



We're doing something about homelessness... You can too!

Find out more here...

FUNDRAISING GUIDE

WHO WE ARE

We are The Wallich. We're doing something about homelessness. We give vulnerable people the accommodation and support to live safer, happier and more independent lives and become part of their communities.

We help the most excluded and marginalised people in society; those with no home, experiencing extreme poverty and suffering poor mental and physical health. We have successfully housed many who have been street homeless, helped those with severe social problems and supported many people in rebuilding their lives after experiencing homelessness.

We believe everyone deserves the right to a home, but more than that, that everyone deserves the right to feel safe, to feel valued and to feel positive about their future.

We have over 60 projects across 17 Local Authorities and work with over 4,000 people every year. We have access to an ever changing and diverse client group with unique stories to tell and unique experiences of homelessness.



£10 

COULD PAY FOR
hot meals and provide
human contact to a rough
sleeper for one week

£50 

COULD PAY FOR
meaningful activities
to help our residents
grow in confidence

£100 

COULD PAY FOR
a training course to
get someone back into
education or work

Your money can help!

“I’m
somebody’s
brother,
somebody’s
son”



JAMES

James 17, was referred to The Wallich last year by the probation service. His mother had recently died and he was living in the family home with his brother.

Both young men have a history of substance misuse and offending behaviour. James was struggling to manage his dependency because of the recent bereavement and lack of support. In September James’s brother overdosed and died in the family home.

The loss of his older brother had a devastating effect on him and his substance misuse spiralled. The family home had to be sold to cover debts and James was made homeless.

He was referred by the Local authority to Clos Sant Paul and is currently staying in our emergency bed while we access move on accommodation for him.



LUCY

Lucy 26, had been staying at a refuge for women in Plymouth, but had found the experience lonely and isolating and had moved back to Cardiff, where she found herself with nowhere to go. She wanted to be close to friends and family, but felt her presence at home may put her family in danger from a violent ex-partner.

Lucy says she resented taking benefits and was desperate to get a job and improve her prospects. She gained a place at one of our Hostels. During the first twelve months of her stay, with support from staff, Lucy attended college and completed her maths and Biology GCSE’s and an ‘A’ Level in Spanish.

Lucy also took part in the ‘Business Action on Homelessness’ scheme (BOAH), helping homeless people back into work through voluntary work placements, training and a job coach.

She attended a three week training course, teaching participants team building, confidence and work skills. Following the course Lucy completed a two week, unpaid work placement with Marks & Spencer, as she explains “doing the same job as the paid staff, but for free!” Business in the Community also put her in touch with a local business professional who had volunteered her time to act as a ‘job coach’ and mentor Lucy throughout her placement.

At the end of the two weeks, staff at Marks & Spencer were so impressed with Lucy’s commitment and attitude that they put her forward for an interview for a paid job in the store.

Lucy now lives in private rented accommodation and works at Marks & Spencer. She is hoping to attend evening classes in order to achieve her goal of becoming a psychiatric nurse.

“I’m homeless,
not hopeless”

Here are our Top Tips for planning and organising a fundraising event.

TYPE OF EVENT AND DATE

The two most crucial steps to start with are to choose an event that will be appropriate for you or your group and also a date that fits in with you plans. If you haven't got much experience – keep it simple. There are plenty of event ideas in our 100 Seasonal Ideas booklet.

You can sign up to one of our existing events online or email us at dosomething@thewallich.net to let us know what sort of event you're planning. We'll then be in touch and send you a brilliant fundraising pack – which will include the likes of a fundraising guide, sponsorship forms, stickers, bunting etc. We can also send you collection buckets, tabards or t-shirts.

LOCATION

The next stage is to choose an appropriate venue or location. Try your local Community Hall or Arts Centre for low cost options. Licences are permits are needed in some cases, please see our 'Legal Stuff' section or get in touch and we'll be able to help and guide you.

HELPERS

How many people do you need to help? Try to ask for volunteers well in advance of the event and delegate jobs to individuals – it's more fun when there are more of you to share the load. If you're organising something big and have run out of friends and family to ask – get in contact, we may be able to provide volunteers.

