

# Fundraising Your Way



[www.alabare.co.uk](http://www.alabare.co.uk)

**Alabaré**  




## Welcome to the team

**Thank you so much for choosing to support Alabaré. Your support is not only life changing but life saving and will make a huge difference to the lives of homeless and vulnerable people.**

We made this guide to help make your fundraising event as successful as possible.

In this guide you'll find:

- More information about Alabaré and how your support is helping transforming the lives of homeless and vulnerable people
- Some fun and easy fundraising ideas plus some great tips and tricks to kick start your fundraising
- Rules about fundraising you need to be aware of

If you've got any questions about your fundraising please get in touch with our team:



[fundraising@alabare.co.uk](mailto:fundraising@alabare.co.uk)



01722 322882



Get more information on our website:  
at [www.alabare.co.uk/fundraising](http://www.alabare.co.uk/fundraising)



## Where your money goes

Alabaré homes, drop-in centres and development centres and training service provide essential care and support to homeless and vulnerable people:

### Homeless Adults

Our homes and drop-in centres for homeless adults offer emergency shelter, hot food, washing facilities and accommodation to support rough sleepers off the streets for good.

### Homeless Young People

Our Young People Service provide a safe place to stay and homes for vulnerable young people and those leaving the care system.

### Parents & Babies

Our Parents and Baby Service provides accommodation to young parents in crisis who need a safe place to call home.

### Homes for Veterans

Our Homes for Veterans Service provides support to over 115 ex-service personnel who have no one else to turn to.

### Adults with Learning Disabilities

We provide homes, activities and training for adults with learning disabilities enabling them to live a fulfilling life.



**£50**

could help a homeless person on the first steps back to employment

**£125**

pays for a homeless young person to be trained in a profession based qualification

**£250**

can help homeless young people move successfully into their own home along with a pack of living essentials

**£950**

can refurbish and “future proof” a room in our homeless shelters and support a homeless person off the streets

## Did you know?

Homelessness has increased by 165% since 2010?\*



**LET'S END**

**HOMELESSNESS**

## Your support is helping homeless and vulnerable young people like Jess...

**Jess endured the frightening prospect of becoming homeless aged just 16 years old. Having struggled with addiction issues, it led to a strained relationship with her family and was ultimately forced to leave the family home.**

Becoming homeless also led to a detrimental effect to her mental health as she began to suffer from depression. Jess was extremely low, with no place to call home and nobody to turn to for the care and support she so desperately needed.

Fortunately for Jess, she was made aware of Alabaré and our specialist support services for homeless young people. Upon coming to Alabaré, Jess was provided with a tailored support plan to help address her needs.

Jess's long term ambition upon arrival was to be in a position to getting her own place. Working with our support staff, she began to address her addiction issues as well beginning to take more pride in her own personal appearance.

In developing her own personal development, Jess was able to get herself a part-time job bringing with it a sense of self-worth and responsibility.

***“Alabaré helped me to open up about my mental health and see life in a much more positive way.***

***I've been able to get my first part-time job and have managed to save enough to start renting my own flat.”***

Managing her own finances was important to Jess as she sought to live a more independent life. Alabaré were able to help Jess with this by aiding her with a course that gave her a better understanding of key issues such as budgeting, accounts and tenancy agreements. After spending 18 months with Alabaré's services, Jess was able to save enough money for a month's advance rent for a place of her own.

***“I can't say thank you enough to all of the staff at Alabaré for their patience and support.”***

Tragically, Jess' story is not unique. Over 103,000 young people are homeless in the UK every year.

Your fundraising can help make a massive difference to the lives of homeless and vulnerable people like Jess. We believe together we can end homelessness!

# LET'S GET

# FUNDRAISING...

## Organised Events

**Every year Alabaré run fantastic fundraising events - from family fun runs to our flagship BIG Sleeps.**

Our events help us continue to provide life changing care and support to homeless adults, young people, Veterans and those with learning disabilities.

For our upcoming events please go to [www.alabare.co.uk](http://www.alabare.co.uk)

- Why not gather a group together and take part in one of our BIG Sleep events. We have some fantastic and unique venues.
- Feeling brave? Alabaré challenge events have included skydives and wing walking - we'd love to have you on our team!

## At Work

**Fundraising at work is a great way to have fun with colleagues and can even help with team building.**

- Activity marathon – Dream up an activity co-workers can try to do for 24 straight hours, and stream it live or get the local news to cover it. Dance marathons are probably the best and funniest to try.
- The Great Office Bake-off. Everyone loves eating cake and we bet there are several people in your office who love baking it too! Set a date for your bake-off and email your colleagues asking any star bakers to enter the competition. Advertise to everyone else that they can come along, eat cake and judge the winner. Charge people for each slice they try and ask them to mark each out of 10.
- Get a team together and auction off services or promises. Teams can be cross departmental or get competitive and see which department can be the most creative (and raise the most money!).





