



St Vincent  
de Paul Society

England and Wales

Turning Concern into Action

[svp.org.uk](http://svp.org.uk)



# YOUR ALL-IN-ONE FUNDRAISING PACK

Ideas and top tips to start fundraising for  
The St Vincent de Paul Society



## THE REAL IMPACT OF FUNDRAISERS



**Kate Nightingale, CEO**  
St Vincent de Paul Society

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. 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.

By fundraising for the SVP, you have joined a fantastic team of people who bake, ride, run, trek, sell, and push themselves to help support the most vulnerable people in our local communities. Every penny you raise can make a big difference, and we hope this guide helps you on your journey to smash your fundraising target. Whatever you choose to do, please make sure that it's fun, but legal and safe!

Thank you.

# ALL FUNDRAISING STARTS WITH A PLAN

**In your pack, you will find some successful fundraising ideas that can suit the needs and goals of every fundraiser, whoever you are, wherever you are.**

Inside you'll have a list of ideas as well as our top tips along the way to make sure any activity you choose will be a success.

**Thank you for joining the SVP to help alleviate poverty across England and Wales, we could not do it without you!**

## WHAT IS YOUR ULTIMATE GOAL?

You may start feeling a little nervous about your fundraising plans and targets at this stage, but don't be!

Whether tackling a fundraising goal of £10 or £1,000, we can help you in each step.

**We're here to provide guidance and support as you navigate the various fundraising activities available, empowering you to make a meaningful impact in your community.**



# WHAT CAN YOUR FUNDS DO?



£30

## Friendship

Even with a modest fundraising target, you can help us provide comfort and friendship all year round to isolated individuals whom we can keep company through our local volunteer members.

## Essential clothing

Everyone deserves the dignity and self-worth that come from having their basic needs met, including access to proper clothing that offers comfort and reinforces their self-esteem.



£60



£150

## Debt relief support

Nobody deserves to fall behind with debt that may arise from health issues or an unexpected bill. You could help turn somebody's life around by helping to lift them out of debt.



# YOUR FUNDRAISING IDEAS KEY

Our handy fundraising key will help you decide which fundraising activity will be the best for you.

Each activity is listed with all four symbols denoting the lowest/least and highest/most in each category.

**For example:**

🕒 = Little

🕒 🕒 = Some

🕒 🕒 🕒 = A lot

## Key Guide 🔑



How long the fundraiser takes



How much the fundraiser can raise



How much prep the fundraiser needs



How active the fundraiser is

# With Friends & Family

## Facebook Fundraiser



Facebook is one way to raise money for the causes that you care about via social media. They are a simple and effective way to quickly share your story and encourage donations from everyone you know.

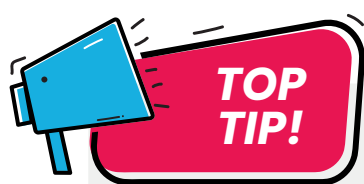
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## Afternoon Tea



A historic British pastime that never fails to unite people around a cup of tea and a slice of cake. Turn your ceremonial tea chat into a fundraising affair where each guest can bring their own treat to share.

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*Even for in-person events, we recommend that you organise your donation page through **JustGiving** for easier organisation. If you know your target donors prefer cash, that's also fine with us!*

## Quiz Night



Quizzes are the perfect balance of competition and fun. Choose a venue (in-person or online) and invite as many people as you can to test their knowledge for a good cause.





Remember our team of fundraising experts are always on hand to help with planning your event and activity. Contact them via email:

[fundraising@svp.org.uk](mailto:fundraising@svp.org.uk)

## Candlelight Soirée



Why not turn your evening meal into a delightful fundraising feast with friends? Invite them over for a debonaire dinner and ask them to bring a dish for the table with a small donation. It's a wonderful way to enjoy other's company while raising funds in a welcoming setting.

# With Work Colleagues



## Payroll Giving



Payroll giving is a simple, convenient, and tax-effective way to make a regular donation, so it costs you less to give more.

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## Matched Giving



You can ask an organisation (e.g. a company) to match the amount of fundraising an employee does for a charity, which is then matched by the company's own pre-set resources.

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## Beard Shave



You might be fond of your facial hair, but how do your friends and colleagues feel about it? Shaving it off in exchange for a donation might be a win-win. You could even let them dye it before the big shave to raise additional funds!





# With Young Adults & Children

## Non-Uniform Day



Wear your own clothes to school, even if it's just a jeans day! Alternatively, create a theme everyone will love, such as 'wear something red' or dress as your favourite superhero.



*Even with these classic fundraisers, you should make sure it is as fun as possible! Adding an element of competition will create further excitement as well as tapping into the trends young people enjoy.*

## Bake Sale



When it comes to school fundraisers, none are quite as delicious and fun as a bake sale for all to enjoy.

## Guess The Number



Sign next to the jar challenging participants to guess the number of items in the inside. Sweets or marbles work well!

