

**YOU'RE ABOUT TO DO  
SOMETHING  
AMAZING!!**

**saferlondon**  
Fundraising Pack

# THANK YOU!!

Dear Supporter,

Thank you so much for choosing to support Safer London. Through the kind efforts of generous people like you we can help young Londoners and their families whose lives are impacted by serious violence and exploitation.

Together we can make a real difference.

We've put together this pack to help you get started. It's full of tips to help you raise money and have fun whilst doing it!

If you have any questions don't hesitate to get in touch with us at [fundraising@saferlondon.org.uk](mailto:fundraising@saferlondon.org.uk)

Good Luck!

The Safer London Team



# EVERYTHING YOU NEED TO GET STARTED

---

## Contents

3 Fundraising Made Easy

4 Fundraising Inspiration

6 Collecting Donations

7 Spread the word

8 Resources

16 The Boring Bit

# FUNDRAISING MADE EASY

Fundraising shouldn't be hard work,  
follow these easy steps to get started.

## DECIDE WHAT TO DO

First you need to choose what it is that you want to do that will help raise funds for Safer London. We've provided lots of ideas and inspiration if you're stuck for ideas.

Set up a fundraising page to help those funds come in. If you don't want to fundraise online you can find other options in this pack.

## SET UP YOUR FUNDRAISING PAGE

## SPREAD THE WORD

You'll need to let everyone know what you're doing. There's lots of ways to do this and we can support you if you need help.

The most important part! Fundraising shouldn't be a chore - you can have fun whilst changing lives!

## HAVE FUN!!

# FUNDRAISING INSPIRATION

## IN THE CLASS ROOM

### SPONSORED SILENCE

If you're a chatterbox then this is the challenge for you! Get parents and teachers to pay money to see how long you can go quiet for.

### NON UNIFORM DAY

An oldie but a goodie! Get the whole school involved and organise a non-uniform day where people pay a suggested £1 donation to wear their own clothes to school for the day.

### TALENT SHOW

Put on a talent show and watch teachers strut their stuff and discover your friends hidden talents. You might even discover a future actor or pop star! Charge for an entry fee and refreshments to raise those funds.

## IN THE WORK PLACE

### TEAM CHALLENGE

Bring together your colleagues and take on a challenge. You can sign up as a running team or take on an obstacle course race. Get friends and family to sponsor your team!

### HOST A QUIZ

Get the competitive juices flowing and host a quiz in your office. You can get the boss to be quiz master for the day and give away prizes. Just charge a team entry fee.

### GO GREEN

Try walking or cycling to work for a week or month. Then donate the money you saved to Safer London.

### EMAILS

If your work allows it, raise awareness of what you're doing by adding the details and a link to your fundraising page to your email signature.

# FUNDRAISING A TO Z

If you're still stuck for ideas then check out our A to Z of fundraising ideas.

**A**

Abseil  
Aerobics

**B**

Book sale  
BBQ

**C**

Cycle  
Car wash

**D**

Dinner Party  
Disco

**E**

Eating  
competition

**F**

Fancy Dress  
Fun run

**G**

Garden party  
Golf day

**H**

Head shave

**I**

Ice bucket  
challenge

**J**

Jumble sale

**K**

Karaoke night  
Knit-a-thon

**L**

Look-a-like  
day

**M**

Grow a  
moustache

**N**

Non uniform  
day

**O**

Onesie day

**P**

Pyjama day

**Q**

Quit a habit  
for a month

**R**

Raffle

**S**

Skydive  
Sports day

**T**

Talent show

**U**

Ugly jumper  
day

**V**

Go veggie  
for a month

**W**

Walk  
Wax

**X**

X-mas cards  
and crafts

**Y**

Yoga day

**Z**

Zumbathon  
Zorb

# COLLECTING DONATIONS

You've decided on your event and now you need to raise your money. Here's some simple ways to collect and pay in your donations.

## Online donations

The easiest way to collect donations is to set up an online fundraising page. You're more likely to get sponsorship from people if you make it quick and easy for them to do. Setting up a donation page is free and simple. Set up a Just Giving page where Safer London is registered as a charity and the funds we get paid directly to us.

Visit [www.justgiving.com/saferlondon](http://www.justgiving.com/saferlondon) to set up your fundraising page today.

