

FUNDRAISING SUPPORT PACK



Your guide to raising
funds on behalf of the
Northampton Hope
Centre



hopecentre

A TALE OF FUNDRAISING

Thank you for enquiring about fundraising for the Northampton Hope Centre.

This booklet will hopefully give you some ideas about how you can fundraise for us. There are lots of different opportunities, with something for everyone!

As a local charity, any money **you** raise will be used to make a real difference to support people in **your** local community. Without you, we would not be able to support the 150 homeless, vulnerable and disadvantaged people we see each day.

Almost all of our income is generated through voluntary donations from individuals, groups and local organisations, so your support is really important to us.

We have a small fundraising team who are here to help you with your fundraising, so please do get in touch if you need any more information.

In the meantime, we hope this guide helps you to help us.



Tel: 0845 519 9371

Email: tanya@northamptonhopecentre.org.uk

Web: www.northamptonhopecentre.org.uk

WHY WE NEED YOUR HELP

The Northampton Hope Centre has been working with homeless, vulnerable and disadvantaged people in Northampton and the surrounding area for more than 40 years.

Based at Oasis House, our charity is well known throughout the local area for its work and achievements supporting those most in need.

While we have grown in many ways during the past 40 years, our essential aims remain:

- To combat poverty, social deprivation and all their causes through day-to-day support.
- To provide longer term training and development opportunities, enabling our clients to progress and re-integrate into mainstream society.

We aim to give a hand-up, not a hand-out

Our clients can access basic but essential services. These include hot meals, showers and recycled clothes.

However our work very much focusses on providing training and development activities, which encourages individuals to identify their goals, such as improving their self-esteem or skills set, and we work to help them achieve this, so that they can once again live independently.



Funding for the Centre

Our annual fundraising target is £520,000.

We receive less than one month's worth of funding from the Borough Council; the rest has to be raised by ourselves through trust applications, donations and fundraising events.



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hopecentre
tackling homelessness, rebuilding lives

**The money you
raise helps
us to:**



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PHOTOGRAPHY

- Keep our day centre open each weekday providing a safe, warm and welcoming environment for our clients
- Provide essential services such as food, clothing and showers
- Provide care and support to our clients, with health and wellbeing activities
- Run daily activities such as cookery, art, gardening and creative writing,
- Help individuals improve their skills with courses in Maths, English and ICT.
- Provide practical support such as free access to a Chiropodist, dentist and vet.
- Provide one-to-one support, help with job searches and signposting to other agencies for help with financial and debt management.

THE FACTS

We have more than 1,000 disadvantaged vulnerable and homeless people registered to use our services

The average life expectancy of a homeless person is just 47



More than 120 people use the centre every weekday

The Hope Centre currently manages on just £500 per client per year. If left on the streets, a homeless person could cost the taxpayer up to £20,000 per year.

Had 1,166 vulnerable people through our door.

In 2017 we....

Helped 10 people into jobs and 68 people onto training courses.

Fundraising doesn't need to be difficult



In the first eight months of 2017 we...

**Served 4,608
hot meals for
people in need**

**Provided
3,159 items of
clothing**

WHETHER YOU WANT TO HOLD AN EVENT,
ATTEND AN EVENT OR DO A COLLECTION....
THERE ARE ENDLESS WAYS TO FUNDRAISE;
WITH SOMETHING TO SUIT EVERYONE



Football match

Balloon race

Race night Raffle

Open garden Craft sale Gig, dance or disco

Non uniform day Firework display

Head shave

Coffee morning or Afternoon tea

Toy sale Cake sale Quiz night

Sponsored run or marathon

Abseil or skydive

Car boot sale

Welly throwing

SOME OF OUR FUNDRAISERS IN ACTION...



There are always sponsored events happening that you can take part in. We also have Hope Centre events on our website. Alternatively, you can use your imagination and organise your own event.

PLANNING YOUR EVENT



Step 1: Decide what you want to do:

- What event do you want to do? Do you want to take yourself out of your comfort zone? If you are still unsure about what you could do, we can help you out with some ideas.
- Do you want to do it alone or with family/friends?
- Where will you do it?
- When will you do it? If your event involves inviting other people, consider the impact of school holidays.

Step 2: Tell people about it:

- Get your friends and family involved - can they help you organise and set up your event? Do they know people who might want to be involved (sometimes, the more the merrier!)? Can they take your sponsorship forms to their work or clubs?
- Set up a JustGiving page (see details on page 11 of this booklet).