# Are you stuck for an idea?

## Fundraising with others

Do you want your fundraising to be active?



Yes, more active!

No, let's go easy...



Do you want to make it competitive?

Are you and your group big foodies?



Yes, bring it on!

Maybe not this time

Yes, major foodies!

No, not our thing...



Sports Day



Sponsored Run



Afternoon Tea



Quiz Night

Don't worry if you're struggling to decide, simply answer the questions below to find your fundraising activity match.

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## Fundraising on your own

Do you want to take on a bit of a challenge?



Yes, I'm ready!

Not this time



Do you like the adventurous?

Do you want to fundraise at work?



Sure!

Nope

Yes, most likely

No, probably not



Skydive



Wacky Wig



Payroll Giving



Give It Up





## Jim Monaghan's Fundraising Story

80-year-old Jim Monaghan walked 115 kilometres of the Camino de Santiago for SVP with his daughter, Ava.

Jim Monaghan is an SVP Member and a veteran of long walks for charity. He and Ava took on the famous Camino route in Spain in aid of our local SVP conference in Storrington. They completed 115 kilometres over 6 days in blistering conditions, hiking over Hill and Dale to Santiago.

**“It’s difficult to sum up our feelings. I am so proud of my daughter”**





## The Two Dave's Sponsored Bike Ride To The Liverpool Metropolitan Cathedral

"We set off before the 9 o'clock Mass and were grateful for a departing blessing from Fr Tony, the good Lord was kind enough to give us the perfect weather for the journey, mild and Sunny but not too hot! From Church, we made our way through Black Bear Park past Stockton

Heath and the Ferry Tavern on through Hale, after an interesting detour in Speke we joined the Cheshire Line Cycle Path to Childwall and from there made our way past Hope University via Penny Lane where we stopped for a well-earned 'pit stop'. Seeing the Metropolitan Cathedral as we approached Hope Street was a welcome sight, and we made it for the 3pm Choral service."

**“It was a wonderful way to raise funds for the SVP!”**



# Sponsorship form



Use this form if you are asking people to sponsor you for your activity.

- Please ensure the details of each donation are recorded accurately in your sponsor's own handwriting – forms in the same handwriting or printed are not valid for **Gift Aid** purposes.
- Please ensure each donor ticks the **Gift Aid** box next to their home address below if eligible.
- Please note we cannot claim **Gift Aid** donations from companies rather than individuals, multiple donors (e.g. Mr & Mrs Smith), donations made on behalf of someone else, or any payment where something is given in return for the money (e.g. sweepstakes, proceeds from sales or collections).
- There are alternative ways to return the money you've fundraised. Get in touch with our friendly team emailing us at [fundraising@svp.org.uk](mailto:fundraising@svp.org.uk).

Title	
First Name	
Surname	
Address	
Postcode	
Telephone	

## Gift Aid

**Boost your donation by 25p for every £1 you donate**

I want to Gift Aid my donation and any donations I make in the future or have in the past 4 years, to SVP England & Wales. I am a UK Taxpayer and understand if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations in that year, it is my responsibility to pay any difference.

**Please inform us if you want to cancel this declaration, change your name or home address, or no longer pay sufficient tax on your income.**

*giftaid it*

Please use blue or black pen and write in CAPITAL letters. All fields are mandatory.

**Full name + Home address + Postcode + Date collected + ✓ = Gift Aid**

Title	First name	Surname	Postcode	Home address <small>no work addresses with Gift Aid</small>	£	Gift Aid	Date collected
MR	JOHN	SMITH	AB12 3CD	7 EXAMPLE ROAD, LONDON	£ 20	✓	DD/MM/YYYY
					£		
					£		
					£		
					£		
					£		
					£		
					£		



Title	First name	Surname	Postcode	Home address <small>no work addresses with Gift Aid</small>	£	Gift Aid	Date collected
					£		
					£		
					£		
					£		
					£		
					£		
					£		
I've raised a total of					£		

## How to send in the money you have raised

If you are collecting physical money, you may need an SVP branded collection tin that is sealable. Here are the easiest ways to send in the money you've raised.

### Cash and cheques

You can pay any donations collected in cash into your bank account and make a cheque to cover this. If you did a sponsored event, enclose your sponsorship form(s) with your payment so that we can claim gift aid and return it to **Allenby House, Rees Way, Bradford BD3 0DZ**.

### Paying through BACs

If you'd like to send us your funds via a bank transfer (BACs), our bank details are below. Your bank will give you a receipt as proof of payment.

**Account Name:** St Vincent de Paul Society (England & Wales)

**Account Number:** 46073051

**Sort Code:** 60-60-04

So that we can track your transfer and thank you for your support, email us at [fundraising@svp.org.uk](mailto:fundraising@svp.org.uk).

### The main things to remember are:

- You have to be 18 in London and 16 everywhere else to collect money.
- If you want to collect on private property – for example a shop, supermarket or train station – you need to get permission from the owner.
- If you want to collect on street or other public properties you will need to get a licence from your local authority or police.

