

Spitalfields Crypt Trust

Keep the fun in fundraising!

This pack provides a variety of materials and ideas to help you plan and undertake successful fundraising events. We believe it's very important to keep fundraising fun; it will help keep you motivated and encourage others to get involved.

Remember the reason!

Keeping others informed of the great work of Spitalfields Crypt Trust will encourage people to sponsor. By explaining what their money is used for people might be more inclined to give more!

Always let us know if you are planning one of these events and we will support you as much as possible.

We believe that whoever/wherever you are there is a fundraising event to suit you.

Firstly and most obviously the classic...

Sports Event:

Feeling sluggish after a long cold winter? Need an excuse to get into shape?

Any sporting event can be sponsored it doesn't have to be an official race!

- Run or Walk
- Cycle
- Climb
- Jump
- Skip
- Swim
- Football Tournament

"I ran the London British 10k for SCT, it was a great experience, a great way to get fit and raise money for a good cause"

- 2010 runner



Get sponsored, charge entrance, sell tea and coffee at the side lines, you could even sell pompoms to help the crowd cheer the others on!

In the Office:

Shake the office up with a fundraising event.

- Casual clothes day
- Crazy hair day – ever seen your boss in a wig?



- **A raffle**
- **Cake sale** – show off your baking skills and tempt your colleges away from that pretend diet.

Need an excuse for a party? How about supporting those most vulnerable people on the streets of London?

- **Dinner dance** – a classy affair
- **Night at the races**
- **Quiz night** - put your boss to the test
- **Break time bingo** – take to the stage to call out those numbers
- **Pub crawl** – maybe in fancy dress, maybe even get local pubs involved
- **Karaoke** – occasionally embarrassing, always funny
- **Murder mystery party**



At University:

University is a great time to put on charity events, but remember money is tight so keep costs low. Get the Student Union behind you, particularly the Student Union bar, they may be able to offer you a venue or help with publicity.

- **Pub quiz** – put that education to the test
- **Fancy dress party** – seek out somewhere that can offer drink promotions
- **Cake sale** – get into studios and lectures with plates full of cakes, always a winner
- **Barbeque** – on campus at lunch time, who could resist?
- **Garden Party**
- **Cheese and wine evening** – perfect for those Redbrick universities!

In school:

Get your school involved with Spitalfields Crypt Trust. Remember to get permission from your headmaster and teacher before going ahead with fundraising events in school.

- **Non- uniform day** – pay £1 to wear jeans to school for the day. Bargain!
- **Jumble sale/book sale**
- **Football tournament** – pay 50p to enter and show off your talent

- Fashion show
- Talent show

Miscellaneous sponsored events:

- Hair cut/shave
- Weight loss
- Quit smoking
- House party
- Art exhibition
- Carol singing – at the appropriate time of course!
- Tea Morning

Tips:

- Encourage local businesses to get involved, it will promote them and help you raise more
- Use the internet to help promote your efforts e.g. Facebook/Twitter/blog
- Use the internet to help fundraise
- Ask your local pub to put a bucket/pot on the bar for people to put their spare change in
- Be persistent, keep reminding people and asking for sponsorship. Sometimes it can help to ask face-to-face
- Keep people informed of what it is you are raising for
- Keep going! We are very grateful for the work you put into these events, we hope you enjoy doing them
- Matched funding – by getting either a person or company to give the same amount that you are able to raise
- Get friends and family to collect for you also, sending them out gives a larger amount of potential sponsors



Step-by-step guide to planning an event:



1. Firstly, work out what type of event you want to put on.
2. Think about whom is likely to attend, what adjustments could be made to involve the highest amount of people.
3. Where is the most appropriate place to hold the event?
4. When – what time of day would attract the group of people that you are aiming at? Is it the appropriate time of year for the event? Carol singing in March or a garden party in November might not be the most successful events.
5. Money - how much will the event cost? What is it appropriate to charge people? Think about what resources you already have to cut costs.
6. Create interest - motivate people - if you need man power now is the time to ask. Remind people that their help goes towards raising money that it is used to help the homeless.
7. Publicity - create awareness of both the event and the work of SCT. Posters, local radio, local news paper
8. **Let us know!**

The Law:

Make sure your event is safe and law abiding. Make sure you have permission from the land owner on which you are having the event (even if it is a public place you may need to inform the local council). Consider noise pollution. If selling food in public check with your local council about licensing and permission.