## Friends and Family

**Fundraising with friends and family is a fantastic way to put the fun into fundraising!**

- Ask for a donation instead of presents on your birthday or special occasion.
- Host a dinner or wine, cheese or beer tasting night. Ask your friends and family to give you a donation for attending.
- Film nights are an easy and simple way to raise funds. Fundraise via entry donations and selling movie snacks.

## In a Group

**Already involved with a group or club? Fundraise with them and you'll not only raise awareness about our cause but raise vital funds for homeless and vulnerable people.**

- Are you a member of a sports club? Start raising funds for your team online. Why not put on a dance, yoga or zumba-a-thon.
- Games night - Host an evening of games and challenges. Add a bit of extra fundraising into the night by giving penalty fines for being late or talking about work.
- Organise a fundraising ball or hold a raffle in your local church.

## Individual Fundraising

**Organising your own fundraising event or challenge is a great way to raise money for Alabaré.**

- Give it up! - We all have bad habits, some worse than others. But if you have a habit you want to kick, why not do it while fundraising for Alabaré? If your habit is costly, why not donate the money you save? Or if your habit causes more frustration to others than yourself, why not have people sponsor you? Our supporters have raised money by giving up things like crisps, television, alcohol, chocolate and meat.
- Sell a skill - we know our fundraisers are an extremely talented bunch. Are you talented in arts, crafts, music, languages or anything else? Offer your friends a masterclass in it in exchange for a donation.
- Payroll giving is an easy and tax efficient way of giving regularly to Alabaré. Because it is taken from your pay before tax is deducted, Alabaré receives the full amount donated. For more information email [fundraising@alabare.co.uk](mailto:fundraising@alabare.co.uk) or speak to the person responsible for your payroll at work.

# 1

## Get In Touch

Contact our team and let us know you're planning on supporting Alabaré - 01722 346548.

Our free resources are available to download from [www.alabare.co.uk](http://www.alabare.co.uk) or can be sent to you.

Resources include t-shirts, sponsorship forms, posters, stickers, wristbands and pens.

## Promote your Activity

Whether you're planning a sponsored football challenge or organising a bake sale - now is the time to get started!

Promote your event using our free online downloadable resources: [www.alabare.co.uk](http://www.alabare.co.uk)

# 3

# 2

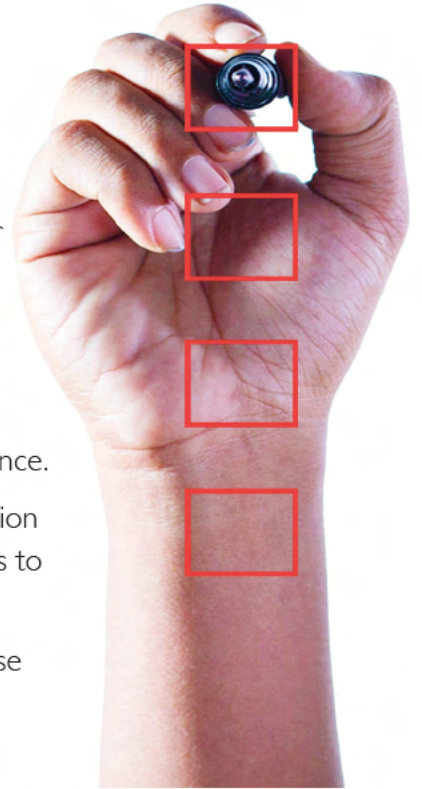
## Plan your Activity

**When?** Make sure your date doesn't clash with other events.

**Where?** Choose your venue and check if you need a license or insurance.

**Who?** Create an invitation list and round up friends to help you out.

**How?** How will you raise money at your event?



## Host your Event

Have fun! Make sure you remember to take photos.

If you tag us in your social media posts so we can support your event!

# 4





# Pay in the money raised

There are so many ways you can donate - see below for details. Every penny you give will help us to support someone in need.

Please contact our fundraising team and let us know when you have payed in your money so we can process your donation correctly - [fundraising@alabare.co.uk](mailto:fundraising@alabare.co.uk)



## Online

- If you have already set up an online fundraising page, you don't need to do any more - all donations including gift aid are sent directly to us.
- If you wish to pay in your money via our website please go to [www.alabare.co.uk](http://www.alabare.co.uk). Please provide as much information about your donation as possible when paying in money online. For example if you are paying in money from a specific event or fundraising activity please let us know. If you would like us to use your donation for a specific Alabaré home or service, please select "add special instructions" and let us know where you would like your donation to be spent.
- If you are donating via BAC's please use the details below:  
**Account Number: 41135611 - Sort Code: 16-00-21**  
Please contact our fundraising team and let us know when you have payed in your money so we can process your donation correctly - [fundraising@alabare.co.uk](mailto:fundraising@alabare.co.uk)
- Donating via CAF is a great way to make a difference. You can donate online via the CAF website: [www.cafonline.org](http://www.cafonline.org)

## Post / Phone

- Complete a donation form (downloadable from [www.alabare.co.uk](http://www.alabare.co.uk)) with your debit / credit card details or enclose a cheque payable to Alabaré. Send this along with any sponsorship forms to:  
**Riverside House, 2 Watt Road, Salisbury SP2 7UD.**
- Call our Fundraising Team on 01722 344478 to pay by credit or debit card.

