



COMMUNITY FUNDRAISING & INDIVIDUAL GIVING INFO PACK

EXPLORE THIS GUIDE TO FIND OUT WHO WE ARE, WHAT WE DO AND ALL THE INFORMATION YOU NEED TO FUNDRAISE ON BEHALF OF FRESH START.

THANK YOU FOR YOUR INTEREST AND SUPPORT!

We're incredibly grateful and excited that you want to be part of our work to support those moving on from homelessness in Edinburgh. Whether you choose to participate in an existing fundraising event, like the Kiltwalk, or fundraise in your own way, this guide includes ideas and advice to make sure you get the most out of your fundraising activities, while having fun at the same time!

The following pages will provide more information about what we do at Fresh Start, and then take you step-by-step through the process of fundraising on our behalf. If you have any further questions afterwards, please reach out to our Fundraising and Community Engagement Officer, Maisie Jack, at maisie@freshstartweb.org.uk.

ABOUT FRESH START:

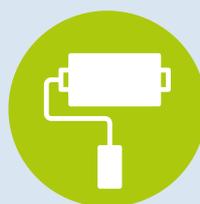
Fresh Start is an Edinburgh-based charity, founded in 1999 in response to the ongoing challenge of homelessness in the city. Established by members of the local community and shaped from the outset by people with lived experience of homelessness, 25 years on we still operate with the same simple yet powerful core mission: helping people move into a new home with the essential items needed to live with dignity and stability.

Many households moving into permanent accommodation face empty properties, limited financial resources and no support network, forcing them to choose between going without essentials or falling into debt that immediately threatens tenancy sustainment. We help to support them by offering the following services:



Starter Packs

Packs of essential household items to help someone set up their new home or sustain their tenancy.



Fresh Rooms

Practical help and the materials required to paint up to two rooms when moving into a new Council or Housing Association tenancy.



White Goods

Providing cookers, washing machines and fridge freezers to those in need.



Growing Spaces

Get involved in growing fresh, organic produce, gain confidence and learn new skills in our own growing spaces.



Community Pantry

Providing a dignified alternative to food bank usage to those living in Pilton, Muirhouse, Granton or Drylaw.



Community Hub & NESSie

Advice, information and one to one practical support on a range of housing, social and financial issues, including cooking and English classes.

FRESH START BY NUMBERS

20,020

The number of Starter Packs made and distributed in 2025.

113

Households supported across Edinburgh by our Fresh Rooms service 2025.

300+

Average number of households supported by the Community Pantry per year.

111,301

Kilograms of goods saved from landfill via Fresh Start services in 2025.

£30,126

Amount raised by the Cookers for Christmas Appeal 2025, to provide essential White Goods.

155

Number of volunteers who support Fresh Start, on average, each year.

HEAR FROM OUR SERVICE USERS

Paula accessed Starter Packs through Fresh Start, which provided her with essential items to begin rebuilding her life in a safe, comfortable home. Having a properly furnished home and the support of the Fresh Start team gave Paula a foundation to move forward.

"Gayle was amazing, she made me feel like I could trust her." she shared. "I felt like I could start fresh. To everyone at Fresh Start, you are doing a really good job. If it wasn't for you, what would people do?"

**Paula,
Starter Packs Recipient**

In 2025, our Fresh Rooms volunteers painted the home of John, who had experienced a period of poor mental health, causing him to lose control of his home care skills.

The condition of the walls in John's flat were poor, but they were almost unrecognisable by the time the team was finished working. John couldn't have been happier and gave us some lovely feedback: *"The Fresh Rooms team were brilliant and I really appreciated the support - I am so proud of the work they did."*

**John,
Fresh Rooms Recipient**

ENTER AN EXISTING EVENT OR CHOOSE YOUR CHALLENGE?

To get started with fundraising for Fresh Start, the first step is to do a little bit of research, and ask yourself the following question:

Do I want to **participate in an existing fundraising event**, or do I want to **organise and run my own unique fundraising activity**?

If you're not sure which to choose, explore the differences between them below:

#1

Choose an existing event:

Less of the organising responsibility sits with you.

Existing events may be more widely known, making fundraising a little bit easier.

These events offer an existing community for you to join.

Limited to the available events and their dates.

Can have entrance or application fees.

#2

Choose your own challenge:

More of the organising responsibility will sit with you.

Freedom to choose almost any activity you enjoy.

A great way to get your community together to have fun while fundraising.

No set deadline or minimum fundraising requirements.

Flexibility to choose a date and timeline to suit you.

Once you've decided which option is best for you, visit the following pages for more information on how to get started!

[Page 5: Option #1 - Choose an existing event.](#)

[Page 6: Option #2 - Choose your own challenge.](#)



OPTION #1: CHOOSE AN EXISTING EVENT

Whether you've been looking to step out of your comfort zone and try something new, or you're experienced with a particular sport or physical activity, participating in these events is a great way to raise money for Fresh Start!

Step 1: Choose your event + register.

