

**YOUR**

# FUNDRAISING SUCCESS GUIDE

**WALK  
TOWARDS  
HOPE**

**CHURCH  
URBAN  
FUND** ⊕



# THANK YOU FOR WALKING TOWARDS HOPE WITH CUF!



**There have been so many changes 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.**

I'm so grateful that you will be joining me and the CUF team in walking 90 miles before Christmas. We may find it challenging at times, but I know it will be worth it. Together, we can help local people and churches play an active role in creating strong and loving communities – and reduce poverty in all its forms.

Love and prayers,

A handwritten signature in black ink that reads "Rob".

**Bishop Rob Wickham**  
CEO, Church Urban Fund

## WALK TOWARDS HOPE



# SOME INSPIRING STORIES!



## REV. PYE

In 2022, Reverend Pye joined forces with the staff and children of St Mary's, their local Church of England primary school, to stage their fifth Sleep Out Challenge.

**They raised over £4,000!**



## JESS

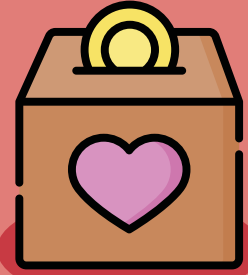
Jess ran the London Marathon and **raised £1,498** for CUF's work. Jess, who is a GP, said:

*"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."*



# FUNDRAISING IDEAS

You don't have to be a fundraising expert or host large events to raise money. We encourage you to do something that you love and that 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 Christmas gifts.
- **Do odd jobs for donations!** Cut your neighbours' grass, wash a car, or offer some DIY in exchange for donations.



## AT WORK, CHURCH AND BEYOND:

- **Suggest a fancy dress day at work** and see what your colleagues come up with!
- **Host a Christmas jumper day at work or school** – everyone loves it!
- **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.



## GOT A SPECIAL EVENT COMING UP?

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



# NEXT STEPS

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Now that you're signed up, you need to plan your Walk Towards Hope. Do you want to walk a little each day or plan a handful of long-distance walks at weekends? Don't forget to let us know that you are fundraising – we 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](mailto:hello@cuf.org.uk) and let us know what you're up to.

## GET STARTED TODAY BY FOLLOWING THESE SIMPLE STEPS:

### 1. PLAN THE DETAILS AND GET ORGANISED.

#### **Decide if you want to walk on your own or complete the challenge as a team.**

At this time of year, churches, families, and friends will be coming together. Why not get them involved in your walk and shoulder the 90 mile challenge together.

At CUF, we know it's small actions that make a big difference – so why not tackle 5 or 10 miles each?

**When and how often are you going to walk your miles?** Make sure you give yourself enough time to raise money and fit in all 90 miles before Christmas Eve.

**Will you need helpers?** Make sure you give them plenty of advance warning. Planning ahead is key. Your group should know in advance when and where you're walking. You may even walk in locations you need driving to and from.



## 2. CREATE YOUR FUNDRAISING PAGE AND SET YOUR GOAL.

**Set up a Just Giving page to collect your sponsorship.** We've created one you can create your page from, to make sure you have all the right information, just follow this <https://www.justgiving.com/campaign/cuf-walk-towards-hope> to set up a page dedicated to your walk.

**It's important to think about how much you want to raise.** Make sure your fundraising goal is achievable for you and decide if you want to do it by yourself or as a group. How many people do you think will join your walk or sponsor you?

## 3. 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!

Share the link to your fundraising page on social media. Make sure your friends and family share your updates and fundraising page as well!

# 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. They have been a welcoming and consistent presence for refugees arriving in England, and others who have lost their sense of hope and community.

## YARA'S JOURNEY TOWARDS HOPE

Yara is a Ukrainian refugee. She's been living in England since 2022. Not long after settling with her UK host, Yara attended a local hub for people in the same situation. She got help with the next steps in her documentation and quickly became integrated in the community. She now teaches other refugees English in friendly and welcoming lessons and talks about how important finding the hub was for her to begin her new life in a positive way.

*"A really important thing for me now is that I feel that someone needs me and I can give something to people with English teaching at the*

*Ukrainian Hub. When I'm far from my country and there are many people there who are just fighting to stay alive and for Ukraine to exist, it's so important for me to do at least something. I feel my work here is just a little bit more of a contribution to progress towards that shared purpose and aim we have as Ukrainian people right now to survive."*

*"I feel part of a big community and family now at the Ukrainian hub but also like I'm becoming more of a part of the local community."*



# SAFETY TIPS FOR YOU AND YOUR SPONSORS

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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 on 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

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You've completed your walk – 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.** You can **write a cheque** made payable to Church Urban Fund and send it with a note to: Fundraising Team, Church Urban Fund, The Foundry, 17 Oval Way, London, SE11 5RR.
- 3.** You can **call us on 0203 752 5655** and make a payment using a credit card or debit card.

- 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!

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

Email: [hello@cuf.org.uk](mailto: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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