PUBLICITY

Now that you have spent all this time organising your event – you need to tell people about it! You can download customisable posters from our website. Put them up in your local Post Office, Community Noticeboard, Doctors Surgery, Village Hall or Library. Publicise your event on social networking sites such as Twitter or Facebook. If you'd like any help or guidance, please get in touch.

PLAN B

If you're doing an outdoor event – what if it rains? Do you still go ahead or do you postpone? Do you have an 'under cover' option? Always have a plan B – and don't be afraid to postpone if necessary.

GOOD LUCK AND HAVE FUN!

Choose an event, pick a date, pick a venue, tell us about your event, publicise and delegate. But most of all – Enjoy! It's not called FUN-draising for nothing!

POST EVENT

If possible – announce during the event how much has been raised. Don't forget to thank everyone who helped out during the whole process. Send the funds raised (together with Donation by Post form if sending a cheque) and any sponsorship forms as soon as you can. If you took photos, tweet us @TheWallich, email, or send us copies so we can use them to publicise your event.



TELL PEOPLE THAT YOU'RE FUNDRAISING

One great way to raise money is to ask family, friends, and colleagues to sponsor you towards a set target.

This can be done by using The Wallich sponsorship forms (downloadable via our website or via email request) and through JustGiving.com.

GET STARTED WITH JUST GIVING

It's easy (and free) to set up your very own online fundraising page through Just Giving so people can sponsor you online in moments. Your page gives you space to tell people about your event so include as much information as you can including photos and videos, and also explain why you want to raise money for The Wallich

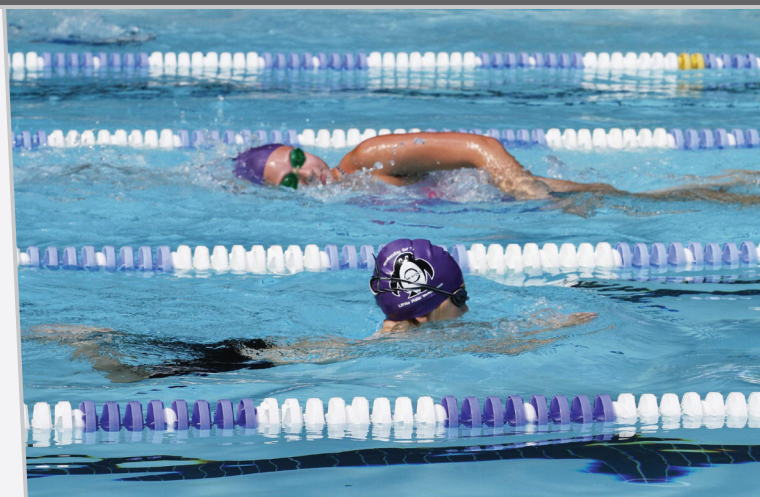
Just Giving also have some great easy to use tools and functions, such as unique fundraising 'text donate' codes, social media messaging which link people directly to your fundraising page – and even include it as a link on the bottom of all your emails. You'll be amazed how many people will get to hear about your fundraising efforts in this way.

Just follow the simple steps below to get started.

1. Visit www.justgiving.com and click 'Get started' on the homepage
2. Log into your Just Giving account via Facebook or by entering your email address. If you haven't set up an account yet, you'll be prompted to set one up
3. Find The Wallich under the cause you want to support
4. Let Just Giving know what you're doing to raise money. Are you taking part in an organised event (like a 5k), celebrating a personal occasion, raising money in memory of someone or taking on your own personal challenge?
5. If you're taking part in an organised event, search for and select the right one. If you can't see the event listed, select 'create your own to continue' on the right hand side
6. Finalise your selection. Tell Just Giving if you're doing an event or challenge in memory of someone. If you'd like to stay up to date with our news, as well as Just Giving's, make sure the boxes remain ticked
7. Choose your Just Giving web address – this is the link that you'll be sharing with friends and family for them to donate to your page
8. Click 'Create your page'

Job done! Your page is set up and ready to accept donations. Just Giving will send the money that you raise to us on a weekly basis. Then you can start on the fun stuff – personalising your page and sharing it friends and family.

We also have downloadable poster templates online for you to print, fill in with your event details, and advertise in your place of work, school or university, and local community: thewallich.com.



