



# FUND RAISING

St  
Basils  
*Works with young people*

guide

*Your essential guide to making your fundraiser a success*



# WELCOME

St  
Basils  
*Works with young people*

## to Team St Basils

Firstly, we want to say a huge **thank you**. We couldn't do what we do without amazing fundraising efforts from people like you.

Every year, we support **4,000** young people, and your support makes all the difference.

From **bake sales** to **sleepouts**, we're always amazed by the creativity and passion of our supporters! Your fundraising efforts help us raise the vital funds we need to tackle youth homelessness and make a lasting difference in our community.

## ABOUT St Basils

St Basils works with young people aged **16-25** in the **West Midlands** to enable them to find and keep a home, grow their confidence, develop their skills, increase opportunities and prevent homelessness.

St Basils is one of the **largest organisations in the UK** working with young people who are at risk of homelessness.

We're **proud** to have been supporting the young people of the West Midlands for over 50 years.

50  
years



I've never felt safer with people going through similar things to me, until I came to St Basils and realised what true freedom and happiness is.

Thank you again for supporting our cause. Remember, fundraising is fun, and we're here to help you every step of the way.

Keep us posted on your progress – we love hearing how things are going!

*The St Basils Team*

[fundraising@stbasils.org.uk](mailto:fundraising@stbasils.org.uk)  
0121 772 9618

# KEY FACTS

50  
years  
Supporting  
Young  
People for

### Stats are impactful!

Share these stats on your social media, posters or other communications to help tell the story of why you're fundraising.

4  
key  
services

Prevention

Accommodation

Education,  
employment  
and training

Engagement

£16

allows us to provide  
safe and secure  
housing for a young  
person each night

4,000  
Young people  
supported  
per year

7  
Mother  
and baby  
programmes

3  
Live and  
Work  
programmes

45+  
Accommodation  
projects in the  
West Mids

650  
Bed spaces  
for young  
people



# YOUR IMPACTS

*on young people*

Below are a few words from some of our young people- we take no credit; it is their hard work, self belief, and determination which has lead them to where they are now- we simply provide the tools.

*A huge thanks to these young people for their kind words.*



On my first day at St Basils, I was feeling a bit lonely at first. But the staff were **super welcoming** and made sure to include me in all activities. I also made an effort to chat to everyone, and it really made me feel like I was part of a community where I could **be myself**.

Even though we all come from different backgrounds, we celebrated each other's **uniqueness**. I've been at St Basils for 4 years and **now I have my own place**. Looking back, I never would have guessed I'd be where I am today.



My time at St Basils has allowed me to meet incredible people and learn so much from them. It's been amazing to **see everyone succeed**, and I feel truly blessed to have been a part of that. The words I would use to describe St Basils are, controlling your own fate, being who you want to be, no judgement.



I was 17 when I became homeless, after experiencing difficulties at home. I was **broken** and had no clue what to do with my life. Coming into St Basils was scary, I wasn't used to the environment or having people who cared about me, but **it was the**

**making of me**. I finally had somewhere I felt safe and could start learning about who I was and what I wanted to achieve in life, without the worry of constant judgement. I was **supported** throughout my whole time living in a St Basils accommodation, as well as for some time when I moved into my **own tenancy**.

I am now living **happily** with my cats, have finished my second year of **university** and am volunteering for St Basils. I now know **who I am** and what I want to do in the future, both of which I didn't have before St Basils.



# COSTS

*of fighting homelessness*

You've just hosted your first fundraising event and raised an incredible £200 for St Basils. What does that mean?

It means 10+ days of safety, warmth, and vital support for a young person facing homelessness. That's 10 days off the streets, 10 chances to access guidance and build a brighter future, and 10 nights no longer spent alone.

To put it into perspective, here's how your support helps change lives in your local community:

1 night of accommodation



**£16**

could provide safe and secure housing for a young person each night.

**£25**

could cover the cost for a young person to complete their employability and development skills qualification.

Lifeskills Training



Identification



**£45**

could buy a provisional ID, giving essential access to services, i.e. healthcare and allowing them to enrol at college / apply for jobs.

**£150**

could buy a young person a wardrobe of suitable clothes to wear in their new role of employment.

Work Clothes



**£150**

could provide a young person with a starter kit for a new home, including all the essentials to live well, like pots and towels.

Starter Kits



**£250**

could buy a young person a laptop, giving them access to college / training courses and enabling them to complete their work online.

Training Laptop





# IDEAS

*to get you started*

Classic Bake Sale



Host a bake sale or paid potluck with a red theme—red velvet, cranberries, red icing—whatever you like! Do it at school, work or in your community to raise funds.

Wear red for a donation at work or school! Got a red uniform already? Go bold with something silly like odd socks, face paint or even full fancy dress!



Wear it Red

Raffle or Tombola



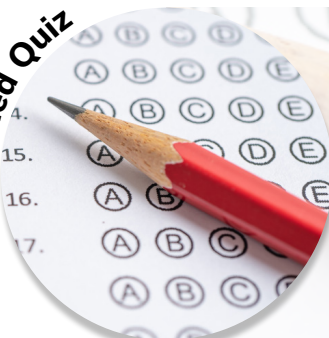
Ask friends, family or local businesses to donate raffle prizes, or run a tombola at a busy event. It's fun, easy, and can raise vital funds!

