



**SVP Camino de Santiago
Pilgrimage 2026**

Fundraising pack



This pack includes the following:

1. What are you fundraising for?
2. Getting started
3. Top tips
4. Receiving donations
5. Methods of donations
6. Online giving pages
7. Creating your own promotional materials
8. Resources and helpful websites

The fundraising target for each walker on the Camino de Santiago 2026 is £1500 (excluding gift aid). We recognise this is a big goal but we are here to help you along each step of the way, and it is certainly achievable!

This is an opportunity to raise vital funds for your Conference and SVP National, whilst also raising awareness of the SVP – this might be reaching new donors but it also might be reaching new beneficiaries.

This pack and its resources have been collated to aid your fundraising for the Camino de Santiago 2026. For additional support, please contact camino@svp.org.uk or fundraising@svp.org.uk.

St Vincent de Paul Society (England & Wales)
Allenby House
Rees Way
Bradford
BD3 0DZ
Reg Charity: 1053992
A Company Ltd by Guarantee: 3174679
Find us at www.svp.org.uk | 020 7703 3030



Getting started

1

Review the existing SVP fundraising guidance

This Camino fundraising pack has been created to compliment the existing “[SVP Fundraising pack](#)”. We recommend reading this for further advice, plus ideas and suggestions on how to fundraise.

2

Create an online fundraising page

We recommend you begin by creating your online fundraising page, using a platform such as JustGiving. This page can then be shared with your friends, family, parishioners, colleagues, etc. for donations. The link can also be added to any posters, parish newsletters, social media posts, articles, online appeals, and so on. See page 9 for more information on this.

3

Strategise for how you might achieve your target

The next step is to start thinking about how you will achieve your fundraising target. Here are some ideas to get you started. You may opt for one or two focused activities, or you may opt for multiple smaller activities.

- Promote your fundraiser through posters. Display them in your Church, community centre, library, local cafes, etc. Include your JustGiving page link or QR code on any posters. Templates are available for download on the [attendee webpage](#).
 - Arrange a fundraising event in your Church or local community – tea and coffee after mass, afternoon tea, etc.
 - Hold a ticketed event – quiz night, dance party, organ performance, games night, car boot sale.
-

4

Community

Think about who else might be able to assist you in your fundraising; connect with your community. Are your fellow Conference members committed to helping you in arranging fundraising events? Are any other members in your Conference/DC/CC also attending the Camino and you can collaborate together?

What are you fundraising for?

Who is the St Vincent de Paul England & Wales (SVP)?

The SVP is a nationwide front-line charity, dedicated to tackling poverty and supporting individuals and families facing loneliness, hardship, and the many challenges that life can bring. We are part of a larger international Catholic network that strives to find and help those in need, regardless of belief or background.

For over 180 years, the St Vincent de Paul Society (SVP) has been inspiring people to be the change and make a difference to people facing poverty, loneliness, or isolation. Each year we reach over 80,000 people in communities across England and Wales. At the essence of what we do is face-to-face contact and spending time with people is our greatest gift – alongside the vital practical and financial help they need. Treating everyone with the respect they deserve, no matter their background or faith.

As part of fundraising for the Camino, your collections will be split 50/50 between SVP National and your chosen Conference or Project.

50% – Your Conference or project

If you are an SVP Member, it is likely that you will choose for 50% of your fundraising to be allocated to your Conference. If you are not an SVP Member, you can choose where you would like 50% of your funds to go to – it may be the Conference in your Parish or it may be a separate project that you are connected with.

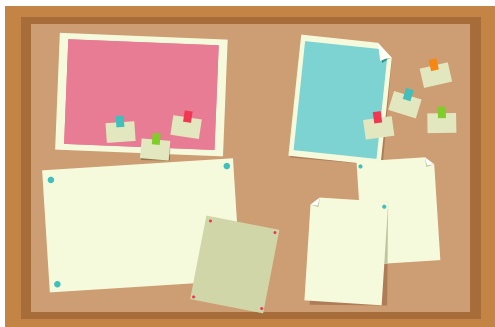


50% – SVP National

The funds raised for SVP National will be classed as unrestricted. This means they can be used for any purpose that contributes to the SVP's mission. This allows flexibility in how they are used and means funds can be directed where they are needed and will have the most impact at any specific time. This can be either to support front line work or for longer term strategies and capacity building across the Society. Unrestricted income helps us exemplify the services the Society provides, to bring alive the impact of our work on the ground.

Top tips!

The key is to **plan ahead**. If you want to work with a school and fundraise via a Christmas Jumper Day, don't wait until mid-November to reach out to the school. If you are aiming to host an afternoon tea after mass one day, get the date in diary early and provide attendees with enough notice to join.



