues and local businesses to donate items, then sell tickets.

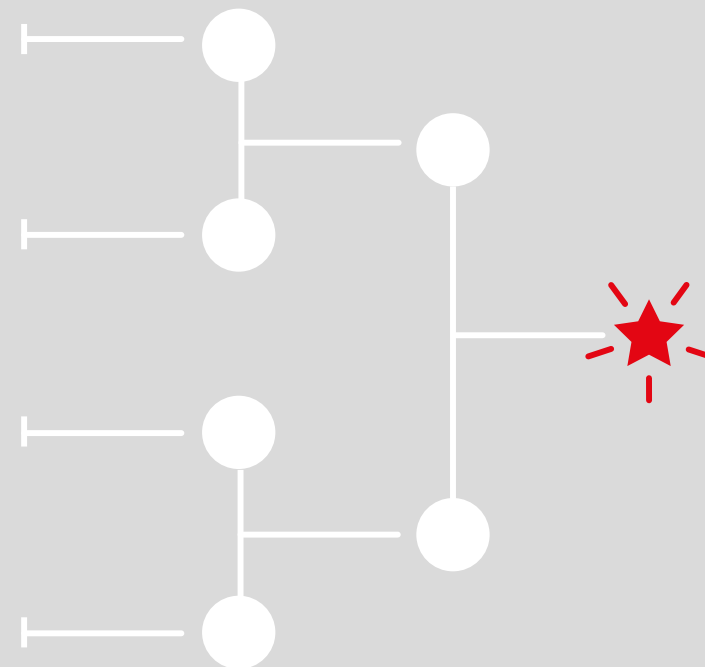


### Going... going...

If you gather a lot of high value donations, you could hold an auction. Alternatively, a skills auction lets bidders compete for the chance to learn a new craft, sport or CV-enhancing ability from their friends and colleagues.

### Four wheels good

Got a car and a house full of stuff you don't want? A car boot sale is an excellent way to create space in your home and help us create a better future for homeless families.

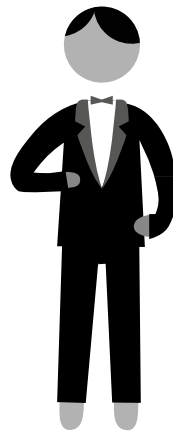
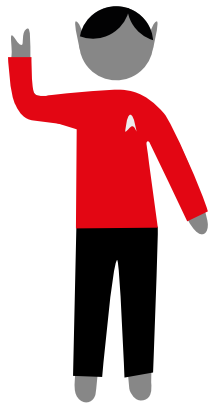
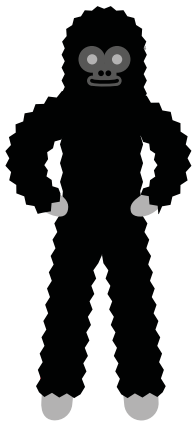
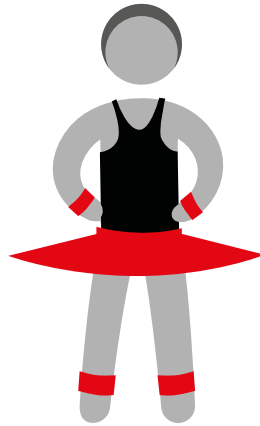


### Let's make it interesting

Whether it's football, Eurovision or politics, any big event can be turned into a sweepstake. Everyone chooses an outcome, donates £1, and the pot is split 50/50 between Shelter and the winner.

### Style it out

Abandon your dress code for the day and let everyone flaunt their own style... in return for a small donation, of course. If a dress down day is too easy, challenge people to wear all red, or come up with a fancy dress theme of your own.



