



Centrepoint Fundraising Pack



Your fundraising journey starts here



Thank you for fundraising for Centrepoint

We're really pleased you want to help give more homeless young people a future.

Whatever you choose to do, we hope you find this pack useful and full of inspiration. We'd love to hear your plans, so if you have any questions please get in touch.

Centrepoint

Family breakdown, poor mental health, abuse and violence – these are some of the reasons young people become homeless.

Centrepoint provides more than just a safe, warm and stable place to live. We help young people tackle physical and mental health issues, develop independent living skills, and access education, employment and training opportunities.



Our work is challenging, but we're driven by the knowledge that we can help homeless young people reach their full potential. You can help us do this.

How your money helps

-  **£12.50** could help us answer a young person's call to our Helpline, investigate their issue and follow up with solutions to avoid homelessness
-  **£15** could help provide a comfy bed and mattress and give someone their first decent night's sleep in months
-  **£40** could help pay for an initial mental and physical health assessment, so that a young person gets the support they urgently need
-  **£65** could help pay for text books and course supplies, helping a young person study for college and build a new future for themselves
-  **£100** could help provide a counsellor to support homeless young people – this could be the first person they've trusted in a long time

Georges tells his story

'I first moved into Centrepont last April. The staff members are nice, the place is really clean and my room is massive!

'Before I came to Centrepont, I was living with my mum. She kicked me out and I had nowhere to go. She beat me up, and I had bruises all over my hands.

'It was November when I left – it was freezing and I was only wearing a t-shirt and jeans. I only had my Oyster card and phone.

'I stayed at my girlfriend's for a while. The first few days were a nightmare. My mum went away a lot so I was used to living on my own, not sharing a bathroom and kitchen with a whole family. I was trying to keep the place clean and not be in the way.

'I was stressed about my situation and everything going on with my mum. I was really depressed. I felt like I didn't belong in this world and I thought about doing a lot of things... but I told myself I would never do that. I just wanted change.'

Coming to Centrepont

'When I went to social services, they sent me to Centrepont and I moved straight in.

'I couldn't sleep on my first night because I was scared, anxious, stressed. But the opportunities I got from Centrepont helped me to settle in.

'I started seeing a counsellor which helped me a lot. The first session was really difficult, but over time my counsellor made me feel comfortable. She was really open with me and made me want to speak to her.

'Centrepont also gave me the opportunity to do a coaching course. I had to learn how to coach young people and adults – how to make them feel confident and comfortable about themselves.'



'Centrepont changed my life by giving me opportunities. No one wants to be homeless. It's really unfair to judge someone just because they don't have a choice.' - Georges

Fundraising ideas

At home or in your community

You can make a real difference for homeless young people, by yourself, with your family and friends or in your community group.

- Organise a pub quiz down your local – you could even approach local businesses to donate a prize.
- Ask family and friends to donate money instead of gifts for a special occasion.
- Take on a sponsored challenge – from a skydive to a marathon, there's always a new challenge out there for you.
- Organise a charity evening, like a dinner or bonfire night, with your WI or rotary club.

At school

Whether you're a student or member of staff, everyone can get involved with fundraising at your school.

- Hold a non-uniform day, and ask pupils to donate a pound to take part.
- Organise a talent show with students (and staff) showcasing their talents to a paying audience.
- Hold a sponsored Sleep Out at your school*.

*We have a dedicated Sleep Out pack and materials to help make this a reality. visit www.centrepoin.org.uk/yoursleepout for more information.

At university

Get your society, halls of residence or coursemates together in support of homeless young people.

- Organise an event at your student union, like a fashion show or comedy night.
- Get on your bike – a sponsored cycle is a great way to get fit and fundraise at the same time.
- Hold a sponsored Sleep Out with your RAG society*.