- Share it on social media - remember to tag The Hope Centre into your posts (Facebook, Twitter and Instagram) so we can share and like as well.
- Write a press release and send it to local newspapers, radio stations and other media outlets - or just give them a call to tell them about it.
- Remember to let us know you are doing the event (see page 14) so we can share it with our supporters via our website, newsletter and social media.
- Make up some simple fundraising posters and put them up in relevant places - we can provide you with our logo/charity number to help with this.

Step 3: Have fun completing your event:

- Take lots of photos during your event - make sure you get consent from people before you take their photographs
- Keep people up to date with how your event is going via social media - again, remember to tag us into your posts so we can share your journey with our supporters.



Step 4: After the event / activity:

- Let us know how you got on with your event/activity - remember to send us some photographs as well.
- Make sure you thank and share your photographs with your supporters, sponsors and event helpers.
- Send us the money you raised by cheque (made payable to Northampton Hope Centre), bank transfer (NatWest Northampton - A/C Northampton Hope Centre - A/C # 78450586 - sort code: 56-00-60) or online (<https://www.justgiving.com/northamptonhopecentre>)

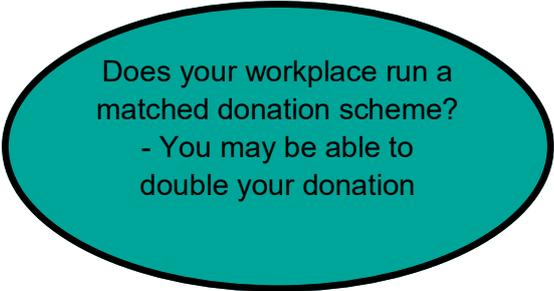
WAYS TO COLLECT SPONSORSHIP

JustGiving:

JustGiving is a quick and simple way for your supporters to sponsor you - and it means you won't have to ask people for their pledged money after the event. We are registered with JustGiving so you can link your fundraising activity to our charity. To set up your JustGiving page go to our main page -

www.justgiving.com/northamptonhopecentre

- and click on the 'Fundraise for us' button. If you need our help, you only have to ask.



Does your workplace run a matched donation scheme?
- You may be able to double your donation

Sponsorship Forms:

Either use the sponsorship form provided in this booklet or ask us for a separate form for your specific event. If your supporters tick the Gift Aid box we can claim an extra 25p per every £1 that that person donates - so remember, if they are eligible to claim Gift Aid, please encourage people to tick the box and fill in their details.

Once you have collected your sponsorship money, you can simply drop it in to our office at Oasis House, 35-37 Campbell Street, Northampton, NN1 3DS. At our office you can make your payment by cash or cheque - please also bring in your sponsorship form so we can claim the Gift Aid. Please make cheques payable to Northampton Hope Centre.

Online payments:

Rather than bringing the money into us, you can send it to us via bank to bank transfer. Contact tanya@northamptonhopecentre.org.uk and we will let you know our bank details. Please can you also include a scanned copy of your sponsorship form so we can claim back your Gift Aid.

FUNDRAISING SUPPORT

PLEASE LET US KNOW WHAT YOU'RE DOING

Name:

Email address:

Your activity:

Your activity date:

Your JustGiving page:

Any other social media pages you may have? Any other information you'd like to give us?

I give permission for you to use my photographs and for my fundraising activity to be publicised.

I would like to be added to your mailing list

- Please email this page to tanya@northamptonhopecentre.org.uk or drop it into us at Oasis House so we can help publicise your event.
- We will never share your data and will only send you information that you are interested in. A statement about how Hope processes your data is available on our website at: <http://www.northamptonhopecentre.org.uk/about-charity>

FUNDRAISING LEGAL DO'S AND DON'TS (THE BORING BUT IMPORTANT BITS)

Licences:

- **Collections:** The law surrounding public collections varies depending on the location of your collection and the type of collection you are holding. If you are holding a street collection, or you are holding a door-to-door collection, you will need to obtain a licence from Northampton Borough Council. If you are holding a collection in a public place but on private land, eg a shopping centre, you will need to get permission from the landlord/manager.
- **Raffles:** Depending on what type of lottery you want to hold will depend on whether you require a licence from the borough council. Non-commercial' lotteries, such as those held at school fairs or fun days, and private lotteries such as office sweepstakes, are exempt from licence requirements. However, lotteries where tickets are sold in advance and advertised to the general public (to benefit a charity) do require a licence. Contact us if you need more information.

