

FreshStart

helping people make a home for themselves

COMMUNITY FUNDRAISING



**YOUR HANDY GUIDE TO
FUNDRAISING FOR FRESH
START!**

Thank you!

Thank you so much for choosing to fundraise for Fresh Start. There are lots of ways people support Fresh Start, such as donating items to our Starter Packs or volunteering for one of our services that support clients to get back on their feet after homelessness. Choosing to support us by raising money, however, is so important to us – it allows us to be able to continue to run these vital services for some of the most vulnerable people living in our city.



This guide gives you some ideas and advice to make sure you get the most out of your fundraising while having lots of fun doing it! If you have any questions, please get in touch through our website. You can chat through ideas, tell us your plans or request some resources.

Fresh Start

Fresh Start began in 1999 when a group of people came together to find a way to tackle homelessness. They asked - how can we help? To answer this question they decided to ask people experiencing homelessness directly what would best serve them, and soon after, the first of Fresh Start's several services, the Starter Pack, was born. All services since have also been developed with close attention to what is actually useful and helpful to people who have experienced homelessness as they move on into their tenancy.

The journey from homelessness to settling into a new tenancy can be a challenging one. We take a rounded approach to supporting our clients by providing household goods through our Starter Packs, a decorating service; our Hit Squad and through cooking classes, supper clubs and more in our Community Kitchen. There is an opportunity to work in our Community Gardens, growing fruit and vegetables, and for those who are unemployed, our Training Initiative, Refresh, offers valuable skills and experience to help get into the workplace. We also boast a Community Pantry in our Hub in Pilton, enabling individuals and families to access nutritious and delicious food for a small membership fee, stretching their budget and bringing the local community together. Lastly, our Community Shop offers budget friendly household goods as part of our preventative initiatives against homelessness.



Our Mission is to 'help people make a home for themselves'.

Creative Fresh Start Fundraising Ventures:

- Dr Martens Edinburgh have raised over £2000 for Fresh Start in two years by holding a raffle at the Scottish Tattoo Convention for special Dr Martens products customised by renowned tattoo artists!
- Edinburgh University students raised over £1000 by holding a 24 hour sponsored Minecraft gaming session – prompting donations from gamers all over the world!
- Another set of students from The University of Edinburgh raised over £1000 taking part in the University of Edinburgh's Race2Prague event – a hitchhike race with no money allowed. Not only that, but they beat the stiff competition and were the first team to arrive in Prague after setting off from Edinburgh 35 hours before! >



^ Stramach! Fundraiser Event



Fundraising Made Simple In Six Easy Steps!

Step 1: Pick your fundraising activity

Some ideas to get your creative juices flowing...

GET MOVING



Running Events

5km, 10km, half marathon, full marathon...If you enter a race to run for Fresh Start, please let us know and we can give you a t-shirt for the day! Please enter as an individual into local running events such as the Edinburgh Marathon Festival and let us know you are running for Fresh Start!

Mud Events

Rat Race, The Mighty Deerstalker, Tough Mudder. There are lots of obstacle challenge events you can take part in with friends or colleagues.

Cycles, Swimathons, Triathlons, Hikes

Whatever your challenge, we can support you with your sponsorship efforts.



Ceilidhs or discos; dinners or soup lunches; quiz nights or karaoke competitions; fetes or sales; golf days or sports days...the list is endless! An event can be as large or small as you like and you can even get friends, family, colleagues, places of worship, social groups or clubs involved. Maybe you've been a part of an event before and you know you can organise a fantastic one yourself. You might want to tie it in with a time of year or event such as St Andrews Day or your birthday. Be creative!

DISCOS AND DINNERS... HOLD AN EVENT



Bake or buy in



Holding a bake sale, Bake Off style competition or a coffee morning is a brilliant way to raise money and involve everyone – it can work especially well in the workplace, at school or at your church or club.

