



Your fundraising guide



We are The Wallich

We believe in a Wales where people stand together to provide hope, support and solutions to end homelessness.



We work tirelessly to:

- **get people off the streets**
- **keep people off the streets**
- **create opportunities for people**



And we simply couldn't do this without you. Whether it's through events, donations or gifts in wills, we rely on our community to help us raise the funds needed to deliver vital services.

By joining **#TeamWallich**, you are joining the community of people standing together to help prevent and end homelessness for good.

Your fundraising guide

Inspiration

Read the inspiring stories from our previous fundraisers – amazing people just like you.

Get quirky

Let your imagination run wild. The weirder and wackier the better.

Captain Beany



Planned a Valent-HEINZ Day event (with orange roses), bucket collections in his local supermarket and turned into a 'runner bean' for the Newport 10K.

Raised: £645

Dewi Palmer
the Christmas
elf



Pulled a classic Christmas stunt and went to work dressed as an elf every day throughout December with sponsorship from his colleagues.

Raised: £315

The Breakfast
run @ the
Cardiff Half
Marathon



Seven runners dressed as giant breakfast items to raise awareness of our Rough Sleeper Intervention Team's vital early morning breakfast run service.

Raised: £852.50

Quick inspiration

Check out our **12 ways to top up your total poster** in this pack

Join our **Facebook group**. Find it via our @TheWallichWales page or Facebook search: *#TeamWallich Runners and fundraisers community*

Inspiration

Tried and tested ideas

Centurion VAT have run an annual quiz night in aid of The Wallich since 2015. The right venue and inviting their clients and colleagues ensured success.

Where	Cardiff Met Student Union
When	Every May/June
Raised	£5,234.94 raised to date



Top tip

Use your contacts

Centurion VAT sourced raffle prizes from local business connections. They also use the annual quiz as a way to spend social time with current and prospective clients.

Think outside the box

Turn something that you're good at into a sponsorship challenge

Amy's virtual story

Amy, our wonderful London Marathon runner, had a clear timeline of fundraising events – cake sales, raffles, quiz nights and sweepstakes.

Amy also created the **#MarchMarathon** – a virtual run. She asked others to join her in running, jogging or walking 26.2 miles throughout March. Everyone who completed the challenge got a medal for their hard work.

Raised: £2,000



Top tip

Know your supporters

Amy knew her running club would jump at the chance to get on board with a virtual marathon and asked for a £10 donation for every entry. She also got her employer on board and planned bake sales and sweepstakes in her office.

Advice

Timing is key



Pick a date your contacts are available. Weekend events are better attended and raise more money. Or piggy-back an already popular event, like National Cupcake day. Get dates in the diary as soon as possible.

Rally the troops



Ask friends and family for support. Do you know an amazing singer? A master baker? Or someone who could offer you a venue or raffle prizes free of charge? Call in a favour and get them on board.



Plan B

Planning an outdoor event? What if it rains? Do you have an 'undercover' option? Make sure you carry out a health and safety check on all your events. The Wallich fundraising team can advise you via dosomething@thewallich.net

Location, location, location



For a low-cost option, book your local community hall for an art and crafts session, or organise a quiz, talent show or gig night in your favourite pub or music venue.

Go public



Contact your local paper or radio station to shout about your event or invite them along on the day. The Wallich has a team of media experts who can help you with this.

Top tips

Get social

Post a selfie with the pledge card included in this pack. Tag us in your posts on Facebook, Twitter, Instagram or LinkedIn and use our hashtags:

#TeamWallich

#MakingHomelessnessHistory

Social media is a great place to create a buzz around your events, training milestones and your fundraising page.

Share your story

If people know your motives and how their donation will make a difference, they'll be more likely to give.

Check out our 'Where will your money go?' resource included in this pack.

Make work, work for you

Whether you work in a school, hospital or office, get your colleagues involved in your fundraising. Bake sales, dress down days and office sweepstakes will help you get started.

Say thank you

Thank everyone who supported you. Whether you share photos and videos online or pop a note in the post, show them how much you value their support. It can also be a gentle nudge to remind those who haven't yet donated.

Online giving

Quick and easy to set up and your supporters will appreciate this simple way to donate. Follow these easy steps to get started.

Go to justgiving.com or virginmoneygiving.com



1



Log on. Choose 'The Wallich' and select your challenge from the list of events.

2

Set a target. Pages with targets generally raise more than those without one. Inspire others to give and you could get the ball rolling by donating yourself.



3



Update your page. Pictures and updates tell the world about why you're fundraising. Everyone loves a proud, sweaty post-run selfie.

4

Share away. Tweet it. Facebook it. WhatsApp it. Share your fundraising page with your friends and family and get them to donate. Include it as a link on your work email signature, if you can.



Top tips

Ask, ask, ask

Don't be afraid to remind people if they haven't donated yet, they just may have not gotten around to it.

Gift Aid

Don't forget to ask those donating to tick the box if they're a UK Taxpayer. We'll be able to claim an extra 25p on every £1 donated – at no extra cost to you.

NB. We can only claim Gift Aid on donations from individuals, not companies or organisations. We also cannot claim Gift Aid on donations made in return for goods and services [e.g. tickets to events, raffles and auctions]

Banking

Congratulations! You've planned, done your thing and made a whole load of memories to go with the money you've raised.

All that's left to do **send in your sponsorship** which will help people experiencing homelessness in Wales.

Our website



1. Pay in your fundraising via thewallich.com/donate
2. Send in your sponsorship forms by post

Please include the details of which fundraising event you did in the additional comments box.

Post



Make a cheque payable to 'The Wallich' with our **'Donation by post form'** to the free post address:

FREEPOST WALLICH

(Cardiff Hub, 18 Park Place, Cardiff, CF10 3DQ)

Phone



Phone using your credit or debit card by calling us on: **02920 660 468.**

Lines open: Monday – Friday, 8am – 5pm.

JustGiving



If you've set up an online fundraising page like JustGiving, the money people donate will come directly to The Wallich.

If you have any questions, or want to check anything out, contact us on: **02029 668 464 / dosomething@thewallich.net**

Thank you for doing something about homelessness

Other ways to get involved



Volunteering

Your time and skills could support our teams to deliver vital front-line services or help us raise more funds.

Register your interest by contacting our Volunteer Officer on 029 20 668 464 or at volunteers@thewallich.net



Workplace partnerships

Work with us to provide work experience for our clients, sponsor a service or take part in fundraising challenges or events. Your workplace could join the growing community of organisations pledging to help end homelessness.

Find out more by contacting our Corporate Fundraising Manager on 029 20 668 464 or email corporate@thewallich.net



Gifts in Wills

No matter how big or small, people who leave a gift to a charity in their Will make a real difference.

If you'd like to find out more about gifts in Wills, including details of our annual Free Wills Month, contact Mike on 02920 668464 or via email at supportercare@thewallich.net



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