



MAKE IT YOUR OWN

How to create the perfect fundraiser for you

BAKER MAKER
GAMER DJ
POET GARDENER
COMEDIAN GAMER
CHEF KNITTER
FOODIE YOGI
READER POTTER
SPORTY

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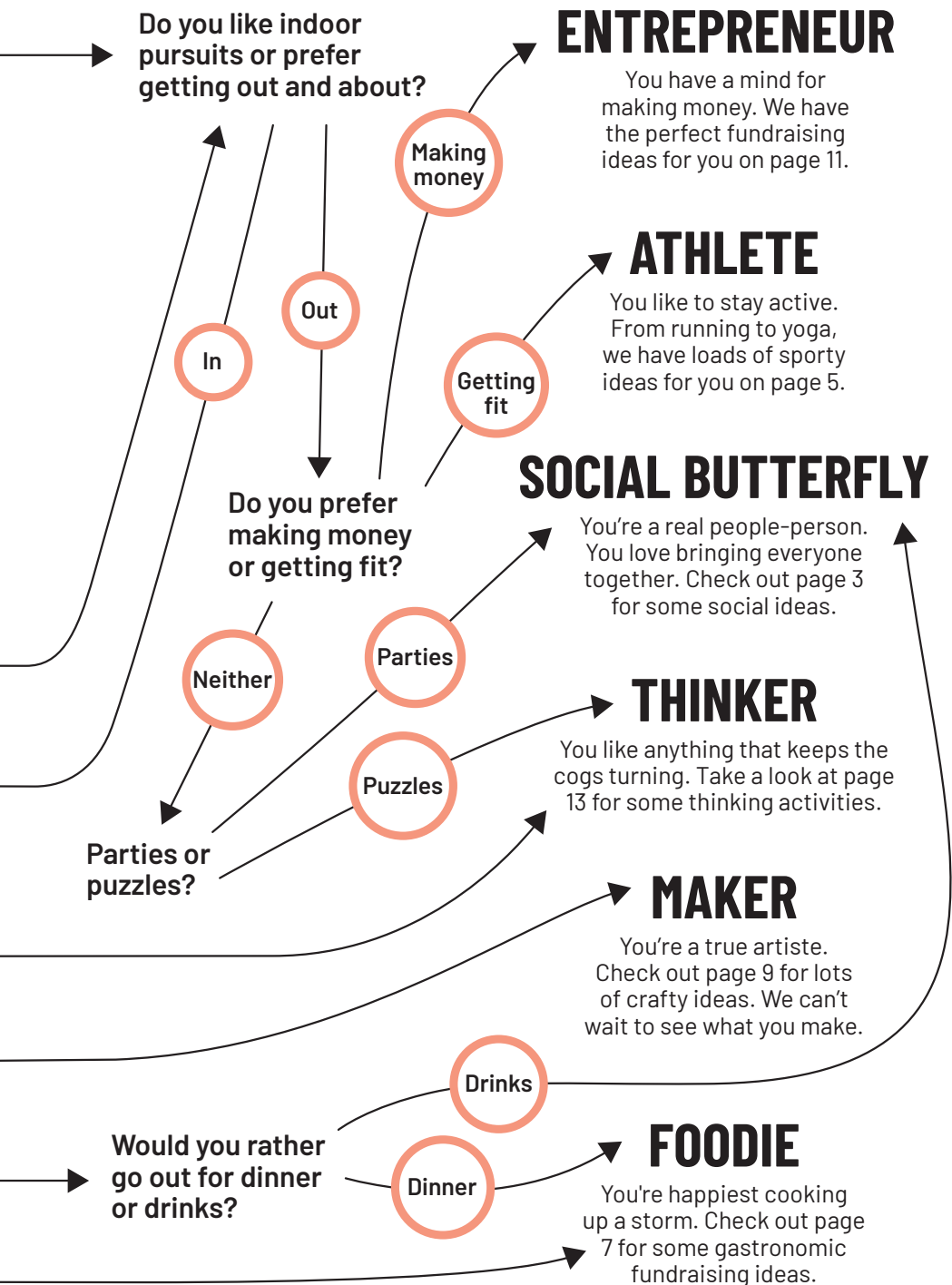
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**THE FIGHT FOR
HOME STARTS
HERE**



WHAT KIND OF FUNDRAISER ARE YOU?





SOCIAL BUTTERFLY

ADVOCATE



Andre is a DJ.

He loves pop, especially Beyoncé. But for him, music is more about bringing people together and getting them onto the dance floor.

He thinks DJing is a powerful way to do good in the world. He has loads of friends and likes nothing better than organising a party and putting the word out.