## Sponsorship Forms

- If you have raised money using our sponsorship form, please return the form and all money raised in an envelope addressed to: **Alabaré Fundraising, Riverside House, 2 Watt Road, Salisbury SP2 7UD.**



## Kick-start your fundraising

**So you've decided what you'd like to do to raise money for Alabaré. Then let's get the ball rolling – we have loads of tips to help you make the most of your fundraising.**

### 1. Set up your event online

If you're holding an event, you can raise money online as well if you set up a JustGiving page.

Once you've set up a fundraising page, set yourself a fundraising target and personalise your JustGiving page so your friends and family can keep up to date with your fundraising. Encourage all those who can't make your event to donate to your page. Keep everyone involved by sharing photos and updates both before, during and after it.

 [Set up your page at JustGiving.co.uk](https://www.justgiving.co.uk)

### 2. Get fundraising at work

Your workplace is a great place to collect donations. Email the link to your JustGiving page to all your colleagues, put up posters and consider having a cake sale or another work event to boost your total.

It's also worth asking your company about matched giving. Many organisations have a budget for charitable giving and will happily offer to match your fundraising total or make a bulk donation.

### 3. Social Media

Spread the word about what you're doing and why you're doing it on Facebook, Twitter, LinkedIn and any other social media channels you're on – here are some tips and ideas.

- Sharing videos and photos is especially effective: don't forget to always include a link to your JustGiving page.
- Personal pictures and stories of you are always a good idea. You might also like to share general posts about why Alabaré needs your support.
- Don't forget to use email too!

### 3. Contact the local media

Reach further than your immediate friends and family to make a bigger impact. If you think your fundraising makes a good story, send a press release and some good photographs to your local newspapers and radio stations.

If you're featured, not only will you encourage donations for your challenge, but you'll be raising awareness about homelessness.

 [Contact fundraising@alabare.co.uk](mailto:fundraising@alabare.co.uk)

# Keep it safe and legal

## Collections

It is illegal to carry out house-to-house or public street collections without a licence from your Council. Contact [fundraising@alabare.co.uk](mailto:fundraising@alabare.co.uk) if you would like to join an organised Alabaré collection.

## Licences

You may need to obtain a special licence from your local authority (eg. public entertainment, collection or alcohol license). If you are holding an event in a public space, ask for permission from the council or landowner.

## Raffles

If you hold a small raffle on the day of your activity, you do not need a licence, as long as all ticket sales and the draw itself take place during the event. Tickets must be sold for the same price with no discounts applied. You must make it clear who is running the raffle. If you want to sell raffle tickets over a longer period of time then a licence and printed raffle tickets are required. Check the latest information and advice at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk).

## Consent

You will need to get permission if children are helping or if you're taking photographs of children.

Children under the age of 18 must be accompanied by an adult. If your event is on private property, get permission from the owner or the manager.

## Risk Assessment

Carry out a risk assessment to identify any hazards at the activity and how to prevent them. Ensure you have adequate first aid cover for the scale of your activity. If you're not sure, check with the local council.

## Food Hygiene

Food safety laws apply when food is available whether it is for sale or not. Ensure you follow food hygiene procedures. Contact your local council for food hygiene regulations or visit [food.gov.uk](http://food.gov.uk).

## Insurance

Please remember you are responsible for the activity and Alabaré cannot accept any liability for any fundraising activity or event you undertake. If you are planning an activity that involves the general public you'll need to budget for public liability insurance, which can be obtained from any insurer. If you are holding the event in a venue which has liability insurance (such as a village hall or pub) check they have the appropriate insurance and that it covers your activity.

## Money

For your own protection, make sure you count the money you've collected with another person present and have them verify the total amount raised. Any cheques should be payable to Alabaré. Make sure any cash or cheque donations are kept in a secure place and banked as soon as possible.

## Remember

Keep records of everything you do for future reference.

Registered Charity No.1006504  
Registered In England No 2604011  
Names have been changed and models  
have been used to protect client  
confidentiality.  
\*Crisis 2018



If you've got any questions about fundraising  
for Alabaré, get in touch:



[supportercare@alabare.co.uk](mailto:supportercare@alabare.co.uk)



01722 322882



Get more information on our website:  
at [www.alabare.co.uk/get-involved](http://www.alabare.co.uk/get-involved)