

CHOOSE YOUR OWN ADVENTURE!



FUNDRAISING PACK

**REGENERATE**

[regenerate-london.org](http://regenerate-london.org)

Registered charity no. 1087134

# INTRODUCTION

We are really excited that you're interested in taking on an adventure for Regenerate!

A fundraising adventure or event is a really exciting opportunity for you to do something new and challenge yourself, connect with your friends and community, and also raise money for an amazing local cause.

We are always here to support your journey, but in this pack, you will find all the information and tips you need to get you started, including:

- How to choose your adventure
- Planning a successful fundraising event
- Setting up an online fundraising page
- Sharing your event and maximising your fundraising



# ABOUT REGENERATE



Creating opportunities for young people to thrive.

Regenerate was established in 2000, and over the past 25 years have built foundations within communities of Roehampton, Putney and Wandsworth. We inspire and support young people by building strong relationships and creating life changing opportunities, helping them grow in confidence, make the best of their lives, and impact the world for good.

Across our 3 services, we work with young people aged 10-24 who experience challenges such as mental health issues, trauma, exposure to crime or violence, marginalisation discrimination and criminalisation, or are at risk of becoming NEET (Not in Education, Employment or Training).

We help young people uncover their potential and nurture their future aspirations by facilitating person-centred services, which are young person led and support them to take ownership over programme content.



\*Percentage of young people we worked with who showed improvement in the measured outcome

# SO WHY A FUNDRAISING CHALLENGE?



Fundraising is essential to everything we do. Without incredible people like you to help us, we simply wouldn't be able to do what we do!

Our 'Regenerate journeys' - that you may have seen or even been a part of in the past - were founded on our core values of adventure and generosity.

Now, we are looking for individuals like you to choose your own adventure and raise money for Regenerate, while also doing something amazing for yourself: Pushing your limits, growing in resilience, and having a great time while doing it too!

At first, this seems daunting, however we believe it's such an exciting thing to embark on. No matter who you are or what your abilities are, there's something you can do. Read on to find out more!

## What your fundraising challenge can achieve:

**£500**

Provides 350 hot meals for young people at our youth club

**£1000**

Pays for a whole course of mentoring for a young person throughout their year of employment with us!

**£2000**

Covers the cost of taking 10 young people to go on an unforgettable adventure to Wales!

# CHOOSING YOUR ADVENTURE

Planning for a fundraiser is exciting: the limits are endless and there's so many things you could do! From runs, walks and cycles, to swims and skydives, no matter who you are, there's an adventure out there waiting for you!

To help you get started, we recommend asking yourself a few questions:

- **Who is fundraising?** Are you doing your challenge alone, with a friend or as part of a group?
- **What are your interests and what is your physical ability?** Remember that not all challenges need to be crazy - everyone's ability is different, so think about achievable ways you can push yourself and what is a challenge for YOU specifically. There is something out there for everyone and all challenges are more than worthy and commendable!
- **What is the scale of your event and how much spare time do you have to give? ?** Is your event a morning run, or a multi day challenge? Depending on the scale of your event, you'll want to make sure you set yourself enough time to plan, prepare, train, and fundraise!
- **Do you have a budget?** Some activities require a budget to get going, and so money will likely play a big factor in the challenge you choose. What's your budget and what can you achieve within that?

Here are some of our ideas that work with a variety of skills, budgets, and time to give:

## Fundraising on your own

- A long distance run of your choice - it could be 5k, 10k, or even a marathon!
- Sign up to a Boxing training course and fight it out with [white collar boxing](#).
- Do 100 push ups or squats a day for a month
- If you're feeling daring why not try a sponsored skydive!



## Group challenges

Gathering some friends together to organise a challenge is such a great way to do something different and bond in a new way.

Host a charity football tournament.

Get on your bikes and go on a cycling trip – to Brighton, Lands End, or even Rome!

Sign up to a half marathon together - maybe even make it a race to push each other on!

