



St Vincent
de Paul Society

England and Wales

Turning Concern into Action

Fundraising for your Conference

Bethany Moreland

Membership Fundraising Support Officer

National Meeting 27 – 29 June 2024

Introduction

Our goal today is to provide you with some knowledge and tools to generate income for your Conferences.

In this session, we'll be:

- Sharing ideas and strategies
- Offering tips and best practices
- Hearing from an active SVP fundraiser
- Highlighting some new resources
- Having an opportunity for discussion and questions

Why fundraise?

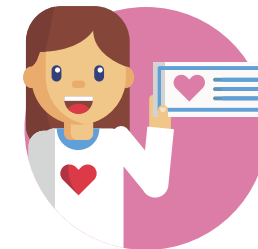
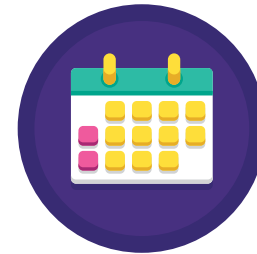


"The spirit of God urges one gently to do the good that can be done reasonably, so that it may be done perseveringly and for a long time."

- ✓ To improve the lives of local people in your community.
- ✓ To build community spirit and engagement.
- ✓ To provide your Conference with the financial means to demonstrate their faith in action by helping others.

Types of fundraising

- ✓ Events like Summer and Christmas fairs, coffee mornings, bingo nights, themed nights, sponsored walks
- ✓ Donations through online giving platforms such as JustGiving and Givestar
- ✓ Donations from pulpit appeals and second collections at Mass
- ✓ Support and sponsorship from local businesses
- ✓ Fundraising by local schools



Fundraising thoughts

- ✓ Why do you need to fundraise?
- ✓ How much money do you need?
- ✓ How fast do you need the funds?
- ✓ Have you got a plan if you need to raise a lot of money throughout the year?
- ✓ Have you ever applied for a grant?
- ✓ Has your Conference ever benefitted from a gift in will?
- ✓ Are you new to crowd funding and online giving?
- ✓ Do you know about contactless donations?



The background is a solid blue color with a complex, abstract pattern of concentric circles, arcs, and geometric shapes in various shades of blue, creating a sense of depth and movement.

Online Giving

Online donate pages

- JustGiving

- GiveStar

JustGiving


Menu

Start Fundraising

Search

Log in

Sign up



138%


£2,075

raised of £1,500 target

by 49 supporters

Give Now

Share



Daniel Cauchi

Richard's Walk for St Vincent's centre, Southend

Last leg of the Camino Walk Portuguese 10 June 2023

Story

Between the 3rd and 10th June 2023, I'm walking the last leg of the Camino Portuguese, a distance of 120 km, to raise much needed funds for the St Vincent's Centre, Southend. On this pilgrimage I will be carrying my own luggage and sleeping in hostels along the way. I won't be doing it alone. I will be part of a group comprising seminarians and prospective deacons of the Ordinariate of Our Lady of Walsingham. Please be as generous as you can. All the money raised will go directly to the St Vincent's Centre which is a community hub supporting the most vulnerable people in the local area.

Thank you for your support.

Richard Cerson

Share this story


Facebook

Twitter

Email

Supporters


49



Val and Dave Wedd

1 day ago

This is a brilliant thing to do, well done Jason Richard




Anonymous

2 days ago

Bon Caminol Ultral

£65.00 - £16.25 Gift Aid




Geraldine

2 days ago

Congratulations Richard. Well done!

£65.00 - £16.25 Gift Aid



Helen O'Shea

7 days ago

JustGiving


Menu

Start Fundraising

Search

Log in

Sign up



23%


£230

raised of £1,000 target

by 7 supporters

Give Now

Share



Francis Eustace

SVP Conference, St George & St Teresa's

Befriend the lonely, visit the sick, feed the hungry and offer practical help to those in need

Story

Thanks for taking the time to visit this JustGiving page.

Who Cares is a question you may often ask yourself. The Saint Vincent de Paul Society cares. We befriend the lonely, visit the sick, feed the hungry and offer practical help to those in need.

Our members, motivated by faith, visit vulnerable or isolated people and offer them friendship and practical support. The essence of our work is person to person contact and spending time with people is our greatest gift. You can find out more about our activities on the parish website by selecting: Groups, SVP.

Your donation can help us in our work. Please donate to your parish SVP Conference at St George & St Teresa's via this Just Giving Link.

