



roundabout
YOUR LOCAL YOUTH HOUSING CHARITY



Your guide to Fundraising

Thank you for fundraising with Roundabout

We're delighted to have your support. You're helping to make a huge difference to the lives of young people in Sheffield and helping to End Youth Homelessness.

This fundraising pack should provide you with everything you need to get started and enable you to inform your supporters exactly who Roundabout are and provide you with inspiration and resources so that your fundraising is enjoyable and successful! If you have any questions or would like to request some fundraising materials, please get in touch:

Call: 0114 253 6753

Email: rgage@roundaboutltd.org

Visit: www.roundabouthomeless.org

Oh behalf of the young people we support and all the staff at Roundabout, thank you for your support.



How you make a difference

'The reason for me being in roundabout is for constant arguments with parents and the seriousness of the arguments increased over time and I just had to get away. Now I get on better with my parents and I also have more independence and more responsibility for my own lifestyle and I really am loving life at the moment.'

On my first day at roundabout I was really, really nervous to meeting the staff and the residents, but luckily I knew a female who was moving in on the same day so at least I had her to talk to and stuff. As days passed by in roundabout I started to come out of my shell and communicate with the residents and staff and right up to today I have developed a great relationship with all the staff and all the residents. Whilst living here having the staff and the residents is like a big family.'



James' Story

James was only 5 years old when his father was put in prison.

James, his old brother and mum then moved in with his grandparents. However, three years later his grandma collapsed whilst looking after James and died. James helped his mum care for his granddad who had Alzheimer's disease, but he also passed away a year later. The death affected his brother who often fought with him mum. James' brother moved out and lived with friends.

When James was 15 his mum was diagnosed with cancer and was very ill over Christmas. She died in January leaving James with nobody to care for him. James lived with his brother for a year but they didn't get on, so he referred himself to Roundabout.



Roundabout provided a safe place to stay when James had nowhere to go. During his time at Roundabout, he attended life skills sessions, enrolled onto a college course and became a Roundabout Peer Educator. Roundabout helped him apply for his own tenancy and learn the skills needed to live independently.



How your money will help

£5	Will buy bedding for a young homeless person
	Can provide a young person with a small food parcel or gas/electric token when they first move into their home
£20	Buys food for a young homeless person for a week
	Pays for all residents in the Hostel to attend a 'gym & swim' session, improving their health and well-being
£50	Provides breakfast for all residents in the hostel for one week
£100	Will pay for all the sports equipment at the hostel for a year
£500	Will pay for all the furniture in a flat
	Would pay for the complete re-decoration of one of the Supported Houses in the community
£1,000	Will train 10 volunteers to deliver peer education lessons in schools
	Would fully furnish a bedroom in our emergency hostel, and provide a safe place for vulnerable young people to stay for up to 6 weeks
£5,000	Will pay to house a young person for a year

Why we need your help

Roundabout is a local charity that supports 150 young people in Sheffield every day. We need vital funds to enable us to continue providing our services, our Homeless Prevention Service costs £50,000 a year to run, which is entirely funded by donations and support from local businesses. The Homeless Prevention service is a drop in service for young people facing homelessness which provides advice and support, as well as directing young people to hostels in the city so they're not sleeping on the streets.



After the renovation of our emergency hostel, we now need to renovate the flats next door and our shared houses across the city. We believe young people deserve the best standard of accommodation to make them feel valued and have somewhere they will be proud to call home. You can help us achieve this.



All about Roundabout

Roundabout is Sheffield's local youth housing charity. We work with young people aged 16-24 in the Sheffield area who are homeless or at risk of becoming homeless.

Roundabout supports over 150 young people every day in Sheffield and offers a diverse range of services to best meet the needs of the young people.

Hostel

The Roundabout hostel provides a safe place for 19 young people aged 16-21 to stay. Hostel residents are given a key worker who works with them to produce a needs assessment and structured programme of life skills. Volunteers also visit the hostel and run fun activities, such as crafts, sports and cooking. The Hostel is not just a roof over their head; Roundabout teaches life skills and encourages residents to enter education, employment or training in order to break the cycle of homelessness.

No 11

Next to the hostel, Roundabout has an additional 5 self-contained flats, providing a home for 8 young people who have started or are working towards some form of education, training or employment. Residents of the flats have a key worker and are given similar support to the residents of the hostel, but are given more independence in order to prepare them for their own tenancy.