ONCE YOUR FUNDRAISING EVENT IS OVER, IT'S IMPORTANT TO SEND IN YOUR MONEY.

The sooner you send in your money then the sooner it can start making a difference to many people affected by homelessness Wales who need our support. It's easy to do in one of the following ways:

ONLINE



You can pay your donation in via our website
www.thewallich.com/donate

Please include fundraising event description in additional comments box, i.e. 'Jo Bloggs Big Sleepover fundraising money'

Or why not set up a **Just Giving** page?

You can donate online at justgiving.com and the money comes directly to The Wallich!

BY PHONE



Phone using your credit or debit card by calling us on:
02920 660468

BY POST



Please send a cheque payable to The Wallich with our
'donation by post form'

Donation by Post Form

Please make all cheques payable to: **The Wallich**
You can send your cheque to us for **FREE** (no stamp needed) at the following address: (use upper case where indicated)

FREEPOST WALLICH

If you fill in the details below and attach this form to your cheque - it will help us process your donation faster.

If you would prefer to donate anonymously - tick here ☐

Donation Amount: £.....

Your Name:

Address:

.....

..... Postcode:

Email Address:

Mobile/Tel No:

I would like my money to be spent helping people:

Across Wales ☐ / **In my local area** ☐

Registered charity no: 1004103



giftaid it

Gift Aid means for every £1 you give we can claim up to 25p back at no extra cost to you.

By ticking this box I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given. ☐

Privacy Statement

Your support helps us to get people off the streets, keep people off the streets and create opportunities for people. We would love to keep you updated with our latest news and information about how your support is making a difference.

I'm happy for you to contact me by:*

☐ Post ☐ Email ☐ Phone ☐ I'd rather you didn't contact me

About:

☐ General news ☐ Policy and Campaigns ☐ Fundraising/Events

Our full Privacy Policy is available at
www.thewallich.com/privacy.

If you have any questions or concerns about how your information will be used, please contact our team at supportercare@thewallich.net or **029 2066 8464**.



Below are a few very basic guidelines that will ensure that your event or collection is conducted legally. If you are unsure about anything please feel free to contact us on:

02920 668 464 / dosomething@thewallich.net

FOOD, ALCOHOL & GENERAL ENTERTAINMENT

If you are selling food on a regular basis then you will have to obtain a licence from your local authority – not if you are doing a one-off, though. Ensure that you use basic food hygiene. For more information visit: **www.food.gov.uk**

If you are going to sell alcohol - check if your venue has an alcohol licence. If not - an alcohol licence must be obtained from your local magistrates' court.

Visit: **www.gov.uk/alcohol-licensing**

If your concert venue does not have a Public Entertainment Licence and if there is any singing, dancing or music you may have to apply for one from your local authority.

Check here: **www.gov.uk/entertainment-licensing-changes-under-the-live-music-act**

COLLECTIONS

Local authorities normally have allocated days per week for collections and also specific plots in any town centre. Each local authority also has a specific process and you have to give between 14 and 35 days' notice in order to book an event and obtain a licence. Find out more here:

www.gov.uk/street-collection-licence

Permission for collecting from any private land has to be obtained by the owner.

Door to door collections are illegal and a specific licence has to be obtained in order to do this. Under 16's cannot collect money (you have to be 18 in London). You should not shake the collecting buckets or try to persuade the public to give. The buckets have to be sealed and the name of The Wallich clearly visible. We will provide the collecting buckets and also an ID card – please get in touch.

If you are conducting an event at the same time as the collecting then you will need to apply for an extra permit as well. You can obtain the permits from the Licensing Dept. of your local authority.

RAFFLES

If you are conducting a small raffle (no prizes given as cash are allowed) during an event and have sold all the tickets during that period then you will NOT need a licence. You must be 16 or over to sell any raffle tickets. Find out more here:

www.gamblingcommission.gov.uk/licensing-authorities/information_about_licensing_small_society_lotteries.aspx



PLEASE GET IN CONTACT WITH ANY QUESTIONS ON: 02920 668 464
dosomething@thewallich.net • www.thewallich.com • Tweet us @TheWallich

DIOLCH | THANKS

for helping to prevent homelessness in Wales



Registered Charity Number: 1004103