Fundraising Toolkit
Hints and tips to get you started
Thank you...

... for choosing to fundraise for LandAid. Whatever fundraising you organise, you can be sure it will make a big difference to the lives of young people facing homelessness in the UK.

Every year, thousands of young people in the UK find themselves homeless. Many are forced to sleep in overcrowded hostels, in cheap B&Bs, or worse still, on the streets. It’s a problem that we’re here to tackle.

We bring the property industry together to support charities delivering life-changing services for young people who are or have been homeless, or who are at risk of homelessness in the future.

Through a unique network of corporate partners, we invest funding and expertise where we can achieve lasting impact.

Thanks to our incredibly generous network of supporters LandAid raised £3 million in 2017/18. With your help, we believe we can raise even more money this year to end youth homelessness sooner.

Keep reading for advice and inspiration on planning a successful fundraising activity.

£3m

Amount raised in 2017/18. Can you help us go even further this year?

What’s inside?

Whatever the weather, there’s always something you can do to raise money for LandAid.

Whether you fancy yourself as an adrenalin junkie, a baker or an office Olympian, LandAid needs you! Read on to see where your money goes and why we need your help now, more than ever.
How your money helps

The vital funds you raise each year support young people across the UK, helping them into safe accommodation and towards a more positive future.

LandAid funds projects that help young people facing homelessness find a place to live, develop life skills and qualifications, become employed and build a future. Here is a snapshot of the difference we are making to young lives.

**XLP, Greenwich**

*LandAid Grant: £85,000*

We gave XLP an £85,000 grant to support their XL-Mentoring project, which helps disadvantaged young people living on estates in Greenwich. The project aims to help young people on the verge of anti-social behaviour to make wise life choices, and set positive goals and achieve them - key elements in preventing youth homelessness.

**CAYSH, Croydon**

*LandAid Grant: £60,000*

We’ve funded the renovation of a three-bed house to create four bed spaces for young care leavers, who will receive support to help them access employment and transition from fully supported care to independent living, giving them a brighter future.

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**Dan’s story**

Sometimes we can take our families for granted - Dan lost his father when he was just 9 years old – a trauma that he feels wasn’t dealt with as a child and led to family conflict and substance misuse later in life.

Dan found himself homeless when he was only 17 but now has a new lease of life after going through The Wallich’s accommodation and support services in Bridgend.

‘I’ve had loads of support from The Wallich to get off drugs, and they were the ones who referred me to drug and alcohol services to get better. It’s changed my life.

‘I’m so proud of myself for coming out of the other side. It’s an amazing feeling. I have a child now, who’s changed my life. I’m looking to settle down in a new place, in my own place, so I can have my child there and I’m on the look-out for a good job.

‘The Wallich has been behind me 100%. It’s a long journey but I know now that I’m out the other side, I’m much happier now.’
Ideas for the office

If you want to keep it office based, here are a few ideas to get you started:

- Dress down or loud tie day
- Office Olympics
- Great Office Bake Off
- Guess the baby photo
- Charge people to use the lift at work
- Be tied to someone for the day
- Pay to knock off early
- Sell your Twitter account for the day
- Spelling bee
- A week of walking to work
- Sponsored office silence
- Get paid to use obscure words in meetings
- Put your boss in another role for the day
- Office quiz, raffle, bingo or sweepstake* (with a day of annual leave as a prize)
- Office Scavenger Hunt or Treasure Hunt
- Ping Pong Tournament

*You may need a license for some raffles. Check out www.gamblingcommission.gov.uk for the latest guidelines
Take on a challenge

Aim high by organising a sky dive or climbing a mountain; or rally the team together for a cycle ride or world record attempt. Organise a Jailbreak and see how far away from the office you can get in 24 hours - with no money! Or if you’re feeling sporty, why not coordinate a golf/football/cricket tournament, a boat race or a swimathon?

“The most exciting, challenging, exhilarating day of my life - and all for a great cause!”

Hannah Noble of Savills who swam the English Channel to raise money for LandAid

or try something new!

Try organising a salsa class or wine tasting and ask colleagues to donate for the experience. If you want to set yourself a project you could create and sell a cookbook with everyone’s favourite recipes or organise a Dragon’s Den to find any budding office entrepeneurs.

Or why not put your colleagues’ start-up business skills to the test by giving each team in your office £500 and challenging them to turn it into much more.* Teams have a set number of weeks to make their millions. Let the games begin!

*Check out www.gamblingcommission.gov.uk for the latest guidelines
Get creative in the kitchen

Who doesn’t love food? Treat your taste buds while raising money and organise a bake off between offices or a *Come Dine with Me* style lunch break. If you want to spice up the competition, you could arrange a chilli eating contest or an all-you-can-eat competition with doughnuts or pizza.

Then there are old favourites such as guess the number of sweets in the jar and apple bobbing. Or why not try something different and challenge your friends to play food heaven or hell - pay to eat heaven, get paid to eat hell!

Make a night of it

How about charging entry to an evening event, like a comedy or a casino night? Everyone loves belting out classic pop songs at karaoke and if not, they’re always happy to donate to charity for a burger from the barbeque.
Paying in the money

Fundraise online
If you are taking on a challenge or event to collect sponsorship, one of the best places to start is by setting up an online fundraising page. You can set up a JustGiving page at https://www.justgiving.com/landaid.

Pay in cash or transfer via BACS
Please make sure you reference your company and event on your payments. Cash can be paid directly into the LandAid bank account or a bank transfer can be made using the details below.

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Send us a cheque
Cheques may be made payable to LandAid Charitable Trust and sent to:

LandAid
St Albans House
5th Floor
57-59 Haymarket
London SW1Y 4QX

Please include a note letting us know how you raised the money.

GiftAid your donation
Remember to GiftAid any donations and your gift to us could be worth almost 25% more! This can be done through your JustGiving page, or by contacting the LandAid team for a sponsorship form.

Any questions?
If you’d like to discuss your fundraising plans with us, please contact the Fundraising Team on 020 3102 7191 or email Catriona McCormick: catriona.mccormick@landaid.org

Get the word out!

Don’t be shy about your fundraising activity - it’s a great thing to be raising money for homeless young people in the UK.

Make posters, send round e-flyers and chat about it on social media! We’re happy to provide the LandAid logo and retweets posts with the handle @LandAid to spread the word.

We could feature you as our #FridayHero on our social media channels - this is a weekly series recognising a person, group or organisation who has done something amazing for LandAid! Get in touch to feature.
LandAid is the property industry charity working to end youth homelessness in the UK.

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