

Fundraising Guide



Credit: Run For All



roundabout
YOUR LOCAL YOUTH HOUSING CHARITY
Registered Charity No. 1061313

Thank You!

Thank you for fundraising for Roundabout, be it by completing a challenge or organising an event, we cannot do what we do without people like you. We are here to help you make the most of your fundraising, so if you have any questions, feel free to contact the Fundraising Team and we will be happy to help!

All of the money you raise will allow us to help young people who are the most vulnerable.

We are a small fundraising team here at Roundabout but we are passionate about helping young people. We want to share all of our knowledge with our supporters and help you on every stage of your fundraising journey. We know how hard you work to try and raise funds for us and we are thrilled to have you on board, whether this is your first time or you are a fundraising pro, we hope you love being a part of **#TeamRoundabout**.

Contact our Fundraising Team



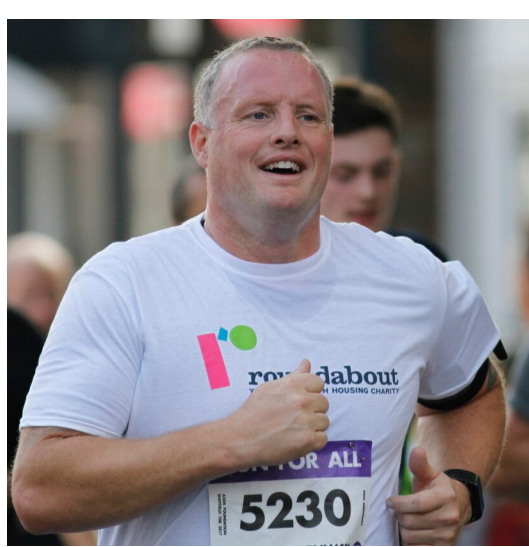
0114 253 6753



fundraising@roundaboutltd.org



Roundabout Fundraising, The Circle,
33 Rockingham Lane, Sheffield, S1 4FW



End Youth Homelessness

About Us

Roundabout is South Yorkshire's youth homeless charity, providing shelter and support to young people aged 16-25 who are homeless or at risk of becoming homeless.

We provide high-quality, effective and flexible housing, care and support services to meet the diverse needs of young people who are homeless and develop appropriate new services as those needs change.

We truly believe that every young person in our region should be given a chance and an opportunity to turn their lives around and not experience or re-experience homelessness.



180+

young people in accommodation supported every day

15,000

young people helped since 1977

7

services supporting young people all year

Keisha's Story



Keisha was living with her Dad during her early teens, but the living situation was crowded. She had to share a room and never had any time to herself, which caused problems.

After many arguments, Keisha was kicked out. She stayed at a friend's house for a week, before coming to our Homeless Prevention Service. Keisha received advice about what she could do next and moved to the Roundabout Hostel, where she began her journey to independence.

She attends college and volunteers in her spare time as a Peer Educator in schools. Roundabout's Peer Education programme not only aims to prevent young people from becoming homeless in the future, but it helps to build up the confidence and skills of our volunteers. Keisha has flourished in the role and has since received an award from BBC Radio Sheffield, been filmed by the National Lottery and spoken at Roundabout fundraising events.

"I've gone into loads of schools and talked about homelessness to raise awareness which has really built up my confidence. Right now I'm studying for my A Levels at college. In the future I want to be a midwife, so I plan to go to University and get a degree in Nursing and Midwifery."

Keisha

Let's Get Started!



Ready to help Roundabout end youth homelessness?

We have some great ideas for you to try!

Challenge Yourself

A personal challenge is a classic way to get into fundraising.

Cycle, run, jog, walk, swim or sleep... from the Sheffield 10k to Sleep Out, you are sure to find the challenge for you on our website at roundabouthomeless.org

Set yourself a fundraising target to motivate you and your supporters.

CHARITY PLACES - We have charity places in some events, where we would ask you to reach a minimum fundraising target.

ORGANISED EVENTS - You can also represent Roundabout in any event that you have purchased a place in. You can set your own fundraising target and our fundraising team will help you get there.

Not all challenges have to be athletic!
Check out some other ideas...

You can help us #EndYouthHomelessness by:



Glitter painting at a local fete



Giving up coffee & donating money you save



Inviting your friends over for a marathon movie night



Bringing your furry friend along for a sponsored walk



Holding a bucket collection



Selling unwanted clothes

www.roundaboutsleeppout.co.uk

roundabout
YOUR LOCAL YOUTH HOUSING CHARITY

SLEEP OUT



Roundabout holds a sponsored **Sleep Out** every November to raise vital funds and awareness of youth homelessness!

Check out www.roundaboutsleeppout.co.uk

Group Fundraising

Challenge friends, family, sports club, school, Scouts or Guides and raise money as a team.



Take part in our Sleep Out or organise your own



Organise a sports tournament



Organise a quiz night



Organise a Come Dine with Me competition



Host a fancy dress disco



Invite friends to a coffee morning



Fundraising at Work

Challenge your colleagues and hold an event at work, or ask your work to choose Roundabout as their Charity of the Year.



