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Fundraising Guide

The Wild Goose
Meals, support and hope for those in need

Life Recovery
Life skills and mutual support for those in recovery

Spring of Hope
Shelter and support for women in need

South & East Bristol foodbank

Thank you for choosing to support inHope!

We are so grateful that you have chosen to fundraise for inHope - by doing so you will be offering meals and practical support to people who are rough sleeping, providing vulnerable women with a safe place to sleep, giving food to people in poverty and teaching life skills to people in recovery.

inHope is a Bristol-based charity with a vision of seeing communities transformed so that everybody can reach their God-given potential free from injustices and insecurities.

Many people in Bristol live every day with homelessness, poverty, addiction, abuse, and violence. Your support can help them to live healthy, safe and independent lives in a loving and secure community.

By accepting anybody who asks for help, providing for their immediate needs and then walking with them as they rebuild their lives, inHope helps people to remove the barriers of injustice and insecurity and to reach their God-given potential.

People's lives can only be changed because of YOU!

By fundraising to support inHope's work, you are joining with over 300 volunteers and countless supporters who want to ensure that everybody in Bristol can reach their potential.

Without you, inHope would not be able to provide this vital support.

This Fundraising Guide will explain everything you need to know about fundraising in aid of inHope.

If you have any questions or want to chat through an idea please get in touch with our fundraising Officer, Naomi on 07939 267 789 or 0117 405 7113 or drop her an email on naomi.jervis@inhope.uk.

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How will the money you raise make a difference?

The Wild Goose

Meals, support and hope for those in need

Just £3 could provide someone who is rough sleeping with a meal and the opportunity to access advice and practical support such as sleeping bags, laundry services and showers

"Having a shower is very important, it makes me feel human"

£70 could enable a person recovering from addiciton and poor mental health to take part in a session of the Life Course - teaching them how to live well in recovery.

"Thanks to the Life Course, I have confidence in being able to deal with the future. Thoughts about managing life no longer fuel my anxiety day-to-day which has made the future less daunting."

Life Recovery

Life skills and mutual support for those in recovery

Spring of Hope

Shelter and support for women in need

£98 could provide a woman with a safe place to sleep for the night.

"you all saw me through a very difficult stage in my life. You saw me broken when I first arrived, you saw me through the says I struggled + of course you saw me on the good days (few and far between but they were there).
You ladies, and I don't think you realise it, got me through to the next stage."

£47 could provide a family with a 3-day emergency food parcel

"I'd like to thank all of you for making me feel so welcome today and for helping us out when we are in such a desperate position. We are both truly very grateful for your kindness. Thank you"

South & East Bristol foodbank

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“I was nervous about asking people for money, but so surprised at the generosity of the people around me who gave with enthusiasm and I raised much more than expected”

Emily raised £382 for the Wild Goose by taking part in a sponsored sleepout.

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How should I fundraise?

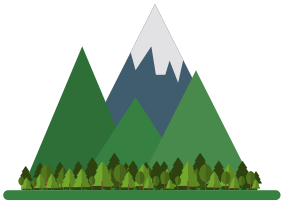
Coming up with a fundraising idea can feel really daunting, but in reality it can (quite literally) be a piece of cake.
Here are three questions to help you think about what you could do:

1. **What are you passionate about? What do you enjoy doing?**

One of the best ways to start thinking about fundraising is considering how your favourite things could be used to raise money. Put the FUN into fundraising! For instance, if you enjoy baking why not hold a bake sale in your work, school or church? Or could you sell some crafts made with love to bring hope to people experiencing homelessness?

2. Could you try something new?

Is there something you've wanted to try for a while? Well this could be the push you need! Whether it's cutting your hair off, performing, or hosting a dinner party why not give it a try while supporting some of the most vulnerable communities in Bristol?



3. Are you looking for a challenge?

Maybe you want to spend the week walking backwards or climb a mountain. Or maybe you want to run a marathon. Whatever your challenge is, it's a great way to grab people's attention whilst pushing yourself and raising awareness and funds. If you're feeling brave, you could even ask people to choose challenges for you when they donate.

Sponsored challenges are a great way to get people's attention whilst raising awareness and funds. You can collect sponsors on JustGiving or contact Naomi to ask for paper copies of sponsor forms.

These questions are just a starting point so use your imagination, don't be afraid to dream big! Naomi would love to help you brainstorm and plan your event so do drop her an email or give her a ring! (details on page 2)

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Inspiration:

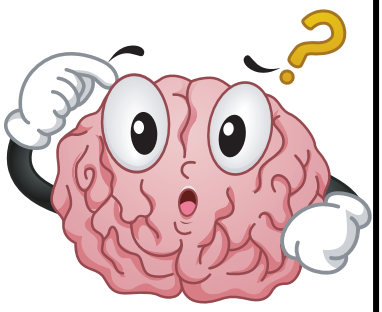
Here are some ideas from past fundraisers to get you thinking:

Afternoon tea or coffee morning:

Who doesn't love an excuse for coffee and cake?

Quiz Night:

Bring people together to combine an evening of fun and learning random facts with making a difference to the lives of some of the most vulnerable communities in Bristol.



100 mile sponsored inline skate:

Maybe skating isn't your thing but could you ask people to sponsor you to complete a challenge (however big or small).

Seasonal events

(e.g. Christmas parties, Easter egg hunts, summer BBQs or Bonfire Night events):

Whatever the season, there's an opportunity to add a fundraising element to your big event.