## Looking for something less physical?

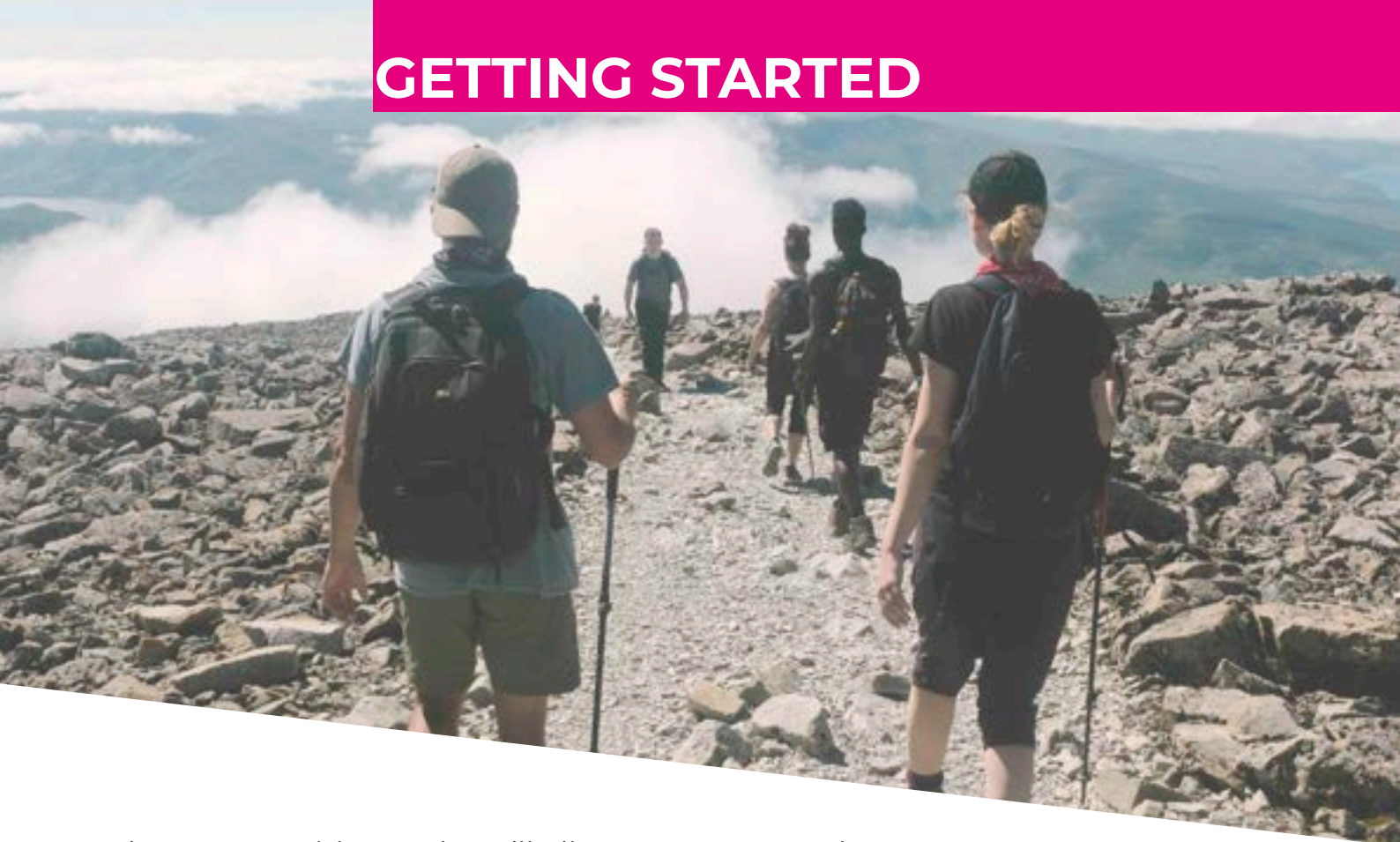
Not quite ready or able to take on a physical challenge, but still want to fundraise?

Host a charity quiz night - This could be at a local pub, or even your back garden! Gather some friends, drinks, and ask everyone to donate to play!

