

turn
2US Tackling
financial
insecurity
together.

It's time to
make some
change!

Your fundraising guide

You're a star!

Welcome to #TeamTurn2us! By fundraising for Turn2us, you have joined the fight against financial insecurity, and poverty. Thank you so much.

Right now, 1 in 5 adults and 1 in 3 children are living in poverty in the UK, with cost of living increases, this rate is rising and this is where you can help.

All of us should be able to meet our basic needs, such as heating our homes and putting food on our tables, but with rising living costs, and sudden life events, thousands of families across the UK are being pushed into financial crisis. With your fundraising support we can ensure that every family and any individual who is struggling can access financial guidance, benefits they are entitled to, and life-saving support when they experience a financial crisis and have the opportunity to recover and thrive.

Life events can happen to anyone and at any time. Many people are already at the brink: juggling health conditions and caring responsibilities while battling a rising tide of high rents and growing bills. No one should have to face this alone. We need to do right by every person in our society, and make sure those hardest hit are not pushed into deeper hardship. By working together, we can ensure everyone has the tools, resilience and support they need to recover from a life event.

Your fundraising can change lives!

The funds you raise can provide a lifeline, preventing someone from being plunged into poverty. Your support could help a family to heat their home or a parent to feed their children. It could mean a person is able to keep their dignity and regain control of their future by getting access to the right support and information when they need it the most.



Blair, Turn2us service user.

Blair's story

“Due to COVID, all film industry production stopped and so I no longer had any work. The amount of money I got on furlough wasn't enough for us to live on, so I had to apply for a bounce-back loan to keep the business afloat. My husband is seriously ill with an autoimmune disease, so he has to take lots of expensive medication.”

Our creditors were all very understanding – except our landlord who forced us out of our accommodation under Section 21. Thankfully I had a small private workspace so we've moved into this temporarily. The grant from Turn2us meant we had money for groceries and medical supplies.”

The difference your support makes

Aneita, Turn2us service user.



£40

could mean five people access financial support during a crisis through Turn2us's Helpline



£100

could support a family to buy a new cooker so they can feed their children



£200

could help a struggling family to replace a broken-down washing machine



£500

could provide a person with a grant to help pay their rent



Ideas for everyone

A

Abseiling
Arts & Crafts
Auction

B

Bake-off
Book Sale
Bingo

C

Car Wash
Coffee Morning
Cake Sale

D

Danceathon
Dress down Day
Dinner Party

E

eBay Sale
Expert Talk
Eighties Night

F

Film Night
Fashion Show
Fun Run

G

Garden Party
Gaming Event
Gift Wrap

H

Head Shave
Hula-Hooping
Hat Swap

I

Indoor Games
Italian Night
Improv Show

J

Jumble Sale
Jazz Night
Jokeathon

K

Karaoke
Kite-Flying
Knitting Marathon

L

Line Dancing
Lawn Mowing
Lego Making

M

Music Night
Marathon
Murder Mystery Night

N

Nominate
Name the...
Netball Match

O

Office Lottery
Obstacle Race
Online Event

P

Pamper Night
Parachute Jump
Poetry

Q

Quiz Night
Quiet Day
Quilt Making

R

Race Night
Raffle
Rugby Match

S

Sports Day
Silent Auction
Swear Jar

T

Tombola
Treasure Hunt
Tea Party

U

Unique Show
Uniform Swap
Upcycle

V

Virtual Event
Variety Show
Valet Service

W

Wine Tasting
Walkathon
Wrestling Event

X

X-Box Match
Xmas Fayre
X-Factor Competition

Y

Yogathon
Yes Day
Yard Sale

Z

Zumbathon
Zip-Wire
Zombie Night



And more..

No idea is off limits (within reason!), so if your idea isn't listed, get in touch with our fundraising team and we can help you to make it a reality!

Image top right:
Noemi, Turn2us service user.

Image third from top right:
Aneita, Turn2us service user.

Office fundraising ideas



Get active, virtually

The world really is your oyster when it comes to virtual events. Set a challenge for yourself to run, swim or cycle, or get a team together and choose an ambitious target. If an endurance challenge isn't your thing, try getting a bit more creative. The more impactful the challenge, the better, so go wild!

Skill-swap

There will be lots of hidden talents among your team, and what better way to discover them than by raising money for a good cause? Participants sign up with a skill to offer, be it a language, moonwalking, or whatever their expertise. Learners sign up for sessions, held remotely or in person, and donate the cost of a class to attend. Every day really is a school day!

Coffee morning ... with a twist

Everyone loves an excuse for a cuppa and a chat, so hold a coffee morning in which everyone can take a break from emails and catch up. Add an exciting twist by including a Bake Off competition, or entertainment provided by talented colleagues. If the event is remote, really treat your attendees and boost those donations by sending out packages of coffee or tea and snacks beforehand.

Quiz night

Quiz nights are always a favourite and can be done virtually or in the office (or both at the same time!) thanks to video platforms. Set the bar high with interactive rounds such as Scavenger Hunts and Charades, or gather baby photos for a more personal touch. Request donations for tickets, put on a raffle, sell drinks and snacks, have participants dress up to a theme, and make it a quiz night to remember!

