

YOUR COMPLETE GUIDE TO FUNDRAISING

LET'S FUEL A FORCE FOR
CHANGE TOGETHER



#TeamSallyArmy
salvationarmy.org.uk



LET'S FUEL A FORCE FOR CHANGE TOGETHER



WHO WE ARE

Few people know the full extent of our work across the UK and across the world. By fundraising for us, you are driving a real force for good in today's world and what you raise will transform lives!

The Salvation Army has been working tirelessly in its mission to provide practical help and support for some of the UK's most isolated and marginalised people. Whether it is enabling homeless people to forge a new life, or helping people to break free from addictions, or supporting the survivors of modern slavery, we are there for people that often no one else will support. As well as our national services for homeless people and older people, one of our greatest strengths is that our local officers, staff and volunteers can respond to the needs of their own communities in varied and imaginative ways.

We passionately believe that no one is beyond hope. So very often, through our care, support, practical help and the time we freely give, people find the strength and skills to flourish. Above all, we are a friend to people who have nowhere else to turn, offering love and hope in place of despair.

The variety of services we provide to people in need is vast. Here are just some of the life-changing services that you will be supporting:

- » Every night, we help over 3,000 homeless people in our 'Lifehouse' centres, not only providing somewhere for them to live, but starting them on the road to a new and better life.
- » We run over 600 local centres across the UK, which are there to meet local needs, whether it is lunch clubs for lonely older people, or pre-school breakfast clubs and homework clubs for children.
- » We serve millions of nutritious meals at our community and residential centres every year, providing companionship, company and support.
- » We provide a loving home for over 480 older people at our 12 care homes.
- » Our varied children's and youth clubs are attended by thousands of young people every week.
- » Every day, we re-unite lost loved ones through our Family Tracing Service.
- » We have over 18 emergency vehicles which respond on average to incidents, including fires and floods. Our emergency teams provide much needed practical support and refreshment for victims and their rescuers.
- » We provide chaplaincy services, reaching out and providing hope to prisoners in prisons.
- » We provide safe refuge for victims of violence and abuse and support for families who are struggling.
- » We provide practical and emotional support to survivors of human trafficking.
- » We provide help and rehabilitation for people with drug and alcohol addictions.





HADIZA'S STORY

Hadiza was sold by a man who befriended her family and said that he could get her a good job in Europe working as a waitress or nanny. Before leaving Nigeria, Hadiza was taken to a JuJu ceremony to bind her to her trafficker.

When they arrived in Germany he became instantly aggressive and told her that she would have to work as a prostitute to pay back travel costs. Hadiza was devastated. He threatened to hurt and humiliate her family. When brought to the UK, her exploitation continued. She was even drugged, regaining consciousness only to find two men raping her.

One day she miraculously escaped. Frightened and vulnerable, Hadiza was helped to a police station where staff and solicitors referred her to The Salvation Army.

At a safehouse she received much-needed counselling and legal support and was granted refugee status. Staff also helped her find somewhere to live and opportunities for training. By the time Hadiza left the safehouse they had witnessed a remarkable transformation in her manner and attitude to life. She started to smile and laugh, took pleasure in life and looked forward to making the most of the opportunities she had been given.

Hadiza is now living independently and studying; she recently went on an apprenticeship scheme for a major UK supermarket group. She feels much more positive about life and is keen to help other people understand that without the support she's received, she cannot imagine how she would have survived to start rebuilding her life.

KEVIN'S STORY

Kevin - who was suffering from homelessness and addiction - sought our support.

He says that at our Lifehouse (we don't use the term hostel, our Lifehouses are much more than a bed for the night) he 'was always treated like a human being'.

'Other services were cold and heartless'. He also praised our work as without 'The Salvation Army [he] would still be in the mess [he] was in'.

JENNY'S STORY

Jenny was just 17 when she was trafficked by a gang of men who illegally traded her as a child sex slave.

She was treated horrifically and her body became her only source of currency – the only 'payment' she ever occasionally received was cigarettes and drugs.

Her abusers were so cruel that one time they doused her with petrol and attempted to set her on fire before the police intercepted and referred her to us.

Two of our selfless volunteers drove her several hundred miles away from her abusers and cared for her in one of our safe houses. We helped her overcome the drug addiction her abusers had fuelled and helped alter the toxic mind-set she had been forced to develop.