Craft Sale:

Is there something you could make to sell at a fair or online? Maybe you could make birthday cards, Christmas decorations or crotchet some scarfs. Use your skills and creativity to help people experiencing addiction, homelessness and poor mental health!

Murder Mystery Night:

Have some friends over for good food, some fun crime solving and raise some money for vulnerable people in Bristol. You can either write your own crime own up or buy a box with everything you ned to plan a night of murder!

Note: inHope does not condone committing actual crimes or murder. Fictional murders only!

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Top tips for fundraising success:

Think about HOW you are going to raise money

Are you charging people to attend an event? Selling tickets? Collecting donations? Selling things? Any method can work, but make sure you're clear on this from the start!

WHO do you want to get involved? How?

Fundraising involves other people - it's useful to have somebody to help you fundraise as well as knowing who you will invite to support your event. Friends, colleagues, members of your church – they can all help you achieve your aims.

WHEN are you going to host it?

Think about the best time for your fundraising. Is it an evening or weekend, when all your friends are free, or at lunchtime when your colleagues will be in the office?

SET A TARGET!

Be ambitious! It might seem scary but setting a high target has been proven to increase donations, you can do it!

£98 could provide a homeless woman with support, refuge and a bed for the night at Spring of Hope

If you raised **£396,** you could fully fund a day's food provision for people who are vulnerably housed at the Wild Goose

Make sure to consider how you will get people excited about your fundraising:

Fundraising is all about inviting people to partner with you to support the vulnerable people in our city. It is important to share **WHY** you are fundraising for inHope. People love to support things that you are passionate about. Share your passion for inHope's work - what made you want to fundraise in the first place?

We can help you with your fundraising in several ways:

- Offering social media tips – be sure to tag us @inHopeBristol so we can share your good work;
- We can also provide:
  - Leaflets – to show people who you're fundraising for;
  - Sponsorship forms or help with JustGiving pages.
  - Collection tins, T-shirts and pens
  - Speakers – our teams love to talk about their work!

If you would like any support with fundraising get in touch with us and we'll try our best to help you!

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Setting up a Justgiving Page

Go to www.justgiving.com/inhope and then click 'Fundraise For Us'. You'll need to follow the instructions to either log into your account (if you have one already) or to set up a new one.

Be sure to personalise your page – make it look and sound like you! You should definitely include a little bit about inHope so that people know who you're raising money for, but most people will donate to support you – so don't be afraid to tell them about your story too. Sharing your story can help to raise up to 65% more!

Set a target – your donors will want to help you reach a goal, and having a specific target provides a focus. It's also worth aiming a little higher than you think is realistic – donors will surprise you!

Share your JustGiving page! People will want to support you – but they do need to be asked! So pick whatever social media platform you like and share before, during and after your fundraising. You can also print out a QR code to make it easy for people to donate!

SHOUT it from the rooftops!

Top tips for sharing your fundraising

- **Ask** people - You're not begging them for money, you're asking them to do something that will change the life of someone in need in Bristol. People can't donate if they are not asked!
- Explain the **why**! In your posts invite people to partner with you to help those who are experiencing injustices and insecurities in Bristol. Show them how their donation will help to transform the lives of people facing injustices in Bristol.
- Don't forget hard copy publicity– not everyone uses social media so it's worth dropping leaflets, invites or any publicity you make for your fundraising into your neighbours' letterboxes, or even asking to put a poster up in a community noticeboard. You never know who might see it and want to support you.
- Take pictures! Maybe you could do some before and after shots, or photos during the event. Photos are a great reminder of what you're doing and all the hard work you have put in.
- Keep sharing after the event – JustGiving say that 20% of donations are sent in after an event.
- Be sure to thank your supporters – however they helped, make sure you show your appreciation. This will leave a good impression and make them more likely to support you and inHope again.
- Get in touch with the local press – if you're doing a challenge or something that might grab peoples' attention, they'd love to here about it. We're here to help if you'd like any guidance.

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Keep it Safe and Legal!

As a responsible charity, inHope complies with the Fundraising Regulator's Code of Conduct. The following guidelines are designed to help you to stay safe whilst ensuring that those who donate can have confidence that their donation is secure.

General

Any fundraising must be legal and must be open, honest and respectful. Donors should always be treated fairly so they can make an informed decision about whether to make a donation.

Cash

Please ensure that cash is kept securely and is never left unattended. Any cash that is counted, should be done so by unrelated people.

inHope can provide sealed collection tins or buckets. If used, these should be returned to inHope unopened.

Cash donations should be given to inHope at the earliest opportunity. Please arrange with inHope's Fundraising or Finance teams to do this:

- finance@inhope.uk or 0117 405 7110
- fundraising@inhope.uk or 0117 405 7113.

Events

You must always have permission from whoever owns the property where a fundraising event is to take place – including public places, and you may need a licence.

You are responsible for any event you plan, including ensuring that everyone can participate safely. If your event will have under 18s participating, you are responsible for ensuring their safeguarding and health and safety. InHope can offer template risk assessments and support, but cannot be liable for your events. If you want any support please get in touch with fundraising@inhope.uk.

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If you have any questions please don't hesitate to get in touch with Naomi (naomi.jervis@inhope.uk or 07939267789).

Be sure to tag us @inHopeBristol so we can see what you get up to!

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