## Cash donations

For people who aren't that technical on computers or who prefer to make cash donations we've included a sponsorship form in this pack. You can pass this round friends or colleagues. By talking to people face to face you'll be able to interact more and tell them about Safer London and the work we do.

Once you've received all your donations you'll need to take them to the bank and deposit into your account. You can then send us a cheque. Make the cheque payable to Safer London and send it us by post: Safer London, Skyline House, 200 Union Street, London, SE1 0LX.

## Donate directly to Safer London

Anyone who wants to make a donation to Safer London directly can do so by visiting our Just Giving page [www.justgiving.com/saferlondon](http://www.justgiving.com/saferlondon)

If you need any help or guidance, please get in touch with us at [fundraising@saferlondon.org.uk](mailto:fundraising@saferlondon.org.uk)

# SPREAD THE WORD

You've decided on what you're doing, now it's time to let everyone know it's happening and how they can get involved! There's lots of ways to spread the word, below are our top suggestions.



## Word of mouth

Tell your friends, family, class mates and colleagues about what you're doing. Get them behind your cause by sharing information, or ask them to make a donation using the sponsorship form in this pack.



## Social media

Sharing what you're doing on social media is a great way to get the word out. You can promote your activity, set up a Facebook event or share your fundraising link via WhatsApp.



## Local press

Let your local newspaper or radio station know what you're up to. Try writing a press release and send it with some pictures to help tell your story.

If you need help getting the word out, email us at [communications@saferylondon.org.uk](mailto:communications@saferylondon.org.uk)

# USEFUL RESOURCES

We want to make sure you have everything you need to make your fundraising as successful as it can be!

In this pack you can find posters, certificates and bunting - all the materials you need to organise a fantastic fundraising event.



If you want to make your own posters that's fine, but make sure you include our registered charity details. All you need to do is add the sentence below to your designs.

**Safer London is a registered charity in England and Wales No. 1109444;  
and a company limited by guarantee No. 5190766.**

If you need any help or guidance, please get in touch with us at [fundraising@saferlondon.org.uk](mailto:fundraising@saferlondon.org.uk).



**WE'RE  
FUNDRAISING  
FOR  
saferlondon**

**EVENT:**

**DATE:**

**TIME:**

# saferlondon

We support young Londoners, their families, peers and communities affected by violence and exploitation.

Young Londoners are full of ambition and aspiration, however often their lives can be challenged by exploitation and violence.

We believe that all young Londoners can have a positive and productive future. Whatever their history, when a child or young person comes to Safer London, they are just that – a child or a young person. We work alongside them to help unlock their potential, so they can move forward positively.

We put young Londoners at the centre of their support. We work with them, focusing on them and their needs. By building strong trusting relationships we gain insight into their world, understand what they need and how we can work together to keep them safe.

We work tirelessly to provide needs led and intensive support to young Londoners and their families every year. We are committed to learning, innovating, and delivering high quality, evidence-based support.



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)



**CONGRATULATIONS**

A large, empty rounded rectangular box with a thick black border, intended for a name or a congratulatory message.

**ON RAISING AN  
AMAZING**

A large, empty rounded rectangular box with a thick black border, intended for a name or a congratulatory message.