Insurance:

- Remember that you are responsible for making sure that your activity/event is run safely and legally. If you are planning an event which involves the general public you may need public liability insurance. If you are holding the event at a venue which may already have liability insurance, check with them if you need to arrange your own, extra insurance.

Health and Safety:

- Make sure that your event complies with the Health and Safety at Work Act 1974 if you are holding it at your place of work.
- Always ensure that children are safe and that they never collect money without a responsible adult.
- If you are going to carry money around with you, please take care with your personal security.
- Make sure that you fundraise in a safe environment by pre-assessing any risks and eliminating or minimising any risks for yourself and your volunteers - we can provide a risk assessment template if required.

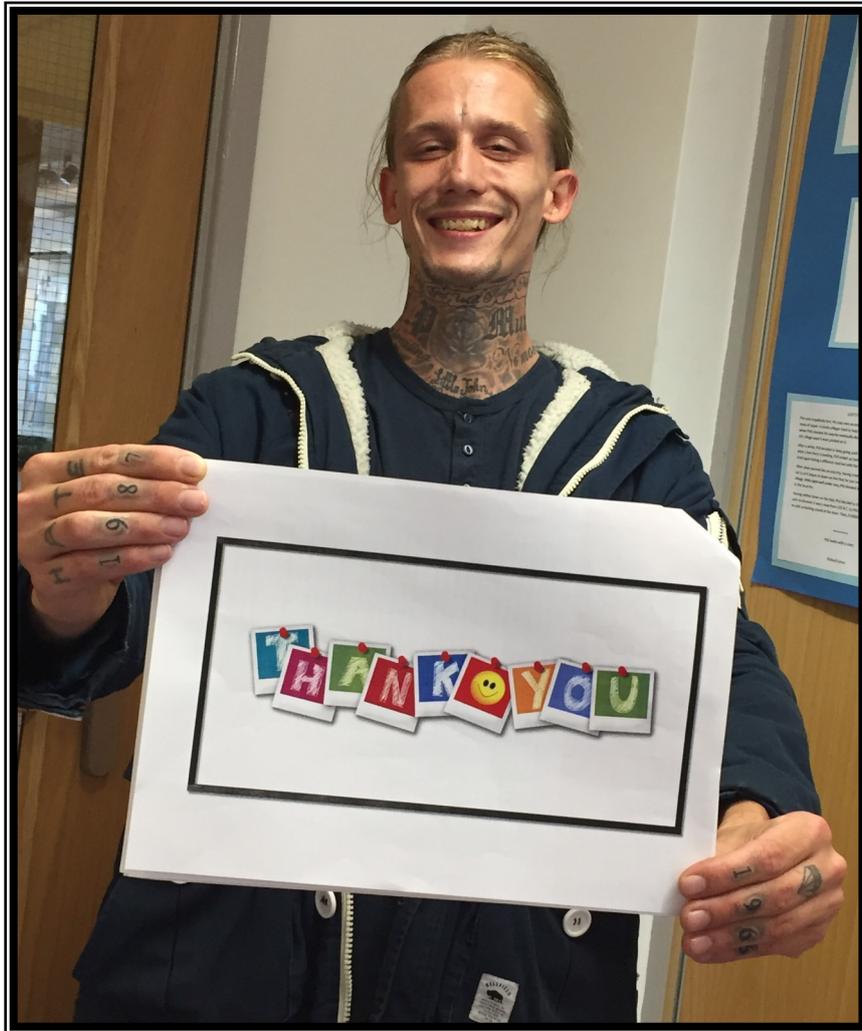
Food and drink:

- If you want to sell food and drink at your event, please seek advice from the Environmental Health department at Northampton Borough Council.
- If you want to sell alcohol at your event, you will need to apply for a temporary licence at Northampton Magistrate's Court at least a month in advance.

Further information:

- Further information can also be found at The Institute of Fundraising website - www.institute-of-fundraising.org.uk or contact the fundraising team at The Hope Centre if you have queries about your fundraising activity.

THANK YOU!



We hope that this information booklet has given you lots of ideas about your fundraising. If you need any further information, please do get in touch with the us.

Good luck with your fundraising

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