

# Fundraising Pack

**St Mungo's**  
Ending homelessness  
Rebuilding lives



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# WELCOME

**Thank you so much for choosing to fundraise for St Mungo's. Your support will enable more people to leave homelessness behind.**

Last year, support from people like you meant we could help over 32,800 people. Every bake sale, half marathon and summer fare plays a part in ensuring our staff can support more people experiencing homelessness.

This pack contains fundraising ideas and tips plus advice on organising a successful event. You also have the support of our Fundraising team throughout your journey, so please get in touch with us!



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# ABOUT ST MUNGO'S

Our vision is that everyone has a place to call home and the chance to fulfil their dreams and ambitions. We support people in three ways:

## Emergency response

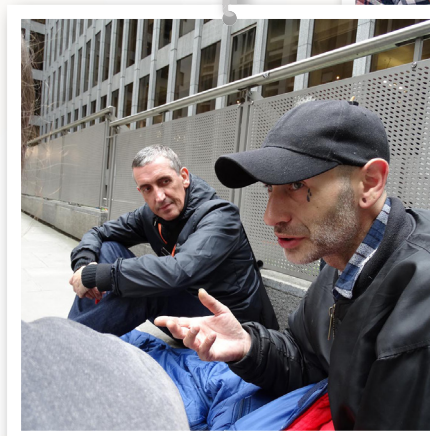
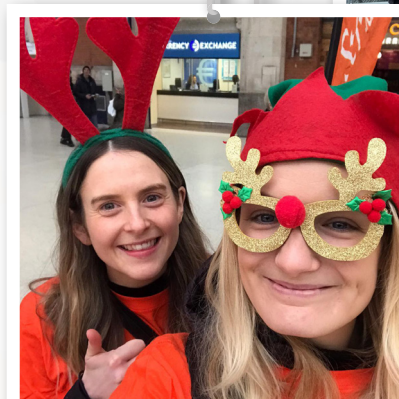
- Our 17 [outreach teams](#) go out every night across London and the South West of England to help people sleeping rough. The public can refer people sleeping rough via our StreetLink service.

## Accommodation

- We provide a bed and support to 3,150 people every single night of the year
- Our sector-leading [Housing First](#) scheme flips the traditional model on its head offering the security of having a home first, allowing people to focus on their recovery.

## Recovery

- Our [Recovery Colleges](#), which run entirely on public donations, provide links to employment via courses like Bricks and Mortar, digital skills and literacy.
- We support people to address and effectively manage the physical, mental and emotional causes of homelessness.



## How your fundraising helps

The money you raise for St Mungo's helps us keep our services running. The more we raise, the more we can increase the number of projects and services we run for people each year.

£50

could pay for a one day literacy training course for a client.

£100

could pay for two counselling sessions for someone recovering from homelessness

£500

could provide a hot meal, bed and vital healthcare for 10 homeless people

£1000

could help to pay for a deposit for a client moving on from a hostel to independent living



## 1 Pick an activity

The first step is to select a fundraising idea. You can use our A-Z but if you're still stuck for inspiration, do something you love! Think about what you enjoy, what you're good at and what you're passionate about.



## 2 Date

How much time do you need to organise your event? Keep this in mind when fixing a date. Think about hooking your event onto a special day like Halloween or Valentines.



## 3 Place

What setting will work well for your event? Would a table outside the church suit your purpose or do you need something bigger like a hall? Could an outdoor space work? Do you need permission? Consider number of attendees, facilities you may need (chairs/PA system), accessibility and price.



## 4 Get a team together

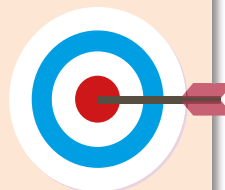
Get the help of friends, colleagues and family. Fundraising in a team is better for a lots of reasons. Not only do people tend to raise more (10% to be exact) but it's more fun. You can delegate tasks and you'll all bring different skills, interests and networks to the table.



# Steps to fundraising success

## 5 Set a fundraising target

Online giving pages with a target raise 46% more – so it's worthwhile having a goal! Even if you're not fundraising online, set yourself a target and shout about it.. It will give people a reason to be generous – and also, keep you focused. We recommend JustGiving.