Ask us about our 'Come Dine With Us' community events!



# GETTING STARTED



So you've got your idea and you'll all set to get started!

Planning is an important part of any fundraiser, and it's important to get the details ironed out early on to make sure your challenge goes ahead smoothly.

# 1

**Figure out the who, what, when, where and how of your event.**

Who is taking part? When and where will it happen?

How will it happen - what do you need to organise to ensure you're ready to go?

# 2

**Set up an online fundraising page on JustGiving** (see the next page for info on how to do this).

# 3

**Contact us!** We want to hear about your challenge, and we can also help support you in promoting your event!

# 4

**Think through your event as both an organiser and as a potential donor/ attendee and write down all of the details.** Map out your challenge to check you have everything you need and if there are there any other steps you can take to help things run smoothly.

For instance, are you hosting a ticketed event? Creating an EventBrite would help.

If your event is spanning multiple days, do you need accommodation, what supplies might you need, and will anyone be going with you to support you?

# 5

**Have a final think through of your budget**—even the small things soon add up! Is there anything you might be able to source for free throughout the local community or any sponsorship you might be able to get?

# SETTING UP YOUR 'JUSTGIVING' PAGE

Now you're ready to start sharing your fundraiser, you'll need to set up a JustGiving page to collect all your donations.

To do this, go to [justgiving.com/regenerate](https://justgiving.com/regenerate). Click 'Start Fundraising', and then follow the on screen instructions to get yourself set up, using our tips below to help you create a successful page.

If you need any help, go to JustGiving's help section at [help.justgiving.com](https://help.justgiving.com) or email [aimee@regenerate-london.org](mailto:aimee@regenerate-london.org) if you're stuck!

## **Customise your page with your personal story, photos and updates.**

You could raise 65% more just by writing a page summary! Think about why you're raising money for Regenerate and why the cause is important to you. You can use the following to help you get started, adding in your own thoughts and experiences with Regenerate too!

"On [event date] I will be [challenge details]! Doing this will be a new challenge for me, and I need all the donations and motivation I can get!!

By doing this challenge, I'm raising money for Regenerate who support local young people in South West London, by building strong relationships and creating life changing opportunities to help them grow in confidence, uncover their potential, and thrive. It's a cause close to my heart because [continue your story here!]."

## **Make your fundraising target visible on your page.**

Setting a clear target gives people something to really get behind.

We suggest £500 or £1000, using the examples of what this would fund on page 4 to really push your cause!

## **Use pictures to bring your page to life.**

Whether it's you training, route maps/plans, or updates while your challenge takes place - people are much more likely to engage if there's picture!

## **People who donate to their own page to get started raise 84% more!**

Kick off your fundraising and show commitment to your challenge by being the first to donate to your page.

## **After the event, update your page and message everyone with a final thank you.**

Include photos, how it went, and any Strava or other fitness tracking summaries to show them everything you've achieved.

Remind them it's not too late to donate, and let them know when your page will close.

# PROMOTING YOUR FUNDRAISER

If your friends and family don't know about your fundraising, they can't support you – so make as much noise as you can to let everyone know what you're doing and why.

The more you talk about your fundraising, the more people will donate. Here's our ideas which will help you get everyone involved!

## Reach Out to the Community

- Make the most of your local networks – why not give a talk about your event in your church, school or workplace?
- Research local directories listing community events and submit your own event details to a couple of local event calendars.
- JustGiving autogenerated a QR code for your page. Add this to any material you might use for your event. People can then scan and go directly to your page.

## Word of Mouth

- Be sure you tell everyone about your fundraiser, why you're doing it, and how they can support.
- Think about any high profile networks you might have to help you promote your event!
- Local media also love to hear about local people getting involved with good causes. When you've got all the details sorted, get in touch with newspapers, radio stations and community websites in your area to share your story.

