

Thank you!



Your support really does help us to make a difference to the lives of hundreds of homeless people every year.

We are London's largest charity for homeless people. We provide over 100 accommodation and support services day in and day out.

We run **emergency** services - including street outreach and emergency shelter. We support homeless people in their **recovery** - opening the door to safe housing, health care and work. We help more homeless people into lasting new homes, training and employment than any other charity.

We also **prevent** homelessness through our complex needs housing and support teams for people at real risk.

By opening our doors, and our support services, we enable thousands of homeless and vulnerable people to change their lives for good every year.

For more information contact Helen Pattinson on 020 8762 5578 or HPattinson@mungos.org

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Registered under the Industrial & Provident Society Act No. 20598R
Registered with the Housing Corporation No. LH0279
Charity exempt from registration (I&P Society No 20598R)

St Mungo's 
Opening doors for London's homeless

How *you* can raise money to help homeless people



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Why do we need your support?

Homeless people are some of the most excluded and vulnerable in our society but for the last 30 years St Mungo's has worked hard to provide them with opportunities to help rebuild their lives.

At St Mungo's we take pride in the warm welcome we provide to a broad cross section of men and women who are homeless - people who often have very chaotic lives and can be extremely challenging for us to work with.

We already know we can help people with disadvantages learn, develop and lead fulfilling lives. Your support enables us to make a real difference to the lives of homeless people.

"It's changed my life... I feel that there are more possibilities open to me now!"

David Samuels

- Every year St Mungo's helps over 1000 people off the streets and into accommodation
- Last year over 800 people moved on to suitable new accommodation and we helped over 600 back into education or work

But we also believe that, with your help, we can do more.



"St Mungo's gave me more than a place to live. They helped me to get skills, confidence and a job."

Kitty O'Leary



"It's like a stepping stone to getting on with your life."

Geoffrey Reynolds



Your donations are vital to help us continue this work. For example:

- £50** Could enable us to bring a homeless person in off the streets
- £150** Could provide a year's support for someone moving into their own home
- £500** Could provide teaching materials for 10 homeless people at our Bridge Training Centre, helping them to get back into work or education
- £1,000** Could provide a week's supply of healthy food in one of our large hostels
- £5,000** Could provide basic medical equipment in all St Mungo's hostels this year

Planning a Fundraising Event

Before you start you will need to decide on what type of event you might want to run - there are lots of fun ideas for you to choose from on the following pages, or you can think up your own!

What will you need to make your event a success?

Don't set yourself unrealistic targets. After all, this is supposed to be a fun event and you don't want to get stressed out trying to get it up and running.

You can't do everything yourself! Make sure everyone knows what their roles are and when they are expected to have everything done.

Many events can be run in yours, or a friends, house or garden, but if you are aiming for something bigger then you can look for support from your local community.

Don't forget to advertise your event well in advance for maximum attendance.

As well as invitations or advertising posters you may need sponsorship forms and literature about St Mungo's so that people know who you are supporting. Please contact us for more information on what is available.

Don't forget to take some photo's of your event as we are always keen to publish them in a newsletter.

If you explain you are raising money for charity, local businesses and friends will often donate their services, time or goods for free to help make your event a success. It's always worth asking!

If you are asking people for money in a public place you must get a Street Collecting Permit from your local authority or police. Requirements can differ from region to region so always give yourself plenty of time for your application to be processed. If you are collecting money on private property you will need the permission of the owner.

Check with your local authority what licences you may need to obtain for your event, eg. A Public Entertainments Licence if you will be having performers, a Liquor Licence if you will be selling alcohol or a Street Collecting Permit if you are collecting money in a public place.

If you are running an event or show you should take out Public Liability Insurance. It doesn't cost much and it covers you for claims of injury or accident. You may also need to take out Employers Liability insurance if you are employing people to help with your event.

St Mungo's cannot accept responsibility for accidents so make sure that you run a safe and happy event. Ensure children are always supervised and that no one is raising money in an unsafe environment.

A time plan

Helpers

Venue

People to attend

Printed materials

Camera

Freebies

Asking for money

Licences

Insurance

Be safe

Fundraising event ideas

Use your imagination to make your event as fun as possible. Remember that the bigger the novelty factor the more attention you will get! Don't forget that all the money you raise will help us to help homeless people move on to a better life.

Here are some fun ideas for events that you might want to try:

With friends



Coffee and cake morning

Invite friends or neighbours over for some tasty home made cakes. Ask them to bring their own homebaked cakes and charge an entrance fee. You can then sell any left over cakes to raise some more money.



Dress down days

Ask your employers if they will allow a sponsored dress down day at work. Charge a fee for people to come in wearing casual clothes, and a larger fee for those who don't!



Themed party

Throw a winter snow party or a summer ball or perhaps a 60's, 70's or 80's party.



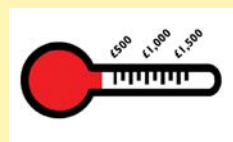
Fancy dress party

There are lots of fun themes for fancy dress parties - Saints and Sinners, famous people, rock and pop stars, soap stars, who I wanted to be when I grew up, historical characters. Charge an entrance fee and a small fee for voting on the best costume. Don't forget to provide a prize for the winner!



Barbeque

Organise a local barbeque and ask friends to make a contribution to the food and drink. Charge a small entrance fee to raise money and you can also have games and raffles to help raise some more.



Fundraising race

Challenge a group of your friends to see who can raise the most money by a certain date.