On behalf of the SVP thank you for your help and support.

Share this story


Facebook

Twitter

Email

Supporters


7



Anonymous

1 day ago


£20.00 - £5.00 Gift Aid



Anonymous

1 month ago


£50.00 - £12.50 Gift Aid



Ian & Daphne

1 month ago


In memory of Daphy, "The Dancing Queen". May you rest in peace. ❤️



Anonymous

2 months ago

£20.00 - £5.00 Gift Aid




Anonymous

2 months ago


£100.00


Top tips for online giving pages

- Make sure any JustGiving pages are named SVP and your Conference name, for example, **SVP St Blaise Rees Way Conference (C090421)**
- A powerful cover photo with faces looking at the camera
- Regular updates, e.g. distance covered in a sponsored walk
- Personally thank supporters separate to the automated message
- Multiple photos
- Set an end date
- Set a stretched target
- Make the first donation

 SVP England and Wales
11 October 2023 at 11:12

27th September. Today I managed three walks, an early walk with the three dogs together but not able to achieve a great distance with the chihuahua. I then took Marley out on her own and we added another field to our usual walk which helped with the step counting. After a birthday lunch with my son and his family I took Lucy out for a long walk and by the time we reached home the sky was darkening. Todays step total is 25578=12.11 miles. The total mileage is 280.52.



 SVP England and Wales
11 October 2023 at 11:09

26th September. Another day which I knew would be impossible to make ten miles. Walked my daughter's dogs separately so I was able to maximise the steps I took, tutoring, shopping for supper with a niece (who had travelled down from Yorkshire before going off to Cyprus), plenty of wine and conversation. Steps today 15051=7.12 miles.

£10.00 + £2.50 Gift Aid



Mary W

8 months ago

Well done Jenny

£100.00



Anonymous

8 months ago

Amazing, thank you Jenny :)

£20.00 + £5.00 Gift Aid



Louise Allen

8 months ago

Amazing effort and cause!

The background of the image is a dense, overlapping field of light blue paper cutouts of human figures. These cutouts are arranged in a way that creates a sense of a large crowd, with some figures appearing more prominent than others due to their position and orientation. The overall color scheme is a monochromatic blue, with the white text providing a sharp contrast.

Contactless donations

From cash to digital

Contactless payments have increased by 30%.
Cash payments have declined by 35%.
Source: UK Finance

- Local banks are closing branches
- Online, tap on phone, card readers and QR codes are available
- QR codes can be easily shared



GiveStar

The G2



- Turn a mobile phone into a fundraising device by connecting our G2 card reader
- Collect Gift Aid on all donations
- Take donations up to £1 million with chip&pin
- Branded campaign cards displayed on the mobile phone
- Apple and Google Pay accepted
- Live donation data available

GiveStar

Tap-on-Phone



- Turn your mobile phone into a fundraising device
- Collect GiftAid on all donations
- Take donations up to £100 contactless (no limit for Apple and Google Pay)
- Branded campaign cards displayed on the mobile phone
- Apple and Google Pay accepted
- Live donation data available
- Collect donor details and GDPR information

Recent experiences from using GiveStar

Kate Birkenhead

Membership Support Officer (Shrewsbury)

A Lively Musical Evening with The Mercy Brothers Live ...

 **In-Person Event** Created by  **Bethany Moreland**

21 June 2024 at 19:30 to 22:00

Our Lady's Social Club, Stockport

UPDATE

MODERATOR VIEW

ATTENDEES



£480.00

Total Ticket Sales 



£30.00

Total Donations 



32 of 150 tickets sold



10 days

Until Event Begins

Tickets

+ NEW

A Lively Musical Evening with The Mercy Brothers ...

£15.00

Tickets sold

32 of 120

A Lively Musical Evening with The Mercy Brothers - CHILD ...

£0.00

Tickets sold

0 of 30

QR Code for Event



Event details

 EDIT

Description

On Friday 21st June, join us for a lively musical evening with The Mercy Brothers; a clergy-based band from Salford and Shrewsbury Diocese.

Doors open at 7pm for an 7:30pm start. The event will finish at 10pm.

Venue: Our Lady's Social Club, Flint St, Stockport SK3 8GE

Car park: the club does not have a car park. There are 30 parking spaces at Our Lady and the Apostles Church, 39 Shaw Heath, Stockport, SK3 8BD.