Raffles cannot have cash prizes and you must not spend more than £250 on the prizes (does not include donated prizes)

Gift Aid:

If any donations are given by tax payers remember they can be gift aided. This provides SCT with an extra 25p per £1 donated. This can make a massive difference to the amount you are able to raise. If donations are cash you need to get the donor's address (including postcode) and signature.



Where does the money go?

In our drop-in centre – Shoreditch Community Project:

This small and friendly drop-in centre offers hot food and drinks as well as practical support and information to those who are homeless and socially isolated.

- £1 provides a person with lunch and a hot drink
- £4 enables us to give a homeless person a decent pair of warm socks – essential in the winter months
- £8 provides a set of toiletries – essential for personal hygiene which can be difficult to up keep when sleeping rough
- £10 provides a day’s tea/coffee and biscuits
- £30 pays to train a volunteer which helps expand an affordable workforce enabling the charity to reach more people

In our training centre – New Hanbury Project:

“Slowly I am learning how to do what other people do naturally – have healthy relationships and be proud of themselves. Today I have a future.”

- £10 provides one person with books to help them read and write
- £20 pays for one person to attend a group addiction counselling session
- £20 buys course and training materials
- £40 pays for a person to attend two sessions of our employability course – helping people who have been through addiction get back into work and support them as they tackle the personal and practical issues that come with employment
- £100 would allow one person to attend a term of our ‘basic IT course’

- SCT Service User

Face the Facts:

Tackling homelessness and addiction is more than simply putting a roof over someone's head and informing them that substance abuse is bad for their health. It is Spitalfields Crypt Trust's belief that it is essential to reach the core of the problem, offering a complete pathway to recovery.

Addiction plays a large part in homelessness; it often acts as the result of homelessness creating an escape from social isolation which creates a downward spiral making it almost impossible to find employment and even harder to get housed.

The main reason for homelessness is the breakdown of relationships.

Unemployment and jobs lost also often causes homelessness. Unemployment may be due to lack of initial education. At Spitalfields Crypt Trust the Hanbury Project aims to train people giving them the life skills they need to go on to other courses and/or employment helping rebuild their lives.

The transitional period of coming out of prison can be very difficult and often people leave prison without secure housing causing them to re-offend.

"It was an experience I would never have got through if it wasn't for the Trust"

Coming out of care services – at 18 the government no longer offer child care services and at 19 you are not necessarily a priority case for housing.

-ex rough sleeper

For obvious reasons it can be difficult to produce a head count for the amount of rough sleeper in any given place. Head counts can only really tell us one night worth of statistics as the numbers rise and fall everyday however recent research carried out by Shelter, St Mungos, Crisis and Homeless Link shows the worrying increase in numbers of people, counted by outreach workers, sleeping rough in London alone. The figures are the number of people counted per year by outreach workers in London starting with 2006/07 when **2,997 people** were counted on the streets, this then rose to an astonishing **3,673 people** in 2009/10, this is a huge and worrying increase.

The average life expectancy of a rough sleeper is 42 years.

Planned housing reforms are also radical; the Comprehensive Spending Review saw the housing budget cut from £8.4bn over the previous three year period to £4.4bn over the next four years. New social housing tenants will have to pay higher rents and there are also plans to introduce fixed term contracts for new social tenants.¹ The increase of those sleeping rough combined with

¹Anwen Jones and Nicholas Pleace, A Review of Single Homelessness in the UK 2000 – 2010, Crisis UK pg. 4

the government cutting funding puts much more pressure onto charities such as Spitalfields Crypt Trust who want to make these vulnerable people a priority.

Thank you for your support, it makes a big difference!