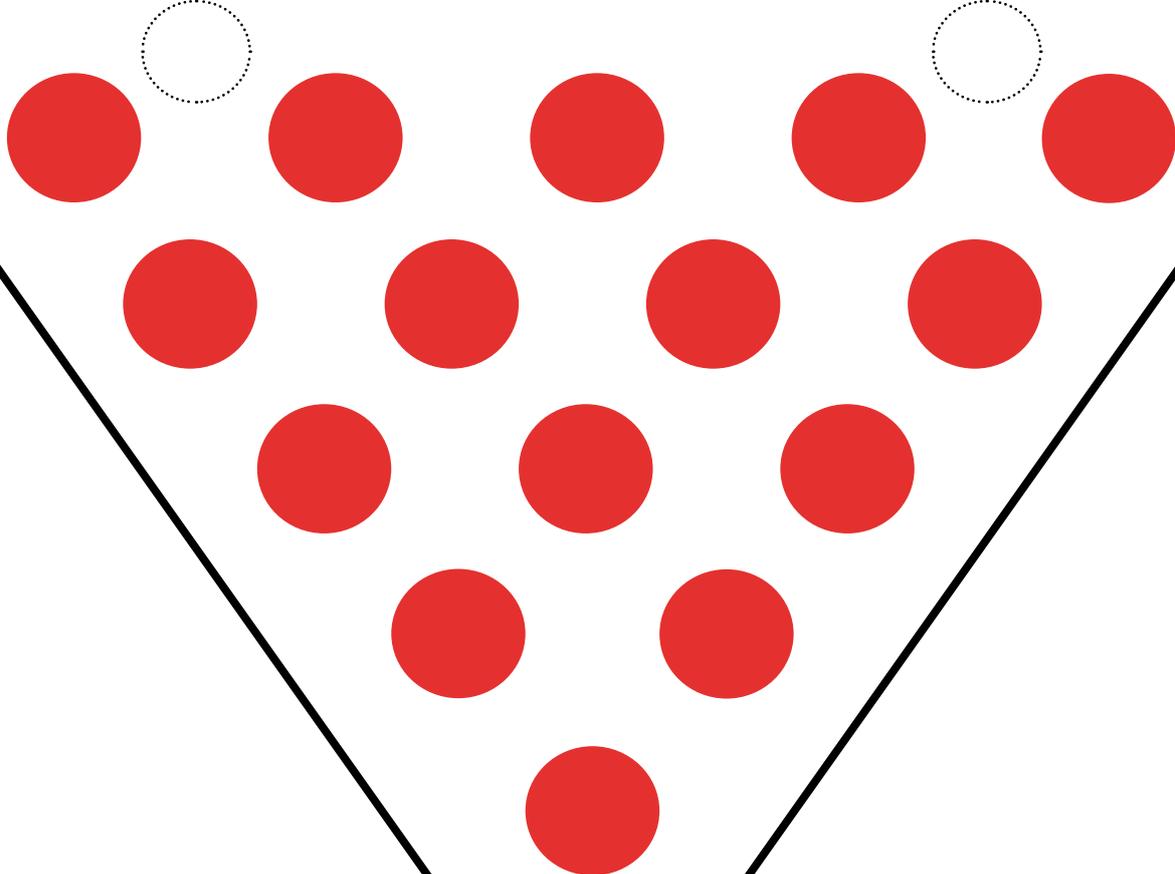
**FOR**

**saferlondon**

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)