Nearest public car parks (5 minute walk): Armoury Street, SK3 9DU (61 spaces) and Newton Street, SK3 9DH (46 spaces). Both are free after 6pm, but **please check signage**.

- Bar available
- Tombola @ 50p per dip
- Musical quiz with prizes





Always remember

To make sure to ask donors if they can...

giftaid it


Gift Aid can increase donations by up to 25% without costing the donor more, as long as they are eligible UK tax payers.

Gift Aid envelope

Visiting older people

Visiting people in prison

Befriending the lonely

**Please support SVP
volunteers in your
local community**

**Loneliness, isolation and poverty affect people
of all ages and backgrounds.**


Motivated by their Christian faith and inspired by the message of the Gospels, our 10,000 volunteers seek and find people in need in their local community, offer them practical support and sincere friendship and tackle poverty wherever they can. Your gift will support their work and enable them to bring hope to people in need.

Feeding the hungry

Helping Parents and Children

Helping the homeless

REGULATED
FUNDRAISING



Thank you for your
generous support

**Boost your donation by 25p
of Gift Aid for each £1.00 you donate.** *giftaid it*

**Gift Aid is reclaimed by the SVP from the tax you pay for the current tax year.
Your address is needed to identify you as a current UK taxpayer.**

Gift Aid Declaration: Please apply Gift Aid to my enclosed gift for the St Vincent De Paul Society England and Wales. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

Title:	First name / initials:	Surname:
House name / number:		Postcode:
Donation amount: £		Date:

Please notify us if you would like to cancel this declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains.

Gift Aid Declaration



Gift Aid Declaration Form

Boost your donation by 25p of Gift Aid for every £1 you donate. Gift Aid is reclaimed by the SVP from the tax you pay for the current tax year.

Your address is needed to identify you as a current UK taxpayer.

Gift Aid declaration (Please tick below to indicate your agreement)

I want to Gift Aid my donation of £ _____ made on ____/____/____ and any donations I make in the future to the St Vincent de Paul Society England and Wales (SVP). I understand that the SVP will reclaim 25p for every £1.00 I donate. I am a UK taxpayer and if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in any tax year it is my responsibility to pay the difference.

Please tick this box if you are a UK taxpayer and agree to this declaration. ☐

Your details

Title	First name	Surname
Home address		
Address line 2		
Address line 3		
Town		
Post code		

If your donation is for an SVP Conference, please give details below

Conference name	
Town	
SVP reference no (if known)	

We will process your data in accordance with the Data Protection Act 2018. Full details of our data processing are available from our website at www.svp.org.uk/privacy-policy and a copy of our policy will be posted to you on request.

Please contact fundraising@svp.org.uk for resources.

Restricted & Unrestricted Income

Examples of restricted income

- Twinning, e.g. to raise funds for your Conference's Twin
- Appeals, e.g. to raise funds for a specific appeal such as a new community garden appeal
- Named items, e.g. if your Conference is wanting to purchase a piece of equipment such as heaters for a warm space project
- Specific project, e.g. to raise funds to go specifically towards vehicle running costs for your Conference's food distribution project

Examples of unrestricted income

- General/non-specific fundraiser, e.g. to raise funds for your Conference to spend where most needed

Saying thank you

- Thank you templates available to use
- Personalised thank you's
- Annual thank you event
- Christmas cards
- Giving Tuesday appeal or event

Dear Margaret,

Dad was brought up by the Sisters of the St Vincent de Paul order. It was his wish that any donations be given to the local St Vincent de Paul group as he witnessed the quiet way in which the local group supported anyone in need and he always supported them in any way he could.

Thank you so much for adding Dad's name to the Book of Dedication and for the prayers. This has given us great comfort.

SVP Summer Raffle 2024

➤ Another source of income

➤ Unrestricted funds

➤ Conferences receive 50% of ticket sales (minus net costs)

➤ Attracts new types of supporters

➤ You can request more books!

Please speak to **Liv** for more tickets or further information.



Summer Raffle

Full name:

Tel number:

Email address:

We will process your data in accordance with the Data Protection Act 2018. Full details of our data processing are available from our website at www.svp.org.uk/privacy-policy and a copy of our policy will be posted to you on request.

