BE A FUNDRAISING HERO

Supporting young people into work. And out of poverty.
Thank you for joining Y Care International to create a more just world where every young person can transform their own and others’ lives by earning a good living. It’s only with the support of extraordinary people like yourself that we can change lives for the better.

We’ve put together this helpful guide so that you can become a fundraising hero for Y Care International. Whether you’re hosting an event, running a marathon, or getting your church, YMCA, school or work colleagues together for a good ‘ole knees up, our fundraising team is on hand to support you every step of the way.

So please, get in touch – we’d love to hear from and support our fundraising heroes.

The Fundraising Team
dfundraising@ycareinternational.org
020 7549 3175
ycareinternational.org/get-involved/fundraise/

Established in 1984, Y Care International supports the most disadvantaged young people to achieve their aspirations by getting into work and out of poverty.

We work with a unique network of established YMCA’s and other partners in 15 of the world’s poorest countries - in Africa, Asia, Latin America and the Middle East.

Our vision is a more just world where every young person can transform their own and others’ lives by earning a good living.

“When I finish catering training with YMCA, I will sell bread. I’ll be able to care for my baby, finish my home and pay for him to go to school.”

Dabieh, 21, Liberia, West Africa
Running your event in seven simple steps

Fundraising can seem a bit daunting when you first start, but all it takes is a little planning to bring your fundraising idea to life and start raising money! We’ve put together seven simple steps to help.

If you need advice at any stage, please give us a call on 020 7549 3175. Or, our contact details can be found at the bottom of each page.

STEP 1
Choose your event

• You can do absolutely anything to raise funds for us, from an organised cycle ride to a black-tie ball. See pages 6-9 for inspiration.

STEP 2
Choose a location and date

• Planning your event can take time, so the earlier you can start the better! Think about the date early on.
• Do you need a venue? For a small gathering it could happen at home or in a village hall. Thinking bigger? A school, licensed venue or your local YMCA may work.
• You could ask the venue for a discounted rate in return for some promotion when you let them know it’s for charity. People are very generous, so we’d recommend asking.

STEP 3
Ask for Help

• Recruit your family and friends to help, giving each of them a specific task.
• Ask local businesses to donate raffle prizes, donations or gifts in kind, offering them publicity in return.
• The friendly, personal approach works best. Fundraising is always a great way to find out how brilliant and generous people are!

STEP 4
Set a Target

• Set a target for how much you’d like to raise and work out an estimate of any costs involved.
• Remember, every penny of profit makes an important difference.
• A good rule of thumb is aim to raise four times as much as you spend.

STEP 5
Promote your event

• Spread the word! The more people who know about your fundraising, the more money you can raise. Here’s some ideas:
  – Make sure you include all the key information: what, where, when, why and who.
  – Posters - use colourful photographs and strong graphics where possible.
  – Tell a story - keep it brief but make it personal. Tell your local newspaper and radio station about it.
  – Promote it online and offline – making a Facebook event and sharing this with as many people as possible usually works best for online.
  – A catchy or humorous title.

STEP 6
Make your event Safe

• Check out our FAQ’s and the Do’s and Don’ts document in our online resources section. These have information about health and safety, data and collection advice, as well as useful contacts.

STEP 7
Sending your money

You can either collect your funds online, offline via a sponsorship form from our resources section, or both. If you’re collecting funds via a sponsorship form or both, remind people to tick the Gift Aid box that gives us 25p extra for every £1 donated at no cost to your sponsors.

After your event, send us your money:

• Online - through justgiving.com or ycareinternational.org/give
  – You can also find us as a charity on Facebook Donate!
• By phone – call 020 7549 3175 to make a payment with a debit card
• By post – please make your cheque out to Y Care International and put it into an envelope along with some information about your fundraising activity, including your name and contact details. Then, post it to:

  Y Care International,
  The Davenant Centre,
  179 - 181 Whitechapel Road,
  E1 1DN

You can find more help, resources and ideas at ycareinternational.org/fundraise
CHALLENGE YOURSELF

Individual events

Do you want to do something extraordinary? An individual challenge is a great route to becoming a fundraising hero.

Run, cycle, swim, walk... from the London Marathon to RideLondon, Y Care International have places for individual challenge events. Find out how to take part at ycareinternational.org/challenge-events.

We have places at some events, or you can fundraise for us at any event where you have your own place. Here’s some ideas for individual challenges:

• Challenge yourself – cycle from London to Paris, run 100 miles over a month, take part in a swimathon... the possibilities are endless.
• Give up alcohol, coffee, chocolate (or something else you like!) for a period of time.
• Do a sponsored silence... shhhhh!
• Or even take a bath in baked beans!

Fundraising Hero

John Fernandes from KKR took part in the Vitality 10k in May 2017. Not only did he complete it in style but he raised 15 x his target of £250 bringing in an amazing £3,755! WOW!

…the righteous gives and does not hold back.”
Proverb 21:26, Old Testament
GETTING TOGETHER

In your local community

Whether you attend a church, a local YMCA or you’re in a society at school or university, fundraising is a great way to raise money and have some fun with new and old friends in the process. Here are a few ideas for activities you could run:

- Car wash
- Choir evening
- Clothes swap
- Coffee Morning
- Afternoon Cream Tea
- Bake Sale
- Mufti / Dress down day
- Hair shaving or waxing (only for the brave…)
- Sports tournament
- Pub quiz
- Fashion Show

Bringing your friends, family, work colleagues or community members together is sure to make you a fundraising force to be reckoned with! Here are a few ideas to get your creative juices pumping for your own fundraising event:

Family and friends

- Ask for a donation instead of presents on your birthday or special occasion – this is even simpler now thanks to Facebook Birthday Fundraisers!
- Donate for your Dinner – an excuse to get your friends and family together for a dinner party whilst raising money too.
- Host a Treasure Hunt for your friends and family with an entry fee - finish at a local park, restaurant or pub and the winner is the first one to make it to the end.

In the workplace

Fundraising with your colleagues builds team spirit and is great fun! Be creative and make it a day to remember. Could you get your clients, suppliers and other departments involved too? Think big and you might just be surprised at how much money you can raise. Here are a few ideas to get you started:

- A Great British Bake Off cake sale
- Walk/run/cycle to work week
- Interdepartmental sports day
- Swear box
- Sweepstake
- Office Olympics
- Film night
- Guess the sweets
- Bring and buy
- Raffle – with prizes from suppliers
- Fancy dress

Phew…! Now, we hand over the creative reins to you. Follow our simple Seven Step Guide on pages 3-4 and you’ll be on your way to becoming a fundraising hero for Y Care International.

Top Tip!

Don’t forget to check with your employer and see if they will match your donation, helping you to reach twice the number of disadvantaged young people worldwide.

JOIN US AND BE PART OF #TEAMYCI

fundraising@ycareinternational.org // ycareinternational.org // #TeamYCI
“Time and time again, the generosity and support of Y Care International supporters has been instrumental in bringing hope to so many young people in need all over the world.

It is only by giving them the tools to help themselves, and work towards a better life, can they hope to break the cycle of poverty for good.”

Terry Waite CBE
Co-founder and President of Y Care International

JOIN US AND BE PART OF #TEAMYCI

More information
You can find more online resources at ycareinternational.org/fundraise to help make your event a huge success.

These include:
• Sponsorship form
• Do’s and don’ts
• FAQs

fundraising@ycareinternational.org // ycareinternational.org // #TeamYCI
FOR ANY HELP, QUESTIONS OR IDEAS PLEASE GET IN TOUCH:

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