Think about **who** you are appealing too. Extend your reach beyond your phone contact list; could your fundraiser be advertised and promoted in local community areas such as libraries, schools, church website, cafe's, community display boards, etc. Think widely!

Consider your **fundraising target**. If planning an event, consider how much you like to raise from it. If you are planning a quiz and providing food, ensure the ticket entry price covers the cost of food plus additional donations. You don't want to find yourself putting a lot of effort and time into an activity which leaves you with little raised.



Don't be afraid to **promote and ask** for contributions. Remember, all funds raised are going to your Conference and the SVP; this is a truly worthy cause.

What to do with donations received

It is important that all donations are received into the central SVP Camino account. If you are a member, donations should not be kept within your Conference account. You can choose whether to deposit donations into the central account (details below) as donations come in, or in one lump sum before the due date.

Due date

As per the T&C's, "The attendee should have raised 80% (£1200) of the minimum fundraising commitment by 28th March 2026. The attendee has until 22nd May 2026 to fundraise the remaining 20% (£300)".

This provides you with a 4-week window after the pilgrimage has been completed to collect any remaining donations.

Conferences/projects will receive their 50% of raised funds after the 22nd May 2026.

Keeping track

Your online page is a useful tool for keeping track of all donations you have received so far. We will also be able to do this centrally, granted you have clearly labelled any donations with your name or conference number.

Support

If you are struggling to fundraise or not sure where to begin, please do reach out for support with adequate notice. The SVP E&W is available to support all attendees in their fundraising efforts.

SVP National Bank Details

Account name: St Vincent de Paul Society

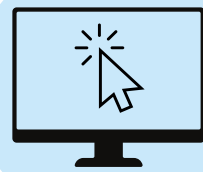
Sort code: 60-60-04

Account no: 46073051

Reference: Camino – YOUR NAME

Methods of donations

Online – JustGiving or GiveStar page



- Once you have set up your page, let fundraising@svp.org.uk know to ensure funds are allocated correctly.
- It is important to include “Camino” in the title page as this helps with financial tracking.
- Simply provide your supporters with the link to your fundraising page and they can easily donate.
- Donors can easily Gift Aid their donation.
- The donations will come directly to the Camino account so no action needs to be taken by yourself.
- After the closure date, 50% will be returned to your Conference or chosen project.

Cash



- Someone may prefer to donate by cash, or you may hold a fundraising event with cash collection.
- If the donor wishes to Gift aid, they must complete the relevant form available on the [attendee webpage](#).
- If you are an SVP member, the preferred method is for you to deposit all collected cash into your Conference account and then transfer to SVP National with the reference “Camino – YOUR NAME”.
- If you are not an SVP member, or unable to transfer from your Conference account, then you can deposit the cash directly to the SVP national account. The reference should be “Camino – YOUR NAME”.
- You can choose to deposit cash donations as they arrive, or at monthly/quarterly intervals.
- Add any cash donations to your JustGiving page as an offline donation, to help you keep track of all incoming donations (GiveStar does not have this option).

Cheque



- Some donors may prefer to donate via cheque.
- If you are an SVP member, the cheque should be written out to your Conference using the correct conference name. Eg: St James – Bexley.
- If the donor wishes to Gift aid, they must complete the relevant form available on the [attendee webpage](#).
- Deposit all cheques into your Conference account and then transfer to SVP National with the reference “Camino – YOUR NAME”.
- If you are not an SVP member, cheques can be written out to your personal account. Please then transfer to the SVP national account. The bank reference should be “Camino – YOUR NAME”.
- We don’t recommend cheques to be sent straight to SVP National as it is then harder to track and allocate to the correct walker. It is preferred that all cheques go via yourself, whether that be your Conference account or your personal account.

Contactless payment



- This may be useful at fundraising events.
- As a member, your conference may already have a G2 card machine. Alternatively, you can download an app called “[Boost to Go](#)” via GiveStar.
- Donations are automatically paid into your Conference account.
- Donors are given the option to gift aid.
- Non-members can also access this feature, just fundraising@svp.org.uk.

Don’t forget to ask for Gift Aid on all donations!

Gift Aid is free money!! Eligible donors can boost their donation by 25% simply by confirming their eligibility and agreeing to it.

Be sure to remind your donors and encourage gift aid, where possible.



Online giving pages

JustGiving (www.justgiving.com) and **GiveStar** (<https://dashboard.give-star.com/login>) are two online donations platform we recommend choosing from.

1. It will provide an easy way for you to share a link for donors to use
2. You and your donors can keep track of your fundraising progress
3. Your donors can easily Gift Aid their contribution
4. You can provide updates on the page as you progress through your donation journey and even whilst you are walking the Camino!