Right now, he's planning a disco night to raise money for Shelter Cymru. That's because Andre thinks everyone needs a safe home so they can live a happy life – and he knows that you're more likely to be affected by the housing emergency if you're a person with a disability.

Andre wants everyone to know that housing is a human rights issue. Using his flair for party planning, he's creating a night to remember down at the local church hall. His set is packed full of uplifting pop and Beyoncé classics.

The money from every ticket sold will go towards fighting for a fairer system.

That's because Andre isn't just a social butterfly, he's an advocate for housing rights.

**More fundraising ideas
for social butterflies:**

**QUIZ COFFEE MORNING
LIVESTREAM MUSIC
DRAG SHOW TALENT SHOW
KARAOKE FANCY DRESS
FESTIVAL NIGHT COMEDY NIGHT
FASHION SHOW COCKTAIL PARTY
TIKTOK-ING**

Our tips

- Find a venue. We can give you a letter you can send to your church, school or pub.
- Share your event online and use a platform like Eventbrite to sell tickets.
- Ask mates to help out and sell tickets. They could even work the door on the night.
- To encourage donations, share stories on the night about our work.

ATHLETE ACTIVIST



Running is Maxine's thing.

She does it for fun and fitness. Over the years, she's seen a lot of things while out on her regular 5km circuit. She's also noticed just how many people are sleeping on the streets.

And she's felt angry.

Maxine decided to channel that anger into fighting the housing emergency.

Maxine lapped her circuit three times for Shelter Cymru. She asked her friends and local community to sponsor her on her Just Giving page and she ran a total of 15km.

She raised money and got more people thinking about what it's like to sleep rough, especially in the local area.

That's because Maxine isn't just an athlete. She's an activist.

More fundraising ideas for athletes:

DOG WALKING YOGA
CLIMBING RUNNING 24 HOUR SKATE
WEIGHT LIFTING FOOTY MATCH
SPONSORED SWIM SKIPPING
HULA HOOPING NETBALL SPORTS DAY
DANCE CLASS OBSTACLE COURSE

Our tips

- Get friends to join you on the challenge. They can set up their own fundraising page and add what they raise to your total.
- Spread the word: emails, texts and social media posts are a great way to promote your fundraising.
- Why not connect your Just Giving page with fitness app Strava? Then you can share your runs and encourage donations.
- Set up a playlist on Spotify and ask friends to nominate a song for a donation.

FOODIE

ALLY



Anthony says the kitchen is the heart of his home. It's where he does his favourite thing: baking.

Anthony is obsessed with bread. But it's not just about experimenting with new ingredients and coming up with clever recipes (especially if they're made with sourdough).

It's about living the good life, making memories and filling his home with the warm, delicious smell of freshly baked treats.

Anthony knows that without his home, he wouldn't be able to cook or feed his friends and family. He wouldn't be able to lead a happy life.

That's why he organised a baked bread sale. Anthony decided to showcase his technical skills, stand up for people in housing trouble and raise money for Shelter Cymru.

He set up a stall at the summer fair of a local school. All money raised went towards fighting for the right to a safe, stable and secure home.

That's because Anthony isn't just a brilliant baker. He's an ally to anyone fighting against an unfair housing system.



More fundraising ideas for foodies:

**AFTERNOON TEA
THEMED DINNER BAKE SALE
CHILLI EATING PIZZA
SUPPER CLUB BBQ NIGHT
CAKE DECORATING
WINE & CHEESE TASTING COOK-ALONG**

Our tips

- Holding a dinner party or food sale? Ask your guests to donate what they would have spent in a restaurant or café.
- Use your networks: some people might prefer to help cook or bring baked goods to sell, others may prefer to donate.
- Be safe. Research food hygiene and ask people about allergies in advance.
- Make it a competition – ask people to bake the best cake to win.

CHANGE MAKER



Jia loves to knit and she's been doing it since she was a kid. But if you're thinking scratchy old jumpers, think again.

She makes gorgeous clothes from luxe yarn that all her friends want to wear. In fact, the waiting list for one of her shawls is so long, Jia decided to teach her friends how to knit – that way, they could make something for themselves.

But she didn't stop there.

When Jia found out that Shelter Cymru is campaigning for more social housing, she turned her knitting class into a fundraiser.

That's because Jia grew up in social housing and knows how important it is. Her family home was a safe place to live that her mum could afford. Jia thinks everyone has a right to a real home.

That's why she charged everyone £20 to take part in her knitting class. It was held at a local pub and all money raised went to Shelter Cymru.

Thanks to Jia, we can continue all our vital work – including the campaign to build social housing.