No longer did a shower or a cup of tea require a sexual payment. Now Jenny is free and thriving and can finally enjoy her life.

'I now wake up feeling free – and I appreciate that more than anyone can imagine'.

HERE'S HOW YOUR MONEY CAN HELP

The money you raise from your event or challenge will be put to good use to help run services for people in need. 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.

£9

Will help to provide support and advice for a homeless person in one of our centres.

£15

Will help to pay for a food parcel to feed a family in desperate need for three days.

£25

Will help to provide emergency practical support for a family in crisis.

£29

Will help to pay towards the cost of an officer to run a Salvation Army centre for a day – to keep the door open for vulnerable people.

£50

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

£60

Will help to cover the cost of running three weekly parent-and-toddler groups.

£100

Will help to keep our safe and supportive community centres open all year round, for children and families who are struggling to cope.

£114

Will help to meet the cost of an officer for 3 days so they can distribute meals and provide support for vulnerable people.

£150

Will help our Family Tracing Service put someone in touch with a missing relative.

£200

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

£800

Will help to 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.

£1500

Will help to fund 10 survivors of trafficking on a baking and cooking skills course.

£2000

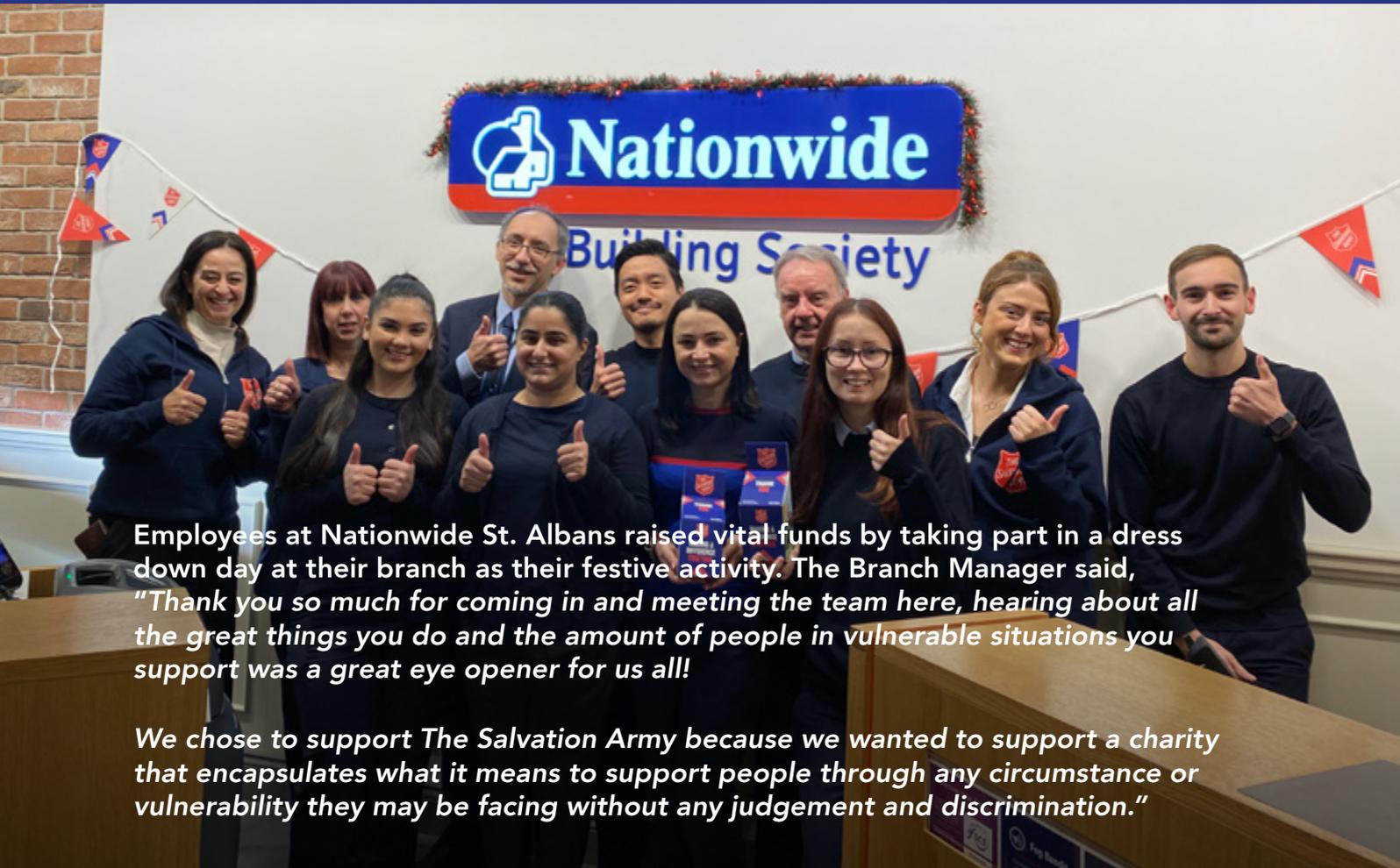
Will help to pay a substance misuse specialist worker to support a victim whose traffickers have used drugs and alcohol to keep the victim entrapped.

