

Dear Supporter,

On behalf of Community Housing Aid, thank you for requesting our fundraising pack. The money you raise will go directly to helping us provide vital support for the vulnerable people that we work with.

CHA is a charity that has been offering housing advice and support since 1990. The Charity's objectives are to relieve poverty, sickness and distress among persons within the City of Exeter and surrounding local authority areas who are homeless, or threatened with homelessness. Community Housing Aid exists to advise and support people who wish to exercise this right. We BELIEVE everyone has the right to suitable, sustainable, secure and affordable housing. We WORK with people in need of housing to enable them to find their own solutions, by providing information and support. This pack contains everything you need to get started including ideas, tips, how to organise events and obtain sponsorship.

Here are some examples of how your money will help:

£7.00 – COVERS DAILY TRAVEL FOR A YOUNG PERSON TO TRAVEL TO COLLEGE, JOB, ETC

£25 – ENSURES 1 YOUNG PERSON CAN BE HOUSED FOR A NIGHT IN EMERGENCY ACCOMMODATION

£40.00 – REFERS A HOMELESS PERSON TO DEVON MEDIATION SERVICES.

£70 – PROVIDES A TENANCY WORKSHOP TO HELP SOMEONE FIND A HOME.

£126.00 – A YOUNG PERSON CAN BE HOSTED FOR A WEEK ON CRASHPAD.

£300 – COVERS A DAYS TRAINING FOR OUR VOLUNTEERS ON HOMELESSNESS ISSUES.

£1000 – ENSURES THAT WE CAN KEEP 40 YOUNG PEOPLE SAFE FOR THE NIGHT.



## SHOUT IT OUT

Let the world know what you're doing by telling as many people as possible and how their efforts will improve people's lives. Friends, family, work colleagues, clubs/societies and local businesses are often happy to help.

- Use the Internet: Social media sites such as Facebook and Twitter are amazing ways of spreading your message to a wider audience.

- Contact your local press, TV or Radio station with a press release and help gain publicity for yourself and Nightstop

## SET A REALISTIC TARGET

It's a big advantage to have a rough target in mind. As always, aim high but keep it realistic. It is such a great feeling if you reach or even exceed your initial goal!

## PLAN AHEAD

The more time you allow, the more you will end up with.

It may help to plan this in stages e.g. If your target is £395, Aim to raise £100 in month 1, £145 in month 2 and £150 in month 3. We'll be in touch to offer support and encouragement every step of the way.

## WATCH YOUR FUNDRAISING GROW

Matched Giving: Many employers will often match their staff's fundraising efforts, so ask your employer about this. Gift Aid: The Gift scheme allows charities to claim back the tax paid on donations by UK tax payers. Remind donors to fill out a Gift Aid form or tick the relevant box if applicable.

## BRINGING IN THE CASH

With the good old pen and paper method, try to get the money up front. (If your event can't go ahead, you can always offer to refund those that have donated). Remember you're doing this to help improve the lives of people that have nowhere to call home and you have nothing to feel awkward about when it comes to approaching people - the worse that can happen is they'll say no but you'll often be surprised with a positive outcome!

## HOLDING AN EVENT – 5 EASY STEPS

One off events are a great way to raise big money in one go:

1. What to do? – What kind of event appeals to you and your friends? Make it as enjoyable and accessible as possible.
2. Planning – Write a list and draft a calendar to help you get everything done on time. Please contact us with your idea so we can ensure your event is SAFE AND LEGAL!!!
3. Promote your event – Put up posters at work or in the town (always ensure you have permission if putting up notices publicly). Set up an event page on Facebook, promote the event in email signatures, get an advert in a local/company newsletter and get the local press involved.
4. Bring in the money - Sell tickets and/or obtain sponsorship before the actual day so you can concentrate on running and enjoying the event.
5. Be prepared – Prepare well so your event can run smoothly. Get friends and family to help you with the planning, organisation and promotion.

### EXTRA TIPS:

Timing: Research the best day and time to hold your fundraiser so you can reduce clashes with other events.

Money Matters: If there is a cost involved in putting on an event, aim to raise at least 3 times as much. See if others can donate in terms of items and/or time.

To increase the amount you raise, try holding a raffle, auction or other mini-event.

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|----------------------------|------------------------------|-----------------------------------|--------------------------------------|
| 1. Auction                 | 20. Dance Marathon           | 39. Great West Run                | 57. Raffle                           |
| 2. Autograph Sale          | 21. Dinner Dance             | 40. Guess the sweets in the Jar   | 58. Rock Concert                     |
| 3. Art Exhibition          | 22. Disco                    | 41. Give as you Earn              | 59. Silent Auction                   |
| 4. Battle of the Bands     | 23. Dog Walking              | 42. Halloween Party               | 60. Sleep-Over                       |
| 5. Bike Ride               | 24. Duck Race                | 43. Head, Beard or Leg shave /Wax | 61. Slimming Club                    |
| 6. Bingo                   | 25. Easter Egg Hunt          | 44. Ice-skating competition       | 62. Snail Race                       |
| 7. Beer Tasting (over 18s) | 26. Face Painting            | 45. It's a Knockout               | 63. Sponsored Swim                   |
| 8. Black Tie Ball          | 27. Fancy Dress Party        | 46. Karaoke Competition           | 64. Sports Match                     |
| 9. Bridge Competition      | 28. Fantasy Football League  | 47. Marathon Running              | 65. 'Swear' Box                      |
| 10. Carol Singing          | 29. Fantasy Formula One      | 48. Mobile Phone collections      | 66. Tea Party                        |
| 11. Cake Sales             | 30. Farmers Market           | 49. Monopoly Night                | 67. Tennis Tournament                |
| 12. Car Boot Sale          | 31. Fashion Show             | 50. Movie Night                   | 68. Text Giving                      |
| 13. Car Wash               | 32. Fasting                  | 51. Mufti Day at work or school   | 69. Treasure Hunt                    |
| 14. Charge for Chores      | 33. Fete or Fair             | 52. Name the Teddy                | 70. Treks                            |
| 15. Chess Tournament       | 34. Five-a-side Football     | 53. Race Night                    | 71. Used Book Library                |
| 16. Clay Pigeon Shoot      | 35. Foreign Money Collection | 54. Picnic                        | 72. Variety / Talent Show            |
| 17. Come Dine With Me      | 36. Gala Dinner              | 55. Pool Tournament               | 73. Weight Loss Challenge(Sponsored) |
| 18. Day at the Races       | 37. Go-Karting               | 56. Quiz Night                    | 74. Wii Sporting Competition         |
| 19. Darts Tournament       | 38. Golf Day                 |                                   |                                      |



COMMUNITY HOUSING AID **CHA** FUNDRAISING PACK

YOUR COMMUNITY CHARITY WORKING TO PREVENT HOMELESSNESS ACROSS DEVON

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