Jia isn't just a maker. She's a change maker.

More fundraising ideas for makers:

CARD-MAKING POETRY FACE PAINTING
SPOKEN WORD CRAFT-ALONG
LIFE DRAWING GLOW-UP
SEWING BEE CANDLE MAKING
ORIGAMI MUSIC CONCERT
POTTERY SKILLSHARE

Our tips

- Start a knit or craft class in your lunch hour. Ask colleagues to donate to take part.
- Why not host virtual workshops or events on Twitch or Zoom?
- Make it a regular thing – hold monthly sessions for a donation each time.
- You could organise an auction, raffle or sale for your creations.
- Friend's birthday soon? Why not make their gift and donate what you save.

ETHICAL ENTREPRENEUR



Deanna runs two small businesses and she's invested in a start-up.

Her workdays are busy – and that makes Deanna's downtime even more important.

She's in her garden at the crack of dawn each morning and when she clocks off each evening.

Growing flowers and getting muddy helps Deanna clear her head and unwind. Last year she planted so many sunflowers, Deanna spotted an opportunity.

Deanna believes that good business always gives back to the community. She was fed up with seeing so many people denied the right to a safe home – so she sold her bumper crop to friends and offered her gardening services in return for donations from neighbours.

All money raised went to Shelter Cymru.

That's because Deanna isn't just a businesswoman. She's an ethical entrepreneur.

More fundraising ideas for entrepreneurs:



AUCTION OF PROMISES ALLOTMENT SALE PJ DAY HEAD SHAVES UPCYCLING CLOTHES SALE SPONSORED SILENCE CAR WASH BABYSITTING TUCK SHOP WORKSHOPS DIY FAVOURS

Our tips

- Advertise locally and spread the word on social media using #FightForHome
- Go digital. As well as car boot and jumble sales, you could sell on eBay, Etsy, Depop or Facebook Marketplace.
- If you've got clothes you no longer need, you can support Shelter Cymru ethically at collectmyclotheswales.co.uk/charities/shelter-cymru
- Say thank you. Add a thank you card to everything you sell with info about Shelter Cymru.
- Join forces with friends and family with other skills to raise even more.

THINKER + CHAMPION



Charlie loves anything that involves using their brain. Especially playing strategic video games.

Their gaming community meets online every Thursday for chats and practice. It was a social lifeline during lockdown – Charlie plays (and talks) with all sorts of people.

Some of Charlie's friends were afraid of losing their homes because of the pandemic. Lots of people were struggling to pay the rent.

Charlie thinks home is a human right. They think the housing system needs fixing so there's a safety net to catch anyone who needs it.

When Charlie found out that Shelter Cymru works with the government to make the housing system fairer, they decided to champion the fight for home and organise a gaming fundraiser.

Each person put a tenner in the hat to compete. The event was streamed on Twitch and Charlie took donations through Just Giving.

Charlie thinks it was the gaming event of the year. And they're not wrong because the money raised went towards ending the housing emergency.

That's because Charlie isn't just a thinker, they're a champion of housing rights.

More fundraising ideas for thinkers:

MURDER MYSTERY ESCAPE ROOM GAMING READING MARATHON TWITCH-STREAM BOARD GAMES CHESS COMP BOOK CLUB JIGSAW RACE DEBATING SOCIETY ONLINE QUIZ

Our tips

- Planning a gaming tournament? Decide if it's a marathon or once-a-month thing.
- Use platforms like Facebook, Discord or TikTok for your book club chats.
- Live stream games and get people to donate using Twitch and Just Giving.
- Ask everyone to donate to take part in a board game evening or jigsaw puzzle race.
- Think about what your friends like to do and use that as inspiration.

MAKING IT HAPPEN

How to plan your fundraiser

Decide what to do

Think of something you love and make an event of it. Simple is good but that doesn't mean boring – how could someone like you ever be boring?

Set a date

Weekday evening, a weekend or school holidays? Make sure your date doesn't clash with any important occasions.

Call on your friends

Don't try to do everything yourself. Get your friends and family to help you organise and spread the word. Make a list of tasks and decide who's doing what.

Local posters

A few posters on local community boards or in schools make a big difference too. We've included a customisable poster in this pack.

Name the place

Need a venue? It's best to book well in advance. Make sure it has access to suit everyone's needs and a place to make drinks. If it's a public place, check whether you need a licence.

Safety first

Make sure you have a first aid kit. If you're selling food and drink, check for potential allergens so you can alert people.

Go digital

Social media

Set up a WhatsApp or Facebook group, get on TikTok and don't forget Instagram. Get people to post updates and photos and remember to tag us. There are so many ways to get your fundraiser noticed.

