

**saferlondon**

A close-up photograph of three young women of diverse ethnicities smiling broadly and hugging each other. The woman on the left has dark curly hair and is wearing a beige sweater. The woman in the middle has long dark hair and is wearing a pink top. The woman on the right has long dark hair and is wearing a white top. They are all smiling and looking towards the camera.

**THANK YOU  
FOR MAKING A  
DIFFERENCE!**



# FUNDRAISING PACK



## Thank you !

By raising money for Safer London, you're helping more young Londoners get the support they need to live free from violence and exploitation. So thank you.

We know getting started can be tricky which is why we have created this handy guide to help you begin. It's full of advice on how to plan a successful fundraising event and have fun while doing it!

Thank you so much for caring about young Londoners. We're so excited to celebrate your incredible achievement. Welcome to the Safer London team!

**Need any or help or support?  
Then give us a shout!**



Drop the team an email

[communications@saferlondon.org.uk](mailto:communications@saferlondon.org.uk)





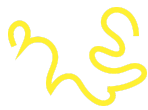
# Fundraising top tips



Follow our useful tips on how to get started with fundraising and make your event to support the work we do a memorable one.

## Step 1: Decide on a fundraising event

From bake sales to bingo tournaments and cycling challenges there are endless ways to raise funds for us. For more inspiration keep reading this pack!



## Step 2: Shout about it

To really make your event a success, it's a good idea to spread the word as far as possible. Tell family and friends, advertise it around your office building, in the school corridors... and of course on social media, like Instagram, LinkedIn, Facebook and X. We can help too - make sure you mention us @saferIdn so we can re-share your posts.

You can also set up a [JustGiving page](#), which is a great way to tell your story, share photos and make it as easy as possible for your supporters to donate.



## Step 3: On the day



With all the planning done, the only thing left to do is enjoy the day!

Take lots of photos and post them on social media - it may help to bring in a few more donations and our social media team can help by re-sharing it too.

## Step 4: Download our fundraising resources

Head to our 'Fundraise For Us' page on our website and you'll find more fundraising resources including posters, flyers, certificates and bunting.



# Fundraising inspiration

Want to fundraise but don't know where to start? Whether you're a first timer or a regular fundraiser, everybody needs a little inspiration sometimes. Here are some ideas to get you started:



## Fundraising on your own

- 1** Release your inner Mary Berry and host a bake sale. Challenge yourself by incorporating the Safer London red into your baked goods.
- 2** Test your endurance by taking on a physical challenge. Choose your event from **runs, swims, cycles, or even skydives!**



## Fundraising at work

- 1** Host a hospitality event and organise a dinner or charity ball and bring together your colleagues while raising money. A good opportunity to invite your clients along too!
- 2** Organise an office quiz by putting questions together, setting up teams and requesting an entry fee from each participant.
- 3** Initiate a bingo tournament! Set the date, plan the event and ask for a donation to be made for each bingo card.

## Fundraising at school



- 1** Ditch the blazer and charge a donation of your choice. Why not challenge everyone to wear one red item to match the Safer London brand colour.
- 2** Host a student vs teacher football match and charge parents to come and watch.
- 3** Host an auction and offer services such as babysitting or cleaning.
- 4** Do a sponsored silence. Your teachers will be happy and you'll be raising money!



# How to shine on social media

Using social media is a great way to let people know about your fundraiser. Check out our top tips on how to shine on social media.



**1**

Add a link to your online fundraising page on your Instagram, LinkedIn, Facebook and X posts.

**2**

Make a hashtag (#) for your posts. For example, #IzzysFundraising or #IzzysFundraisingStory. It's really easy to do, just add it to the end of each of your posts and keep it consistent.

**3**

Remember to always add pictures to bring your fundraising to life! People are much more likely to donate if there's a picture.

**4**

Don't forget to keep updating your fundraising page. Whether it's a running total or changing percentage, supporters love to see your progress. The more the percentage rises the more likely people are to give!



**5**

Tag us @saferldn. We love seeing what you're doing to support young Londoners and we can help with your fundraising by sharing it with our team and Safer London network!

Instagram: @saferldn

LinkedIn: @Safer London

X (formally Twitter): @SaferLondon1



# Olivia's Success!



"I decided to raise money for Safer London after hearing Sherry Peck talk at the CPS Away Day as I was so inspired by the charity and the work that the team does.

Working in the criminal justice system, you see lots of young offenders and victims and similar patterns of offending and I wanted to do something to support those at a higher risk of exploitation or harm and support a charity that works with young people to prevent future harm."

# North Highland's Success!

**“ We chose to support and work with Safer London as their vision of a city that is safe for young Londoners who live here resonated with our people. ”**

**“Every year all North Highland offices take half a day off to give back to the local community through a series of different activities. We had two activities supporting Safer London.**

**A group of 30 consultants used their problem-solving expertise to provide informal pro-bono support on key priorities including refreshing internal communications, devising a business strategy and improving their fundraising offerings.**

**Another 25 consultants participated in a mass spinathon to raise money, including one particularly brave North Highlander who donned a Wilson from Cast Away costume!**

**In total, we were delighted to raise over £10,000 throughout the year for Safer London, which included a Christmas donation of money we would have normally spent on client gifts.”**

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Safer London is a registered charity in England and Wales No. 1109444; and a company limited by guarantee No. 5190766. [www.saferlondon.org.uk](http://www.saferlondon.org.uk)