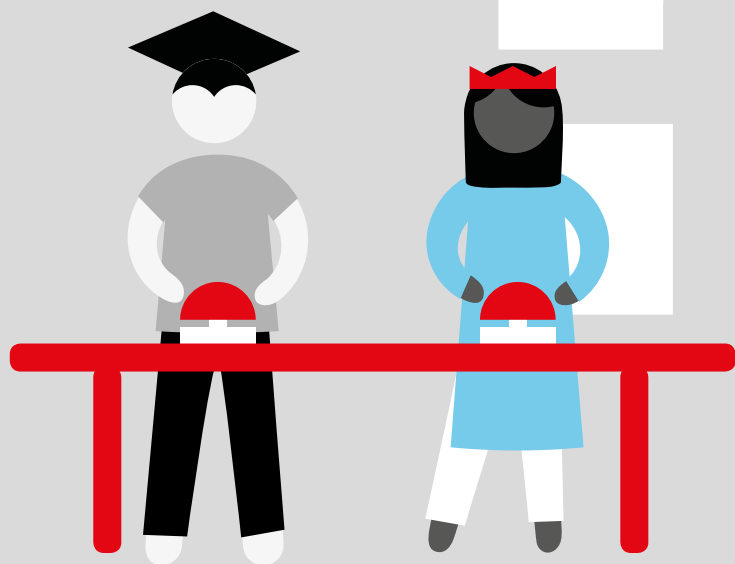
### Stand up for homeless people

Are you or any of your friends and workmates harbouring ambitions of being a comedian? Organise your own comedy night and challenge them to be funny for money.



### Totally trivial

If there's one piece of trivia we know, it's that everyone loves a quiz night. To help make yours a success, go to [shelter.org.uk/quiz](https://shelter.org.uk/quiz)



### Challenge yourself

Whether it's a sponsored cycle, a long distance run or a giant egg and spoon race in the park, **a local challenge event** is a great way to bring your community together and improve your fitness at the same time.

# A step-by-step guide to fundraising success



# 1

## Decide what to do

Start by choosing your type of event. Often the simplest things are the best, but of course, if you're planning something completely fantastic and off-the-wall, we'd love to hear about it.



## Get your friends involved

Don't try to do everything yourself. Ask family and friends to help. Make a list of tasks, how many helpers you need, and who will do what.



## Set the date

Would it be better on a weekend or a school holiday? Make sure it doesn't clash with another event or occasion and give yourself enough time to prepare.



# 4

## Name the place

If you need to book a venue, check availability, capacity, sanitary facilities and things like parking and access. See if the owners will let you use it for free, too. Is it in a public place or private – do you need to apply for any licences?



# 5

## Spread the word

Get on social media and tell all your friends and followers what you're up to. You can't beat a bit of real-world advertising either, so print out some posters and stick them up all over the place.



## Tips, tricks and supplies

We want to help make your fundraising event the best it can be. We can provide the following items for you, or if you need a bit of advice (or some moral support) contact our community fundraising team at [community@shelter.org.uk](mailto:community@shelter.org.uk)

Sponsorship forms	Posters
Stickers	T-shirts
Balloons	Leaflets



## Today's the day



Use our checklist to make sure your fundraising event goes off without a hitch.

### ■ Set up

Give yourself enough time – and then an extra ten minutes – to set up your stall or event

### ■ Make it safe

Have you got a first aid kit handy, just in case? If you're selling food or drink, make sure you know all the ingredients, so people with allergies know what to eat or avoid

### ■ One last push!

There's still time to get extra attendees or sponsors. Call in favours, get back in touch with distant friends and ask your HR department if they'll match whatever money you raise

### ■ Be penny and pound-wise

Make sure someone has an eye on the money you're raising at all times, and keep it in a secure place. When you count your money, have two people present



# How to send in your money

Please don't send cash through the post. Bank any cash or cheques made payable to you and then write a cheque payable to 'Shelter' for the amount collected.

Send your cheques to:

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

Please include any sponsorship forms you have used so we are able to claim Gift Aid. It's no extra cost to you, but means your gift could be worth almost 25 percent more to us.

Also, remember to enclose a note with your name, address, postcode and details of the event so we can thank you properly for your fantastic fundraising help.

Alternatively, you can transfer the funds to us directly using the details below. Please include a reference (eg: your surname or your organisation's name) and email it to the team at **community@shelter.org.uk** so we know why you're sending us the donation:

Account name: Shelter  
National Campaign for  
Homeless People Ltd

Sorting code: 30-00-02

Account number: 01167206

# Tell us all your fantastic plans

We love to hear about all the amazing things people are doing to support Shelter. Please email any details and photos to **community@shelter.org.uk**. We might give you a shout-out on social media, or write about you in our newsletter, if you'll let us.