£5000

Will help to set up a supported programme for survivors who have left a safe house.



FUNDRAISING IDEAS



Employees at Nationwide St. Albans raised vital funds by taking part in a dress down day at their branch as their festive activity. The Branch Manager said, "Thank you so much for coming in and meeting the team here, hearing about all the great things you do and the amount of people in vulnerable situations you support was a great eye opener for us all!"

We chose to support The Salvation Army because we wanted to support a charity that encapsulates what it means to support people through any circumstance or vulnerability they may be facing without any judgement and discrimination."

FITNESS:

- » Take part in an organised sporting event – go to the [fundraising page](#) on our website to see which events we have places in
- » Run your own distance, in your own time in our [Response Run](#)

SOCIAL:

- » Host a **Quiz Night** – download our awesome [Big Salvation Army Quiz Pack](#)
- » **Book club** evening – download our suggested [reading list](#), charge a fee for each person taking part
- » Hold a **Party** – ask for donations in advance
- » Show off your cake-making skills at a **Bake Sale, Tea Party** or **Coffee Morning**
- » Hold a **Movie/ Murder Mystery Night**
- » Have a **Dressdown Day** at work
- » Organise a **Treasure Hunt**

SUSTAINABLE:

- » Sell unwanted presents or items you no longer need either online or at a car boot sale
- » Send E-cards at [TSA DSMAC page](#)

PERFORMANCE:

- » Put on a show – and consider streaming it on Facebook Live. Charge for tickets and/or ask people to put in requests or a comment on your JustGiving page.

OFFER YOUR SKILLS:

- » Good at gardening/ ironing/ DIY? Offer to help your friends in exchange for donations



GIVE SOMETHING UP:

- » Wash your car instead of taking it to the carwash or **make a packed lunch** – and donate what you would have spent to The Salvation Army
- » Set up a [Facebook Fundraiser](#) and collect donations instead of birthday/wedding/Christmas presents
- » **Kick a Habit** – for example eating chocolate, and get yourself sponsored to do so
- » Give up your bed for the night and have a **Sleepout** in your garden/ on your balcony

DO SOMETHING DARING:

- » Shave your hair off or give yourself a home haircut – and don't forget to take a before and after photo!
- » Climb/Cycle/Row/Swim the equivalent of Snowdon/ Land's End to John O'Groats/ the Channel – or a distance of your choice!
- » Do a [skydive!](#)

£15

Will help to pay for a food parcel to feed a family in desperate need for three days.

YOUR FUNDRAISING STORIES



Simon and his work colleagues chose to do a 50 mile coastal hike and raised **£2000**

Simon said:

'Each year we have a silly challenge, and one member of the party gets to choose which charity we will support. This year David Jessup chose The Salvation Army because of the work we do with the food banks and homeless is vital.'

We've done the marathon, cycling Leeds to Liverpool, national & Yorkshire 3 peaks but never really done a major event in our beloved

Yorkshire and why not the Yorkshire coast, its beautiful! We are a Leeds based company so we want to pay something back to our local community.'

Why not be the reason for more happy endings? Fundraise to fuel an unstoppable force for change!

VIRTUAL ACTIVITIES - FITNESS

24 hours a day 7 days a week
The Salvation Army are on the
frontline responding in times of crisis
and helping those that need it most.
Support our response, help us carry
out our work on the frontline.

THE RESPONSE RUN

Become a **#SallyArmyStrider** by taking on a
virtual run for The Salvation Army.

