



YOUR FUNDRAISING SUCCESS GUIDE

**CHURCH
URBAN
FUND** 

THANK YOU FOR FUNDRAISING WITH US!

This last year has taught us how important it is to work together and help our local community. Every one of us has faced challenges due to the pandemic – none more so than families and communities who were already struggling due to inequality and financial stress.

I have been proud to witness the up-surge in community spirit and local engagement across England. In fact, 32% of adults in the UK volunteers their time or participated in an event*. That's thousands of amazing people like you, who took action to help people in need.

CALL TO ACTION

Whether you want to run a personal best or give up chocolate for a month, we are here to help make sure your fundraising is Covid-safe so you can help make a real difference.

*www.gov.uk/government/statistics/taking-part-201920-volunteering

* **32%**
of adults in the UK
volunteered their
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in an event during
2019/20



I'm so grateful that you have chosen to support the Church Urban Fund with your time and fundraising. Your chosen challenge may not be easy, but we know that our efforts will be worth it. Together, we can help local people, churches and communities recover and build a strong future.

Rachel Whittington

Rachel Whittington, Executive Director

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This guide contains all the information you need to make your fundraising a success!

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FUNDRAISING IDEAS

There are lots of things you can do to raise money for us – your event can be as small or as large as you want. It all depends on what you can manage. Here are some ideas to inspire you, whatever the occasion!

HOME

- Spring clean! Sell your unwanted items and clothes.
- Donate your change – you can empty your purse/wallet at the end of the day and watch it build up.
- Host a movie night and charge a donation per entry. You can even bolster your funds with a meal or drinks service!



ONLINE

- Host a virtual 'pub' quiz or a cook-a-long.
- Wine and cheese tasting – make sure you know what you're talking about though! You can have the ticket entry cost include the wine and cheese delivered to their house before the event.
- Sell mystery boxes and have different level of prizes for different amounts of money (pocket money to larger donations).



- Online lessons via zoom – eg a craft (soap, candles, tie-dye, jewellery, cooking, baking, cake decorating etc) or sports.
- Big night in party – someone plays the DJ and people pay to enter, dance in their living rooms and have a drink and chat.



OUTDOORS

- Run, walk or cycle – remember you can do this virtually if you need to follow restrictions – just make sure you log your progress so people can see you have completed it!
- Sponsored dog walk
- Offer to mow the lawns of your neighbours – fundraise and be helpful at the same time.
- Scavenger hunt/easter egg hunt



CHURCH

- Hold a raffle
- Sell homemade crafts
- Perform – put on a show or ask your choir to perform
- Have a cake sale – who doesn't like cake!

WORK

- Have a fancy dress day. Who can come up with the best costume. Will you have a theme?
- Host an ugly jumper day at school or work – and give a prize for the worst jumper!
- Place a jar of sweets on your desk and ask people to guess how many are inside. Winner gets a prize!



**GIVE IN CELEBRATION
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 have a great idea, you need to plan your event or challenge carefully. Don't forget to let us know that you are fundraising – we love to hear stories from our supporters. You can email hello@cuf.org.uk and let us know what you're up to.

1 SET SOME GOALS

Once you know how you're going to raise money, it's important to think about how much you want to raise. Remember to make sure it's at least double what the event or challenge with cost – otherwise it may not be worthwhile. Will you need to spend money on venue hire, refreshments, posters? Set a budget for yourself and make sure you stick to it.

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 attend or sponsor you? Don't be afraid to make it a challenge – it's no fun if it's too easy!

2 PLAN THE DETAILS

Pick a date for your event – make sure you give yourself enough time to raise money and train if you have to. Will it be a one day event? Will it be over a time frame?

Get the supplies you'll need for your event – do you need ingredients, raffle tickets, prizes?

Will you need helpers? Make sure you give them plenty of advance warning. You can hold regular meetings to make sure everyone knows what they're doing and when.



**WILL YOU
NEED HELPERS?
MAKE SURE YOU
GIVE THEM
PLENTY OF
ADVANCE
WARNING.**

3

CREATE YOUR FUNDRAISING PAGE

Whilst Covid remains a health threat, we recommend that you raise funds online to ensure physical distancing. Just Giving is usually the easiest to use – get in touch with us if you want help setting up your page or use the guide in our resources page. Make sure you select Church Urban Fund as the charity you are raising funds for!



4

GET ORGANISED

Get your friends involved in this if you are doing it as a team.

Decide if you are going to host your event live on your social media pages and learn how to do it if you don't already know!

5

SPREAD THE WORD AND START FUNDRAISING!

You can't get sponsored if people don't know you're doing it! Make posters and put them up around your community if you can. Can you get local businesses to support you? Is your event large enough to get your local paper to support you?

SHARE THE LINK TO YOUR FUNDRAISING PAGE ON SOCIAL MEDIA.

DRUM UP INTEREST IN WHAT YOU'RE DOING – TELL PEOPLE WHY YOU'RE DOING IT AND WHAT DREW YOU TO SUPPORT US.

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.

At the heart of our work is the belief that each individual has gifts and skills, and each community – no matter how disadvantaged it may feel – has valuable assets. So, when we respond to issues in local communities, we work in a way which taps into these assets and which empowers local people to take the lead in determining what is best for them.

YOUR SUPPORT THROUGH FUNDRAISING MAKES YOU A SPECIAL AND IMPORTANT PART OF OUR COMMUNITY.



“Before this experience I thought my problems were my own and that I couldn’t ask other people for help. Now I am much more confident that there are good people who are prepared to help others in need.”

Donna, a member of the community who was supported out of homelessness by the Together Network.

**WORKING
TOWARDS FINANCIAL
FAIRNESS WITH
THE JUST FINANCE
FOUNDATION**

We launched the Covid Cash Course to help people navigate the financial challenges of the Covid-19 pandemic. We have now trained over

1,000

community leaders who have reached over

30,000

vulnerable families with vital financial information

**BUILDING
RELATIONSHIPS
THROUGH THE
TOGETHER
NETWORK**

In 2020, the Together Network distributed **230,000** parcels into the heart of communities, including school holiday food provisions

**BRINGING DIVERSE
PEOPLE TOGETHER
WITH NEAR NEIGHBOURS**

In 2020, more than **1,500** volunteers stepped forward and gave **50,000** hours of their time to help

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 FOLLOW THEM.**

- **Carry out a risk assessment** – whether that is a venue or at home.
- **Check the insurance** for the venue you have chosen and make sure it provides cover for your event.
- **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 time, 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. You can find a consent form in the Resources section of our website.

SENDING US THE FUNDS FROM YOUR EVENT

YOU'VE COMPLETED YOUR 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 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.

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. When you have made the transfer, please email hello@cuf.org.uk

to confirm that the money has been paid in and what it is for.



THANK YOU

FOR FUNDRAISING WITH US!

Church Urban Fund believes in the power of community to transform lives. Your efforts and generous donations will go towards our work with people, churches and communities across England, helping them to come together to address local need.

www.cuf.org.uk/what-can-you-do/raise-funds



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

Church Urban Fund
The Foundry, 17 Oval Way, London SE11 5RR

0203 752 5655

email: hello@cuf.org.uk

www.cuf.org.uk

   [churchurbanfund](https://www.facebook.com/churchurbanfund)

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