Cut along  
the lines to  
make bunting



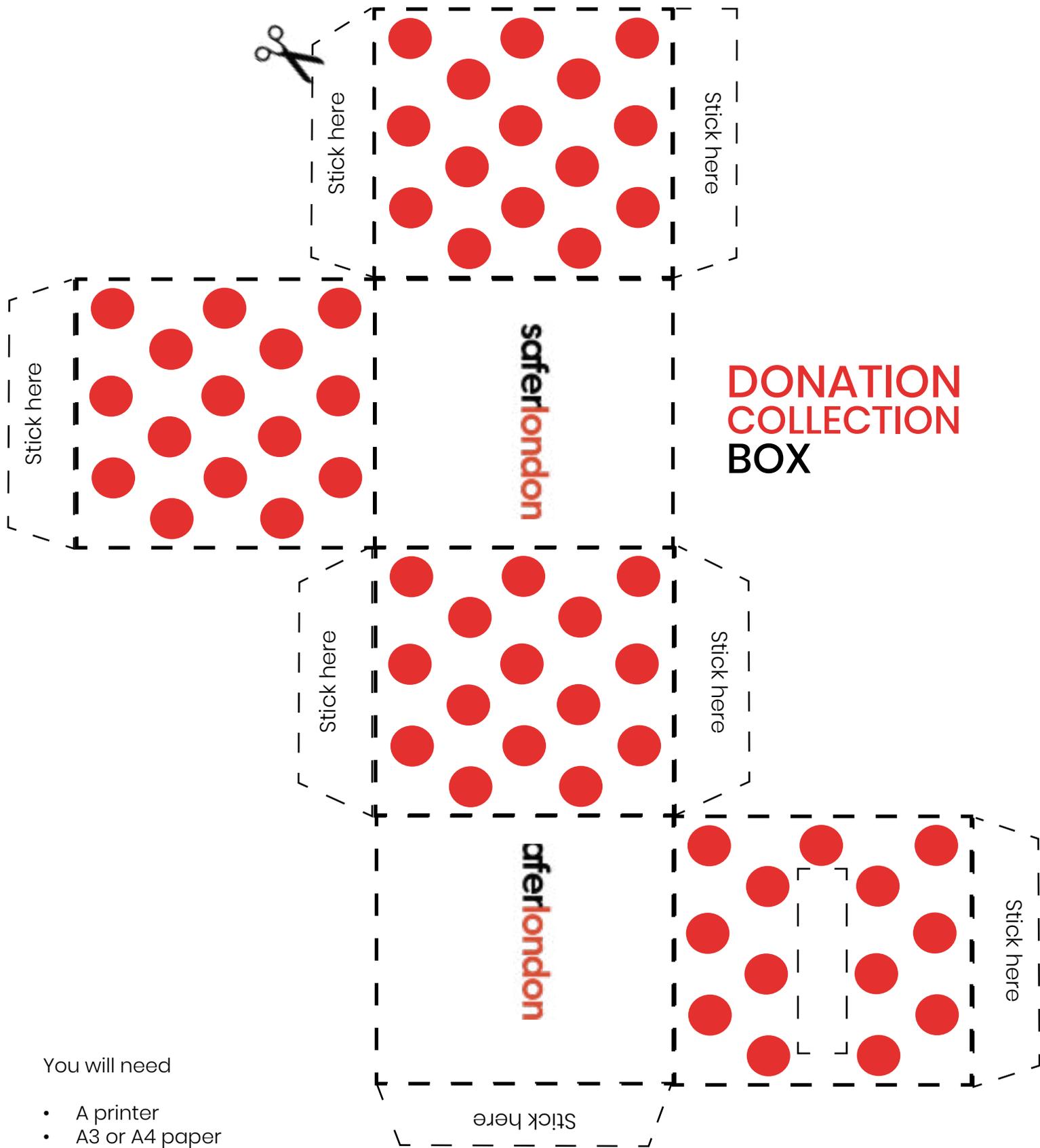
**safer**london



Cut along  
the lines to  
make bunting



**safer**london



#### You will need

- A printer
- A3 or A4 paper
- Scissors
- Glue or sellotape

#### Instructions

1. Print out the template and then glue it to a piece of card – perhaps an old cereal box – and cut it out along the dashed lines. You could also print it out on A3 paper so you can make your box bigger to hold more donations. Don't forget to cut out the coin slot!
2. Fold along the dotted lines and apply glue or sellotape to the tabs which say "stick here".
3. Assemble your collection box.

# THE BORING BIT

There's some really important things you need to know if you want to raise money for Safer London.

## Fundraising Posters

Posters are a great way to tell everyone about your event or challenge. We've included some posters in this pack that you can print off and use.

If you'd rather make your own, that's great – but please make sure you use our logo and include the below sentence on any posters that you create.

Safer London is a registered charity in England and Wales No. 1109444; and a company limited by guarantee No. 5190766.

## Raffles

There are strict rules surrounding the running of raffles. If you are selling raffle tickets over a long period of time, you will need to notify us. These raffle tickets will need to be pre-printed.

Please contact us [fundraisng@saferlondon.org.uk](mailto:fundraisng@saferlondon.org.uk) for more details on this.

If you're selling and drawing tickets on the same day then the rules are more relaxed. You can run one of these raffles without a licence where:

- Tickets are only sold at the event
- You do not spend more than £500 of the ticket sale income on prizes
- The winners are drawn at the event or after it has finished

## Health and Safety

You need to make sure that everyone taking part in your event stays safe. You'll want to make sure that you know where the first aid kit is and who can help if someone gets hurt.

If you're fundraising at school make sure to talk to your teacher about Health and Safety when you start planning your event.

If you need any help or guidance, please get in touch with us at [fundraising@saferlondon.org.uk](mailto:fundraising@saferlondon.org.uk).

# saferlondon

[www.saferlondon.org.uk](http://www.saferlondon.org.uk)  
0207 021 0301

Safer London is a registered charity in England and Wales Charity No 1109444;  
and a company limited by guarantee No. 5190766.