

SIMON ON THE STREETS

FUNDRAISING PACK



As an independent charity Simon on the Streets relies on people choosing to support our work through fundraising. Whether you are fundraising for one of our fundraising events (like #sleepwithsimon), taking part in another organised event (such as doing a sky dive or running a marathon) or even running your own event (a gig night or a jumble sale for example) fundraising can be a daunting task! But it can also be fun. This pack hopes to give you enough information to be confident with your fundraising. There is a lot of information, we hope it's helpful.

As ever, if you have any questions please do not hesitate to get in touch:

<mailto:admin@simononthestreets.co.uk> / 0113 345 2270.

EVENTS

We hold a number of our own events each year, some of which are fundraising events. If you are attending one of our events, thank you! Please see some fundraising hints and tips below. If you are taking part in an organised event or holding your own event, please do register with us on the website so that we can help you with your fundraising in any way that we can.

HOLDING YOUR OWN EVENT

Holding an event to fundraise can be as big or small an undertaking as you would like. Events that people have held for us range from holding a bake sale at work, holding a dinner party with friends and asking for donations for the meal*, holding a competition at your local skate park to organising a mini music festival across a whole weekend. Whatever your idea, get creative and enjoy it! And please make sure you register your event with us so that we can support you in any way we can. Simon on the Streets is a small charity, with a big mouth. We are hugely passionate about our work and love to talk about it as much as we can. However, we are a really small team and unfortunately we can't attend every event that people hold to support our cause. But that doesn't mean you shouldn't ask! If we can attend, we will.

TAKING PART IN AN ORGANISED EVENT

If you are running a marathon, taking part in an obstacle race, doing a skydive, a long cycle – whatever it is – and fundraising for us then please do register with us so that we can support you with your fundraising. As a very small charity, we don't have the spare cash to give away tops for sporting events for example, but we can supply them to you at cost price. We would be really grateful if you branded up for us, it helps to raise awareness about our cause.

HOSTING YOUR OWN EVENT? SOME LEGAL THINGS TO CONSIDER...

We can't be held responsible for the way you run your event, but we do want you to be safe and most importantly to enjoy fundraising for our organisation. Here are a few of the legal things you might need to consider if you are holding your own event.

STREET COLLECTIONS

If you are collecting money for a charity out on the street then you need permits. Contact your local council for permission and to apply for a permit.

EVENT NOTES

Will your event be held in a public place? Will it be noisy? You might need a TEN – Temporary Event Notice. To find out if you need a TEN and to apply for one, contact your local council.

LICENSING AND HEALTH AND SAFETY

Are you planning to serve alcohol or food at your event? If your event isn't on licensed premises and you want to serve alcohol then you need to look into licencing. If you are serving food then you need to adhere to hygiene standards. Again, contact your local council and environmental health departments for more information.

RISK AND RESPONSIBILITY

Running your own event, with the help of friends, family, colleagues or your local community can be a hugely rewarding and fun thing to do. Just be aware that you need to adhere to health and safety guidelines. It's important that you are aware that any public event you hold, you need to ensure that you are aware of any risk to the public and that you can be held responsible for anything that could go wrong. However, we don't want to put you off! To

ensure safety you need to look at how your event will run and think about things such as ensuring that children are attended by a responsible adult and that anyone who might be responsible for cash collected at your event is safe and not at risk. If your event involves working with other contractors, check out with them that they have all the relevant documentation that shows that they are compliant with health and safety. If the event is at your workplace, you might need to do a risk assessment. Simon on the Streets recommend that you keep your event simple and fun, stay away from complicated and dangerous activity! If you have any questions, please get in touch with us.

INSURANCE

Any event that involves the public will require public liability insurance. Your workplace or the venue you are using might already have this, be sure to check.

FUNDRAISING — HOW TO

FUNDRAISING OFFLINE

At the end of this document (page 8) is a sponsorship form that you can print off and use for collecting sponsors offline. Here's a cheeky tip for you – try and get a 'generous' sponsor at the top of the form. If Mrs Bloggs sponsors you £10, it makes it more likely that everyone else will sponsor a similar amount. If you have cash donations to make, please get in touch and ask us for a Gift Aid declaration form. This will allow us to claim a further 25% on every £1 that you raise.

FUNDRAISING ONLINE

We highly recommend that if you are fundraising for Simon on the Streets that you set up a JustGiving page to fundraise online. Not only does this increase your reach and potential sponsorship – it also means that we can claim GIFT AID (an extra 20% on every £1 you raise). Setting up your own JustGiving page is simple, visit the website and follow instructions

<https://home.justgiving.com/> If you are fundraising for one of our events, you will be sent a unique JustGiving registration link when you register for the event. If you do have any problems at all setting up your JustGiving page then get in touch with us. If you have a JustGiving page set up you can also add any

'offline fundraising' to your total online. Visit the JustGiving website to find out how.

MAXIMISING YOUR FUNDRAISING POTENTIAL – TIPS AND IDEAS

SOCIAL MEDIA

Facebook – share your JustGiving sponsorship link with your contacts on JustGiving. Facebook is a visual medium; post photographs of your event preparations and pictures from your event too – fundraising often continues after the big day, so make sure you keep up your promotion post event.

Twitter – share your JustGiving link and fundraising story on twitter too. Be sure to tag in @simonotstreets and we will retweet for you! Instagram – if you are in Instagram, tag us in to your pictures from your event @simonotstreets.

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Youtube – you can make a small film of yourself telling the story of why you are fundraising for Simon on the Streets and what you are doing to fundraise. Upload your video to YouTube and share with your friends. Send us the link too! Email/ messenger – add your JustGiving link to your email signature or messenger details.

CREATE INCENTIVES

To get your friends engaged in supporting your fundraising, why not get them involved? Set each other challenges and targets. Perhaps you can bake a cake for the person who makes the biggest donation. Run a mini skills auction – say you will mow the lawn of the highest bidder. Make it fun.

USING OUR LOGO

If you are keen to create your own promotional materials or you would like to use our logo as a back drop at your event, or online to promote your fundraising activity – please do contact us at admin@simononthestreets.co.uk We can send you through the logo to use. It is important to understand that our logo and our charity name are protected by the Charities Act 1992; you need to gain our permission before using either on any promotional material or literature.