Resettlement

Roundabout resettlement team has 50 bed spaces in shared houses and single flats throughout the city. They prepare young people for independent living in a semi-supported housing setting. The majority of young people are referred by social services or Sheffield Youth Justice Service, but are available to any young person in need. The Resettlement team can offer accommodation to young people preparing to leave care as a chance to practice independent living skills outside a residential setting, or to those aged 16-18 from the youth justice service as an alternative to custody.

Doncaster Transitional Housing

Roundabout has a four bedroom house in Doncaster which is staffed 24 hours and provides care and support to those preparing to leave care.



Supporting Tenants

Supporting Tenants is a project that supports young people aged 16-24 living in their own home. Living independently can be extremely difficult when young, struggling financially or lacking the support of family members.

The service offers support with: Housing, money or benefits, isolation, harassment, health and wellbeing, children and parenting, education, training and employment. Supporting tenants is a service which ensures young people are keeping their tenancies, avoiding the risk of becoming homeless and building their confidence to allow them to live independently and successfully.

Homeless Prevention Service



In 2014 Roundabout opened its Homeless Prevention Service in Sheffield city centre, entirely funded by donations and local Sheffield business Evolution Powertools. The service provides support to those aged 16-24 at risk of becoming homeless and offers family mediation sessions as we firmly believe home is the best place for young people to be, providing it's safe. The Homeless Prevention service is a drop in service on weekdays for young people to get advice and support with their housing.

Peer Education



The Homeless Prevention Service operates a Peer Education scheme, where our clients who have experienced homelessness teach in PSHE classes and attempt to break down the stereotypes about people who become homeless. Our Peer Educators gain confidence, a qualification in Peer Education, as well as educating thousands of schoolchildren across Sheffield about homelessness.



Getting started

There are thousands of events you can take part in to raise money for Roundabout. These could be local or national and cover a huge range of abilities from gentle sponsored walks to marathons.

We also organise our own events for you to take part in such as the **Sleep Out**. Participants sign up to get sponsored to “rough it” for one night to prevent it becoming a reality for young people in Sheffield. For more information on any of our events please visit www.roundabouthomeless.org/fundraising.

You can also choose to organise your own event. This guide contains all the information you need to know about organising a fundraising activity but if you need any further advice then visit www.roundabouthomeless.org or get in touch using the contact details on the back page.



Ideas for the Year

January

- Ⓢ Set a new year's fundraising target
- Ⓢ Pledge to do a charity challenge, there's still time to get training for the Sheffield half marathon!
- Ⓢ Donate unwanted Christmas gifts

February

- Ⓢ Guess the baby photo. Get everyone in your workplace to pay £2 to play a game of guess the baby photo and hold a quiz with a prize given to the individual who gets the most correct. A fun, easy and entertaining idea!

March

- Ⓢ Get sponsored to dye your hair an unusual colour, the perfect excuse to get a bad haircut without anybody being able to criticise you for it!

April

- Ⓢ It's Easter! Organise a charity egg hunt in the park.
- Ⓢ Plusnet Yorkshire Half Marathon



May

- Ⓢ Packing away your winter wardrobe? Sell the stuff you know you'll never wear again by having a charity auction on ebay!

June

- Ⓢ Have a charity car boot sale, get friends and family to donate unwanted items for you to sell. A great way to have a clear out and make a few pounds. We can provide collection buckets.

July

- Ⓢ Have a dinner party! Invite friends for a dinner party and ask for a £10 donation to attend as an alternative to bringing a gift.



August

- Ⓢ Get a charity cake stand at a summer fair (make sure you have a food hygiene certificate if necessary)
- Ⓢ Use your talents this month! If you can sing, dance, act, paint, then get creative and put on an event that's based on what you're good at!



September

- Ⓢ Harvest Festival, we always welcome food donations for our young people, drop them off at our Hostel or at our offices at the circle.

October

- Ⓢ Host a clothes swap with all your friends. Get them to bring along 10 items each and charge them £5 to take a different 10 items home with them. Perfect evening in!

