



Be a STAR  
this Christmas...

...fundraise for  
The Salvation Army and transform lives



Christmas  
Appeal 2022

# Be a STAR

Help us provide friendship and practical support to families facing crisis this Christmas. No one cares for families like The Salvation Army.

We are all aware of the Cost of Living Crisis and how this will affect us in the coming months. For some this will mean slightly higher food bills and being careful to turn lights off when leaving rooms, but many families across the country are facing the heart-breaking choice between heating and eating.

For these families, Christmas this year will look very different. And that's where you can help...

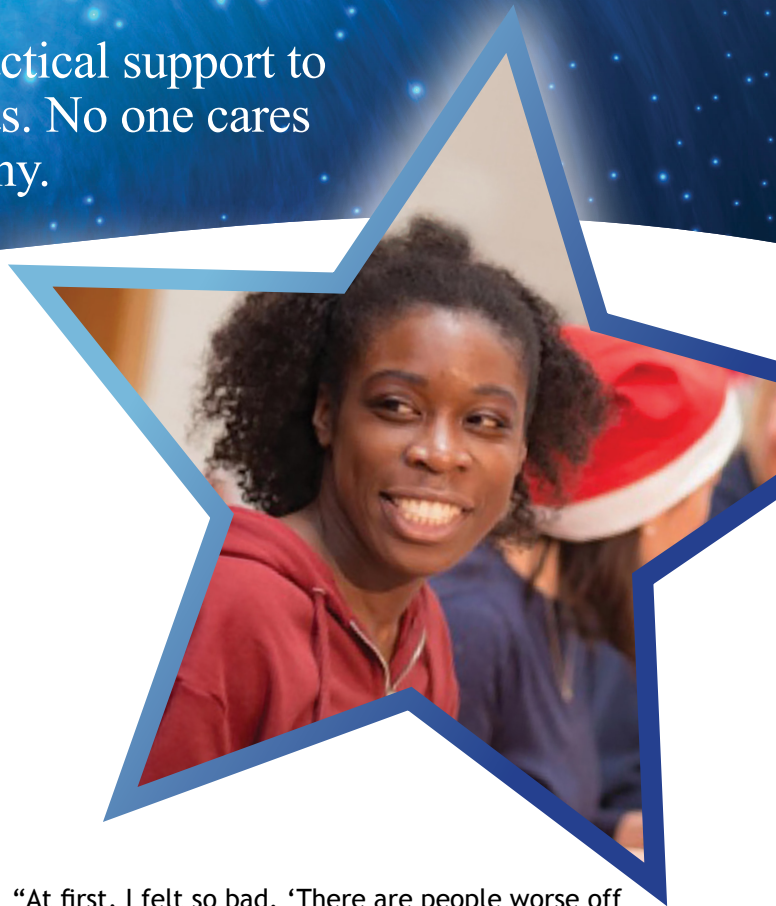
The money you raise by being a fundraising Star will be put to good use. Whether this is for families facing crisis, someone experiencing homelessness or addiction or rescued from human trafficking, it will give people the kind of 'hands up' that William Booth talked about in the earliest days of The Salvation Army. And in the hands of our dedicated officers, staff and volunteers, it will change a great many lives for the better.

## This is Emma's story.

Emma was an active member of her local Salvation Army church and had been involved in organising Christmas fundraising activities for years. One year, she held a coffee morning at her workplace and collected for The Salvation Army's Christmas Appeal.

Due to a rapid change in circumstance, Emma found herself as the main carer for her two children, fleeing an abusive marriage and saddled with debt. All with Christmas fast approaching.

"I never asked for help but my friends at The Salvation Army could see I was struggling, so they organised for me to get a Christmas hamper."



"At first, I felt so bad. 'There are people worse off than me,' I thought. But the truth was the stress of wanting to make Christmas special for the kids was making everything worse. So, I swallowed my pride and let my friends help me. And that stress was taken out of my hands. It was a massive burden off my shoulders - saying I needed help."

"What's extra special is the thought that goes into the hampers. It's not just chucked together. They check how old the children are. My daughter got a doll, and my son got a remote-control helicopter. This as well as smaller stocking fillers and a food hamper, meant we could have a nice family meal together and enjoy some treats."

"The thing is - you might need that help one day. You never know what's round the corner. I went from supporting the appeal one day to needing help the other. Life is really tough."

**"But I always find there's a positive - my family might not have a lot of money now and we might not know what this Christmas will bring, but we are happy, and it makes my Christmas knowing we have good people around us. With The Salvation Army you've always got a friend, so I know it'll be OK."**

"No matter what happens in life there are always helpers. I want to make sure I'm a helper. I want to teach my children to be helpers too. And when we're back on our feet, we will be giving back."

# Here's how your money can help



## The difference you could make:

The money you **raise or donate** by being a Fundraising Star will give people the kind of 'hands up' that William Booth talked about in the earliest days of The Salvation Army.



Could help provide a box of groceries and modest gifts, so that families who are struggling in poverty can share a basic Christmas meal together.

£19



Could help keep our food banks replenished from wholesalers and local sources.

£50



Could provide a Christmas dinner and the promise of companionship for 50 lonely older people.

£112



Could enable all the residents of a safe house to go out for Christmas dinner and a show, making a memory which will last a life time.

£800

# Our STAR Fundraising Ideas



Whatever you do really will help transform lives. So here are a few of our favourite ideas to get you started!

