Eggs-tra BIG difference

Easter fundraising kit

Let your light shine (Matthew 5:16)

A new beginning starts with you!

Easter is a season of hope and fresh starts. Across the UK, many people face homelessness, isolation, and crisis; but with the right support, change is possible.

This Easter, you can help someone take their first step towards a new beginning.

By fundraising, communities, schools, churches, and businesses can help restore hope, rebuild lives, and provide practical support to people in hardship. Your efforts help people regain confidence, rediscover purpose and move forward with hope.

Matthew's story

After arriving in the UK as a child, Matthew faced severe bullying, violence and the loss of his mother. Grief and instability led to homelessness.

In 2020, he found safety and support at The Salvation Army's Malachi Place Lifehouse in Ilford. There, he rebuilt his confidence, returned to education and is now preparing to graduate from university!

Many more people still need that first step towards hope. Your fundraising can make it possible.

> **"They helped me rebuild my life and feel hopeful again."** Matthew

Why fundraise?

Your support helps provide:

- Safe accommodation for people experiencing homelessness
- Emergency food, clothing and essentials
- Community services that reduce isolation
- Emotional, spiritual and practical support for long-term change

You help ensure The Salvation Army can offer both immediate relief and a pathway to a better future.

Get involved in our Easter Appeal 2026!

- Sign up for your fundraising pack
- Choose an activity! An easter egg hunt, a challenge, bake sale or collection
- Set up and share your fundraising page
- Celebrate the lives you've helped change
- Whatever you raise helps someone move from crisis to confidence.
- Sign up today and help make this Easter a season of transformation and new life.

Easter fundraising ideas for...

Simple ways to make a difference this Easter

Schools

- Easter egg hunt with a small entry donation
- Sponsored class challenge: steps, silence or reading
- Non-uniform day or Easter bonnet parade
- Inter-year or inter-class fundraising competition
- Easter assembly exploring themes of hope, renewal and serving others

Churches

- Easter or Good Friday collection
- Easter coffee morning or community meal
- Testimony led appeal during a service led appeal during a service
- Prayer and reflection club/group focused on new beginnings

Businesses

- Dress down Friday
- Team challenge (steps, miles, bake off)
- Match funding employee fundraising
- Sponsor a local Salvation Army project

Community groups and clubs

- Invite a Salvation Army speaker to your meeting
- Sponsored walk, run, or cycle
- Sponsored sports match, game or tournament
- Easter quiz night or games evening
- Community coffee morning or pop-up café
- Seasonal event with donations instead of tickets

Individuals

- Host a small Easter gathering and invite donations
- Create your own online fundraiser
- Run, walk, or cycle a symbolic distance

To hear the latest news from The Salvation Army, follow us on our socials using the handle **@SalvationArmyUk**

Learn more about our work at **salvationarmy.org.uk**

Registered with FUNDRAISING REGULATOR

A Christian Church and Registered Charity No. 214779, and in Scotland SC009359. The Salvation Army Territorial Headquarters, 1 Champion Park, London SE5 8FJ.