Cheese and wine evening

Invite friends and neighbours around for an evening of cheese and wine tasting. Charge an entrance fee to raise money and auction off some of your tastier supplies!



Skills auction

Auction off your skills to your friends and colleagues - an evening baby sitting, doing the lunch run at work, walking the dog, cleaning or ironing, gardening, decorating, cleaning the car...the possibilities are endless. Or perhaps you have a specific skill you can use, such as hairdressing, manicure or cooking. Don't forget, only the highest bidder gets your time!

With your local community



Jumble sale

A fantastic way to have a good clear out and raise money at the same time!



Craft sale

Hand made goods are always very popular. Ask your friends and local community to get involved with knitting, sewing, patchwork, flower arranging, cross stitch, tapestry, embroidery etc and then hold a sale to raise money.



Dog walk

Hold a sponsored dog walk around your local park or liven it up a bit with some fun and easy agility tasks. Ask your local dog training clubs to get involved too.



Sponsored walks

Organise your own or get a group of you to take part in an established one.



Competitions

You can do these at home or ask your local pub, club or community group to get involved. Hold a karaoke, pool, quiz or guess the weight competition and charge people to enter.

Something a bit different



Sponsored giving up

Give up one of your bad habits for a day or longer. It's a great opportunity to start giving up smoking, chewing your pens or biting your nails, or you could even give up your beard or long hair! Raise money by getting sponsorship and also paying a fine if you forget!



Football match

Organise a 5 a side football tournament. To make it more interesting you could make the whole event fancy dress!



Sponsored get fit

Get sponsored to go to the gym and get yourself fit. Set yourself a target, like a local half marathon (or the full one if you're feeling confident!) and raise money through the race sponsorship too.



Parachute jump

If you are feeling a bit more adventurous you could ask for sponsorship to do a parachute jump or a sky dive.



Hot tips to make your event the best!

- Be creative when thinking of your event. The more fun it sounds the more people will come along and the more money you will raise
- Ask local businesses and community groups for their support
- Ask your employers to match the money that you raise
- Ask people to sign up for gift aid on their donations - this will increase tax payers donations by 20%. To do this your sponsors need to provide their name and address and indicate on the sponsorship form that they are happy to gift aid their donation
 - Ask friends and family to collect on your behalf
 - Add your event to your email signature to increase awareness
 - Put up notices in your local church, gym or supermarket
- Ask for support from your local newspaper



Sending out a press release to your local paper

You can send out 2 kinds of release to get coverage for your event:

1. Invite the press to attend your event. You need to tell them what time to show up, and what is going on that they can photograph. Local papers are always looking for good photographs.
 2. If the press do not attend your event you can send them a release with photographs afterwards. Remember most local papers are weekly, so you need to send the release as soon as possible after the event, while it is still "news".
- You can email, post or fax your release to the news desk at your local paper. It is best to phone first to tell them about your event, and let them know that you have photos you are sending too.
 - Don't forget to tell them the what/when/where/who/why in the first paragraph of your release and remember no press release should be longer than a page.

Please contact us if you would like a press release template.

News Release

25 July 2005
London Rotary Clubs help the homeless by holding a sponsored BBQ
 For further information contact Jane Smith on 020 8600 3001

- The London Rotary Club today, 26th July 2005 raised £552 for leading homeless charity St Mungo's.
- The group held a sponsored BBQ on the local community green. Money was raised by charging an entry fee and gaining sponsorship from local businesses. There were lots of other opportunities to raise more money during the event with apple bobbing, raffles, fancy dress and sporting activities.
- Jane Smith, event organiser says: "We chose to organise an event in support of homeless charity St Mungo's as homelessness is something that could so easily happen to anyone. St Mungo's do such great work not just getting people off the streets, but also helping them to get back into work and living in their own homes again."
- John Clark, event participant says: "It was great fun! A real opportunity for the community to pull together and to donate to St Mungo's so they can help those less fortunate than us."
- Sarah Baker, local shopkeeper says "I find it really difficult knowing what to do when I see someone homeless asking for money. Donating to St Mungo's means that I can help, but also know that the money I give really does go towards a long term solution to help people off the streets for good"

-ENDS-

Notes to the Editor
 • (You can put extra information here that you think is useful for the journalist, but that doesn't need to go in the press release.)
 • St Mungo's is London's leading homeless charity providing beds for over 1000 people every night in its hostels, high support projects and semi-independent housing. The charity provides many specialist services, including street outreach, health advice, substance abuse treatment, rehabilitation and tenancy support. It also runs London's largest directly delivered work and learning programme, giving over 1,500 homeless people a year the chance to improve their lives through activity, training and employment projects.
 For further information about St Mungo's please contact St Mungo's press office on 020 8600 3003, press@stmungos.org or visit www.stmungos.org

After your event

- Collect all your sponsorship money and send your cheque, made payable to St Mungo's to:
 Helen Pattinson
 St Mungo's
 Griffin House
 161 Hammersmith Road
 London W6 8BS
- Thank everyone who took part.
- Send us your photo's and write up of your event - we may want to feature it in our newsletter or on our website.



- Follow up on any PR work with your local newspaper - they will want to know how much you have raised.

LOCAL FUNDRAISERS HELP THE HOMELESS

A UNIQUE initiative that has raised over £1,000 for St Mungo's...
 Operation Christmas...
 The operation was...
 The money raised...

Funday success brings in £1,000!

St Mungo's...
 The charity...
 The event...

Community group raise £100's for St Mungo's

By NICKY WILKS
 A group of...
 The group...