# Your 7 Simple Steps To Fundraising Success



## 1. Choose a day

With your fundraising vision in place, it's time to dive into the planning phase! Ensure your event date doesn't collide with any other engagements by consulting your calendar beforehand.



## 5. Play it safe

Prioritise safety by conducting a health and safety assessment. If you need further guidance on fundraising protocols, reach out to us directly at [fundraising@svp.org.uk](mailto:fundraising@svp.org.uk) for additional assistance. **See page 17 for more.**



## 2. Pick a venue

Whether it's hosting a quiz night at a local pub, a cosy coffee gathering at a community hall, or transforming your backyard into a hidden cinema, leverage your connections to secure the perfect venue.



## 6. Use the power of social media

The best way to spread the word about your fundraiser is through social media. Here are some of our top tips to get the message out easily:

- Create a Facebook event for your fundraiser and invite all your friends and family, and share.
- Post stories/videos of how it's all going. Show people your fundraising progress! You could even pop an update on your story with a link to your Just Giving page.

Did you know that you can raise twice as much when you set a fundraising target?



## 3. Set a target

Setting a fundraising goal is vital for raising more money. It will boost your motivation and inspire your circle to contribute to such a great cause. Remember, every donation counts!



## 4. Create a page

Simplify the donation process by utilising your **Just Giving** page to collect and track funds. Personalise your page with photos, share your fundraising journey, and provide updates along the way. Did your kitchen become a baking battlefield? Capture the chaos with a selfie to showcase your fundraising dedication!



## 7. Return your money

When you create a Just Giving Page, everything is taken care of online and your donations (plus Gift Aid) will get to us. If you are fundraising via a sponsorship form and/or collect cash, please see page 15 on **How To Send Us Your Money**.

**Remember to thank your donors!**

# SAFETY FIRST

Fundraising should be enjoyable, but it's crucial that everything is conducted safely and legally for everyone. Let's run through what you need to know.

## Raffle rules

Raffles are fantastic for raising funds, but please be aware of the legalities in advance. Look at the latest advice and guidance at [gamblingcommission.gov.uk/](https://www.gamblingcommission.gov.uk/)

## Food hygiene

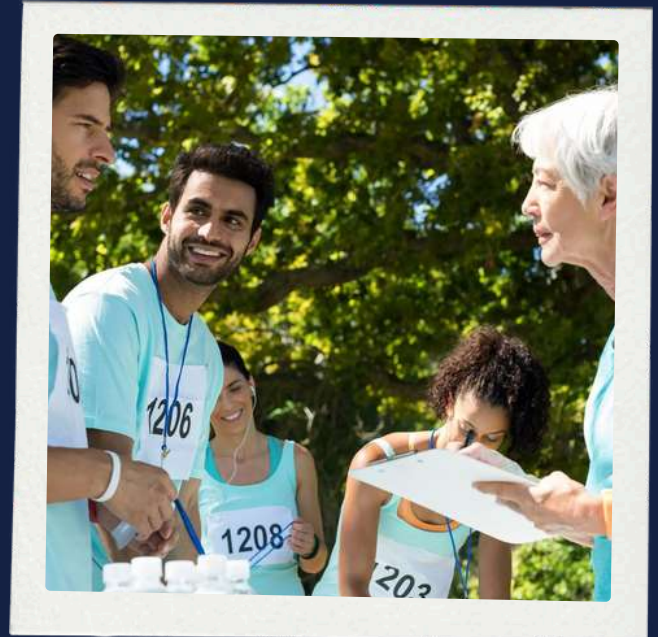
Whether you're selling cupcakes at school or having afternoon tea with friends, food safety laws apply. Visit [food.gov.uk](https://www.food.gov.uk) for guidance.

## Permissions

**Locations:** if you're holding an event in a public place, you must seek permission first from the relevant authority or the property owner. **Photography:** we encourage you to take lots of photos, but if they involve other people, please ask them if they consent.

## Collecting money

If you're conducting public street collections, you'll need to obtain a licence from your local council first. We recommend having another person present when counting donations.



## Insurance

If your event involves the general public, it's important to have Public Liability Insurance. Check if your venue already has this kind of coverage, which is often the case. In addition to public collections and lotteries, other activities may require a licence too, such as using recorded music, and the use of banners in public spaces. Please contact the relevant authority to find out which licences you need for your fundraising.





# My Fundraising To-Do List

**Note down everything you need to do on this handy to-do list and pop it on your fridge or notice board.**

It'll help you keep track of what you've already done and what's still left to do before your fundraiser.



	Download my fundraising pack		
	Choose an activity		
	Pick a venue / place		
	Set a target		
	Create a <b><u>Just Giving</u></b> page		
			
			

## Thank you!

**Thanks to you, we're able to reach more people who need our vital help when tackling poverty and hardship.**



St Vincent  
de Paul Society  
England and Wales  
Turning Concern into Action

**My target**  
**£** \_\_\_\_\_