## The Power of Email

- Get your work mates onboard by including the link to your JustGiving page on your email signature.
- Ask your internal comms team if you can share in any newsletters or bulletins.
- Plan a three-part email series including:
  1. Announcement letting people know your plans.
  2. A Reminder with more details and to prompt those last donations!
  3. A Final Thank You



## Other Top Tips:

Target your most generous supporters first. People tend to donate amounts based on what others have already given.

Share your JustGiving page again around pay day, when people are feeling generous!

Personalise a thank you message to everyone who has donated, and in this ask them to share your fundraiser with their friends and family.



# PROMOTING YOUR FUNDRAISER CONTINUED

## - SOCIAL MEDIA

Using social media is a great way to let people know about your fundraiser and extend it's reach.

Try some of these tips:

### **Create engaging visual content to share your story;**

What makes this cause so important to you?  
What has been your experience of Regenerate in the past?  
Why have you chosen this particular challenge?

**Utilise stories** on Facebook and Instagram to give daily update and a running fundraising total. If you're feeling brave you could even do live videos showcasing what you're up to while the event or challenge is taking place!

**Add a link to your online fundraising page in your bio,** and on all of your updates on stories or posts.

**Follow local groups, businesses and high-profile people in your community and tell them about your fundraiser.** They could end up helping promote it, donating or even contributing some prizes or gifts

### **Don't forget to tag @regenerate\_ldn.**

We love seeing what you're doing to raise money and will also share these on our profile too!!

**If relevant, create an event page on facebook** and invite all your friends. You could also make this public so that your friends can invite their friends along too!

### **Helpful Materials:**

[Regenerate Logo](#)

[Justgiving page banner](#)

# OTHER HELPFUL GUIDELINES

We want to support you as much as possible throughout your fundraising activities.

To help with this, the following guidelines are provided, and all individuals and groups undertaking fundraising activities in aid of Regenerate are expected to adhere to these..

## General Principles

We expect all those fundraising for us to adhere to ethical, honest and lawful conduct at all times. Amongst other things, this includes:

- being honest about Regenerate's aims, objectives and outcomes;
- not accepting donations from those who lack capacity at time of donating;
- acting 'in aid of' opposed to 'on behalf of' Regenerate at all times and ensuring no undue pressure is placed on a person to donate.

## Transfer and handling of Funds

We recommend only using JustGiving to collect donations for your event; When using JustGiving, funds will be automatically transferred to Regenerate.

The fundraising organiser is responsible for ensuring that Regenerate receive all monies raised.

Physical donations or cheques should be received by us within 1 month of the event/ activity, or closing date for donations. Please get in touch for more information on how to get this to us!

Depending on your activities, (i.e. if running ticketed events) you may be acting at a Data Processor on behalf of Regenerate and will be expected to comply with the Data Protection Act 2018 at all times. See our privacy policy here or speak to us for more information.

## Photo Consent

While photos and videos are an incredible tool for fundraising and sharing what you've been up to, please ensure you have consent from anyone in your photos before sharing these for fundraising purposes.

## Use of Funds

As a charitable organisation, all of Regenerate's income goes towards charitable activities undertaken by the organisation. Unless otherwise specified, all funds raised through community fundraising activities will be treated as unrestricted funding.

## Branding

When using our logo, please ensure that your purpose of use is made clear, and that the fundraising party cannot be misinterpreted as acting on behalf of Regenerate (i.e. by using our logo as your profile icon on social media).

## Expenses

Any expenses incurred as part of fundraising activities are the responsibility of the fundraising organiser. Please ensure that you work with your personal budget

## Risk Assessments and Liability

The fundraising party is responsible for carrying out appropriate risk assessments related to their activities in aid of the organisation. Regenerate will not accept any responsibility or liability for any events undertaken in aid of its work.

## Licensing

All fundraising organisers are expected to adhere to licencing laws and regulations as specified by the national and local authorities or other relevant bodies. Please contact your relevant local authority for details on this.



We're so excited to be embarking on this journey with you!

For further support and to share what you're up to,  
email [aimee@regenerate-london.org](mailto:aimee@regenerate-london.org),  
or tag @regenerate\_ldn on instagram, twitter and facebook!

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