Set up a regular coffee morning! Sell coffee and cakes or charge a small entry fee. It's a relaxed way to bring people together and raise money.



Coffee Morning

Themed Quiz



Host a quiz night at a pub, online or at work. Whether it's themed or general knowledge, everyone loves a quiz—and it's a great way to fundraise!

Know of a local event with stands/ stalls and lots of footfall? Invite us to come along to fundraise, or hold your own St Basils Fundraising / Awareness Stand.



St Basils Stand

Daily Challenge



Challenge yourself daily—walk 10k steps, do 100 squats, or run 5k. Pick something tough but enjoyable, and ask friends and family to sponsor your efforts.

Give something up! If you're known for being a chocoholic, swearing, or daily coffee, quit for a month and raise money through sponsorships for your willpower!



Kick the Habit

We publish new fundraising ideas every season at [stbasils.org.uk/fundraising/](http://stbasils.org.uk/fundraising/)

# SLEEPOUT

*from home*



**Join St Basils' Big Sleepout – From Home or Anywhere!**

For over 30 years, hundreds have braved a night outdoors in Birmingham City Centre at our Annual Big Sleepout to support young people facing homelessness.

Can't make it to the city? You can still take part by sleeping out from home, school, or work—just like 9-year-old Jess, who raised £1,290 by camping out in her garden every weekend for a month!

**Wherever you sleep out, stay safe:**

- Choose a secure spot and get permission
- Build a sturdy, waterproof shelter
- Bring food, water, and a phone
- Let someone know your plans or join others

Request our Sleepout from Home Pack for everything you need—tips, ideas, and more!

[events@stbasils.org.uk](mailto:events@stbasils.org.uk)



*jess*





# TOP TIPS

## for your fundraising

**Want to raise more?** Here are some simple, proven ways to supercharge your total and get even closer to your goal.

### Share your page on social media

Fundraisers who share their page on Facebook raise on average 40% more than those who don't.

**Tip:** Don't just post once — keep sharing updates, thank donors publicly, and celebrate milestones! Try sharing in your local community Facebook group, too.

### Tell your "why"

Pages with a personal story raise over twice as much as those without.

**Tip:** Let people in. Why is this cause important to you? What does it mean to you?

### Add a profile photo

Fundraising pages with a photo raise up to 14% more than those without.

**Tip:** Use a clear, friendly image — it builds trust and adds a personal touch.

### Start strong — donate to your own page

People who make the first donation raise an average of 120% more than those who don't.

**Tip:** It shows you're serious and gets the ball rolling!

### Send personal messages

Fundraisers who email or message friends directly raise over 50% more than those who rely on social posts alone.

**Tip:** A personal ask goes a long way. Mention why their support would mean a lot.

### Keep it updated

Pages that post regular updates raise 18% more on average.

**Tip:** Share how training's going, give progress updates, or tell a story about the cause.

### Set a clear fundraising target

Fundraisers with a target raise 46% more than those without.

**Tip:** People love to help you hit a goal — especially when you're getting close!

### Gift Aid

Download our Gift Aid form to collect 25% more on your donations.

**Tip:** Our Gift Aid form can be found in our Toolkit and online.

### Use our Toolkit

You can download our toolkit, which includes bunting & essentials at

[stbasils.org.uk/fundraising/](https://stbasils.org.uk/fundraising/)

### Here to help

Get in touch at [fundraising@stbasils.org.uk](mailto:fundraising@stbasils.org.uk) to request fundraising materials, like banners, bears and leaflets.



# TOP TIPS

## for your fundraising

### Tell everyone, everywhere

1 in 3 people say they're more likely to donate when asked by someone they know.

**Tip:** Mention it at work, the gym, your café — you never know who'll chip in!

### Use a sponsorship form & keep it with you

Paper forms can help raise 25% more from in-person donors.

**Tip:** Keep it handy — people are often happy to donate on the spot if it's easy.

### Host a mini event

Simple events like raffles, quiz nights or bake sales can raise £100–£500.

**Tip:** Keep it fun and easy and have a donation tin or QR code!

### Put up posters or flyers

Local adverts (shops, schools, cafés) boost donations by 15%.

**Tip:** Include your name, what you're doing, and a way to donate (like a QR code or short URL).

### Get your workplace involved

Matching gifts or grants from employers can double donations — and don't forget to add your link to your signature.

**Tip:** Ask your HR or CSR team if they support employee fundraising — many do!

### Use a collection tin or bucket

A weekend tin in a busy spot can raise £50–£200.

**Tip:** Ask local shops to display one — include your story and link.

### Timing

Avoid calendar conflicts with other events in your area and consider events for different times of year.

**Tip:** Allow plenty of time for people to sign up.

### Be inclusive

Take into consideration how you can make your event accessible and inclusive for all types of people.

