



Corporate Fundraising Pack

Thank you for choosing YMCA

Thank you for considering to support YMCA's vital work across our community. This pack is intended to give corporates information about YMCA, our work and the direct benefits that your organisation will gain by fundraising for us.

Overview of the YMCA

Our YMCA is part of a federation of 133 YMCA's across the United Kingdom. We are a locally based charity that has been at the heart of community transformation since 1852. Our focus has always been on building proactive and sustainable communities with an emphasis on inspiring young people, helping them to realise their full potential on their journey from dependence to independence.

Our Charity Aim

"To enable young people to grow to their full potential by participating in a supportive and inclusive community, through our housing, youth work, health, fitness and other programmes".

YMCA Fundraising Team



Your Event Toolkit

Planning your event

- A good starting point is to decide how much money you plan to raise.
- Choose a fundraising activity that you think you will enjoy, as this will make the whole experience more rewarding for you.
- Stick to what you know. For example, if your office is great at music, sport or art then why not hold a charity concert, basketball shoot out, football match or art exhibition.
- Is the date suitable? Check that it doesn't clash with any other events in your area or with a big national event that could take the attention away from your event i.e. Children in Need, Comic Relief or Text Santa.
- On the day have a plan of what is going to happen and who is expected to do what.
- Keep good records of your event correspondence and an accurate account of any money raised. It may be an idea for one person to make this their main job.

The venue

- Is the venue available? It is worth checking well in advance to avoid disappointment. Have a back up plan if it isn't.
- Check whether there is a hire charge and deposit required. Some venues offer discounts for charity events so make sure you mention the good cause the money will be going to.
- Is the venue suitable for the event? Is it the right size?
- Does it have the right facilities: including disability access and disabled toilets, baby changing facilities, a bar, food preparation facilities, sound system etc. If your event is being held outside you may need to consider access to the site and any arrangements should the weather be bad on the day.



Equipment

- Make sure you have a process in place for logging and accounting the funds raised.
- Remember to have a float of small change if you are selling things on the day.
- Make sure you have a safe place to keep the money until you can pay it in.
- Check whether you are covered by the venue's public liability insurance.

After the event

- You should aim to submit your money within a month of completing your fundraising event.
- Please don't send cash through the post. There are several ways to get the money to us, for details see the 'paying us the money' section
- Remember to say 'thank you' to everyone who has helped and supported you, especially if they have given up their free time.

Your Event Checklist:

Do you have a target amount? ☐

Do you know what you want to do? ☐

Is the date suitable? ☐

Have you got a plan for the day? ☐

Is someone going to take care of the money raised? ☐

Is the venue booked? ☐

Is there a process to log money raised? ☐

Is there a float available? ☐

Check you are covered by public liability. ☐



How to promote your event

Telling people about your event is vital. Here are a few ideas on how to get your message out there.

Posters and leaflets

We have included templates for posters and flyers at the end of this pack that you can display around the office, local shops and schools, maybe even your doctor's surgery? This is a great way for people to find out about your event. You can produce your own designs or use the templates that are at the end of this pack. However, if you are making your own it is important that you use our branding correctly, please see the section 'Keep it Safe and Legal'.

WWW.YMCATRINITYGROUP.ORG.UK

Word of mouth

Word of mouth is still one of the best and cheapest ways of letting people know about your event, so spread the word to friends, family, colleagues and ask them to tell everyone they know.

Local papers and radio

Local papers and radio stations are usually very keen to hear about 'human interest' stories so give them a call before your event and follow up with a press release.

They may want to interview you or someone from YMCA. If they do, please get in touch with us and we may be able to provide a spokesperson. If you have any questions or queries please don't hesitate to contact our team on 01733 373188.

Marketing and promotional templates

On our website we have made available a range of templates that you can use to help promote your event. The templates are as follows:

- Press release
- Poster
- Leaflet

Remember... we have included a template poster for you at the end of this pack!

WWW.YMCATRINITYGROUP.ORG.UK

Social media

Using social media is one of the most effective ways to get your message out there.

Facebook

- Like our official [YMCA Facebook page](#).
- Use your works page and status updates to let your community know about the event.
- Ask everyone in the office to share the event on their news feed to get the news out about the event.
- Tell people about our Facebook page and send them the link.
- Link your online fundraising page to your social media.

