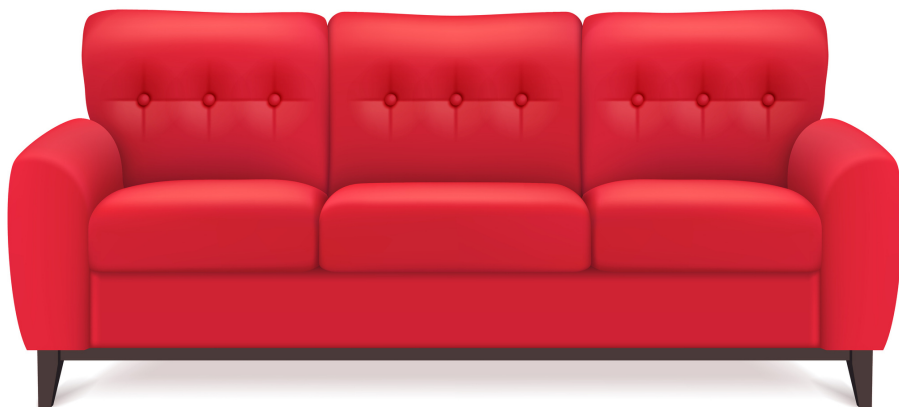
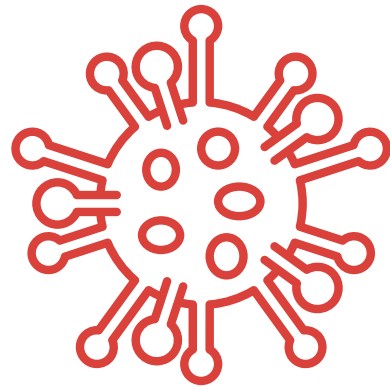




FUNDRAISING TOP TIPS



2020-21



FUNDRAISING IN THE TIME OF THE CORONAVIRUS

Things have changed this year- we now rely on remote fundraising more than ever. Covid- 19 has impacted young people's education, work, and unfortunately, their living situations. There are still ways you can help! Here are a few remote fundraising ideas that have proved successful to us and our young people in need:

FACEBOOK BIRTHDAY FUNDRAISERS

SPONSORED EXERCISE- CYCLING, RUNNING, WALKING AND MORE

FUN ZOOM FUNDRAISERS- PYJAMA PARTIES, COOKING/ MUSIC LESSONS, QUIZ NIGHTS

LIVE STREAM CHALLENGES- GAMING, Q&A'S OR WEBINARS

VIRTUAL MOVIE NIGHTS

SOCIAL MEDIA CHALLENGES- CHALLENGE A FRIEND BY TAGGING THEM

Remember- your imagination is the limit!



CHOOSE YOUR FUNDRAISER

Know your market and choose something that will be popular with the people you plan to invite – or set yourself a challenge. Do you and your friends love cycling on the weekends? Do your work colleagues delight in your baking? Choosing something you and your loved ones love is the best way to get support.

FUNDRAISE EFFECTIVELY

Set yourself a fundraising target... then try to reach it! You can charge an entrance fee, sell tickets or hold collections. Sponsorship can also work well, e.g. for a challenge. Creating a JustGiving page makes it really easy for people to donate (and see how much you've raised!)

GET THE TIMING RIGHT

Would the event be best held on the weekend or on a weekday night? Make sure your event doesn't clash with any other event or occasion, and make sure you give yourself enough time to get the word out and prepare.



MARKET YOUR EVENT

Use social media for free and effective marketing: create a Facebook event, tweet a link or Instagram – you can do this before, during and after your event to maximise donations! Try and use word of mouth, get your friends talking about the event.

You can make posters and flyers (but they have to say 'In Aid of St Basils. Registered Charity Number 1080154' somewhere) and please run them past us before printing!

You can also contact local media – try and generate even more donors and sponsors!

GETTING THE LOCATION RIGHT

Will the event still work if it's raining? What is the venues capacity? Will there be toilets, disabled access and adequate parking? Also check if the venue has a licence to sell alcohol, if necessary. Or, if you are hosting an online event, do you have a good, stable internet connection? Do your fellow fundraisers have the links and instructions they need to take part?

WORK AS A TEAM

Get friends on board, rope in family members and friends and recruit volunteers! The more who take part, the more interest you'll be able to drum up! And of course, it increases the fun!



SET A BUDGET

Keep costs down by budgeting carefully – and seeing what you can get for free (or discounted), such as venues, food, printing.

GET YOUR FACTS RIGHT

St Basils works with young people to enable them to find and keep a home, grow their confidence, develop their skills, increase opportunities and prevent homelessness. Donors will want to know who St Basils are (and why we're a fantastic cause to support!). All this information is on our website, and we can send you posters and brochures, too.

ON THE BIG DAY

Make sure you have enough helpers, and contingency plans in case of bad weather or unexpected illness. Check safety and security plans, and remind people know what they are raising money for!



