

Fundraise for Crisis this Christmas

Your fundraising pack



Thank you for joining the Crisis Community

Thank you for fundraising for Crisis this Christmas. You're joining an incredible community of people working together to end homelessness.

Our Christmas services work alongside our year-round teams to support people with long-term help to find housing, develop new skills and rebuild self-belief. This festive period, we'll help 5,500 people start to build a life beyond homelessness.

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We can only do this with your support – thank you.

In this fundraising pack, you'll find:

- The impact of your fundraising
- Fundraising ideas
- Inspiration from a supporter star
- How to make the most of your fundraising
- How to fundraise online with JustGiving
- How to pay in the money you raise.

If you need any more support and guidance, check our website crisis.org.uk/fundraise, or reach out at any time at fundraise@crisis.org.uk.

Gabrielle's story



This reflects Garbielle's real experiences.

Gabrielle moved into a private rented flat where she stayed for four years. Throughout her time at the flat, she had issues with repairs not being done, mould, damp, and no heating.

She kept raising issues with the agency for over three years, but they did nothing, so she went to the council.

Two weeks after some of the repairs were done, she was served a section 21 eviction notice, which was also one week after landing a new job.

When she was evicted, she sofa surfed with her neighbour for ten months before the relationship broke down.

Gabrielle was supported by Crisis throughout this time, and when she left, Crisis arranged a hotel for 12 days before getting her a place at the women-led Christmas service.

"I'm still trying to process that I've got a home."

Crisis secured a one-bedroom flat for Gabrielle in sheltered accommodation. Now, she loves cooking in her own kitchen.

"When I saw the flat, I burst into tears and said is this really mine?"



You're making a difference

Every Christmas, thousands of volunteers up and down Britain provide warmth, companionship and vital services to people facing homelessness at one of the toughest times of the year. We help with everything from health and wellbeing to hairdressing and support finding a place to stay.

We've been running Crisis at Christmas since 1967, continually learning about homelessness and how to end it.

This isn't a temporary fix – but a proven way to sustainably help people out of homelessness.

Every £29.80 you raise could help provide...

- Hot meals and a Christmas lunch
- Help with a safe place to stay
- Hotel accommodation for those most in need
- A long-term personal lead worker
- Year-round support, including training and education
- Advice on housing, employment, welfare and benefits
- Companionship from volunteers
- Health and wellbeing programmes
- Support to leave homelessness behind for good



What fundraiser are you?



In need of some festive fundraising inspiration? Take a look at our ideas to get you started...

The Community Champion

- Sometimes the simplest ideas are the most effective. **Hold a collection** at your faith group, community group or school. Share information about Crisis through posters or give a talk to show the impact you'll be making together.
- Channel your inner artist and bring people together for a **craft fair or crafting evening** and donate the proceeds. We also have some easy activities for crafting with little ones.
- Pick a popular local location – your high street, town square or train station – and plan an evening of **Christmas carolling**. Invite people to sing along, donate and spread some festive cheer. Check out our guidance.

The Office Organiser

- Invite your colleagues to wear their best festive knit at a **Christmas Jumper Day**. Ask everyone to donate to take part and hand out prizes for the jolliest jumper and worst woolly.
- Seek out your star bakers and hold a **bake sale**. Settle in for a cuppa, slice of cake, and a chat about how we can end homelessness together.
- Struggling with last minute Christmas presents? Hold a **raffle** with donated prizes from local businesses – think hampers, restaurant vouchers and panto tickets.



The Event Extraordinaire

- Feeling competitive? Bring people together for a **quiz**. Keep it general or go for a theme and use our quiz sheet templates.
- Embrace the winter chill and organise a **group run, walk or step challenge** with a theme – wear Santa hats, elf ears, silly socks or all-out snowman suits. Ask everyone involved to get sponsored and aim for a target together.
- Join us for our flagship event, Icebreaker. We've been facing the freeze for 15 years, raising money to end homelessness.
- Fancy staying warm? Plan a **karaoke night or Christmas movie marathon** to bring people together in the comfort of your own home. Charge for entry, song choices, movie picks and refreshments.

One of a kind

Every year our fundraisers surprise us with unique fundraisers using their skills, talents and networks. We're full of suggestions but remember you can fundraise in any way that works for you. We can't wait to see what you get up to!