Challenge events

Taking part in a half-marathon, triathlon, or any other event this year? You don't need to be signed up for a charity place to fundraise for us. Let us know about your ballot place and we'll support you to raise money, with no fundraising target!



Getting started

Planning for success

1. Plan your idea

First, choose a fundraising project that you will enjoy. What's something you like to do, or have always wanted to try? Be ambitious and give it a go!

2. Set up a fundraising page online

We recommend [Justgiving](#) for your fundraising page -if you need support in setting this up, our fundraising team are on hand!

3. Keep it legal

It's important to make sure that your fundraising event or activity is legal and safe, for you and those around you. Make sure you read the ['Staying legal & safe'](#) section in this guide.

4. Set a target

How much do you think you can raise? Aim high but make sure your target is achievable. You can set yourself smaller weekly targets to make reaching your overall target less daunting.

5. Choose your date carefully

Be aware of major sporting events and school holidays so that you can work around them or incorporate them into your event.

6. Have fun!

Do something that excites you, get your friends, family or colleagues to join in and enjoy the whole experience. We can't wait to hear what you get up to!

Image right:
Syeda, Turn2us service user.



Raise more

Hints & tips



Share your story!

Let people know why you are fundraising for Turn2us and how their support will help fight UK poverty. Make sure your friends, family and colleagues all know what you're up to and how they can help. Use social media to share updates on your event and fundraising. **#TeamTurn2us**



Don't forget to say thank you...

and let people know how grateful we are for their support. Keep them updated with your progress and tell them your final total so they know what a valuable contribution they have made.



Sometimes you can double up...

by just asking your employer. Lots of companies run a Matched Giving scheme through which they would match the amount you would raise, and Royal London is one of them!



Remember that we are on the other end of the phone and email.

We love to hear what people are planning and our fundraising team is on hand to provide you with advice and support.

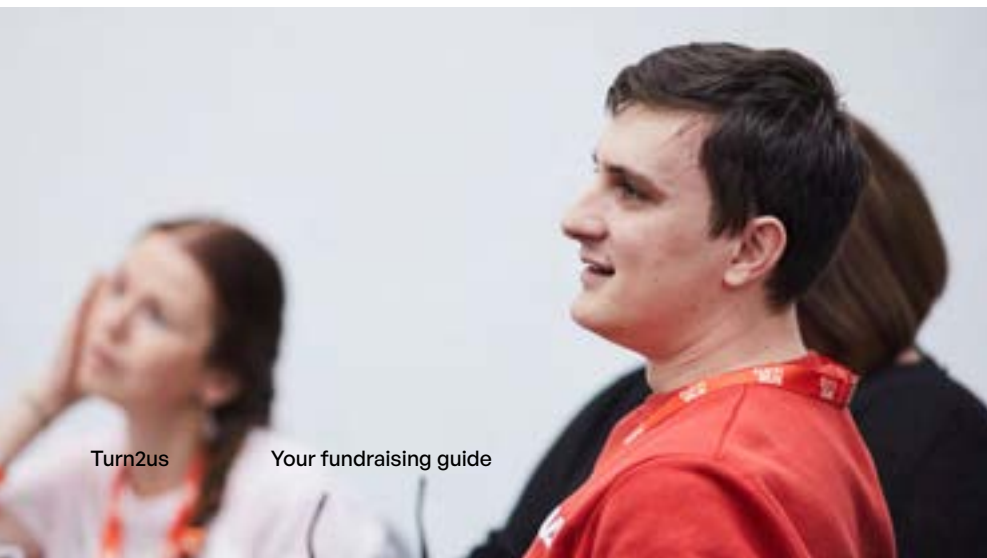


Sebastian's Story

Sebastian's AirBnB business was doing well and he had regular income and bookings scheduled throughout the summer. As the pandemic hit, however, almost all his bookings were cancelled. He lives alone with no support network and he was unable to pay the mortgages on his properties or even his basic living costs.

He looked at Universal Credit but the payments wouldn't arrive in time to meet his bills so he also applied for a Turn2us Coronavirus Grant. He was fortunate enough to receive funds immediately, which has given him enough money to live on.

"There were problems with my Universal Credit application due to issues over my ID but, even though they were resolved, the first payment wasn't due into my account until May 6. This was too late to pay all my bills but the grant has helped me cover my living expenses."



Social media cheat sheet

Post these on your profiles!

“I’m fundraising for Turn2us, a national charity who provides help, support and guidance on benefits and charitable grants for people and families who are struggling financially. Every donation makes a life-changing difference to people across the UK facing a financial crisis.”

“I’m fundraising for Turn2us, a national charity who provides help, support and guidance on benefits and charitable grants for those struggling financially. Anybody’s life can turn upside down because of unforeseen events such as a job loss, relationship breakdown or illness. With the current rising living costs and energy prices, and the impact of the pandemic still being felt, thousands of people across the UK are facing having to make the difficult choice between heating and eating. Your support can help people rise above the tide of financial insecurity and move towards recovering and thriving. For more information, visit www.turn2us.org.uk.”