Get everyone to sign up to pay roll giving



Have an office sports day



Have a bake sale at work and give a prize to the best baker



Take on a big challenge, eg. the Yorkshire Three Peaks



Run a raffle with donated prizes



Take part in Roundabout's Sleep Out or Organise your own



There are so many options for our supporters to unite together to **#EndYouthHomelessness**, whether you are a top baker, fantastic at running or just want to do something fun!

Charity of the Year Fundraising

If Roundabout is your Charity of the Year, there are plenty of ways that you can get everyone involved and boost your fundraising!



Organise a big event (eg a band night, Yorkshire Three Peaks)



Join Roundabout's Sleep Out in November, or organise your own



Hold a dress down day



Take part in an overseas trek



Organise a Bake Off competition



Hold Christmas and Easter raffles



Every pound makes a difference

Your fundraising will make a huge difference to the lives of the young people in our service.

£10

Pays for an electric/gas top-up for a young person

£50

Helps a Young Person get interview clothing when they are seeking employment

£100

Pays for a Starter Pack to help a young person set up their home

£3,000

Will allow 10 Peer Educators to gain a Level 2 Qualification

£5,000

Pays for a year's intense support for a young person in crisis in our specialist Rapid Rehousing scheme

Our Guide to Fundraising Online

Decided what challenge you would like to do but unsure of where to start your fundraising?

We have got you covered!

Setting up an online fundraising page is a great way to collect online sponsorship without feeling too pushy. We recommend using **Just Giving**, **Virgin Money Giving** or **Facebook Fundraising**. These sites will allow your fundraising to be safe and secure and they are really easy to share on social media and by email!

Personalise your page with your story, photos and training updates. This means that you can share your page more often with your progress!

Share Share Share with your friends, family and colleagues. Whether this is on social media, text, Whatsapp, Messenger or in person. JustGiving say that 20% of donations come in after an event, so keep sharing!

Top Tip: Social media is a great way to ask for sponsorship as you never know who's scrolling and could be motivated by the cause! Photos, boomerangs and videos are really engaging. Posting at popular times of the day like late afternoon is effective too.

Psst... don't forget to tag Roundabout in your posts!



Emma, Penny and Dave from Cheswold Park Hospital climbed the three highest peaks in Scotland, England and Wales in 24 hours and raised £1,335!

“Undertaking the National Three Peaks was something that developed from an idea with a few colleagues, which quickly turned into a full plan and year long training schedule which saw us climb many hills and mountains together. We have enjoyed some good laughs (and plenty of aches and pains!) on the way! We've all seen the impact on people that homelessness can have and wanted to support a local charity that is undertaking work to give people a hand when things get tough”.

Fundraising Top Tips

1. Plan Ahead

Keep it simple, make a checklist and start planning early on.

2. Set A Target

Setting a fundraising goal can help motivate fundraisers but make sure it is right for you!

3. Create A Budget

If you know your event will have some costs, it is worth doing a quick budget to make sure you are making a profit.

4. Register Your Event

Before you start advertising your event email fundraising@roundaboutltd.org or fill out an online fundraising form to let us know about your event. We can then send you some fundraising materials, including bunting, balloons, t-shirts, games, leaflets and a letter of authority, which is essential when asking for raffle prizes.

5. Event Checklist

Make sure you consider the location, date and times, theme, price and ticketing. These are the simple things that can make your event a success. Don't forget to use your contacts to sell tickets or get lots of prizes! You can also tag us on social media and we can share your messages. We can also supply you with our In Support Of logo to use for your event.

6. After Your Event

Let us know how your event went and send us some of your photos - we would love to share what you have been doing on our social media! We can also let you know at this point how best to get the money you raised to us. Once we have received the funds, we can send a big THANK YOU!



Reaching your goal

Taking on a challenge for charity is a rewarding experience but trying to hit the fundraising goal can be quite daunting. Don't panic, the Roundabout Fundraising Team are here to help!

We have put together a few of our best ideas to help you reach your minimum fundraising target. No matter your target, we can provide you with a guide that's full of fundraising activities to help breakdown the overall target, making it more manageable for you! Here's an example of what you can find in the guide:

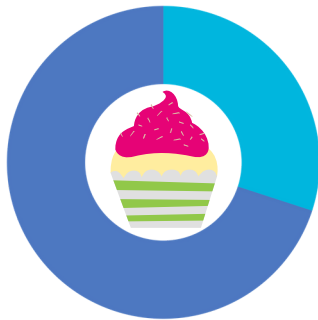
You can hit your fundraising target by fundraising in different ways. Every penny raised will help you reach your goal!

Example target: £500



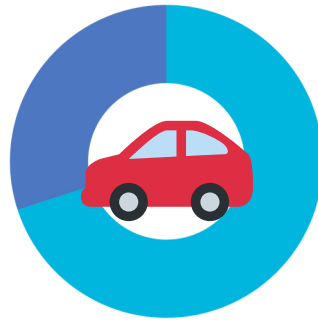
Sell unwanted items at a boot sale or online

Raised: £100



Host a coffee morning and invite friends over for some yummy cake

Raised: £150



Hold a car wash with a group of willing volunteers and lots of sponges

Raised: £250

Other ways to support Roundabout

Raise and Give

Join your University fundraising team and get involved with their incredible challenges, from there you can nominate Roundabout as the charity of the year!