JustGiving™

 **givestar**

Top tips!

- Include the word Camino within your page title. This means the page is easily identifiable as part of the SVP Camino 2026 fundraising campaign.
- Your overall minimum fundraising target is £1500 and your fundraising page should reflect this. It is important your donors know what you are aiming to achieve and it may even encourage them to donate more! You could even choose to put your target slightly higher.
- Make it clear on your donation page that all donations will go towards the SVP and are **not** to cover any of the cost of the Camino trip.
- Make the first donation yourself to get the ball rolling. People who donate to their own page to get their fundraising started raise 84% more on average!
- Images – We recommend using your own images of you and your Conference in action or on previous walks you have completed.
- JustGiving has the option to record “offline donations” you may have received via other methods. This helps you and your donors track your progress. Guidance on how to do this can be found [here](#). GiveStar does not have this option.
- As part of GiveStar, you can download an app to use for receiving contactless payments via your phone.
- You may decide to pair up with another walker and set up a joint fundraising page. This way, you are sharing just one page, rather than “competing” within the same donor pool. Be sure to increase your overall target as applicable.
- Generate a QR code for your page which can be added to poster: view guidance for [JustGiving](#) and [GiveStar](#).

JustGiving guidance: View this [PDF](#), or members can complete an online course [here](#).

GiveStar guidance: View this [PDF](#), or members can complete an online course [here](#).

Creating your own promotional materials and appeals

As part of your fundraising methods, you will need to promote the work of the SVP and how donations may be used. This could include producing posters, writing lectern appeals, sharing information and updates on your JustGiving page, promotional emails/WhatsApp messages/texts to friends and family, a notice in the Parish newsletter, and more.

Consider the following when drafting these materials:

Use data and statistics. If you are a conference member, you could use your latest secretarial return data to evidence the amount of work and hours your Conference carries out. Or you could look on the [SVP website](#) and at our [annual reports](#) to find statistics which demonstrate the impact of the SVP.

- For example: "Our Conference provided 75 food hampers between April 2024 – March 2025"
- Or "The SVP recently shared a report on increase of in-work poverty and those affected. Support our Conference as we continue to provide support to those most in need".

Promote the specific work of your Conference/project and how you tackle poverty in the local community.

- Think about how your Conference may use the donations received.
- You may promote your Conference work overall, or you may be fundraising for a certain activity such as your Conference Soup Run or Warm Space.

Promote the wider work of the SVP Nationally. You can include the wider SVP activity in your promotional materials, whether you are directly involved or not:

- For example "The SVP runs 9 support centres across England & Wales, providing support through debt advice, food provision, English language lessons, summer holiday activities for children, and more. Your donation could help support these vital services."
- Or "Our Conference is twinned with a conference in South Sudan. Your donation could help contribute towards our annual twinning commitment".

Think about the different platforms available. You could use Microsoft Word and PowerPoint to draft posters and texts. You could also use sites such as [Canva.com](https://www.canva.com) (which you can use for free) to draft posters. This may also be an opportunity to get your grandchildren or SVP Youth Groups involved in helping develop material.

Mandatory information. All posters or promotional materials must use the SVP logo and include the SVP registered Charity number: 1053992.



Use images. These could be of your Conference activity, SVP activity, walking, the Camino, etc. Include images can make your materials more eye-catching and memorable. We recommend using your own images showing relevant activities, but sites such as [pexels.com](https://www.pexels.com) and [pixabay.com](https://www.pixabay.com) are an option.

Be succinct. If you have limited text space (such as in a Parish newsletter), the key information to include is:

- What are you doing? I.e. Walking 100km along the Camino in support of the SVP.
- What you appealing for? Donations and support for your SVP Conference and wider SVP activity. Remind the reader of the impact of their support.
- Anything else? Think about what else you might need to include – if you are hosting an event, what is the location, date, and time.
- What is the call to action? Let the reader know how they can donate or support you.
- How can they get in touch to find out more? Include your contact information.



DONATE 

JustGiving. Don't forget to include your JustGiving donation page link or QR code wherever possible.

Resources & helpful websites

- [SVP Fundraising pack](#)
- Sponsorship form (template in the fundraising pack)
- Gift Aid forms (on the [attendee webpage](#))
- Poster templates to display in Church (on the [attendee webpage](#))
- [Canva.com](#) - create free posters, leaflets, social media posts, etc.
- [SVP website](#) - promote the different works of the SVP
- JustGiving "[Top 10 fundraising tips](#)"

Contact camino@svp.org.uk or fundraising@svp.org.uk for further support.

Please do share with the Camino team any ideas/resources/quizzes/ posters/lectern appeals/etc. that you produce and might be helpful for other walkers.

Send them to camino@svp.org.uk.