November

- Ⓢ Started Christmas shopping? Make sure you register with www.giveasyoulive.com so that you can donate for free while you shop
- Ⓢ SLEEP OUT! We hold a sponsored Sleep Out every November. For all the details, visit www.roundaboutsleepout.co.uk

December

- Ⓢ Shoe box donations
- Ⓢ New phone for Christmas? Send us your old one!
- Ⓢ Have you reached your target?



Fundraising in Schools

There are many ways your school can raise money for Roundabout. In the past schools support us with harvest festival donations and attending our sponsored Sleep Out. This page provides a few ideas of ways your school can fundraise, but we love hearing about new and creative ways to raise money too!

Harvest Festival Donation

Ask pupils to bring in tinned goods and non-perishables at harvest time. These are then distributed to our residents at the hostel and also the young people who we support in their own tenancies across the city.



Hold a non-uniform day

Ask all pupils to dress in either fancy dress or their own clothes for a £1 donation. This is a really simple idea and an effective method of raising funds. Teachers can get involved by wearing uniform on the pupil's non-uniform days!

Gunge a Teacher

Get pupils to pay 50p to vote to gunge a teacher of their choice, the teacher with the most votes gets gunged!

Beat the Goalie

Ask a talented footballer or PE teacher to be in goal and charge £1 for an attempt to score against them, award a small prize for beating them.

Fun Run

Charge £1 for pupils to dress in fancy dress and run 1 mile around the school field. Award prizes for the best fancy dress!

Tutor group challenges

Form teams within tutor groups and charge £1 to take part, from a tug-of-war, to netball and football matches.



Planning Your Fundraising

Pick an Idea

If you're putting on a fundraising event, make sure you're doing something you're going to be able to have fun doing. When promoting your event, you'll have to be enthusiastic to get as many people on board as possible. Perhaps you can find inspiration by basing your event around an existing hobby. If you're a keen cyclist, get a group of friends together for a sponsored spinathon, or if baking is more your thing, organise a cake sale or coffee morning.



If you're doing a charity challenge, the more difficult the task, the more sponsorship you're likely to receive. You need to find the balance between being achievable but challenging, and ultimately something you can also look back on with pride at having completed. You can base challenges on an existing hobby or interest, you might always have wanted to do a skydive, but were looking for a reason to. Or you've always been meaning to get fit and wanted an end goal, why not sign up for the Yorkshire half marathon in Sheffield?

Turn Your Idea into a Plan

Once you have your original idea, you can start thinking about what you need to consider to turn your idea into a successful fundraiser. Pick a date, time and place for your event/ challenge. What resources do you need? Who can you ask to help with your fundraiser and how long is it going to take to prepare for your event/ challenge? Ask your friends and family what they think of your idea to get useful advice before you start preparation.

A good benchmark is to aim to raise at least three times the amount you're going to spend preparing for your event. To keep costs low, get the support of local businesses and tell everyone you're doing the event for charity, you'll be surprised what you can get for free or heavily discounted, don't be afraid to ask! We can provide a letter of authority for you to use when approaching businesses for support.



Publicising Your Fundraising

Let everyone know what you are doing and why you are doing it, as well as raising funds for Roundabout, raising awareness of our services can be just as useful. The more people who know about us, the more chance we have of gaining supporters in the future to enable us to reach more young people in Sheffield. The more people who know about your fundraising activity, the greater likelihood you have of getting sponsored or getting people involved with your event!

When promoting your fundraising activity, it is best to keep things simple, for example 'I'm running the Yorkshire half marathon for Roundabout to help homeless young people in Sheffield' or 'Attend my coffee morning to fundraise for Roundabout so they can continue to provide emergency accommodation and support for local young people'. Practice your quick one minute pitch to persuade people to support your fundraising.

Social Media:

Social media is a fantastic tool for publicising your fundraising, why not set up an event on facebook and invite all your friends to join and sponsor you? Change your twitter tagline and send a few tweets with a link to your justgiving page (if you're not on twitter send us an email and we can tell our followers what you're up to). Don't forget to include eye-catching photos, perhaps you've done a particularly difficult training session for your challenge or have gathered materials for your event. Photos make your post attention grabbing and stand out. As useful as social media is, don't forget to email or call friends and family who aren't on social media but would like to get involved with what you're doing.

Local Newspapers/ Newsletters:

Contact local newspapers and see if they're interested in picking up your story, make use of your existing contacts, perhaps you're a member of a sports team or school group who could publicise your activity in their next newsletter. Help can come from the unlikeliest of sources.