STAY LEGAL

Raffles – some types of raffle will require a licence – so check out here if you'll need one: www.gbg.org.uk

Collections – for collections on private property (a pub or shopping centre) you must gain permission from the owner/manager, to collect on the street you must get a permit from your local authority, and collecting door to door requires a licence. We can supply you with a sealed collection tin if you want!

Alcohol – if you're selling alcohol you'll need a licence (from your local magistrate's court)

Food – for a one-off event you don't need a licence to sell food, but if it's any longer you will need to register with your local authority... always follow food hygiene standards (www.food.gov.uk). Make sure people are aware of any allergens!

Entertainment – if your venue doesn't hold a Public Entertainment Licence, you'll need to obtain one from your local authority if your event involves any entertainment (singing, dancing etc.)

HEALTH AND SAFETY

Emergencies – always have a phone to hand, and if necessary a First aider (St John's Ambulance might be able to help you with this). Make sure all helpers know what to do in an emergency!

Money - make sure you keep cash in a locked box, and take care when carrying this.

Children – make sure children are supervised and safe & obtain permission from parents/guardians before taking photos.

Coronavirus - While Coronavirus is still a threat, please make sure your fundraiser follows all the latest Coronavirus related guidance specific to your area for keeping people safe. If relevant and you are holding a physical event please consider what you can do to ensure social distancing, provide hand sanitiser or access to hand washing facilities and please ensure masks are worn where this is mandatory.

St Basils cannot accept responsibility for injury, accidents, damage or loss as a result of your event.



LET US KNOW!

Let us know what you've got planned and we can make sure you're properly supported, by helping you set up a Virgin Money Giving page if needed, lending you a hand with resources, or anything else you might need to make your event a success!

FUNDRAISING@STBASILS.ORG.UK

STBASILS.ORG.UK/DONATE/



St Basils accommodates over 500 young people every night. We're short of £5 a day per young person staying in one of our projects. That £5 will help us support each young person out of homelessness and transform their life.
Every donation matters.



YOUR FUNDRAISING COULD...

£4

...BUY A YOUNG PERSON A TRAVEL CARD FOR A DAY
TO ATTEND TRAINING AND INTERVIEWS

£15

...BUY AN EMERGENCY FOOD PACK FOR A YOUNG PERSON
ENTERING EMERGENCY ACCOMMODATION

£50

...FUND A STUDY KIT OR SPECIALIST CLOTHING & EQUIPMENT FOR A
YOUNG PERSON STARTING A TRAINING OR COLLEGE COURSE

£250

... BUY A NEW BED FOR A YOUNG PERSON AT ONE OF OUR
SUPPORTED ACCOMMODATION SCHEMES

£500

...PROVIDE LITERACY AND NUMERACY TRAINING FOR
UP TO 8 YOUNG PEOPLE

FUNDRAISING GOALS



GOAL ACHIEVED!



- £.....
- £.....
- £.....
- £.....
- £.....
- £.....

ST BASILS WORKS WITH YOUNG PEOPLE TO ENABLE THEM TO FIND AND KEEP A HOME, GROW THEIR CONFIDENCE, DEVELOP THEIR SKILLS, INCREASE OPPORTUNITIES AND PREVENT HOMELESSNESS.



HOW YOU CAN PAY ST BASILS

CASH

You can drop cash off at our head office anytime between 9am-5pm Monday to Friday at the following address: 71-75 Allcock Street, Deritend, Birmingham, B9 4DY. Please don't forget to include a note with your name, address and why you are donating this money so that we can write a THANK YOU to you with your receipt- if you would like to receive a letter from us.

CHEQUE

Make all cheques payable to "St Basils" and post them to: St Basils, Fundraising Department, 71-75 Allcock Street, Deritend, Birmingham, B9 4DY. Please don't forget to include a note with your name, address and why you are donating this money so that we can write a THANK YOU to you with your receipt- if you would like to receive a letter from us.

BACS (Bank Transfer)

If you want to pay directly into our bank account our details are as follows:

Account Number: 01709948

Sort Code: 30-00-06

Account name: St Basils

Please include your name/ company name and the event you've raised this money for, so we are able to recognise what the payment is for and log it accordingly.

ONLINE

Go to <http://stbasils.org.uk/help-us/donate> and click on the DONATE button

DIRECT DEBITS AND STANDING ORDERS

Go to <http://stbasils.org.uk/help-us/donate> and click on the DONATE BY DIRECT DEBIT OR STANDING ORDER button.

CREDIT OR DEBIT CARD PAYMENTS

Please phone us on 0121 772 9618 and speak to someone in person

EVENT ONLINE DONATIONS

If you are raising money as a team (for example companies/ schools etc) please create your online sponsorship pages using your organisation's name. This makes it easier when recording the donations to see how much your team has raised when enquired.