 Hold a Christmas Coffee Morning

 Wear something Christmassy to work

 Have a Star Tree\*

 Ask for donations instead of Christmas Presents

 Complete a sponsored run

 Take on a sponsored cycle either by yourself or with your family

 Hold a Christmas lights competition on your street and ask for donations from passers-by

## Tell Us More!

Let us know what your plans are as we would love to hear about them! Just fill out this [short form](#) and we'll be in touch. We have an enthusiastic and dedicated team at The Salvation Army ready to support you with ideas, fundraising materials - or for a pre-event pep talk. We'd also love to see any pictures and hear about your awesome fundraising stories- you could even be featured on the Salvation Army website, social media or in our publications!

£200

Could provide baby clothes and equipment for a child born to a mother being supported in a safe house.

\*Write a message of hope this Christmas for someone or a note in memory of a loved one, on one of our star tree tags, make a donation to the Salvation Army, then hang your tag on our Christmas tree.



# Our STAR Fundraising Ideas



## Don't Send Me a Card

Send your loved ones Christmas cheer, donate what you have saved on physical cards and postage to The Salvation Army, and save the planet at the same time!

[View our full range of Christmas cards here.](#)

It's so simple to send your e-cards:

- 1 Choose your card
- 2 Donate however much you would like
- 3 Schedule your e-card to send to up to 100 recipients on any day that you would like (yes, even Christmas Day!)



# Our STAR Fundraising Tips



## Set up an online fundraising page

### It's the easiest and fastest way of getting your fundraising to us!

Creating an online fundraising page is a quick and easy way to collect donations and let your friends and family know all about your fundraising event or personal challenge.

Set up your **Be A Star Justgiving** page.

## JustGiving™

If you need any help with setting this up, please get in touch.

Or pay in your donations directly to our website.

### Top tips for getting the most out of your page:

1. **Upload a photo:** Add more as you progress along your fundraising journey.
2. **Set a target of how much you want to raise:** Motivate both yourself and your supporters.
3. **Tell donors the impact their money will have:** You could use some of the examples in this pack.
4. **Tell your story:** Let your supporters know why you are fundraising and why you have chosen to support The Salvation Army.
5. **Email your contacts:** Ask people who are likely to be most generous first, as it will set the benchmark for the rest! Don't be afraid to send a follow-up email later on.
6. **Go social:** Like it, tweet it and instagram it! Post about what you are doing on Facebook - and include a link to your page. If you are doing something physical you could use JustGiving's Strava integration to track and share your fitness activities; if you are holding a performance or doing something like a headshave, then consider live streaming on Facebook or Instagram. Tweet your page - and ask your followers to retweet. Don't forget to use **#TeamSallyArmy #BeAStar #SallyArmyStar**.  
**Twitter:** [@salvationarmyuk](#)  
**Facebook:** [/TheSalvationArmyEvents](#)  
**Instagram:** [@salvationarmyuk](#)
7. **Put the link to your page in your email signatures:** you could use one of JustGiving's 'sponsor me' badges.
8. **Contact your local press:** Tell them what you are doing and ask them if they could promote your page.
9. **Thank your supporters:** Let them know what their support has meant to you and what a difference it will make to the lives of people in need.

£60

Buy 50 Emergency Foil blankets which we can use to support people displaced by fire, flood or major incident.

# Our STAR Fundraising Tips

## Collect Gift Aid

Gift Aid is a simple and effective way of boosting the total amount of money you raise. For every £1 you raise in donations and sponsorship, The Salvation Army will get an extra 25p, at no extra cost to you or your sponsors.

In order for us to claim Gift Aid your sponsor must be a UK tax payer. For online donations, your sponsors will be asked to fill in their details automatically. However for offline donations, make sure that every individual sponsor fills in their full name, home address and postcode and puts a tick in the Gift Aid box on your sponsorship form. That's all there is to it!

## Ask about Matched Giving

Some employers operate a matched giving scheme where they will match what any employee raises £ for £ or up to an agreed amount. Find out whether yours does.

## Keep it legal

Charity fundraising is regulated by law so please be aware of the rules. When you are fundraising for The Salvation Army, please state that you are acting "in aid of" The Salvation Army. This just means that you are independent of The Salvation Army. Please also make sure that your fundraising materials and posters include the line: In aid of The Salvation Army: Registered Charity No. 214779, Scotland SC009359 and Republic of Ireland: Registered Charity No. CHY6399. Please read our [Fundraising Terms and Conditions](#) [here](#).

## Let us help you

If you need us, we're here!

If you need any support, please call us on: **0207 367 4819**  
or email us at [challenge@salvationarmy.org.uk](mailto:challenge@salvationarmy.org.uk)

£114

could meet the cost of an officer for 3 days so they can distribute meals and provide support for vulnerable people

Thank you for changing lives this Christmas.



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The Salvation Army, UK Territory with the Republic of Ireland, 101 Newington Causeway, London, SE1 6BN  
T: 0207 367 4819 E: [challenge@salvationarmy.org.uk](mailto:challenge@salvationarmy.org.uk) W: [www.salvationarmy.org.uk](http://www.salvationarmy.org.uk)  
Registered Charity No. 214779, and in Scotland SC009359. Social Trust: Registered Charity No. 215174,  
and in Scotland SC037691. Republic of Ireland: Registered Charity No. CHY6399



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