At work

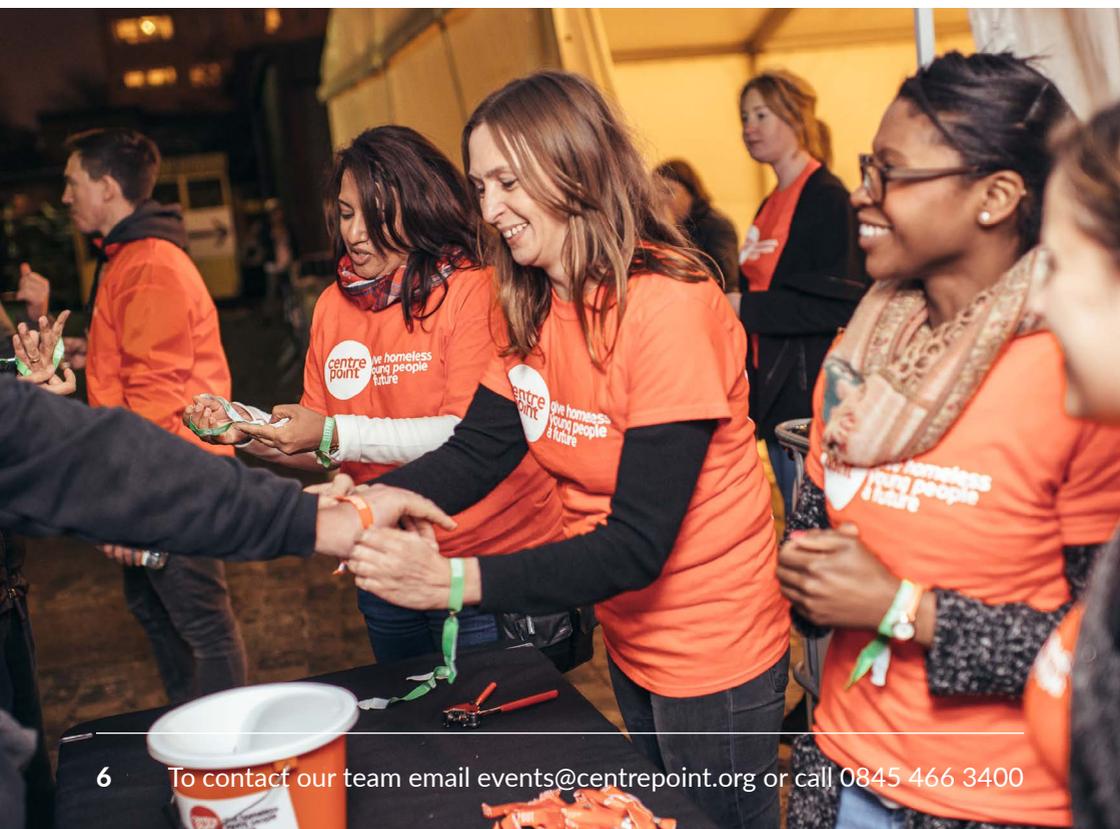
Rally your colleagues and customers to pull together and make a difference.

- Want an extra day off? Or to be in charge of the office radio for a week? Hold a raffle with work-themed prizes.
- Organise an office tournament. Whether it's a football match or bake off, a bit of friendly competition is great for team building.
- Have a dress down day in the office in exchange for a small donation.

With your faith group

We work with religious groups of all faiths to make a difference for homeless young people.

- Hold a Christmas carol concert or Pancake Day fundraiser at your church
- Donate your Zakat (2.5% of your annual earnings)
- Take part in a joint Mishkan and Mitzvah Day project for Purim
- Hold a service dedicated to the issues of youth homelessness.



Fundraising ideas A-Z



Auction, arts and craft fair, afternoon tea, abseil



Cheese and wine night, car wash, coffee morning, concert, comedy night



Easter egg hunt, Ebay jumble sale, Eighties night



Games night, golf day, garage sale



International evenings, ice skating party



Beard shave, bag packing, bake off, black tie ball, bike ride



Dress down day, dinner party, dog walking



Fashion show, football match, face painting, film night



Head shave, Halloween party, how many sweets



Jazz night, jail break, jumble sale



Karaoke, knitting contest, knockout pool



Movie night, marathon, murder mystery, music evening



Obstacle course, odd-job days, orienteering, office workout



Quiz, quiet - sponsored silence



Sleep Out



Unwanted gifts swap, university challenge, uniform-free day



Waxing, walking challenge, wedding donations, world record attempt



Yoga



Lyrics quiz, litter picking, limbo contest



Non-uniform day, name the bear, New Year pledges



Pub quiz, pop-up shop, pie and peas, pantomime



Raffle, rugby match, race night, retro sweet shop



Tombola, treasure hunt, team building day



Variety show, valentines shop, Vegas night



Xmas party



Zumbathon, zipwire challenge





Kelly's fundraising story

Kelly and the Love Moore Collective are a group of friends with a love for music and art. They used their passions to fundraise for Centrepoint.

They held an acoustic and spoken word performance at a local pub that included a cake sale, vintage clothing sale and a design your own t-shirt workshop.

