

Fundraising



anyone
can do it

Shelter

Thank you...

for choosing to fundraise for Shelter. Whatever fundraising activity you organise, you can be sure it will make a big difference to the lives of homeless and badly housed people.

Shelter is the UK's leading housing and homelessness charity. We understand the harm that bad housing causes and the burden it puts on families, relationships, health and children's education.

It is our belief that everyone has a right to a decent, safe and affordable home. We are unrelenting in our fight to make this a reality.

Homelessness is often associated with sleeping on the streets, but the majority of homeless people are families or single people who don't sleep rough. They may be housed in temporary accommodation – often B&Bs and hostels – have been illegally evicted, or are living in rundown, dangerous or overcrowded properties.

Every year, more than a million people approach us for help by visiting our website or contacting our national helpline and network of local housing advice centres. We also campaign for more affordable housing and new laws and policies to ease the housing crisis.

Anyone can do it, anytime

Whatever the weather, there's
always something you can do
to help Shelter raise money.

This fundraising information pack guides you on everything you need to know, from how to plan and publicise your activity, to making it successful and safe. And if you're not exactly sure what to do, there are some great ideas, from auctions and abseiling, to swap shops and wine tasting!

If you are taking on a challenge or event that requires collecting sponsorship, one of the best places to start is by setting up an online fundraising page. You can do this at www.justgiving.com or www.virginmoneygiving.com. All the money you raise, donated by friends, family or colleagues, will come directly to Shelter so you don't have to worry about collecting it afterwards.



Fundraising is good for all

A successful fundraising activity gives you a sense of achievement and brings friends, family and local communities together. Give it a go!

We depend on your help to keep doing what we do. By raising money for Shelter, you become directly responsible for improving the lives of others.

£10 can pay for a 10 minute phone call, giving advice through our helpline.

£45 can help train a Shelter adviser to deal with vulnerable adults, and protect children at risk.

£150 can help pay for up to seven hours of a Shelter adviser's time, during which they could issue court proceedings to prevent a family being evicted.

£250 can pay to transfer a family from a condemned property into a safe, secure home.

£500 can run an after-school club for one month, helping homeless and badly housed children to build their self-esteem.

£1,000 can prevent one family per week being evicted from their home throughout an entire year.

£2,000 can give more than 60 families housing advice and support on our free housing advice helpline.

Louis' story

Eight-year-old Louis and his family were staying with relatives in a cramped two-bedroom flat, so they were delighted when the council found them a place of their own.

But their hopes were dashed when they realised their new home was infested with rats, and the mattresses riddled with bedbugs.



Overcrowded, unsanitary living conditions started to take their toll on Louis' education and self-esteem. His teachers felt he needed intensive academic support and encouragement to build his confidence, so they referred him to a Shelter families project.

The project gave Louis one-to-one support with his reading, and helped him with his homework. It also paid for him to attend a local football club, and enrolled him in an animation project, to improve his group-working skills. During this time, Shelter also helped the family find a permanent home that was clean, safe, and big enough for their needs. Louis' schoolwork and confidence are now vastly improved.

Ideas for activities

Firstly, you'll need to decide what to do and where to do it – indoors or outdoors, at home, in a local hall, pub, or field, or even at 10,000 feet high! See our seasonal lists overleaf for ideas and inspiration.

Spring

Valentine's day, blossom and Easter on the horizon! A great time to do what you love the most, give something up, or try something new and adventurous.

- abseiling
- blind date
- boat race
- breakfast meeting
- bring 'n' buy sale
- Cake Time
- dog walking
- Easter egg hunt
- fashion show
- give it up – chocolates, beer etc
- good-as-new sale
- It's a Knockout competition
- line dancing
- marathon
- May fair
- mountain biking
- pancake race
- parachute jump
- sponsored silence
- sports day at child's school
- swap shop
- unwanted present sale
- Valentine's day dinner
- variety show
- yoga classes.



'My fundraising target seemed daunting, but splitting it into smaller amounts made it more manageable. I used Facebook and Twitter to contact friends and also planned several fundraising activities. It was fantastic to raise money for such an important cause.'

James Barker, London Marathon runner.

Summer

Mmmm... the smell of roses and BBQs... outdoor fundraising activities are obviously your best bet when the sun shines and temperatures rise.



'My Cake Time event was held on Brighton seafront and was a huge success. Lots of people came, and we sold out of homemade cakes in an hour and a half! My friends and I thoroughly enjoyed it, and will definitely do it again next year – what a fun way to raise money for Shelter.'