## 6 Get online

The internet can be a tremendous help to your fundraiser. Use a JustGiving page to make your fundraising cashless, Facebook to promote your fundraising activity and Instagram to post pictures after the event (20% of donations come in after an event has taken place!).



## 7 St Mungo's goodies

We can send you free St Mungo's goodies and information to help with your event – t-shirts, collection tins and buckets, leaflets and posters, decorations and stationery. Email [fundraise@mungos.org](mailto:fundraise@mungos.org) to get yours!



## 8 Make it personal

Why are you fundraising for St Mungo's? Why does homelessness get you fired up? Share your passion with your supporters online and in person. People will give more if they know why you care. You'll also help raise awareness of St Mungo's work.



## 9 Company giving

An increasing number of companies offer matched funding for staff fundraising. Ask your boss or HR department to see if there's a scheme in your workplace.



## 10 Gift Aid

All UK taxpayers can Gift Aid their donation which means an extra 25% for us at no cost to them. Online platforms automatically prompt your donors – we can send you a Gift Aid form for cash donors.



A



## Art

Do you draw, make jewellery, paint, take photos? Find a local fairs and sell your creations for donations. Or, sell them online.

# A-Z of fundraising ideas

Ready to get stuck in and choose a fundraising activity? Find some inspiration in our A-Z of fundraising ideas below. If you want any help or information on how to get started with an idea, contact the fundraising team.

J



## Junk

Sell your pre-loved goods as a jumble sale or on eBay and donate what you make to St Mungo's.

B



## Bake sale

Tried and tested favourite that will work at school, in work or anywhere in the community. Give it a **Bake-Off style competitive edge**.

D



## Dress

Could you organize a **non-uniform day at school?** A dress down day at work? What about a fancy dress party? Or even wear orange for St Mungo's for the day.

F



## Fete

**Great for schools and churches**, invite local creatives and foodies to sell their wares and book a band to entertain. Charge a donation for entry.

H



## Hot weather

**Summer brings lots of fundraising opportunities** – BBQs, sports tournaments, family days. Heat waves and dehydration are a huge danger for people who are sleeping rough.

K



## Knock-out tournaments

**Football? Hockey? Netball?** You don't need to be good - you just need to be willing!

C



## Collections

We can provide you with **collection tins and buckets** for you to collect at work, at your local station or at a party or event. Contact the Fundraising team for advice on permits.

E



## Eating

Invite friends to **Come Dine with Me** and ask them to donate the cost of a meal out. Or try an International Lunch – a buffet of worldwide cuisines.

G



## Gaming

Host a **video game tournament** or join our Game Changers challenge. Alternatively, host a board games night.

I



## International Days

From **International Women's Day** to **World Chocolate Day** – there are themed days all year-round to build your event around.

L



## Lent

**Give up a home comfort** to help us support people away from the street.

M

## Music



Organise a concert, festival or gig night to celebrate the talent in your local community.

P

## Pets



St Mungo's is one of the only charities to allow clients to bring pets into accommodation. So, celebrate this by **pet-sitting** for donations or organise a **community dog walk**.

S

## Skills



Our Recovery Colleges are funded entirely by voluntary donations. **Ask talented friends to volunteer – or teach – their skills for donations.**

V

## Vegan



**Committed carnivore?** Go meat free for a month to raise money.



N

## Night



It can be difficult to sleep when you're on the street. Do something that sees you **fundraising throughout the night**, like a sponsored walk.

Q

## Quiz



**Organise your own from scratch.** Or, if you're short on spare time, approach your local and ask for the jackpot one week to be donated to St Mungo's.

T

## Tea Party



Loneliness is a harsh reality of sleeping on the street. **Get together with friends for a brew** and a catch up to raise money for our work.

W

## World Homelessness Day



Build your event around **WHD on 10 October.**

Y

## Yes!



Get sponsored to say **yes** to **everything** (as long as it's safe!) for a day. Post your progress online for donations and laughs.