There are lots of events to choose from, especially if you're interested in the outdoors. Join the [Edinburgh Marathon Festival](#) or sign up, solo or with a group, for the [Edinburgh Kiltwalk](#). If fitness challenges aren't for you, try looking into other groups and organisations in your local area, such as libraries, community centres and small businesses - you never know what you might find! Once you've decided, complete the registration process for your chosen event, and then it's on to Step 2!

Step 2: Let us know!

Once you have signed up for a fundraising event, please get in touch to let us know. Where possible, we'd love to help make your fundraising goals a success, whether through advice, marketing materials like posters and leaflets, or even if you'd like a Fresh Start t-shirt to wear on the day. We are also happy to discuss promoting any events you are taking part in on our website and social media channels.

Step 3: Prepare + Promote

An existing event shouldn't require as much organisation on your end. Instead, you'll need to make sure you train well for anything physical, and plan ahead to make sure you have any tools, outfits and equipment you need in time for the event.

Alongside your preparations, the other important thing to do is spread the word! Use social media, reach out to friends and family, put up posters, contact your local paper - there are lots of accessible ways to promote your fundraising activity. If you let us know about your fundraising plans (see step 2!) we may also be able to promote your event on our digital channels to help raise awareness.

Step 4: Participate!

Today's the day! You've registered for an event, let us know, prepared and promoted to raise funds - all that's left to do today is have fun. Good luck!



OPTION #2: CHOOSE YOUR OWN CHALLENGE

If existing fundraising events are not the right fit for you, you can host your own event or challenge, based on your interests and the time you have to dedicate to it.

Step 1: Choose your challenge + make a plan.

When running your own fundraising event, it's **up to you** to choose what you want to do. From bake sales to dance parties, gaming-for-good, read-a-thons, craft-erboons and individual fitness challenges, the possibilities are endless! Choosing an activity you love doing will help you feel motivated and passionate about fundraising, and depending on the activity, can encourage others to join you or donate.

Once you've decided on an activity, you'll need to think about questions like:

- Will this be a one-off event or a longer challenge?
- What will I need to be able to do it, eg. tools, equipment, supplies, ingredients?
- How will I get the word out?
- How will I record and collect the donated funds?
- Will I need help to do it, and who can I ask?

Step 2: Let us know!

Once you have decided on what you'd like to do for your fundraising challenge, please get in touch to let us know. We'd love to help make your fundraising goals a success, whether through advice, marketing materials like posters and leaflets, or even if you'd like a Fresh Start t-shirt to wear on the day. We can also discuss promoting your activity on our website and social media channels.

Step 3: Prepare + Promote

Hosting your own challenge will take a bit of coordination and planning, whether you're running a one-off event or a longer challenge. Based on your answers in Step 1, you'll need to shop for any supplies, snacks and decorations ahead of time. If you're hosting an event at a venue outside your home, make sure you stay in touch with them, and make a plan for how you will keep track of any donated funds. If you're undertaking a creative or physical challenge where you need to keep track of your milestones, now is the time to get this up and running.

Alongside your preparations, make sure you spread the word! Depending on the size of your event or challenge, you could use social media, reach out to friends and family, put up posters, or contact your local paper. If you let us know about your fundraising plans (see step 2!) we may also be able to promote your fundraising activity on our digital channels to help raise awareness.

Step 4: Challenge time!

You've organised, planned and promoted, now all that's left to do is have fun & enjoy!

COLLECTING FUNDRAISING MONEY

You can collect the money for your fundraising activity in the lead up, on the day of an event, throughout a challenge, or in the days after. Depending on the activity, there are a few options for raising and collecting money - please see below:

Sponsorship

Getting sponsored is a fantastic way to raise money – it really can be for anything! Ask Fresh Start for an [official sponsor form](#) to collect donations, and 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% back from HMRC on Gift Aid donations!)

JustGiving

A great way to collect fundraising money for Fresh Start is to setup a JustGiving page for your event: www.justgiving.com/freshstartedinburgh. JustGiving is a very straightforward, safe and easy way for people to donate, and is easy and effective to share on social media, after you personalise your page.

Cheques / Cash

When sending in cash or cheque donations, please include a note that explains what the fundraising activity was, when it took place, your name and address. Please also include Gift Aid forms, which will need to be completed by each person who donates. We can provide Gift Aid forms to you in advance of your event, just let us know! Cheques can be made payable to “Fresh Start”.

Bank Transfers

Donations via bank transfer can be completed using the following information:
Name: Fresh Start Scotland **Sort Code:** 80-11-05 **Account Number:** 00470086

Please add a reference to the payment when transferring so we know what event or fundraiser the money is from. You can also email us at admin@freshstartweb.org.uk to provide further information.

Donations can be sent in, or you can visit our office at 22-24 Ferry Road Drive, Edinburgh EH4 4BR and hand it over in person. Card payments can also be accepted onsite, as well as cash. Remember that all JustGiving donations will come directly to Fresh Start, so there are no extra steps for you when using this method.



IMPORTANT THINGS TO REMEMBER!

Events & 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** 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 FOR YOUR INTEREST IN FUNDRAISING ON BEHALF OF FRESH START.

If you need any further information, please visit [our website](#) or reach out to our team to discuss!

Maisie Jack

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<https://www.freshstartweb.org.uk/>

FreshStart