They also organised and sold tickets to a gig showcasing popular local bands. Kelly and her friends used their local newspaper and radio station to promote the gig and created a buzz about their secret headliner via word of mouth.

They set a target to raise £400 and managed to raise over £700 for Centrepoint.

Kelly's advice for anyone thinking about fundraising:

'Enjoy it! What you're doing is truly amazing. Ask for favours, you'll be surprised at how much kindness is around you. The bands played for free and we got the venue for free too because people are happy to help such a strong cause.'

'The biggest piece of advice from us would be to just go for it. It will be a day you talk about for a long time. We feel really proud of ourselves and those around us.'

Top ten tips for planning your fundraiser

1. Set a target

Decide how much you want to raise. It's great to have a realistic target to motivate those around you to help you reach your goal. Check out the "How your money helps" section to see the impact your fundraising will have.

2. Decide on your event

Now you've set a target, it's time to decide how to achieve it. What are your strengths and hobbies? Are you the office motivator or the organiser of your group of friends? Think about your skills, those of the people around you and go from there. Remember to choose an activity you'll enjoy – fundraising should be fun after all!

3. Get in touch

Now that you know what you hope to do, it's time to get in touch with the Centrepoint team. We're here to help and answer any questions you might have. If you provide the ideas, we'll provide the expertise and resources to help you make them a success.



4. Plan of action

Ask yourself the following questions:

What are you going to do? The sky really is the limit, so pick an activity you enjoy or a challenge you've always dreamed of completing.

Where is your fundraising going to take place? Make sure you obtain permission from the venue owner.

When will you do your fundraising? Make sure you set a realistic time frame that gives you time to plan, fundraise and promote. Check the calendar for any upcoming opportunities, potential event clashes or days of note, for example National Cupcake Day

Who do you know that can support your fundraising? Who could sponsor you or volunteer at your event? Who do you know that can donate materials? Do your friends or family have any special skills or spare time they might be able to use to help you?

Why should people get involved? Make sure you tell others why your fundraiser is important to you and how their help will give homeless young people a future.

5. Budget

It's important you keep a clear record of what you spend and raise. Try to keep costs as low as possible – ask people to donate their time and approach local businesses for support in kind. Remember that the lower the costs, the greater the impact your fundraising will have.

6. The dos and don'ts

When organising your fundraising, you need to be aware of which rules and regulations to follow. Check out the "Safe and Legal" section for more information.

7. Shout about it

Now that your plans are in place it's time to let people know about your fundraising! Whether you're putting up posters, spreading the word on social media or including a piece in your newsletter, try to get as many people on board as possible.

8. Enjoy yourself

The big day is finally here! After all your hard work, it's time to enjoy yourself and reach that target.

9. Thanking

Your fundraising was a success and you're now reliving memories of the day. Now's the time to make sure you say thank you to all those who supported you to let them know the difference they made! Make sure you tell us how it went so we can thank you for your amazing support too.

10. Pay in your money

If you've collected any cash or cheques, please send it in to start making a difference for homeless young people. See the "Easy Ways to Pay in Your Fundraising" for help with this.



Kickstart your fundraising

- **Set up your online fundraising page.** Add a photo, make the story personal and share it with everyone you know. See page 17 for more information.
 - Download a **sponsorship form** from our website and collect donations in person. You can then pay the donations directly on to your own online page.
 - **Be creative and think outside the box.** It's often the most imaginative and personal ideas that do the best.
 - Fundraising is much more fun if you **work in a team.** Recruit your friends, family and colleagues to get involved too.
 - **Share your story.** Tell everyone why you're raising money for Centrepoint and what it means to you. Contact us for example emails and social media graphics from our website to help you get started.
 - Many employers will **match fund** the amount you raise, so make sure you check to see if this is available to you.
- As well as word of mouth, posters and social media, **get in touch with your local press** to them know what you are up to. We can also help you with a press release.
 - **Have fun** and enjoy the feeling of making a difference. You're doing something incredible so make the most of it.





Josh's fundraising story

Josh nominated Centrepoint to be his school's charity of the year. Throughout the school term students, teachers and parents helped organise several fundraising activities including a cake sale, a non-school uniform day, a sponsored walk and a Sleep Out at the school.

At Christmas, each year group came up with their own fundraising ideas and they competed to see who could raise the most. The totals were announced at an all-school assembly where everyone was impressed with each other's innovation.