O

## Occasions



On your next **special occasion** why not ask for donations to St Mungo's instead of gifts? Weddings, birthdays, anniversaries and Christmas are all an opportunity for celebration giving.

R

## Raffle



A standalone fundraiser or tag onto any of the above events. **Use your network** for prizes and write to local businesses to ask for donations.

U

## University RAG



Are you a student or know someone who is? Nominate St Mungo's for the official **RAG charity of the year.**

X

## It's Xmas!!



Festive movies, gift wrapping, carol singing, Christmas buffet, handicrafts – **so many fundraising possibilities!**

Z

## Zumbathon



**How long could you keep up your salsa game?** Run a last person standing zumbathon or organise a 24-hour challenge.

# ONLINE FUNDRAISING TIPS

Setting up an online giving page makes your fundraising cash-free – so you don't have to count coins at the end. Fundraising pages allow friends and family to donate to your activity from anywhere in the world and they're a great tool for promoting your challenge or activity on social media.

## JustGiving

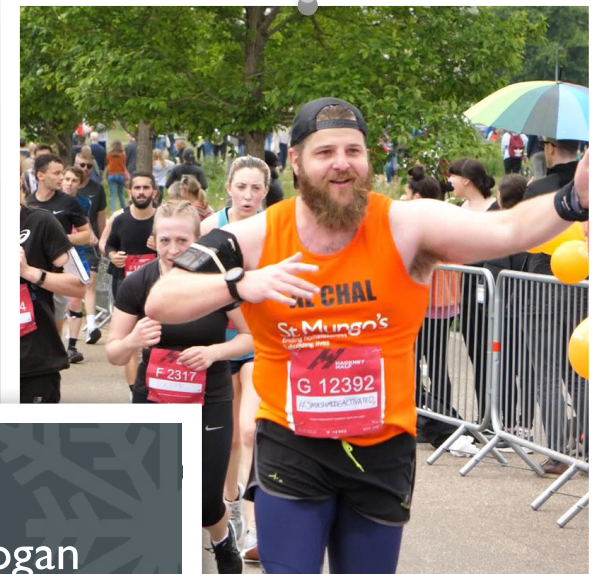
Our recommended online fundraising platform is [JustGiving](#). They do not charge a fee on donations, which means more money comes to St Mungo's.

On [JustGiving](#) you just need to follow the link to 'Start Fundraising' and the website will give you the option to link a specific event with St Mungo's, or choose to create your own. Make sure you personalise your page by adding photos and explaining why you are passionate about ending homelessness – this will boost engagement and donations. Here are JustGiving's [Top 10 fundraising tips](#).

## Virgin Money Giving

The Virgin Money Giving platform is also free. An added bonus of VMG is their #DeclutterAndDonate partnership with [Ziffit](#). Your fundraising page will come with a Ziffit link and your supporters can use this to donate their unwanted goods, like books and DVDs. All money raised goes to your page total.

Here are some simple steps from Virgin Money Giving on how to [set up a fundraising page](#).



“ St Mungo's slogan is rebuilding lives, and I am one of those people who have.

Naz, client at St Mungo's





# COLLECTIONS

Collections are a popular and easy way to raise money for St Mungo's. You can do them at events, at work or in your community.

Depending on the location of your collection, you may need a license from your local council or police. Contact us before you start planning and we can help you.

We can send you collection buckets and tins but you'll need to send them back afterwards. Email the team to get yours.

We are unable to collect cash from you, so please make sure you're able to pay money raised into the bank.

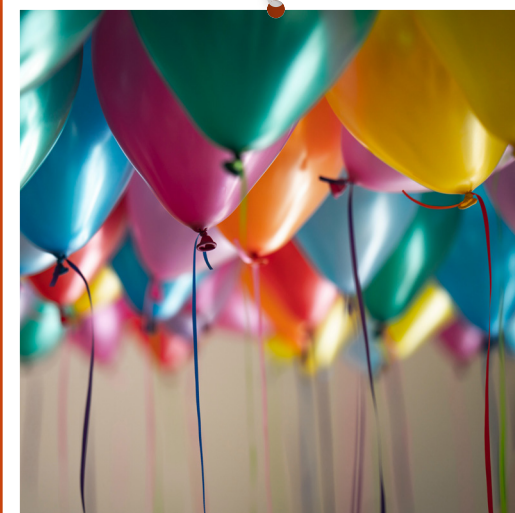
## Virtual collections

Prefer to stay indoors? You can raise money from the comfort of home with a St Mungo's virtual collection. Set up an online giving page with JustGiving, promote to friends, family and colleagues and watch your virtual tin fill up.