Gambling Commission No: 004662-N-307208-010
Registered Charity No: 1053992

Promoter: Stephen Johnson, Allenby House, Rees Way, Bradford, BD3 0DZ



Summer Raffle PRIZES 2024

1ST: £ 5,000
2ND: £ 1,000
ADDITIONAL
PRIZES:
15 X £100

DRAW DATE

26 Sept 2024

All monies and ticket stubs must be returned by 9 Sept 2024

£1 PER TICKET



”
“

“Selling was quite easy, you just need to have an enthusiastic team and some very generous parishioners. Return the tickets on time and the finance team did the rest. As we had not even completed setting up our banking access, they helped transfer the funds and credit our SVP Conference with the 50%. We enjoyed the experience and are looking forward to the next SVP Summer Raffle.”

Ruby, Conference President

Harrow South and Northolt Conference

”
“

“Last year our Conference sold £745 worth of Raffle tickets. Two thirds of these were sold by Conference Members to family, friends, neighbours and work colleagues. The rest within our Parish. With each Member doing their bit, it was surprisingly ease to surpass our target of £500. The accounting process was very simple, a one-page return form, the sale money taken direct from our Conference bank account and within six weeks around 50% credited back, which really made all our efforts worthwhile! It was even better as two of the tickets we sold won a £100 prize each. Maybe this year we'll get the big one!”

Paul, Conference President
Holy Rood Watford Conference



Community Grants

National Lottery Awards for All



- Up to £20,000
- Can be spent over a 2-year period
- Currently a 16-week turnaround
- Conferences to contact bethanym@svp.org.uk before making any applications
- Awards for All factsheet available at the Fundraising stand

Success stories

- A Conference applied for £5000 to run a lunch club at their community hall for people experiencing loneliness and isolation. Funding was used to buy furniture, tablecloths, cutlery and food.
- A Conference applied for £10,000 to continue some work supporting their local community with shopping vouchers, food parcels and home starter kits for emergency relocations.
- Can also be applied to for IT equipment, training, storage facilities, school uniform projects, and more.

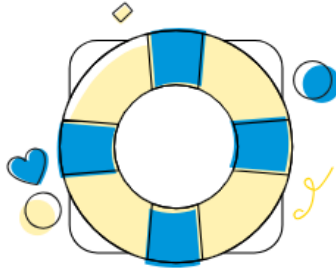
Acts 435



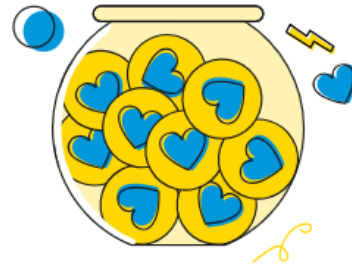
- Up to two active applications at once
- Grants of up to £200 awarded
- Fast turnaround
- A good way to support other SVP Conferences
- Conferences to contact bethanym@svp.org.uk for details of how to become an **advocate**
- Acts 435 factsheet available at the Fundraising stand



A local church or charity becomes an Acts 435 partner



Partners post urgent needs on behalf of people in their community



Donors read stories of need and give through the Acts 435 platform



Partner contacts person in need and gives the item so desperately needed

£200 needed for clothing and food

This family has turned to the St Vincent de Paul society for support, because they have found it challenging to access consistent assistance. With limited English proficiency and no access to public funds, they're currently depending solely on luck. We are urgently requesting your assistance with a food parcel and clothing for the family. Any support will be greatly appreciated.

£200 needed for accommodation

We've received a referral from the Probation service for a gentleman who needs to transition from an unsafe living situation. He's currently unable to look after himself as he is recovering from a serious road accident that left him hospitalised in intensive care. We kindly request your help to provide him with a 4 night stay in a bed and breakfast while we work with other agencies to find a permanent housing solution.

£200 needed for a washing machine

Our beneficiary has cerebral palsy and has a full time live-in carer, for which she is paying a substantial monthly contribution out of her benefits. She is awaiting a financial reassessment as her contribution costs have risen dramatically, but this is a long, drawn out process. To access the local area, our beneficiary has a car which she got via the Motability scheme; together with domestic bills it's a severe drain on her finances. Her washing machine is broken beyond repair, but she cannot afford to replace it. Can you help with funding a new one?

- Regional Community Foundations
- Supermarket community initiatives
- Rotary & Lions Clubs
- Local authorities

A blue-tinted photograph of the Christ the Redeemer statue on Corcovado Mountain in Rio de Janeiro, Brazil. The statue stands prominently on a rocky peak, with the city's dense urban landscape and the bay visible in the background. The image is overlaid with a semi-transparent blue filter.