Inspiration from supporter stars: Little Lou's

What did you do?
We hosted a 24-hour fundraiser called Brew for Beds from our coffee trailer in Battersea. As a two-person business, we worked from 9am on Saturday until 9am on Sunday, serving coffee through the day and night and donating our profits to support people experiencing homelessness. We fundraised for Crisis and Glassdoor.

Why did you choose to support Crisis?
Being based outside a church, we are very aware that homelessness is a real issue in our local community. We wanted to use our little business and the community around it to do something meaningful, especially in the lead-up to Christmas.

What did you enjoy about taking part?
The support was honestly incredible. People came down to buy coffee, donate, keep us company in the evening and share the fundraiser with others. It reminded us how kind and generous our local community is, and how much can happen when people come together for a cause they care about.

What advice would you give to other fundraisers?
Keep it simple, make it personal to you and involve your local community. You do not need a huge event or a big team. People genuinely want to help when they understand what you are doing and why. .

Thank you Little Lou's!



How to make the most of your fundraising

Learn about Crisis' work

We know that homelessness can be ended, and the more people working towards that goal, the better. Your fundraising is a perfect opportunity to introduce your friends, family, colleagues and connections to Crisis and let them know how their donation will make a difference.

For someone experiencing the worst of homelessness, who doesn't have a safe place to sleep this Christmas, your support could give what they urgently need to begin their journey from crisis to home.

Our approach starts with the help and care people need this winter, and ends with a lasting way out, supported by the year-round, tailored services Crisis provides.

By fundraising, you can give someone the safety, support and belief to build a life beyond homelessness.

Read more about Crisis at Christmas

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Share, share, share

- Be bold in talking about your fundraising – you're doing something amazing! Let people know what you're doing, when, where, why and how they can get involved.
- Make the most of social media to spread the word and ask for donations. We find LinkedIn especially useful for this!
- Let your employer know you're fundraising for Crisis. They might have a matched funding scheme to boost your donations.
- We're here to help with reaching out to local media to spread the word further about your incredible fundraising. Local press is a great way to raise awareness for your activity and for Crisis.

Get resourceful

We have printable posters, window displays, bunting, cake flags, colouring activities and quiz templates to support your fundraising.

We've teamed up with Mr. Men and Little Miss to create some festive resources and exclusive merch. Check out our **online shop** for unique items and gifts.

Money raised through the partnership will help support Crisis' mission to end homelessness.

Download resources





How to fundraise online with JustGiving

Whether you're holding a festive bake sale, Christmas jumper day or anything in between, raising money on JustGiving makes everything quick and easy.

It only takes a few minutes to set up a page and the funds you raise will come to Crisis directly, so you don't need to worry about paying money in afterwards.

Create a JustGiving page

Tell your story
Customise your page with your personal story, photos and updates. An engaging story can really help to boost donations.

Set a target – aim high!
Setting a target is a great way to keep yourself motivated and encourage people to help you reach your goal. Plus, pages with a target raise 17% more!

Self-donate
Kick off your fundraising by being the first to donate to your page. People who make a donation to their own page raise 42% more.

Share
Tell your friends, family, colleagues, neighbours and everyone you know that you're raising money for Crisis this Christmas. You can share your fundraising page via email, WhatsApp or social media, and we've got assets you can download here. Sharing your fundraising page far and wide will help you smash your target in no time!

QR code
Once you've created your JustGiving page, get a unique QR code by adding /qrcode to the end of the URL of your page.

Follow this handy guide from JustGiving.



How to pay in the money you raise

JustGiving

If you've raised funds via your JustGiving page, all donations will be sent directly to Crisis, so you don't need to worry about transferring any funds over.

Online

If you've fundraised offline, you can pay in your fundraising here. Please make sure to put 'Christmas fundraising' in the 'Which event did you do' box, so that we can track your donation.

By phone

You can donate over the phone by contacting our Supporter Care Team on **08000 384838**. Remember to let them know you're paying in money from fundraising.

By cheque or bank transfer (BACS)

If you want to send a cheque or pay in your fundraising by bank transfer, email us at fundraise@crisis.org.uk and we'll share the details and a unique reference for you to use.

Top tip

If your sponsors are UK taxpayers and are donating online, make sure they tick the Gift Aid box when they donate. This will increase their donation to Crisis by an extra 25% at no extra cost to them.

Remember you can get in touch any time at fundraise@crisis.org.uk

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www.crisis.org.uk

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FUNDRAISING REGULATOR