Posters and Flyers:

This is more relevant if you're hosting a fundraising event. Putting posters in local shops and letting the neighbours know there is event going on nearby that they may be interested in attending is always beneficial.



Email Signatures:

Change your email signature to a couple of lines about what you're doing with an appeal for sponsorship and a link to your fundraising page or asking to attend your fundraiser. Ask friends, family and colleagues to do the same so you can reach as many people as possible.

Keep us updated on your planning and progress

We love to hear all about how your preparation and planning is going, let us know on Twitter, Facebook, email or by phone how your plans are coming together and we can let our followers know how you are getting along.

Collecting Sponsorship and donations

Set up an online fundraising page

Roundabout are registered with Bt mydonate and JustGiving. . Research what the advantages are of online fundraising pages and decide which website is best for you. Personalise your page with photos and include a few sentences about why you are fundraising for Roundabout, donors like to know where their donations are going!

JustGiving

JustGiving (www.JustGiving.co.uk) is a really helpful website where your sponsors can sponsor online with Gift Aid, you can also get posters and leaflets created for your event to download for free.

When you set up a JustGiving page, you can get a unique code which allows people to text and sponsor you an amount of £1, £2, £3, £4, £5 or £10. These donations are added to the fundraising total on your page, it's never been easier to donate!

JustGiving keeps 5% of your total (including GiftAid) and charges a card processing fee of 13p. So for a £10 donation with giftaid, Roundabout will receive £11.74

MyDonate

Bt mydonate is a free fundraising service where every penny goes from the donation and gift aid goes directly to charity. There is a very small fee for using a credit/ debit card. Typically for every £10 donated with gift aid, Roundabout will get £12.35.

If you'd like any help with setting up an online fundraising page please get in touch.



Offline Fundraising

Sticking to promoting your event online can be tempting, it's convenient; you can reach a huge audience and keep expenses low. However, make sure you don't eliminate any potential sponsors or attendees at your event who don't regularly use the internet. Perhaps you have a family member or neighbour who would be willing to sponsor you but wouldn't know how to access your online page, or if you're organising an event why not place a small ad in any local newspapers, shops or newsletters to reach an offline audience? Download a sponsorship form so we can claim gift aid on any sponsorship or donations collected offline.

Tip: If you can, ask a generous sponsor to make the first donation, this will set a high standard for other donations!

Tip: Matched Giving

Find out if your company will take part in a 'matched giving' scheme, where they will pledge to donate the same amount you raise, doubling your total!

Fundraising Materials

It always helps to look official! We can give you sponsorship forms, T-shirts, collection tins or buckets for your fundraising event or challenge. Speak to our fundraising team for details. If you'd like logos to put on promotional materials we can send these to you.

If you can think of any other materials for an event or activity that would be useful, we may be able to provide these too, just get in touch!



Gift Aid- What you should know

Gift Aid adds 25p to every pound you raise if the donation comes from a UK tax payer. If you're collecting money offline be sure to use the sponsorship form, downloadable from the fundraising section of our website or by contacting us. If we have the donors address, we can claim Gift Aid on the donation they make, that means if someone sponsors you £10, we get an extra £2.50. If you are collecting donations online then there will be an option to claim Gift Aid on the donation through the online giving page, so you don't have to do anything extra.

There are some circumstances where you are unable to claim Gift Aid. If a donor is receiving something in return for their donation, for example buying a raffle ticket or entry to an event, you cannot claim Gift Aid as it could be seen as a purchase rather than a donation.

How to send in your donation

You can send us a cheque payable to Roundabout Ltd. at the circle, contact details at the back of this pack. Or you could pay in the money you've raised online using the green 'Donate' button at the top right hand corner of our website (www.roundabouthomeless.org).

If you've raised your money online through a JustGiving or MyDonate account, you don't have to do anything; we'll have received your money already. You can also drop cash off into our offices at the Circle if this is more convenient for you, contact fundraising team beforehand to arrange a time to suit you.



Contact Details

Fundraising and Communications Team

fundraising@roundaboutltd.org

Phone: 0114 253 6753

Roundabout, The Circle, 4th Floor, 33 Rockingham Lane, Sheffield, S1 4FW