[Get started.](#)

“ We had so much fun collecting for St Mungo's and it is amazing how generous people are at Christmas

St Mungo's volunteers  
Cerys, Harriet & Martha



## Celebration fundraising

Birthdays, weddings, anniversaries, Christmas and other special days are a fun and easy way to raise money for St Mungo's.

Simply set up an online giving page with [JustGiving](#) or Facebook and ask friends and family to donate to St Mungo's instead of buying you a gift. [Get started.](#)



# CLIENT INVOLVEMENT

Our clients are at the heart of what we do – including our challenge events! Every year, we have people who are recovering from homelessness run half marathons, do abseils and climb mountains with us.

Getting involved in a challenge event is a great opportunity for a client to have a goal to aim for. Completing it also gives a huge sense of achievement, which is important as people recover from homelessness.

This gives our supporters a fantastic opportunity to run, cycle, swim or abseil in solidarity with those who have experienced homelessness.

## Simon's story

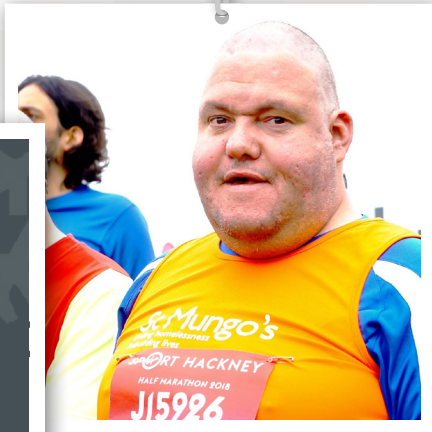
Just a few months before signing up for the Hackney Half, **Simon** was homeless. Training for the race gave him something to focus on during his recovery, and helped him to maintain the motivation he needed to leave homelessness behind him. For Simon, taking part in a race was so much more than a physical challenge. It is an opportunity to regain self-confidence, which is so often damaged by homelessness.

***"It was a really great atmosphere and I am proud to have done it."***

Simon, St Mungo's client

“ St Mungo's helped me to focus on the things I enjoy like running. Now I want to give something back.

Craig Chapman,  
St Mungo's client



## Craig's story

**Craig** slept rough for 25 years, causing severe physical and mental health issues. He has used a walking stick for most of his life and has lost all feeling in his toes.

He received mental health support from St Mungo's and was encouraged to take up running. He is now an active member of the community volunteering and fundraising teams.



# PAYING IN YOUR FUNDRAISING



After your event, you can pay in your fundraising using any of the following methods:

## Online:

You can pay in fundraising on the [donate page](#) of our website. Please remember to leave a reference e.g. your name or organisation.

## BACS transfer:

Account Name: St Mungo's  
Sort code: 40-02-07  
Account no: 11263145

Please let us know the date and amount of the donation before or just after you make it, so we know it's from you.

## Cheque:

Please make all cheques payable to 'St Mungo's' and post it to: Supporter Care, St Mungo's, 3 Thomas More Square, London, E1W 1YW

## JustGiving and other platforms:

Every penny raised on platforms such as JustGiving is automatically transferred to St Mungo's on a weekly basis – so you don't need to do anything.



# GET IN TOUCH

Ready to get going? We're here to help. Contact the Fundraising team and we can answer questions, give practical advice and send out fundraising merchandise.

Get in touch using the contact details below:

If you're organising a fundraising activity:  
[Fundraise@mungos.org](mailto:Fundraise@mungos.org) / 020 3856 6437

If you're taking on one of our challenge events: [Events@mungos.org](mailto:Events@mungos.org) / 020 3856 6230