Twitter

- Follow us on [Twitter](#).
- 140 characters aren't a lot, so tweet little and often with regular updates about your fundraising.
- Whenever you're talking about your fundraising make sure you tag us so that we can hear what you're up to.

YouTube

- Make a video and upload it to YouTube – it could be about what you're doing and why – or even while you're doing your event.
- Make your video original, creative and short – it might even go viral.
- Upload it onto your online fundraising page so that people can see what you're doing and why.
- Post links on your Facebook page and tweet about it on Twitter.
- Make sure you tag your video with keywords like charity, fundraising and YMCA.
- Link video to Twitter, Facebook and Blog.

Instagram

- Set up an Instagram page or use your own existing one to spread the word to your community about the event.
- Don't forget to follow our Instagram page and tag us in everything you do.

Blog

- Set up a blog and update your customers about the event.
- Write regular entries of commentary, description or information about your fundraising event, whether it be your marathon training or preparation for a dinner dance.
- You can update your blog with pictures, videos and just plain text.

Getting sponsored

Setting up your own sponsorship page online is the quickest and simplest way of collecting sponsorship from people. There are a couple of options available where you are able to set up your own fundraising page and a sponsorship form, these are...



BT MyDonate

By setting up an online page you will be able to tell more people about your event and raise more money to support young people in our community. Creating a page is very simple and can be done in less than a minute. Your colleagues and customers will be able to start supporting your event with a donation straight away.

The great news about using an online sponsorship site is that the money donated via your fundraising page is sent straight to us, so you don't have the hassle of collecting all the money pledged to you. These sites also allow you to personalise your page, you can add photos and tell the world why your business has chosen to fundraise for us.

A few ideas for your fundraising page

- Ask colleagues to sponsor your event first! (People often match whatever the last sponsorship amount was)
- Regularly update your event page with news.
- Promote your fundraising page in: your internal email signature, Facebook and Twitter pages, your blog, newsletters and website. The more places you use to talk about your fundraising the more people will hear about it.
- Tell everyone you know and don't be afraid to send reminders – once people see how dedicated you are they will soon put their hands in their pockets.

Offline sponsorship form

Not everyone wants to complete a fundraising page online. If you would prefer to give forms to staff to help you collect extra donations, either download a copy from the website or give us a call on 01733 373188 and we will send hard copies to you.

You can find a printable sponsor form on our website at:

WWW.YMCATRINITYGROUP.ORG.UK

Keep it Safe, Keep it Legal

When you are fundraising for YMCA Trinity Group, you are acting “in aid of” YMCA rather than “on behalf of” or “representing” YMCA. This means you are operating independently of YMCA and what you do does not fall under control of the charity. However YMCA Trinity Group must be notified in advance of all events and activities where licences and insurance are required.

Please ensure your posters and other promotional materials include the line “In aid of YMCA Trinity Group registered charity no. 1069810”

First aid cover

For larger events you may require first aid cover. The amount of first aid cover required will depend on the size of your event. Do check with your local council for advice. First Aid providers you might like to try include; [St John Ambulance](#) or [The British Red Cross](#).

Temporary event licenses

If you are having alcohol and/or live music at your event you will need to apply for a temporary event licence, unless you are using appropriately licensed premises, e.g. a pub, restaurant, events space, etc. If you intend to serve cooked food after 11pm you will also need to apply for a licence. Please contact your local council to apply for a temporary license.

Collections

It is illegal to carry out house to house or public street collections without an appropriate licence. If you want to do a collection on private property e.g. a train station or supermarket you will need to get permission from the relevant manager. YMCA will need to see written proof in advance that you have permission to collect.

Raffles and lotteries

If you are holding a raffle and have a single prize worth more than £200, or you are selling tickets prior to the date of your event you may need a license. Please contact your local authority and look at the website www.gamblingcommission.gov.uk for further information.

Food hygiene

If you are selling food to members of the public you will need to ensure the vendor/ catering supplier is licensed. Contact your local council for food hygiene regulations and take a look at the website [here](#).

THANK YOU!

Thank you for your interest and taking the time to read this document!

We rely on voluntary donations so that we can carry out our vital work in the community. Fundraising is a great way for you to be involved in helping YMCA to do this.





A - Z of Fun Ideas

A

Arts and Crafts Fair

Put your creative talents into action and sell your works of art at a craft fair.

Art Competition

Enter our art competition for a small donation and you could get your artwork shown in our exhibition space.