Fundraising at School

Do you have a charity committee or School Council that would want to get involved? Why not suggest a fundraiser in aid of Roundabout? Non-uniform days are always popular!

Collection Tins

Are you a local business that could host a collection tin for us? Let us know!

Donations in Kind

Did you know that we collect donations of items too? From hygiene products to colouring books, we collect items to help our young people. We also accept donations for raffles and other prizes! Please ask us what we currently need before starting your collection.

Gift Aid It

If a donation is made by a UK tax payer, we can claim another 25p per £1 donated if they check the box. This can be a really effective way to boost your funds and it doesn't cost anything!

Match Giving

Ask your company if they offer match giving - this is where they donate to top up your fundraising.

Paying in your fundraising

Thank you so much for fundraising for Roundabout!

Your donations mean we can give vulnerable young people a brighter future and help end youth homelessness, so a **HUGE** thank you for your support.

The next step is to pay in your fundraising!



Boost your donation with Gift Aid

If you are a UK taxpayer, you can make your donation go further by clicking the Gift Aid box when donating online or by completing a form (let us know if you need one). It doesn't cost you a penny more and we can claim an extra 25p for every £1 you donate! If you have fundraised with a paper sponsorship form, then don't forget to send it in to us so we can claim the Gift Aid.



DONATE ONLINE

Make a payment online through the 'Donate' button on our website (roundabouthomeless.org). Donations can also be made via JustGiving and Virgin Money Giving, but please note that donations made this way may incur fees and administration costs.



BY POST

You can send us your donations in the form of a cheque made payable to 'Roundabout Ltd' and post it to our office (Roundabout Fundraising, The Circle, 33 Rockingham Lane, Sheffield, S1 4FW). Don't forget to let us know who you are so we can say thank you!



IN PERSON

Call us on 0114 253 6753 to organise a time to pop into our office at The Circle, 33 Rockingham Lane, Sheffield, S1 4FW on any weekday from 9am – 4pm to pay in your donation.



BY BANK TRANSFER

Donations can also be made to us directly through a BACS payment. Please email our fundraising team at fundraising@roundaboutltd.org or call on 0114 253 6753 for our bank details.

The Important Bits

Raffle, Lotteries and Tombolas

There are lots of rules and regulations in place in regards to these types of fundraising, so make sure you know if you need a license. The best place to find this information is with your local Council's licensing team.

Event Raffle

If you are holding a raffle on private property (such as at work or a club) you need to make sure that it is clear who is organising the raffle and that tickets are only sold on the premises. Small lotteries, including raffles as a part of a bigger event such as a fair, can be held without a license. The tickets must be sold and drawn on the same day as the event and tickets cannot be sold over multiple days or at varied locations. Any money spent on acquiring prizes must not exceed £250 per raffle, however there is no monetary limit for donated goods.

Multi-Day Raffle

If you are selling tickets in advance of drawing the raffle to the general public, then you must register the event with your local authority and check if you need a license. You will also need to get your raffle tickets printed that have your promoter number on as well as the details of the charity and the fundraising event.

Licenses, such as bucket collection licenses are free or you may not need one, but it is very important to check.

Health and Safety

If you are running your own event, make sure you have a qualified **First Aider** present and that you have completed a risk assessment. You may also need adequate insurance cover.

Collecting Money

To collect on public land such as a street, you must always ask permission from the local authority and obtain the correct license. If you are collecting money on private land, such as a supermarket, you must have written permission from the manager or land owner. If you are collecting money for Roundabout, please let us know so we can supply you with a collection tin or bucket and a letter of authority.

Food and Drink

If you are providing food and drink at an event, you may be required to have a Food Hygiene Certificate, especially if you are selling food to the general public.

For any advice with this matter, please contact your local authority through the environmental health department.

Risk Assessment

If you're holding an event that other people will attend, it's up to you to make sure that it's safe for everyone. Please make sure you do a risk assessment which will help you to think about the potential risks and how you can minimise these for everyone. Better safe than sorry!

Template risk assessments can be downloaded from our website - please ask the Fundraising Team for the link.

If you have any questions, please get in touch with the Fundraising Team by emailing fundraising@roundaboutltd.org or calling 0114 253 6753

Thank You



Don't forget to share your photos and tag us on social media!

 @RoundaboutSheffield


 @RoundaboutSheff

 @roundaboutsheff


#EndYouthHomelessness

Your fundraising and support will ensure that we can help more vulnerable young people than ever before.

Contact Us:

 0114 253 6753

 fundraising@roundaboutltd.org

 Roundabout Fundraising, The Circle
33 Rockingham Lane, Sheffield
S1 4FW



Registered with
**FUNDRAISING
REGULATOR**



roundabout
YOUR LOCAL YOUTH HOUSING CHARITY

Registered Charity No. 1061313