

# Spires Fundraising Kit

Thank you for deciding to fundraise for Spires. We work to improve the quality of life of people who are homeless, insecurely housed, unemployed or suffering from the effects of poverty, mental ill health and loneliness.

We rely on the generosity of individuals and businesses to ensure we can continue to provide vital services to vulnerable and homeless people and offer each of our clients a real chance to change their lives. Your support ensures that we can keep our doors open and provide for our client's longer term needs by offering them appropriate support, advice and referral.

This fundraising information pack guides you on everything you need to know, from how to plan and publicise your activity, to making it successful and safe. And if you're not exactly sure what to do, there are some great ideas, from auctions and abseiling, to swap shops and wine tasting!

If you are taking on a challenge or event that requires collecting sponsorship, one of the best places to start is by setting up an online fundraising page. You can do this at [www.justgiving.com](http://www.justgiving.com) or [www.mydonate.bt.com](http://www.mydonate.bt.com).

All the money you raise, donated by friends, family or colleagues, will come directly to Spires so you don't have to worry about collecting it afterwards.

£5 could pay for socks for 10 clients

£10 could support someone sleeping rough for one month

£50 could pay for training, support and mentoring of our volunteers

£500 could pay for a day trip for 25 clients



## Roger's Story

Roger had problems with alcohol abuse since his teens. He was brought up in a school for disabled children and describes an upbringing of bullying and abuse. He says that his drinking started as a way of coping with his childhood issues.

Roger is 50 years old and has spent much of his adult life rough sleeping. This has been interspersed with periods in hostels, but because of his frailty he is often bullied and has often said he feels safer on the streets.

3 years ago Roger attempted suicide, saying that he believed he would be better off dead.

In the last couple of years Roger has started to express his thoughts and ideas through a Spires creative writing class, particularly through poetry. He finds the poetry classes a safe environment for him to be himself without being judged.

At the beginning of 2013 Roger gained access to supported housing.

**Although now housed Roger continues to use the centre sporadically as ongoing support and a place to socialise.**

## Fundraising Ideas

Firstly, you'll need to decide what to do and where to do it – indoors or outdoors, at home, in a local hall, pub, or field, or even at 10,000 feet high! See our ideas list below for inspiration.

- Bring 'n' buy sale
- Pub quiz
- Run a marathon
- Cake sale
- Dress down day at work or school
- eBay for charity
- Cocktail evening
- Parachute jump
- Sponsored silence
- Swimathon
- Sponsored head shave
- Fancy dress run
- Carol singing



## Planning your event

1. Start by choosing which event you'd like to do. It's often easier to raise donations by offering people something in return, for example a cake sale or pub quiz with a prize.
2. If you are doing a sponsored event, make sure you have paper sponsor forms for those who want to give cash, and set up an online fundraising page for those who prefer to do it that way.
3. Make sure your event doesn't clash with another one that will mean your friends and family can't attend. For example, a national sports fixture.
4. If you need a venue for your event, do a bit of research for suitable ones based on location, cost and capacity. Hopefully you will be able to use the space for free.
5. Write a simple budget based on your expected expenses and what you hope to raise.
6. Publicise your event! Social media is a great way to get your message out. Make sure to include @spireslondon and we will share your post too. If you create any printed materials, please make sure to run it by us first by emailing [Tallulah@spires.org.uk](mailto:Tallulah@spires.org.uk)

## Fundraising Materials

We will provide you with materials to help make your event a success. We have collection tins, running vests, sponsorship forms, leaflets, t-shirts and more. Get in touch to request your materials by emailing [Tallulah@spires.org.uk](mailto:Tallulah@spires.org.uk).

## Sending in the money you raise

Please don't send cash through the post. Bank any cash or cheques made payable to you and then write a cheque payable to 'Spires' for the amount collected. Send your cheques to: Fundraising, Spires, 8 Tooting Bec Gardens, London, SW16 1RB. Include any sponsorship forms you have used so we are able to claim Gift Aid – this means your gift to us could be worth almost 25 per cent more. Enclose a note with your name, address, postcode and details of the event so we can thank you properly for your fantastic fundraising help.

Thank you for supporting Spires. With your help we will improve the quality of life of people who are homeless, insecurely housed, unemployed or suffering from the effects of poverty, mental ill health and loneliness.

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