SVP Special Funds

The SVP has internal funds which Conferences can apply to request extra financial assistance for those they seek to help or who are in the care of or guardianship of the SVP:

- Cost of Living Fund (replaced the Hardship Fund)
- Di Mascio Innovation Fund

Conferences should approach their District and Central Councils before applying to any of the National Funds.

Application forms are available from National Office by emailing request@svp.org.uk or by visiting the '**Apply for funding**' page on the Members' area of the SVP website www.svp.org.uk

A blue-tinted illustration of a supermarket aisle. Several people are shown shopping, some pushing carts and others holding items. The shelves are stocked with various products. A large percentage sign (%) is hanging from the ceiling in the center of the aisle. The text "Participate in initiatives" is overlaid in the center in a bold, white font.

**Participate in
initiatives**

Farmfoods and Aldi gift card schemes

- A 20% discount is provided on all orders (**Farmfoods only**)
- No minimum/maximum spend
- Restrictions on alcohol, tobacco and gambling products
- Fast turnaround
- Conferences to contact bethanym@svp.org.uk for a guide to be sent
- Bethany Moreland must be copied into all applications



farmfoods

”
“

“I have access to the Farmfoods portal and have found it user friendly and easy to order the gift cards. To date, I have ordered £2,500 worth of gift cards which have been discounted by 20% and have cost us £2,050. This is a great scheme that enables us to increase the amount we can offer our beneficiaries. We currently help around 70 families and individuals in the Southport region.”

**Jim, Conference President and Treasurer
Southport North Conference**

Cash4Coins

- Can make money from old coins and foreign currency
- **50% of the funds raised will go to your Conference**
- No time limit
- Posters and labels can be provided
- Can use any box or bottle to start collecting
- Conferences to contact bethanym@svp.org.uk for resources to be sent

"Our Conference has had a good response to this appeal."

Ann, Conference Secretary

**St Francis de Sales Hartley
Conference**



The background of the image is a dense, top-down view of numerous wrapped gifts. The gifts are of various sizes and are wrapped in different patterns of paper, including solid colors, stripes, and polka dots. Some gifts are tied with ribbons or have bows. The entire image has a blue color overlay, and the text 'Gifts in Wills' is centered in white.

Gifts in Wills

What is a gift in will?

A gift in will (sometimes referred to as a legacy) is a way of leaving something to a person, a group of people or charities after you die.

There are different types of gifts you can leave in a will, such as money, part of your estate, or belongings.

Many SVP Conferences have benefitted from these to start new projects to help their community or expand on the work they already do.

How do Conferences benefit from gifts in wills?

- **Aileen Matthews Legacy**

- She was visited by the Sacred Heart Caterham Conference and left a 5 figure sum legacy
- 10 tablets for streaming parish services given to housebound parishioners who cannot attend physical services
- 3 family holidays in caravans





**Who was the first person
to leave a legacy to the
SVP?**

King Louis XIII

St Vincent de Paul was summoned to the deathbed of King Louis XIII and stayed with the King for 3 days until he passed away. The works of the Congregation of the Mission received a legacy in the King's will. Several homes were built to care for 4,000 underprivileged children.



Resources and support

- Will Writing Guide: We have a comprehensive Will Writing Guide available for download on our website.
- Free Will Writing Service: To make this process even easier, we offer a free will writing service. You can register for this service through our website or by speaking to our Legacy Manager, Aisha, here today.
- Legacy posters and leaflets: these can be provided to display in your parishes.
- Why not hold an event at your Conference and invite your local solicitor and the SVP Legacy Manager?

A pair of brass scales of justice is centered in the background. The scales are made of a dark, polished metal, likely brass, and feature two pans hanging from a central beam by chains. The pans are empty. The base of the scales is ornate, with a circular, textured design. The entire image is set against a solid, vibrant blue background. The text "Good fundraising practice" is overlaid in the center in a bold, white, sans-serif font.

Good fundraising practice

**Data Protection laws
to change**

**New code
coming
January 2025**



Our registered charity number **must** feature on all fundraising materials, both printed and digital
Registered Charity No. 1053992

- Read the **SVP Fundraising Policy and Procedure.**
- Read the **SVP Trusts and Grants Fundraising Guidance Notes.**
- Read the **Awards for All Guidance Notes.**
- All monies raised should be used for the purposes for which they were asked.
- Obtain necessary permits and licenses for events, raffles and on-street collections.
- All raffles and lotteries must comply with the Gambling Commission requirements and licensing arrangements.
- Follow all policies and procedures, remembering Data Protection regulations, ensuring you have consent from supporters.
- Thank your donors and keep them updated.