### Post event

**Don't forget to keep sharing updates and photos to encourage further donations!**



# LEGALITIES

## Stay Safe & Keep it Legal

We want you to have a successful event, so please read through our top tips to ensure you have everything covered.

## Get permission

### Licenses

Check if your event needs permits for food, alcohol or entertainment. Check out [gov.uk](http://gov.uk) for information on licenses

### Collections

Check if you need to obtain a license or permission to collect. Street collections require a license from your Local Authority. Collections at a venue or private property require permission from the manager or landowner

### Raffles

Check if you need a license. No license needed for small same day raffles but for larger events that take place over a period of time, please ensure you review the legal requirements from your local authority at [gov.uk](http://gov.uk) or the Gambling Commission website at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)

### Authorisation

We'd love to hear from you! Let us know what you are doing and we can provide you with a letter of authorisation to show you have registered your fundraising with us

## Be Safe and Secure

### Cash

Use closed collection buckets, or locked tins to carry cash in. When counting cash ensure a 2nd person is there and store it securely before banking

### Insurance

Check you've got the insurance in place for your event, i.e. public liability insurance and consider doing a risk assessment so you have considered what to do should anything happen



### Emergencies

Always keep a phone to hand and ensure volunteers know what to do in an emergency. Consider having a first aider at your event for peace of mind

### Children

If there are children at your events, ensure they are always supervised and you have the necessary safeguarding measures in place. Remember to obtain permission from parents/guardians if you are wanting to take photographs.

**Please remember this is your fundraising event, and St Basils cannot accept any responsibility for injury, accidents, damage or loss as a result of your event**

## Materials

### Fundraising Toolkit

You can download our "In support of" logo, Gift Aid and sponsorship forms, and other useful materials from [stbasils.org.uk/fundraising/](http://stbasils.org.uk/fundraising/)

## Need more help?

Our friendly fundraising team are happy to help:  
**[fundraising@stbasils.org.uk](mailto:fundraising@stbasils.org.uk)**

# HOW TO

*pay in*

## Make a one-off or regular donation

To make a one off or regular donation online, just go to our website:  
[stbasils.org.uk/donate/](http://stbasils.org.uk/donate/)

## Create an online fundraising page

We use **Enthuse** for fundraising events. It's a charity fundraising platform, trusted by charities such as **Macmillan** and **NSPCC**. Enthuse has 0% platform fees, meaning more of your donation reaches our young people.

To set up your very own fundraising page on Enthuse, all you need to do is go to our Enthuse profile, [stbasils.enthuse.com](http://stbasils.enthuse.com), and click "Fundraise for us".

## Pay by cheque

Send your gift via cheque or CAF cheque to the address below. Please make cheques payable to **St Basils**.

St Basils  
71-75 Allcock Street  
Birmingham  
B9 4DY

Make your gift worth an extra **25%** by Gift Aiding your donation. Fill out or download our declaration form online at [stbasils.org.uk/gift-aid-declaration/](http://stbasils.org.uk/gift-aid-declaration/)

## Cash

If you have collected cash, please contact us for a collection or delivery on **0121 772 9618** or email us at [fundraising@stbasils.org.uk](mailto:fundraising@stbasils.org.uk)

## Bank transfer

Account name: St Basils – AMSC  
Branch: Lloyds – New Street, Birmingham  
Sort Code: 30-00-06  
Account Number: 01709948



*Remember to tell us who you are, and how you fundraised!*





events

Take part in St Basils **events**, including the Big Sleepout, Hike for Homeless, and runs, cycling challenges and even dog obstacle courses! Getting involved with our events is a great way to challenge yourself, spend time with your community and make a difference.

# OTHER

ways to support us



partner with us

Support young people at risk of homelessness through your company or workplace by becoming a **charity partner** with St Basils. Achieve your CSR goals, teambuild with your staff and network with like-minded businesses.



leave a legacy

Leave a **legacy** to St Basils and be a beacon of hope for those facing both visible and hidden homelessness.

# CONNECT

with us

## Thank you so much for fundraising for St Basils!

Your support means the world to us, and we'd love to stay connected.

### Keep in touch!

Follow us on social media or sign up for our monthly supporter newsletter to hear the latest news, inspiring stories, and ways to get involved.

### We'd love to celebrate your efforts!

Whether you're happy to be featured on our social media or in our newsletter—or prefer to keep things low-key—we'd still love to hear from you. Seeing what our incredible supporters are up to inspires us and helps shape our future campaigns. Plus, it gives us a chance to say a proper thank you!

### Send your stories and photos to:

[fundraising@stbasils.org.uk](mailto:fundraising@stbasils.org.uk)  
0121 772 9618

### Want to receive our newsletter?

You can sign up at [stbasils.org.uk](https://stbasils.org.uk) (scroll to the bottom of the page), or just let us know you'd like to be added when you get in touch.



**StBasils.Charity**



**St Basils**







thank you

St  
Basils  
*Works with young people*

[stbasils.org.uk](https://stbasils.org.uk)



St Basils Charity



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St Basils



[fundraising@stbasils.org.uk](mailto:fundraising@stbasils.org.uk)

St Basils Charity – registered with the Charity Commission (number 1080154)