Petra Kovarova, held a Cake Time event.

- bag packing
- BBQ party
- car washing
- exercise marathon
- fancy dress pub crawl
- football knockout tournament
- head shave
- jazz festival
- jumble sale
- knobbly knee competition
- music festival
- open garden
- outward-bound weekend
- painting competition
- pram race
- rubber duck race
- running events
- swimathon
- teddy bears' picnic
- treasure hunt
- waxing – gals and guys!

Autumn

Nights draw in, coats come out, but there's fiery fun to be had by all. Doing something indoors might be safest to avoid the rainy weather.

- battle of the bands
- bonfire night
- bric-a-brac sale
- comedy night
- curry night
- dress-down day
- film evening
- Halloween party
- indoor games night
- international evening
- jeans day
- jewellery making
- masked ball
- race night
- salsa night
- spelling bee
- swear box
- talent competition
- wet wellies race
- wine tasting evening.



'Doing a Skydive for Shelter was an amazing experience and I'd love to do it again! I really enjoyed fundraising and feel very proud of my achievements, knowing the money I've raised will help so many people in desperate housing need.'

Tony Cooper, parachute jumper.

Winter

'Tis the season of partying and giving! There's so much you can do around Christmas time to raise money from your festivities.



'I'm very lucky to have been put in touch with Shelter. I'd be on the streets otherwise. Now I'm settled.'

Young person using Dumfries and Galloway Single Homeless Persons Support Service.

- auction of promises/ services
- bingo
- carol singing
- coffee morning
- guess the number of sweets in a jar
- karaoke night
- loud tie day
- lunch run at work
- mulled wine and mince pie evening
- murder mystery evening
- New Year's Eve party
- play your cards right
- quiz night
- raffle
- readathon
- Santa's grotto
- street collection
- Xmas party.



Make a plan

Planning is key to a successful and happy fundraising activity. Here's our top handy hints.

Activity

Start by choosing your type of event. Often the simplest things are the best – get inspiration from our seasonal 'Ideas for activities'.

Raising the money

How you raise the money will depend on what sort of activity you choose to do. For an attendance event you could charge an entrance fee, sell tickets, or have a collection. Sponsorship works well for an activity or challenge. Raffles, auctions and sales are other options.

Timing

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.

Teamwork

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.

Audience

Estimate how many people you think may turn up. Halve that number and see if it would still be a successful event.

Venue

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 first. Is it in a public place or private – do you need to apply for any licences? Refer to the 'Be legal and safe' section on page 13 for more details.

Weather

If your activity or event is going to be outside, then cater for unpredictable weather.

Budget

Set a realistic income target. Prepare a detailed list of expenses and make sure your costs are covered.

Publicity

Aim for as much as possible! Please advise Shelter of any publicity you are planning and remember to run any printed publicity past us first. Refer to the 'Shout about it' section on page 12 for guidance.

The 'big day'

Make sure you have enough helpers for the event to run smoothly and:

- check safety and security plans are working well
- let people know who and what they are raising money for (we can send you leaflets and posters)
- watch all your hard work come together
- enjoy yourself!

Afterwards, don't forget to thank everyone who helped with the event and/or donated prizes.

Shelter fundraising and publicity materials

We can provide the following:

- collection tins
- sponsorship forms
- stickers
- balloons
- posters
- T-shirts
- leaflets.

Contact Shelter's Events team on **0344 515 1190**.

Shout about it!

Don't be shy, get out there and spread the news of your activity. It's a great thing to be raising money to help homeless and badly housed people.

Some publicity tips:

Doing it for Shelter – Make your fundraising cause known to people.

Word of mouth – Tell your family, friends and colleagues what you're doing and get them to pass on the news. A reminder text to your mobile phone pals or through Facebook and Twitter, especially just before the event, always helps.

Online – Email your news around and get others to forward the news to their contacts. See if you can post news of your event on local websites.

Posters and flyers – These can be relatively cheap and simple publicity. Display them everywhere – your windows at home, at work, even at your gym, village hall or local supermarket. If you do produce posters or flyers, please send us a version so that we can offer advice prior to printing. See the 'Shelter fundraising and publicity materials' list on page 11 for items we can supply.

Radio and the press – Local media are always interested in hearing about things happening in the community. Send a press release to local newspapers and radio stations.

Visit <http://england.shelter.org.uk/yourevent> to download a Shelter supporter press release template to help you promote your fundraising event.

Be legal and safe

Make sure you're covered – there are laws that govern all charity fundraising activity. Here are some that may be relevant to the activity you are organising. If you have any questions or want to check anything, please contact Shelter's Events team on 0344 515 1190.