Please contact fundraising@svp.org.uk if you are unsure.

SVP Brand Toolkit

Visual identity

A summary

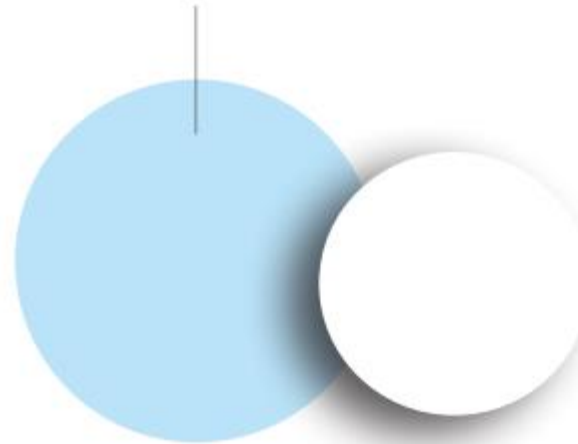


St Vincent
de Paul Society

England and Wales

Turning Concern into Action

Light blue
HEX: c9e8fa



Dark blue
HEX: 142143

Mid blue
HEX: 17afe0



Pink
HEX: e81552

Poppins Bold

Poppins Bold Italic

Poppins Regular

Poppins Italic

JOIN US!

SVP INFORMATION MEETINGS

Join us for any of our upcoming information meetings which last one hour, include a time of prayer and are:

- open for all to attend
- hosted on Zoom
- an opportunity to hear about some of our current partnership successes and ask questions

HOW TO ATTEND

Email membership@svp.org.uk to register and receive a Zoom meeting link



PARTNERING WITH THE SVP

Looking at the different ways that we may support one another

TUES 24 NOVEMBER 6PM
WEDS 25 NOVEMBER 3PM

Headings: Headings should be sized-up in comparison to any subheadings or body copy and emboldened. Keep to the same size heading throughout.

Subheadings and stand-firsts: Subheadings can be in bold or regular, however they should be distinct from both the heading and the body copy. As with headings, keep to the same font size for all subheadings.

Body copy: Body copy should always be in regular. The lowest font size should be 9pt.

Accents: Highlighting key text does not have to look busy. Chose one format to highlight text in each document and stick to it throughout.



One country torn in two by civil war

Sudan has suffered a long history of conflict that has left behind a trail of destruction of unimaginable proportions together with untold human misery.

Sudan is mainly home to Arabic-speaking Muslim communities, while in South Sudan there is no dominant culture. Here, there are more than 200 ethnic groups, each with its own language and traditional beliefs, together with Christians and Muslims.

A 2005 peace agreement later led to the formation of South Sudan in 2011. Then in 2013 a political power struggle in the new nation led to fierce fighting along ethnic lines, exacerbating the mass exodus to the north of the country which had begun three decades earlier. As those who fled South Sudan into Sudan have never been granted refugee status, they are not eligible for help from the UN or other agencies. Perceived as outsiders, they suffer multiple disadvantage and daily discrimination and thousands live in makeshift camps with no fresh water supply, little food and an uncertain future.

In Sudan
2 million people have been killed, 4.6 million displaced northwards, 2 million are living in the desert outside Khartoum and 100,000 orphaned and abandoned children have lived in this area for many years.



In South Sudan
2.4 million people have been displaced, 2.8 million are desperately short of food and 6.2 million are in urgent need of assistance.

(Source: Amnesty International)

Yours sincerely,

[insert name]

Turning concern into action since 1833

St Vincent de Paul Society (England & Wales)

Our members, volunteers and staff support the lonely, hungry, homeless and destitute. Friend to friend, since 1833.

A blue-tinted photograph showing two hands holding a small, textured object, possibly a seed or a small insect, over a background of grass and small plants. The text "What's new?" is overlaid in white.

What's new?

- Knowledge Hub fundraising course
- Fundraising forum
- Members fundraising pack





**Good luck with your
fundraising and thank
you for listening.**

**If you have any further
questions, please visit us
at the Fundraising stand.**



St Vincent
de Paul Society

England and Wales

Turning Concern into Action

Any questions?

Please contact Bethany Moreland, your
Membership Fundraising Support Officer:

Email: bethanym@svp.org.uk

Phone: 07708 873046 / 01274 513045

Fundraising team: fundraising@svp.org.uk