Auction

Organise your own fundraising auction. Why not auction off your talents for the day or donate a percentage of funds raised through an EBay auction?

Art Exhibition

Instead of selling your art, charge your community to look at it!

B

Beat the Keeper

Challenge your staff to a beat the keeper competition. Pay to play.

Bad Tie Day

Encourage staff to dig out those outdated ties and dazzle their colleagues. Pay to display the outrageous tie. If it's really bad they might pay to get it removed!

Bag Packing at Local Supermarket

Ask your local supermarket if you can hold a bag packing day for YMCA. It's a great way to provide a service to the local community while supporting us too. Get in touch with us for collection tins and t-shirts.

Battle of the Bands

Challenge those budding musicians to a battle of the bands and put on a concert to raise money.

Bring and Buy Sale

Sell donated goods on a stall. Cakes, books, home-made jam, bric-a-brac and fair trade goods are firm favourites.

Bike Ride/Cycle Challenge

Why not organise a bike ride and turn it into a sponsored event? Or get staff to join a local sponsored bike ride or join our Tour De Y event, see website for details.

Bingo

Organise a bingo event – devise your own calls for the numbers. Charge a fee per game.

C

Cake Sales

Cake sales are a great way to raise money and tasty too!

Coins for YMCA

Collect all those unwanted coins that weigh down your pockets – small change can make a big difference. You can also collect foreign coins for YMCA.

YMCA Christmas Cards

Design your own YMCA Christmas cards to sell to your community.

Collections

Put those empty jam jars to good use and turn small change into a big difference. You could also get in touch with us for YMCA collection tins.

Cook up a Storm

If you know of any Master Chefs, encourage them to cook up some treats and sell them to friends and family, or put their own original recipes into a cookbook to sell.

Competitions

Devise your own competition, or use tried and tested ideas such as ‘guess who the baby in the picture is’.

Concert

Gather all the talented people in your company and organise a concert in aid of YMCA.

Cricket Match

Challenge teams or managers vs staff in a annual charity cricket match for YMCA. Each team could pay a fee to enter.

Car Wash

Organised a car wash and encourage the community to come along for you to wash their cars for a small fee.

Chocolate Ban

Get your staff to give up chocolate for a day, a week or a month and give the cash they saved to YMCA. Also this contributes to a healthier workplace!

D

Dress Down Day

Ditch the suit and dress in your comfiest outfit.

Dressing Up Day

Instead of a dress down day, dress up! Charge a fee and wear a wacky, zany or fun costume that will brighten everyone's day!

Doughnut Sale

Delight all your work colleagues with a delicious doughnut sale. Shops like Krispy Kreme let you buy their doughnuts at special low prices so that you can sell them on for a fundraising profit!

Disco

Whether you like to strut your stuff to an 80's vibe, Brit pop or a bit of head banging, why not get your staff to put on their dancing shoes and dance the night away. Remember to charge an entry fee.

Dance-athon

Great idea for dance enthusiasts, if they have the stamina why not organise an all day sponsored dance-athon.

E

Enterprise Days

Great idea for Business teams to put on their Apprentice heads and come up with the marketing idea of the century! Organise your staff into teams and get them to create and sell the products they have designed.

Exercise-athon

Fantastic for the whole company to stay fit and healthy, organise an exercise class in your office or out on a field. Get the community to sponsor you and you will feel great about yourself whilst supporting us.

Egg and Spoon Race

Sports day come early? Are your staff up for an egg and spoon challenge? Pitch your teams against each other or get managers to challenge each other. No cheating now!

Egg Painting Competition

Don't waste those eggs after the race – turn them into works of art. Sell them to raise money for us.

F

Fancy Dress

Go crazy with the fashion ideas and create a zany masterpiece to wear for the day. There could be prizes for the most outrageous and colourful costumes, you could even use these ideas for a wacky fashion show.

Five a Side Football

Challenge your colleagues to a charity football match or tournament in aid of YMCA. Each team pays to play.

Film Night

Make use of your sports halls, theatre or assembly halls and create your own community cinema and invite the whole community along. Sell popcorn and drinks and charge an entry fee. Theme the night on your favourite type of film or movie stars!

Fashion Show

Let your textile whizz put their creative talents to the test and organise a fashion show. Invite the wider community to see their fabulous designs, and don't forget to charge an entry fee.