Say cheese

Pictures and videos are a great way to keep people updated on the progress of your fundraising. Post on your social media channels when you achieve any milestones, or when you have an update to share.



Timing is key

We know that the busiest time on social media is in the evening, normally around 8pm. Plan your activity so that your audience is regularly updated but isn't bombarded with information.



Help us inspire others to fundraise!

Please share your photos with us after your event. We'd love to hear from you and could even use them to inspire others to take on the same challenges!



Don't forget to say thank you

Make sure you show some appreciation to your donors by thanking them for their support and showing them what their money can achieve.

We can share your story
Keep us posted and use our social media handles in your updates:

@turn2us
 @turn2us_org
 @turn2us_org
#teamturn2us

Staying legal and safe

Here is some advice on how to make sure your event is legal and safe. You can also visit www.how2fundraise.org which has plenty of external advice to ensure everything you are doing is legal.

Raffles & lotteries

Raffles, lotteries and prize draws are governed by legislation, so please contact the fundraising team before advertising and organising one.

Risk assessment

If you are organising your own event, a risk assessment is the best way to make sure your event is safe. This may sound complicated, but it doesn't need to be! All you need to do is check the venue for any potential hazards and put things in place to minimise them. Contact the fundraising team to get a form to use for your event.

Food safety

Make sure all food is handled and stored correctly and anything that may contain common allergens is clearly labelled. You can find more advice at www.food.gov.uk. If you are serving alcohol at your event, you may need a license, so please check your Local Authority guidelines well in advance.



Collections

If you're planning a collection that takes place in a publicly owned place, then this is governed by strict legal requirements and must be licensed by your Local Authority. Before you approach your Local Authority for a license, please contact the fundraising team as well and let them know your plans.

Insurance

If your event involves the public you will need to have Public Liability Insurance. Check with the venue first as they may already have insurance that covers your event.

COVID-19 restrictions

Please visit the Government website and ensure your event is compliant with all current regulations and restrictions.

Questions

The Turn2us fundraising support team is here to help! Please get in touch if you have any questions. Our office is open 9am to 5pm, Monday to Friday.

email@turn2us.org.uk



Banking

How to pay in your fundraising



By post

Please send your cheque or postal order made out to 'Turn2us', along with the donation form included at the end of this pack (and your sponsorship form if you used one), to:

The Fundraising Team - Turn2us
Hythe House, 200 Shepherds Bush Road,
London W6 7NL



Online

Pay your donation online at
www.turn2us.org.uk/Support-Us/Donate



Bank transfer

Call us on **020 8834 9271** or email fundraising@turn2us.org.uk and we'll provide you with our account details.

JustGiving™

Fundraising page

If you set up an online fundraising page such as [justgiving](https://www.justgiving.com), your donations will automatically be sent to us.

giftaid it

Don't forget Gift Aid!

Gift Aid is a simple and easy way to make your support and donations go further. Because, for every £1 that your supporters donate (provided they are paying tax at the time of their donation), the UK government will give us an extra 25p at absolutely zero cost to you.

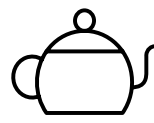
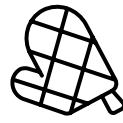
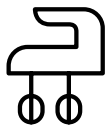
If every supporter who qualifies agrees to Gift Aid their donation, you will be able to raise even more money to support people living in poverty in the UK. Please make sure that all of your supporters tick the Gift Aid box on your sponsorship form or your online giving platform and include their full name and address.



The Anderson family, Turn2us service users.

I'm Fundraising for Turn2us

to help fight uk poverty



You're invited!

Where

.....

.....

When

Sponsorship form - I have joined the fight against UK poverty. PLEASE SPONSOR ME!



Email of fundraiser *

Address and postcode of fundraiser

Total raised £

Full name of fundraiser:

Title & full name	Address	Postcode	Email*	Amount	<i>giftaid it</i>	I am over 18	Date
Mrs Example Sampleton	12 Sample Street	AB1 2CD	sample@email.com	£10	✓	✓	1/12/18

* Please provide your email address if you are happy to receive email updates about Turn2us' work and how you can support us.

Donations form - please use this form to donate money raised from your event.



Your info

Title:	Name*:
Address*:	
Postcode*:	
Telephone number:	
Email address:	

* Fields marked with an asterisk must be completed. Please let us know if your circumstances or address details change so that we can amend our records.

We would like to keep you posted on our latest news about financial help available, our work, appeals and campaigns. Please let us know how you would like to hear from us:

Email Telephone SMS

If we have your postal address then we might contact you via post unless you tell us otherwise. We promise to always keep your details safe and we will never sell or swap them. If you change your mind about hearing from us, please email consent@turn2us.org.uk or call 0208 834 9271 to update your contact preferences. Please see our Privacy Policy for more details about how your data will be used.

Your Donation

I would like to give a gift of £

cheque

postal order

charity voucher

Please make your donation payable to 'Turn2us' and return this form with your gift to:
Fundraising - Turn2us, Hythe House, 200 Shepherds Bush Road, London, W6 7NL

About your donation

What activity or event did you organise?

Thank you for giving
everyone the opportunity
to recover and thrive