Etsy and eBay

Selling to fundraise? Selling on eBay or setting up an Etsy shop is fast, easy and effective.

Just Giving

Create a Just Giving page through justgiving.com/sheltercymru1. Write your story and tell people why you think fighting for home is important. Set a target, and don't be afraid to increase it to get more donations. Post regular updates on Just Giving, and share them far and wide on social media and by email.

Planning

Name of my activity

Time and date of my activity

Location

Location / venue contact details

Licence details (if needed)

Who's helping me and their tasks

Items I need for the day

Food / drink I need for the day

Fundraising target

FUND THE FIGHT FOR HOME

£50

could help us answer five urgent calls to our helpline, often the first port of call for people at risk of homelessness.

£75

could provide one to one advice sessions for three people, giving them the support they need to find, and keep, a home.

£250

could help us to provide free legal advice to a family, defending their safe place of refuge - their home.



Sarah's story

When they were made homeless, Sarah and her two sons spent 13 months in a cockroach-infested hostel.

After that, they moved into cramped temporary accommodation where water constantly leaked from the ceilings and soaked the walls, floors, and carpets. It felt like it was raining inside. They lived there for two years.

Life wasn't always like this for Sarah. She used to work for Ealing Council and support her family. Then in 2010, she was diagnosed with MS.

A couple of years later, she had a stroke.

Basic day-to-day tasks became really difficult.

And then her mum died.

Sarah and her family were made homeless after being evicted from her mother's Housing Association home. For lots of people, this is how homelessness happens.

The safety and security we take for granted can be upended by illness, accidents or serious life events.

With the help of Shelter, Sarah has now moved to a social home. But those three years will stay with her. A reminder of how important it is that we all fight for home. Not just for ourselves, but for others.

As a community fundraiser, you're part of our grass roots movement for change.

Thank you for fighting against homelessness and thank you for standing with people like Sarah.

How to send us your money

Please don't post it

Please don't send cash through the post – it may get lost. Instead, make cheques out to 'Shelter Cymru' and send them to:

FAO

The Fundraising Team
Shelter Cymru
25 Walter Road
Swansea
SA1 5NN

What to include

Any original sponsorship forms you've used. This is so we can claim Gift Aid on your donations at no extra cost to your sponsors.

A note with your name, address and postcode with some details of your event, so we can process your donation properly and send you a BIG thank you.

Other ways to pay

You can make a bank transfer to us using the details below. Please use 'Fundraising and <your name or organisation>' as the reference and email: fundraising@sheltercymru.org.uk to let us know you've made it.

Any money collected from Just Giving will come directly to Shelter Cymru – be sure to choose Shelter **Cymru** to make sure all money raised in Wales, stays in Wales.

Account name

Welsh Housing Aid Limited T/A Shelter Cymru

Sort code: 08-90-03

Account number: 65017957

DIOLCH O GALON

Keep it safe and legal

Health and safety

Minimise risks to organisers and attendees by completing a Risk Assessment Form – you can find a template here: hse.gov.uk/simple-health-safety/risk/index.htm

Collections

You need permission for collections from the local council, venue manager, or property owner.

Bucket collections: contact your local authority and they'll help you apply for a licence.

Supermarket / train station: ask the site's manager and make sure you follow the rules for public collections. Contact us and we'll help you work out the details: fundraising@sheltercymru.org.uk

Under 16s aren't allowed to collect money through public collections. They can be present but can't hold a bucket or can.

Raffles and lotteries

The Gambling Commission has strict rules that you must follow.

You must take extra care and consideration about how you will protect children and people who may be vulnerable.

For more guidance on fundraising, please get in touch or refer to: fundraisingregulator.org.uk/code

Small raffles

For raffles that start and finish on the same day, at the same event, you don't need a licence. But you must charge the same price for each ticket and draw the name of the winner before the event is over. Cash prizes aren't allowed.

Lotteries

If you plan to run a prize draw over multiple days or sell tickets at more than one venue, please get in touch with: fundraising@sheltercymru.org.uk for guidance.

First aid

If you think you'll need first aid at your event, contact St John's Ambulance for advice: sja.org.uk

Food and drink

Take care when handling food and follow basic rules for safe preparation, storage, display and cooking. Learn more on the Food Standards Agency website: food.gov.uk.



Get in touch

We'd love to hear from you.

Email: fundraising@sheltercymru.org.uk
with your fundraising idea and what you
need help with and we'll get back to you
as soon as possible.

**We exist to defend the right
to a safe home and fight
the devastating impact the
housing emergency has on
people and our society.**



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