Face Painting Competition

Art lovers can put their artistic talents to good use and paint people's faces. You could have a themed face painting day such as of animals or characters from a book. Remember to charge for your works of face painting art.

Fun Run

For all the runners that love cross country, encourage them to dust off their running shoes. Add a pink tutu or a wig and run for fun. Organise your own fun run or join a sponsored event for YMCA.

G

Guess Who the Baby is?

Do a twist on the classic baby photo game by collecting some baby photos of famous celebrities and charging your colleagues to guess who they are.

Give it Up!

Get sponsored to go without something. Give up speaking for a day, computer games for a week, chocolate for a month, or give up magazines for the whole of Lent! Get sponsored or donate the money you all save.

Guess the Number of...

Have a lot of fun challenging your staff to guess the quantity in the jar or car.

Guess the Weight of...

Quiz your staff on the weight of the cake – £1 a guess.

Games

Scrabble, chess, trivial pursuits etc. for all those who love the challenge of a board game – why not hold a marathon board game tournament? Either pay to play or get sponsored.

H

Hula Hoop Contest

How many times can you spin the hula hoop? Organise a hula hoopathon. Don't forget to get sponsored by the spin, or the length of time participants keep the hoop going.

Hair beading, braiding and plaiting

Put your staffs's creative talents to good use. Make your friends look cool and raise money for YMCA.

Hopscotch

Organise a hopscotch contest in the car park, and challenge your colleagues. Pay to play.

I

Indoor Games

Organise an indoor Olympics. Rain won't stop play and you'll have fun challenging your colleagues as well as raising money for us too.

International Evening

Hold a themed international evening and decorate your workplace with flags from across the globe. Serve different national dishes and entertain your guests with world music. Why not also hold a quiz to test your geographical knowledge? Charge an entry fee.

It's a Knockout

Organise an It's a Knockout competition – fun for everyone, especially those watching who could pay to see the fun. Either make it a sponsored event or pay to play.

J

Jumble Sale

Reduce, reuse and recycle – the perfect opportunity to hold a jumble sale. See if you can turn your communities' trash into cash.

Jelly Races

Have a lot of fun with a jelly race – why not try different jelly moulds too, or even an obstacle course? Remember, you pay to play.

Jewellery Making/Selling

Put your creative jewellery making skills to good use and hold a sale with what you make. You could share your skills with others and teach peers how to make that perfect accessory.

Jigsaw Marathon

Have you got an eye for a jigsaw? Challenge your work place or community to a speed jigsaw puzzle race. Get your suppliers and customers to sponsor you too.

K

Kite Flying

When the wind is right get those kites into the air, the kite that stays up the longest wins. Why not design your own kites and get sponsored too?

Karaoke

Get your staff to impress each other with their musical talents – try out your favourite tunes. Pay per tune.

Knitting Competition

How long is that scarf? Challenge your colleagues and customers to a knit-off. You could sell or auction your work of art too.

L

Line Dancing

Dance colleagues can have hours of fun with a line dancing event. You could even organise a line dance-athon. Charge a fee to take part.

Line of Coins

Set yourselves a challenge to see how long you can make your coin collection before you donate it to YMCA. Remember you can also donate foreign coins.

Litter Picking

Get yourselves sponsored for a mass litter pick afternoon in your community and look after the local environment too.

M

Magic Show

Put your magical talents to good use and organise a show for your workplace. Remember to have an entry fee.

Matched Giving

Double the money you raise fundraising by asking local businesses to support your cause!

Money Boxes

Order a YMCA money box for your office, or make your own and collect small change to make a big difference.

Mile of Coins

Set yourself the mile challenge - what is the longest distance you can reach with a line of coins? (Bronze, silver and gold categories) Remember you can also donate foreign coins.

Musical Evening

Show off your colleagues' musical talents and organise an evening of entertainment and invite the community along to watch.

N

Nominate a Colleague

Challenge someone in the office to have a shave or wax for a good cause. Remember that they should get sponsored too, or charge people a fee to watch it happen.

Nearly New Sale

Outgrown those jeans? Only worn something once? Why not sell or swap your unwanted things with your friends? Pay £2 for each item you take.

Name the Teddy

Does your mascot need a name? Charge your customers to come up with the most interesting suggestion. You could raffle the teddy at the end too.

O

Obstacle Course

Have fun with an obstacle course and get sponsored too.

