

YOUR FUNDRAISING SUCCESS GUIDE

**CHURCH
URBAN
FUND** 



Thank you for choosing to fundraise with CUF!



There have been so many changes and challenges over the last few years. But one thing remains the same: the loving and persistent care of people like you who want to put their faith into action.

Recent research from Enthuse shows that fundraising events continue to grow in popularity, with *59% of participants saying fundraising is their main reason for taking part, and 85% meeting or exceeding their fundraising targets. Whether you organise a sponsored challenge, cake sale or raffle, every pound raised can make a real difference.

I am deeply appreciative that you will be fundraising for CUF, enabling us to assist churches in serving communities nationwide. Though fundraising can be difficult, I am confident our efforts will prove meaningful. By working together, we can empower local people and churches to build strong, caring communities and try to alleviate poverty and build a strong future.

Love and prayers,

A handwritten signature in black ink, appearing to read 'Rob'.

Bishop Rob Wickham

CEO, Church Urban Fund

The impact of your fundraising

We believe in the power of community to change lives.

By fundraising with CUF, you will be supporting local churches and the people they serve.

Whether that's providing funding and training to help churches welcome refugees, funding vital research and tools that lead to new ways of tackling poverty and isolation or helping us to grow the Places of Welcome network and offer safe spaces across the country - your support is transforming local communities across England.

Your support through fundraising makes you a special and important part of our community.

The cost-of-living crisis has presented challenges for us all over the last couple of years. Despite this, churches all over England have refused to back down, and have continued to provide hope for those that need it most.



SOME INSPIRING STORIES!

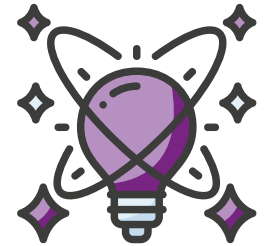
St Mary's

In 2023 the staff and children of St Mary's, a Church of England primary school, staged their sixth Sleep Out Challenge. They have raised nearly £10,500 during that time with an additional over £2000 is Gift Aid!



Jess

Jess ran the London Marathon in 2021 and raised £1,498 for CUF's work. Jess, who is also a GP, said: *"In both my professional and personal life I am passionate about seeking to love and serve those in need – seeing Jesus' example as a huge motivation for me."*



The Royston Rough Sleepers

The Royston Rough Sleepers are a group of friends who sleep outside in their local church yard every year, raising money for our work with the homeless. In the many years that they have been holding sleepout challenges they have raised, including gift aid, over £31,000!



Alastair

Alistair took part in his first fundraising event for CUF by organising his own Walk Towards Hope and raising over £500. He told us *"I love walking around my home in North Norfolk, and am glad for the opportunity to serve others by supporting CUF's important work helping people in need"*.



Lisa

Lisa and her son took part in the Advent Walk Towards Hope, clocking up some miles on their family holiday. She told us *"Our 5-year-old son walked 15 miles in a week, which we counted towards our family total. We saw cows, chickens and a sheep named Max and my son declared, 'I love walking with my family.'"*



FUNDRAISING

IDEAS

You don't have to be a fundraising expert or take part in large events to raise money. We encourage you to do something that you love and brings you together with others. Here are some ideas to inspire you, whatever the occasion!



WITH FRIENDS AND FAMILY:

- **Ask people to sponsor 1 mile (or 5!)** of your walk and send them photos of your journey.
- **Sell your unwanted items from around the home** – get everyone involved!
- **Save the change** – empty your purse/wallet at the end of the day or round up the cost of everyday purchases and watch your funds grow.
- **Gather your friends for a wine and cheese tasting** – You can ask for a ticket entry cost and have fun in the process.
- **Make crafts or food gifts** to sell as gifts.
- **Do odd jobs for donations!** Cut your neighbours' grass, wash a car, or offer some DIY in exchange for donations and watch the funds add up!

AT WORK, CHURCH AND BEYOND:

- **Suggest a fancy dress day at work** and see what your colleagues come up with!
- **Ask your friends and colleagues to guess how many sweets are in a jar.**
- **Hold a raffle.**
- **Sell crafts and cakes** at a coffee morning.
- **Open up your church hall for a games morning and lunch.**



HAVE YOU GOT A SPECIAL EVENT COMING UP?

You can help support the Church Urban Fund when you celebrate a birthday, anniversary, or wedding. Simply ask for donations instead of presents.



NEXT STEPS

Now that you've decided on how you are planning to raise money, you need to plan your event or challenge carefully.