You pick the challenge, time and distance
to run - be it 5K, 10K, a half marathon. Raise
funds to support our work helping those most
vulnerable.

[SIGN UP HERE](#)

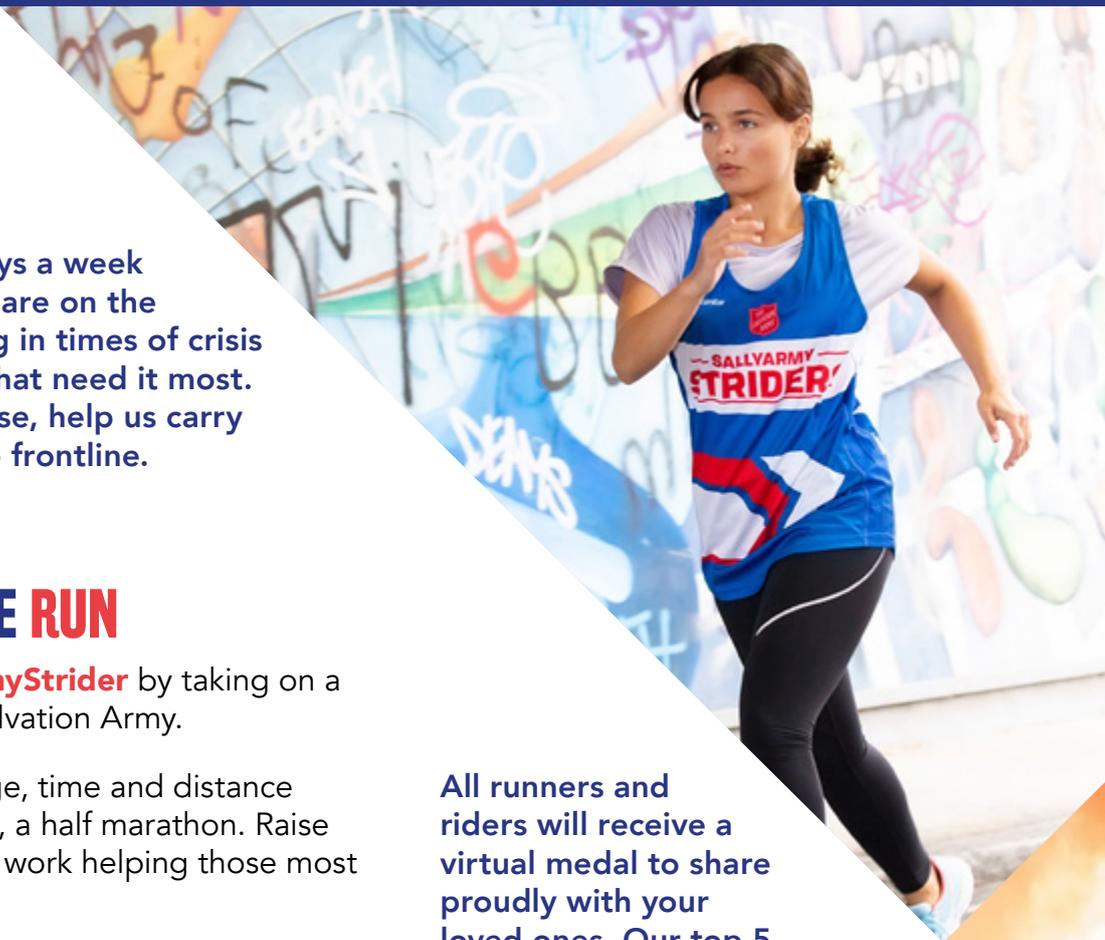
THE RESPONSE CYCLE

Become a **#SallyArmyRider** by taking on our
exciting virtual cycle!

Your challenge, your rules. Simply choose
your distance, cycle – 50 miles, 100 miles, 300
miles over a weekend or something else. Use
your pedal power to be a force for good.

[SIGN UP HERE](#)

All runners and
riders will receive a
virtual medal to share
proudly with your
loved ones. Our top 5
fundraisers will receive
a #TeamSallyArmy
T-shirt.



VIRTUAL ACTIVITIES - FUN



THE SALLY ARMY SHEAR-OFF

Are your partner's locks getting too wild? Does your pet need a trim? Set a date to give yourself (or your pet!) a home haircut or maybe even shave everything off!

Livestream your haircut on your chosen social platform or take a before and after photo and add this to your JustGiving page and social media and invite people to sponsor you.