Odd Clothes Day

Turn your dress down day into an odd clothes day – mix up those socks and clash for cash.

Odd Job Day

Charge a fee for all those odd jobs around the community that need doing.

P

Penalty Shoot Out

Show off your school football team skills in a sponsored shoot out as part of a football fundraiser.

Photo Competitions

If your school has some budding photographers, why not hold a competition for interesting snaps. All entrants to pay a fee.

Pancake Race

Hold your own pancake race on Shrove Tuesday – challenge your students to get involved.

Plant Sale

For those with green fingers, sell your produce in a plant sale.

Punting Challenge

Join other teams in a sponsored punt up to Granchester and back, enjoy lunch and get sponsored to take part.

Purple Day

Bring a bit of colour into your school day and raise money at the same time! Get your whole school to dress in purple for a donation.

Q

Quiet please! - Sponsored Silence

How peaceful would the office be if this happened? Why not ask your colleagues to remain quiet for a few hours, or even a whole day. Remember to get sponsored too!

Quizzes

Test your knowledge, hold a quiz night and raise money for us by charging per entrant.

R

Raffles

Get local businesses to donate prizes and raffle them off to raise funds.

Read-athon

Great idea for primary schools, how many books can your students read over a short period of time? Get sponsored per page or, for fast readers, per book.

Relays

Organise a sponsored relay race. Add a bit of variety into the race and create an obstacle relay.

Rounders Tournament

Challenge your school houses or teachers vs. students to a rounders match. Remember it is pay to play.

Recycling

You can recycle spent ink cartridges, collect left over foreign coins from your holiday or even donate your car! Turn your trash into cash.

S

Samba or Salsa Dancing

Put on those dancing shoes and find a partner! Collect donations to take part.

Stalls

Set up a variety of stalls, from plants or cakes to recycled goods, and create your own office mini £1 bazaar.

Sponsored Ideas/Events

Remember when organising a fundraising event to think about adding a sponsorship element – it's a great way of collecting your money. Think of clever ideas that can be sponsored.

Scrabble Contest

Challenge your colleagues to a Scrabble competition. Each competitor pays to play.

Swim-athon

Ideal for offices near pools, swim the distance for the YMCA. Get sponsored per length or per mile!

T

Talent Contest

Hold a contest to showcase your company's talents. Organise a collection or charge at the door for entry.

24 Hour Fast

How long do you usually go without eating? Why not give up something you really enjoy for 24 hours? Get sponsored too.

Treasure Hunt

Create a treasure hunt around the office or local business and challenge your colleagues to find what you have hidden. Pay to play.

Three Legged Race

Team up with a friend and challenge other pairs to a three legged race. To make it more fun, why not do it in fancy dress too? Each team pays to play.

Tug of War

A fun way to get your teams to compete, challenge them to a tug of war. Each team pays a fee.

U

Ugly Face Pulling Competition

A prize for the most outrageous face – make sure you get photographic evidence! Each entrant pays to play.

V

Volleyball

Challenge your colleagues to a sponsored volleyball match, or charge each team to take part.

W

Walk for YMCA

Organise a sponsored walk for YMCA or join an organised walk.

Welly Throwing Competition

Another one for a fun sports day activity. Put your shot put skills to the test and see how far those wellies will go.

Word Search

Create a themed word search and challenge your customers to crack it. Remember to charge a fee.

X

X-Factor Competition

Celebrate all your companies talent by putting on a show – Britain's definitely got talent.

Y

Yo-yo Competition

Have you got a talent for yo-yoing? Then put your skill to good use and get sponsored.

Yodelling competition

If yodelling is your thing, then either get customers or colleagues to pay you not to do it, or get sponsored instead.

Z

ZZZ – Sleep Easy

Organise for your whole office to spend the night sleeping rough in the car park to raise awareness of youth homelessness in your local community.

YMCA TRINITY GROUP



Join our fundraising event

Help us raise
money for our local
community

When:

Where:

Price:

www.ymcatrinitygroup.org.uk

If you would like more information on fundraising
please contact our Fundraising Team on
01733 373188 or email us on:
fundraising@ymcatrinity.org.uk.

To find out more about YMCA or all of our other
services please visit:

WWW.YMCATRINITYGROUP.ORG.UK



YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

SUPPORT & ADVICE

ACCOMMODATION

FAMILY WORK

HEALTH & WELLBEING

TRAINING & EDUCATION