Raffles

Depending on the type of raffle, you may need a licence. For small raffles that are part of a bigger event, you do not need a licence as long as you sell tickets at the event and also hand out the prizes at the event (no cash prizes though). The same applies to private raffles where you are only selling tickets to members of a club. The rules and regulations can change so please visit www.gamblingcommission.gov.uk for the latest information.

Collections

If you plan to hold a collection on private property, such as a pub or shopping centre, you need to gain permission from the owner or manager. If you collect on the street you must get a permit from the local authority for the area you wish to collect in. Make sure you leave yourself plenty of time to obtain the permit. Please don't collect money door to door; this is illegal without a licence.

If you wish to collect you must use a Shelter sealed collecting tin and carry an ID card (please call Shelter's Events team on **0344 515 1190** for a tin and ID card).



Other points to remember

If you are selling alcohol at an event you need a liquor licence, which you can apply for from your local magistrates' court. For longer events that run over a number of days, where you will be selling food each day, you need to register with your local authority.

Entertainment such as singing, music or dancing at your event requires a licence. So if your venue does not already have a Public Entertainment Licence, you need to obtain one from your local authority.

Let us know about an event you are planning. We can make sure you are properly supported. If you would like to use the Shelter logo on anything, you must let us see the materials first. Fundraising materials you produce should say: 'In support of Shelter. Registered charity in England and Wales 263710 and in Scotland SC002327'. Please contact Shelter's Events team on **0344 515 1190** if you would like a copy of our logo to use on your materials.

Health and safety

Safety advice varies depending on the event you are planning and where it will be held. Here are some points you need to consider to ensure your event, and everyone attending it, is safe.

Think about potential risks involved and how to prevent problems arising. If you hold your event in a venue such as a community hall or a pub, it will be governed by its own health and safety guidelines – you should adhere to these.

First aid – Ensure you have adequate provision for your event. Do you need to have a qualified First Aider present or is it enough just to have a first aid box? St John Ambulance may be able to help.

Venue – Do not exceed the capacity limit and ensure there is good access. Does the place have adequate car parking, toilet facilities, disabled access?

Food – Ensure food is stored and handled correctly and safely following hygiene rules. Foods that contain nuts or other ingredients such as gluten or egg that people may be allergic to must be clearly labelled.

Helpers – Provide them with the necessary information about health and safety and make sure they know what's expected from them in an emergency.

At a one-off event, you don't need a licence to sell food, but you should follow Food Hygiene Regulations which can be found at **www.food.gov.uk**

Money – Make sure you have a lockable box to keep money in.

Children – Ensure that children are safe and adequately supervised. Children under 16 should not be allowed to collect money without being accompanied by an adult.

Shelter cannot accept responsibility for injury, accident, damage or loss as a result of your event. It is essential that you ensure your event is safe for all concerned.

A red banner with white text and a postage stamp icon. The banner is tilted and contains the following text: "Sending in the money", "When your event is finished, it is always best to collect the money you have raised as quickly as possible. Try to ensure that two people are present when you are counting cash.", and a postage stamp icon with a crown and a person silhouette.

Sending in the money

When your event is finished, it is always best to collect the money you have raised as quickly as possible. Try to ensure that two people are present when you are counting cash.

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 Events Team
Shelter
88 Old Street
London EC1V 9HU

Include any sponsorship forms you have used so we are able to claim Gift Aid – this means your gift to us could be worth almost 25 per cent more. Enclose a note with your name, address, postcode and details of the event so we can thank you properly for your fantastic fundraising help.

Tell us what you've done

We love to hear about how people have supported Shelter and please email any photos to events@shelter.org.uk – we might even use them in our newsletter, if you're in agreement.

Any questions?

If you would like to discuss your fundraising idea or have any questions, please contact Shelter's Events team on **0344 515 1190** or email events@shelter.org.uk

**It's fun
and easy!**

**Fundraising ideas and
tips galore, helping you
to raise more and more.**

Until there's a home for everyone

Shelter believes everyone should have a home.
We help people find and keep a home.
We campaign for decent housing for all.

Shelter
88 Old Street
London EC1V 9HU
0300 330 1234
shelter.org.uk

Accredited by



Registered charity in England and Wales (263710) and in Scotland (SC002327).
Cover photo by Eddie MacDonald, photos throughout by Nick David and Eddie MacDonald.
To protect the identity of the people featured in this publication, names have been changed
and models may have been used in photographs. RH3862.

Shelter