Don't forget to let us know that you are fundraising so we can support you in making your fundraising as successful as possible. We also love to hear stories from our supporters and you can connect with us on Facebook and Twitter. You can also email hello@cuf.org.uk and let us know what you're up to.

1 Set some goals

It's important to think about how much you want to raise.

Make sure your fundraising goal is achievable for you or as a group. How many people do you think will join your event or sponsor you?



2 Plan the details

Do you need to organise your training plan? Do you need to buy supplies for your event or book a space to hold it in? Will you need volunteers? And importantly - make sure you give yourself enough time to raise money before your event.

3 Create your fundraising page.

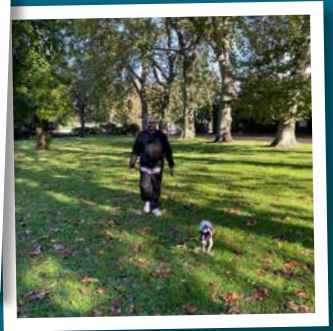
Set up a Just Giving page to collect your donations. Go to <https://www.justgiving.com/cuf> to set up a page dedicated to your event. If you need help setting up your page email hello@cuf.org.uk and our team will help you get started.

Also let her know if you are fundraising offline, as we have some resources available that can help you.

4 Get organised

Decide if you are completing your challenge or event on your own or as part of a team.

Why not get your family or church involved? At CUF, we know it's small actions that make a big difference – so why not split the workload and help build community?



5 Spread the word and start fundraising!

You can't raise money if people don't know you're doing it! Spread the word on social media and provide a link straight to your Just Giving page. Can you get local businesses to support you? Your challenge could be of interest to your local media too, let them know what you're doing!

Keep sharing your fundraising page link and updates. Make sure your friends and family share your updates and fundraising page as well!

SAFETY TIPS FOR YOU AND YOUR SPONSORS

Taking part in a fundraising event should be safe and enjoyable. Please read these guidelines carefully and make sure you check and conform to up-to-date guidelines for your locality.

- **Assess your risks:** Research where you plan to walk and understand what you need to know in advance.
- **Collecting money:** You cannot collect money in a public space or street without a licence.
- **Permits and Licences:** It's a good idea to check with your local council or authority if you need a special licence – especially if holding entertainment or selling/ providing alcohol.
- **Make sure you have access to a phone** in case of emergencies.
- **Make sure you have a first aid kit** available if there is a risk of injury with your chosen event.
- **Follow food handling guidelines** and take great care when supplying food. Remember to check for allergies!
- **Only invite people you know** to any video call or online chats. Don't issue an open invitation or give out personal information online.
- **Data protection matters.** If you are taking personal details, ensure this is done in a safe and secure way. Please ask us for help with this if you are unsure.
- **If under 18s are participating, please ensure they are appropriately supervised** at all times, especially if you are engaging online.
- **Get consent:** if you are taking photos of your event to share with us or on your own social media, please make sure you gain written consent first. Contact us if you need a consent form.

PAYING IN YOUR FUNDRAISING MONEY

You've completed your fundraising event – well done!! We hope that you had fun while taking part. Now all your hard work is done, you will need to send your money to Church Urban Fund.

You can send your money in the way that suits you best:

1. Just Giving:

If you have raised money on Just Giving you do not need to do anything more - they will send the money directly to us.

2. Write a cheque:

You can write a cheque made payable to Church Urban Fund and send it with a note telling us about your event to: Fundraising Team, Church Urban Fund, The Foundry, 17 Oval Way, London, SE11 5RR.

3. Call us on the phone:

You can call us on: **0203 752 5655** and make a payment using a credit card or debit card. Make sure we know it is a payment from fundraising.

4. Make a direct bank transfer.

You can make a direct bank transfer to Church Urban Fund. Please call our friendly team on **0203 752 5655** to request the bank details and the reference number to use. When you have made the transfer, please email **hello@cuf.org.uk** to confirm that the money has been paid in and which fundraising event it is for.



THANK YOU!

Thank you for fundraising with us!

You can contact our friendly Supporter Engagement team at any time to chat through your ideas.

Email: hello@cuf.org.uk or call **0203 752 5655**
(9am to 5pm Monday-Friday).

Funds raised will be used to support the work of Church Urban Fund wherever the need is greatest.
If you would like to change how you hear from us please get in touch using the contact details in the footer.

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The Foundry, 17 Oval Way, London SE11 5RR

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