Over the year the school raised an impressive total of £2,300. Josh and his fellow students found that it was really fun working together with friends and took pride in knowing the money they raised would help other young people.

Online fundraising

Whatever your event, an online fundraising page is a quick and easy way for people to support you.

JustGiving

There are lots of fundraising websites you can choose from, but we suggest you use JustGiving. It's easy to set up and has helpful tools to make your fundraising as successful as possible. JustGiving will send your donations to us straight away, so all need to do is get people to support you.

Setting up your page

1. Go to www.justgiving.com/centrepoin
2. Click "Fundraise for us" and follow the step-by-step instructions.
3. Personalise your page by adding a photograph and explaining why you've chosen to support Centrepoint.
4. Share the link to your fundraising page with as many people as possible.

Top tips for fundraising online

- Get your most generous supporters to donate first, then others will follow suit.
- Busy people won't always get round to donating, so make sure you remind them what you're doing.
- Add the link to your fundraising page in your email signature so even more people see it.
- Use social media regularly to promote your fundraiser.

Keep your fundraising safe and legal

Manage risks

Think about the possible risks, accidents or legal issues – even if it's somewhere you know well like your workplace, school or local pub. The best way to identify any potential accidents or hazards is to complete a risk assessment. If you've never done one before, take a look at some guidance and download a free template here: www.hse.gov.uk/risk.

First aid

Consider the first aid you'll need at your event, whether it's a first aid kit, a qualified first aider or volunteer support from the St John's Ambulance or the British Red Cross.

Security

All participants need to be safe and secure at your event. Think about whether you'll need crowd control measures or any extra security if you're collecting cash.

Raffles and lotteries

If you have a raffle or prize draw, make sure all the tickets are the same price and that you name the winner during the event. If you want to sell tickets at more than one place and announce the winner later, you'll need a local lottery licence from your council. Read more about raffles and lotteries here:

www.institute-of-fundraising.org.uk/guidance/fundraising-disciplines/



Collections

Collections on private property require the manager or the owner's written permission. Keep this with you when you're collecting cash. Public collections require a licence from the council, or the Metropolitan Police if you're in London.

Collection boxes should be sealed and numbered by law. This is to reassure people making donations that their money will go directly to the charity. If you need replacement seals we have loads, so just let us know.

Selling alcohol

If you plan to sell alcohol at your event you may need to complete a Temporary Event Notice. You can do this online here: www.gov.uk/guidance/alcohol-licensing.

Insurance

If you're organising an event that involves the general public, you're not covered on Centrepoin's insurance and will need to get your own public liability insurance. If you're holding your event at a place with public liability insurance (like a school or workplace) check the cover you'll need with them.

Marketing

When advertising your fundraiser, remember to include the words: Centrepoin is a registered charity in England & Wales, No. 292411.

Find out more

Health and Safety Executive - www.hse.gov.uk/event-safety

Institute of Fundraising - www.institute-of-fundraising.org.uk/guidance



Easy ways to pay in your fundraising

Hop online

You can donate directly to your own online giving page and it will send your donation directly to Centrepont. Read more about online fundraising pages on page 17.

Pop to the post box

You can send cheques, payable to Centrepont, to Central House, 25 Camperdown Street, London E1 8DZ.

Be sure to complete and include any sponsorship forms and our donation form so we can identify who the money is from.

Download your donation form here: www.centrepont.org/donationform

Head to the bank

You can pay cash directly into our bank account or make a bank transfer from your account.

Just ask us for our bank details and make sure you let us know to look out for your donation.

If you have giving vouchers such as a Charities Aid Foundation voucher, please send them to us as the bank will not be able to process them.

Give us a call

You can call us and make a card payment over the phone with our friendly Supporter Care team on 0800 23 23 20. They're available Monday to Friday, 9am – 5pm, and more than happy to help.

Gift Aid

Gift Aid is an easy way to give even more. If you're a UK taxpayer, Centrepont can claim an extra 25p for every £1 you donate at no extra cost to you.

When paying in online, just tick the Gift Aid box when prompted and ask your sponsors to do the same when donating to your online page.

If you're using a paper sponsorship form, make sure that each person sponsoring you enters their full name, address and postcode and ticks the Gift Aid box on your sponsor form. Then send that information to us when your fundraising is complete.





We can't wait to hear from you!

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Phone: 0845 466 3400
Address: Centrepoin, Central House, 25 Camperdown Street, London, E1 8DZ

Centrepoin is a registered charity number 292411.