We want to see all the great haircuts so don't forget to **#SallyArmyShearOff**

THE BIG SALVATION ARMY QUIZ

Pit your wits and knowledge against your friends and family in our fun quiz whilst raising vital funds for The Salvation Army.

Just download our Big Salvation Quiz pack below and set up a JustGiving page encouraging everyone to make a donation to take part.



Download
THE BIG SALVATION QUIZ



Wanna pedal away poverty?!
That's exactly what our incredible fundraiser Peter did!

He embarked on a two-wheeled challenge from Carcassonne to Nice – with every push he enabled us to give so many who needed it a hand up.

Not only did his courageous act help people he'd never met, he said the experience was beneficial for himself:

“So much of the news we receive is negative, sad and depressing, but doing this changed the news I was receiving. It made my world full of optimism.”

£200

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

Follow in his lead, do something amazing and help transform lives!

OUR FUNDRAISING TOP 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 JustGiving page at [here](#). If you need any help with setting this up, please get in touch. **JustGiving™**

TOP TIPS FOR GETTING THE MOST OUT OF YOUR PAGE:

1. Upload a photo – and add more as you progress along your fundraising journey
2. Set a target to motivate both yourself and your supporters
3. Tell donors the impact their money will have – e.g. 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– and ask people who are likely to be most generous first, as it will set the benchmark for the rest! And don't be afraid to send a follow-up email later on.
6. 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 streaming this on Facebook Live.
7. Tweet your page – and ask your followers to retweet. Don't forget to use **#TeamSallyArmy!**
8. Put the link to your page in your email signatures or use one of JustGiving's 'sponsor me' badges.
9. Thank your supporters and let them know what their support has meant to you and what a difference it will make to your charity.
10. Contact your local press – tell them what you are doing and ask them if they could promote your page.



RAISING MONEY IN MEMORY OF A LOVED ONE:

If you would like to dedicate your fundraising in memory of or in tribute to someone, you can set up a special page on **JustGiving** at [here](#).

We can also provide frames for social media, and posters/ invites to highlight your special person.

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!

MATCHED GIVING

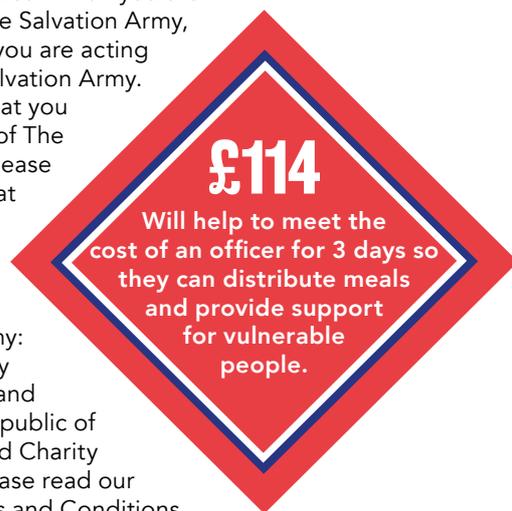
Some employers operate a matched giving scheme where they will match what any employee raises £ for £ or up to an agreed amount. Find out whether yours does.



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](#).



TELL US MORE!

Let us know what your plans are as we would love to hear about them! Just fill out [this 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 with a pre-event pep talk.

LET US HELP YOU

If you need us, we're here! Please don't hesitate to call us on: **0207 367 4819** or email us at challenge@salvationarmy.org.uk



GET ORGANISED AND GET STARTED!

Planning, preparation and having fun is the key to fundraising success! Start by thinking who you know, what you enjoy doing and who can help you. Break your ideas down into chunks and make a plan.

Here are a few tips and suggestions to help you:

LOCATION, LOCATION, LOCATION!

Think carefully about the type of space and environment you'll need for your event. How many people do you expect to take part? Where would the best place to hold it be? It could be at work, at school, your local community centre, church hall, park, sports centre or in your own home. Remember to secure your date in plenty of time and don't forget to mention that you are raising money for charity – you may get a discount or even be offered the venue for free.

GIVE YOURSELF ENOUGH TIME!

Make sure you allow enough time to organise your event before you set and announce your date. Weekends are often best because people are more likely to be free to join in. If you're fundraising at your workplace, it's a good idea to choose a Friday when most people are feeling more enthusiastic and generous! Check that your date doesn't clash with other major local events or significant sporting events such as the World Cup – unless your event is based around it.