You could have a set number of bakers make a cake for a set number of people (i.e. at least 10 slices). Sell tickets to “eaters” – for example £10 for 4 different slices of cake and a tea or coffee. Bakers get their 4 slices for free. A winner is chosen by an outside judge. Remember to take boxes for those slices you can’t quite manage at the time!



GAME ON

Host an online gaming event, whether fundraising through social media or streaming on platforms like Twitch.

Online events aren't limited to gaming however, you could run an online auction, start or take part in a social media challenge or give a virtual workshop class on a hobby or skill you have, asking for donations from viewers!

Step 2: Let us know!

Please get in touch with Fresh Start through admin@freshstartweb.org.uk or call us at 0131 476 7741 and tell us all about your plans! We would love to be able to help make your fundraising a success, for example if you need a bit of advice, or by giving you materials you might need such as collection buckets, posters, leaflets and t-shirts. We are also more than happy to promote any events you are taking part in on our website and social media channels.

Step 3: Get ready

Even small fundraising events can take careful planning to make sure they go well. Think about what you will be doing, who will be involved, and anything you might need to buy or make. If you are holding an event that takes place outside, it's important to have a Plan B in case nasty Scottish weather takes hold! Give yourself plenty of time and don't be afraid to ask for help!

Step 4: Share your fundraising journey

Getting people to come along to an event and give money, or sponsor you is impossible without spreading the word first!

Use your social media, email friends and family, put up posters, contact your local paper – there are lots of options.

We can let all our supporters know too!

How to Raise the Highest Sum...

Sponsorship:

Getting sponsored to do an activity is a fantastic way to raise money – it really can be for anything! Ask Fresh Start for an official sponsor form to collect donations. Remember to send in the sponsor sheets along with the donations so we can process all donations with Gift Aid (ask your sponsors to tick the Gift Aid box if they are UK tax payers – we can claim an extra 25% on their donations!)

JustGiving:

For sponsorship events, you can set up your own fundraising page online at www.justgiving.com/freshstartedinburgh - it's very straightforward and a safe and easy way for people to donate to your cause online. It's easy to share on social media and you can personalise the page as much as you like.

Employers:

Many people work for generous companies who will match the fundraising efforts of their employees (usually up to a set amount). It's worth finding out if your company does this – it can make a huge difference to your fundraising total!

Step 5: Hold your fundraising event or activity



GOOD LUCK and HAVE FUN!

Step 6: Collect your money

- Collect your money in from sponsors or from the event and send it into us!
- Cheques can be made payable to “Fresh Start” – please let us know what the fundraising activity was and when it took place, and your name and address.
- You can also pop into our office at 22-24 Ferry Road Drive, Edinburgh EH4 4BR and hand it over in person.
- Remember that all JustGiving donations will come directly to Fresh Start – so you don’t have to do anything!



Please Remember...

Events and Activities

- Collections on private property (such as shopping centres, pubs, cafes etc) MUST have the permission of the owner to take place.
- Collections in a public place MUST have a special licence from the local authority – contact Fresh Start for advice if you are planning on doing this.
- You may also need a licence from the local authority if you are planning activities featuring: the sale of alcohol, extended hours, provision of food or drink, and music and dancing.
- Raffles and lotteries may need a gaming licence to be carried out – contact Fresh Start for advice before you carry one out.
- You MUST comply with health & safety, food hygiene and insurance requirements of the place you are carrying out the activity.

Posters & Flyers

- For any posters or literature for your event, please make sure you say “In Aid of Fresh Start” – ask us to send you an electronic version of our “in aid of” logo.
- You must also feature “Registered Charity No. SCO29184” at the foot of the page.

Insurance

- Fresh Start is not in control of your fundraising—we can’t give you the authority to act or represent Fresh Start.
- Fresh Start’s public liability insurance does not cover your own events—make sure you are covered elsewhere!

Thank you again!

We hope you are looking forward to fundraising for Fresh Start. Thank you so much for choosing us to give your time to—we really appreciate it. Please get in touch if you need anything. Be sure to let us know what you are doing!