



FUNDRAISING PACK

Fundraise today,
change lives tomorrow





Welcome!

We are really excited that you've chosen to support Julian House. We hope you find this pack a source of inspiration for your fundraising and we look forward to hearing your plans.

We are proud to provide a comprehensive range of support and specialist services to socially excluded people across Bath, Bristol, Somerset, Wiltshire and South Gloucestershire. Not only do we help people that are homeless, but also work with men and women to help solve some of the reasons that they become homeless in their first instance, which can include addiction, unemployment, domestic abuse and mental health problems. We help people to rebuild their lives again.

Whether you already know what you'd like to do or you need help in deciding, this pack is full of ideas to help you. Sign up to [one of our events](#), or organise something yourself with your friends, family or work colleagues to fundraise for us.

We rely on people like you that decide to fundraise for us. However you choose to fundraise, your support will help change lives for the better.

Thank you, good luck and most importantly, have fun!

What will you
Do?

Be Strong



- ➔ Give up your favourite biscuits, chocolates or sweets
- ➔ Shhhh!! Hold a sponsored silence
- ➔ Give up cigarettes or alcohol for a month
- ➔ Have a good clear out! Auction off some of those things you don't need

Fundraising tips

GOALS: Decide on how much you are aiming to raise. Once you decided on this, break it down into bite sized chunks!

PRESS: Local press like local and personal stories. Could you make an interesting story from the activities you are planning?

PLAN: Fundraising should be fun so set yourself enough time and be realistic. A fundraising planner may help you to set yourself a realistic plan of action.

Be Extreme



- ➔ Visit Wales and take on the world's longest zip wire
- ➔ Take a leap of faith and try a bungee jump or sky dive
- ➔ Face your fears, or try something new!

MATCH GIVING: Many employers will match their employees' fundraising. Don't forget to ask your employer if they will match your's!

ENGAGE: Involve friends, family and colleagues in your fundraising. Can they do it with you or support you in other ways?

FUN! Be bold and creative! Choose something that you will enjoy doing or will be a challenge.

EVERY PENNY COUNTS! Whatever you choose to do, you will help make a difference.



Be Healthy



Run a marathon, or half marathon



Organise a;

- Sponsored walk
- Cycle challenge
- Swimathon
- Bake-off/Cake sale
- Sleep-in/Sleep-out

The difference that you'll make

£5 could pay for an emergency welcome pack of toiletries, nappies and food for a mother and child escaping domestic violence at our shelter.

£65 could give the 29 people at our 24-hour hostel a hot meal, rebuilding their strength after time spent sleeping on the streets.

£100 could provide a warm bed and night of safety for someone who has nowhere else to go.

Be

Colourful



- ➔ Encourage your company to make Julian House their charity of the year
- ➔ Organise a fancy dress day at work or at school
- ➔ Shave your legs, or head
- ➔ Work with your neighbours to hold a street party with raffles and a bake sale

£300 could pay for 10 group sessions to support a young woman's recovery from the trauma of domestic abuse.

£500 could fund one year of specialist one-to-one support to address complex social and emotional issues that underpin addiction.

£1,750 could enable three people to participate in a 'Build-a-Bike' course, giving them new skills and a qualification to help them get a job.

£5,500 could give 10 people specialist support to rebuild their lives on a weekly basis, through hour long key working sessions.



Be

Organised

We are here to help you

- ➔ Keep in touch! We are here to support you and help you make the best of your fundraising. Let us know how things are going, we would love to hear how your plans are shaping up.
- ➔ Set up an online fundraising page using [Just Giving](#). Personalise your page with a photo of yourself and say a bit about why you have chosen to support Julian House
- ➔ Ask for any additional resources that you think would help. We can provide Julian House logos, collection tins/buckets, quotes for press releases and more.
- ➔ Adapt your personal (or work) e-mail signature and add a line at the bottom telling people about the event you are doing. Don't forget to include a link to your online fundraising page!

Be

Creative



- ➡ If you're using a paper sponsorship form (available on request), try to make the first pledge a big one so future sponsors may follow. Take your form everywhere with you as you never know who you may see and collect donations as you go.
- ➡ Tell your friends and family what you are doing on social media and send them the link to your online fundraising page.
- ➡ Ask your employer if they offer a matched giving scheme.
- ➡ Gift Aid your donations where possible. By doing this you will raise an extra 25p from every £1 donated (if your sponsor is a UK tax payer).
- ➡ Don't forget to check out our exciting events calendar. There may be something we are already planning that you'd like to sign up to.



Thank you

Thank you for deciding to fundraise for Julian House! Thanks to you, we are able to continue our life changing work.

Don't forget to keep in touch. We want to hear about your plans.

How to send your sponsorship money to Julian House

We appreciate that collecting sponsorship or money you have raised can take time but the sooner we receive it, the sooner we can put your fundraising to work.

Please make cheques payable to Julian House and send them to our Head Office at 55 New King Street, Bath, BA1 2BN. If you have cash donations, then please get in touch. Please ensure that all sponsor forms are enclosed with payments.

If you wish to make an online bank transfer, please contact us for our bank account details and remember to use your name as a reference.

All donations collected online will be forwarded directly to us, although this can take a few weeks. Please be sure to tell us your page name.



Useful contacts

Bath, North Somerset, Wiltshire

Cathy Adcock

Area Funding Manager

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Julian House Head Office

55 New King Street, Bath, BA1 2BN

www.julianhouse.org.uk