SET A REALISTIC EXPENDITURE BUDGET

When you start planning your event, try to work to a set budget. Remember to include all the costs you are likely to incur such as venue hire, equipment hire, printing, publicity, prizes etc. Once you've worked out your costs, try to reduce them as much as possible by borrowing equipment and asking local businesses to donate prizes. Businesses will often be happy to support you when you offer to include their logo in your promotional leaflets etc.

SET YOURSELF A FUNDRAISING TARGET

How will you achieve this? Ticket sales? Sponsorship? Auction? Bucket collection?

GO SOCIAL

like it, tweet it and blog it. Once you've organised your event, make sure you shout about it through Facebook and Twitter, you could even write a blog about what you're getting up to! Going to your local press is also a great way of spreading the word further – it may even encourage others to get involved!

 @salvationarmyuk

 /salvationarmyuk

 #TeamSallyArmy

THANK EVERYONE INVOLVED

in making the activity a success, and tell them how much was raised

TELL US ABOUT IT

We love to keep in touch and hear how you are getting on – please let us know what your plans are by filling out this short form [here](#) so that we can offer you support!

We also love to see any pictures and hear about your awesome fundraising stories!

Give us a call on **020 7367 4819** or email us challenge@salvationarmy.org.uk



PAYING IN YOUR DONATION

Thank you for raising funds to support our vital work with people in need. Here's how to make sure your sponsorship reaches us.

ONLINE

The simplest and easiest way to raise funds for The Salvation Army is by setting up an online JustGiving fundraising page at <https://www.justgiving.com/salvationarmy>. JustGiving pay any money you raise through their sites over to us weekly.

BANK TRANSFER

Account Name: The Salvation Army Fundraising Account

Account Number: 00178100 **Sort Code:** 60-01-73

Name of Bank: Reliance Bank Ltd **Reference:** Event Name & Surname

*When making the transfer Please use 'Event Name & Surname' as your reference and also send an email to challenge@salvationarmy.org.uk letting us know the amount and date of the payment transfer, so we can ensure it is processed correctly.

PHONE

For advice on paying your sponsor money by credit or debit card, please call the events team on **020 7367 4819**.

CHEQUE

Please make your cheque payable to The Salvation Army, ensuring your cheque is marked clearly with your name and the name of your event on the reverse. Then please send to the event team at the address below alongside your **money return form** and any **completed sponsor forms**.

Events Fundraising Team

The Salvation Army, 1 Champion Park, London, SE5 8FJ

If you would like your money to go to a certain corps, project or cause, please do get in touch with the friendly events team by emailing challenge@salvationarmy.org.uk or phoning **020 7367 4819** so this can be allocated.

THANK YOU WHOLEHEARTEDLY FOR YOUR SUPPORT



The Salvation Army is a Christian Church & registered Charity No.214779 and in Scotland SC009359; Social Trust Registered Charity No. 215174 and in Scotland SC037691; The Salvation Army Trustee Company, registered number 00259322 (England and Wales).

IMPORTANT INFORMATION

USEFUL LINKS

Send Salvation Army eCard:

www.dontsendmeacard.com/charities/Ue9b

Set up a Salvation Army JustGiving fundraising page:

www.justgiving.com/salvationarmy

Tell us about your fundraising event:

www.salvationarmy.org.uk/other-ways-fundraise/tell-us-about-your-event

Raise money in memory of a loved one:

www.justgiving.com/salvationarmy

The Salvation Army terms and conditions: www.salvationarmy.org.uk/terms-use



**A BIG THANK YOU FROM THE SALVATION ARMY
THE COMMUNITY AND EVENTS FUNDRAISING TEAM**

**THANKS ONCE AGAIN FOR
CHOOSING TO SUPPORT US**

**YOU CAN MAKE THE DIFFERENCE
BETWEEN SOMEONE SURVIVING
AND THRIVING!**



The Salvation Army, UK Territory with the Republic of Ireland,
The Community & Events Fundraising Unit, 1 Champion Park, London SE5 8FJ

Telephone: 020 7367 4819

Email: challenge@salvationarmy.org.uk

Website: www.salvationarmy.org.uk

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and in Scotland SC037691; Republic of Ireland: Registered Charity No. CHY6399

