



**YMCA**

Here for young people  
Here for communities  
Here for you

# Fundraising Handbook

YMCA NEWARK & SHERWOOD

# Hello

## **Thank you for choosing to fundraise for YMCA Newark & Sherwood**

You're about to take on a remarkable challenge, so we'd like to make your life a little bit easier by helping you reach, or even exceed, your fundraising target.

In this guide you'll find useful tips on talking about YMCA Newark & Sherwood, how it supports the local community, and what it costs to support these services.

There are also suggestions on how you can help and a few ideas to get you started with your fundraising.

We can advise on making the most of your JustGiving page and on all the practicalities, such as legal advice and paying in your sponsorship money.

For many of the young people and communities YMCA supports, even everyday life can feel like a challenge. The money you raise will help them to overcome all kinds of obstacles, from homelessness to mental health problems, to trying a range of new activities and learning new skills and to find the strength they need to set proper goals and 'go the distance' to achieving them.

Many lives will be transformed as a consequence of your fundraising.

## **Thank you for showing that when the going gets tough, you're there for them.**

In the meantime, good luck with your fundraising and a huge thank you from all at YMCA Newark & Sherwood.



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# Background Information

Everyone should have a fair chance to discover who they are and what they can become. The town of Newark was chosen as the perfect location as the area was identified as having\*:

- ▼ Above national average for obesity, with 20% of residents classed as inactive
- ▼ Three wards in the top 10% deprived areas in the UK
- ▼ Four wards above UK average in terms of unemployment
- ▼ 323 out of 324 districts nationally for social mobility

**Our aim is that Newark & Sherwood Community & Activity Village will grow and become a go-to destination in Newark. It will be a space for the whole community with over 20 world class facilities in art education, sport and hospitality including:**

- ▼ £17m+ facility
- ▼ 43,000 sq ft building
- ▼ 8.95 hectare site
- ▼ 202 job opportunities
- ▼ Climbing Centre with Olympic 15m speed wall, beginner walls, bouldering and Clip 'n Climb
- ▼ Recruit 55 apprentices by 2025

**Did you know that YMCA delivers family style care services? We provide children and young people who are not able to live with their own families with 24-hour support and a chance to grow and thrive in a safe home environment.**

**We operate two residential homes within the Newark and Sherwood district and our skilled team provides a range of bespoke residential and therapeutic services to look after children (aged 8-17) who may have suffered severe neglect, emotional or physical harm.**

# Impact & Costs

YMCA need your help so that they can continue to provide the services that support our community

## Our impact in 2021/22:

- ▼ We funded 315 youth projects
- ▼ We delivered 3,633 health & wellbeing classes
- ▼ We welcomed 2,954 campers at our day camps
- ▼ We found 1,235 residents shelter
- ▼ We recruited 81 new starters since from 2021 – Feb 23
- ▼ We facilitated 2,000 football players from 210 teams on our pitches and 950 athletes on our athletics track each week

## What it costs:

- ▼ £10 will sponsor a child to attend a YMCA day camp
- ▼ £15 will give a person a safe place to stay tonight
- ▼ £15 will buy a birthday present for a child living in YMCA care £15
- ▼ will help a young person in their career search
- ▼ £20 will provide new clothes for a vulnerable young person
- ▼ £25 will allow a young person time with a wellbeing counsellor

## We need support with the following:

- ▼ Purchasing an eight-berth holiday caravan for children in our residential care homes
- ▼ Outdoor therapy cabins at our care homes
- ▼ Supporting our outdoor education programme for vulnerable young people

# How can you help?

- ▼ Join our community of supporters who have chosen to fundraise independently

- ▼ Attend one of our events



- ▼ Take part in an event or challenge and nominate to fundraise for YMCA Newark and Sherwood



- ▼ Become a YMCA Roomsponsor and help a homeless young person in your area  
<https://www.ymca.org.uk/robinhoodgroup>

- ▼ Leave a donation to YMCA Robin Hood Group in your will  
Contact [becky.dobb@ymcarhg.org](mailto:becky.dobb@ymcarhg.org)

- ▼ Play the Newark & Sherwood Community Lottery and nominate YMCA Newark & Sherwood as your chosen charity to benefit.



<https://www.newarkandsherwoodlottery.co.uk/> From every £1 ticket you buy, 60p will go to local good causes in the Newark and Sherwood district and improving our community

- ▼ Purchase a walkway stone for you, your family, football team or club and have your very own personalised stone engraved and set on the YMCA Walkway at the Community and Activity Village  
<https://ymcanewarksherwood.org/walkway>

- ▼ Smart recycling – donate unwanted clothes in our charity bin located in the YMCA Newark & Sherwood carpark




- ▼ Become a volunteer - help us at one of our events.  
You can do this by contacting [becky.dobb@ymcarhg.org](mailto:becky.dobb@ymcarhg.org)



# Independent Fundraising

## Organise your own event, a quiz night, disco, barn dance, race night, or afternoon tea

- ▼ Charge an entrance / or a prize fee 
- ▼ Hold a raffle (see if you can get items donated from local shops/ suppliers)
- ▼ Offer food / snacks – make sure ticket price covers cost and allows you to still fundraise
- ▼ Quiz questions can be downloaded from the internet if you don't want to write your own
- ▼ Car washing for friends / family and neighbours

## Hold a cake sale at work, a sports club, school or local group

- ▼ Bake your own cakes to sell
- ▼ Ask friends / family to bake and donate to your cause and whether they could sell any at their place of work

## Run fun competitions

- ▼ Guess how many sweets / marbles in jar
- ▼ Guess the name of the teddy
- ▼ 100 square – selling squares for £1 each. Once all the numbers

have sold put 100 numbers in a draw and pull out a first, second and third winner. Retain £50 for fundraising 1st prize £25, 2nd Prize £15 and 3rd prize 10

- ▼ Seasonal raffle – i.e. chocolate hamper for Easter
- ▼ When organising a raffle – please refer to guidelines at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)

## Try selling

- ▼ Attend a car boot sale/ host a yard sale at home – encourage your neighbours to get involved
- ▼ Sell unwanted items and clothing on online selling sites and put the profits towards your fundraising

## Create a personalized JustGiving page

- ▼ Direct all sponsorship / in lieu gift payments
- ▼ raffle and cake sales, ticket sales could be paid through here if wanting to pay contactless

## Ask for monetary donations in lieu of gifts

- ▼ Send out notes in Christmas cards to mention that you are fundraising for the YMCA and mention your JustGiving page



## Boosting your total



Try asking your employer if they will match what you raise or make a contribution

Many companies are willing to support their employees in this way and some even have a specific budget for this type of donation.

You could also ask if it's OK to promote your JustGiving page on your company's intranet site

## Keeping motivated



You may find it helps to set fundraising targets alongside your training targets. For example, to have raised £600 by week eight. This is a good way of managing your progress too

If getting in the public eye will help you stick to your commitments, why not contact your local paper to see if they will run a short feature on you?

Neighbourhood and local community sites are also a good way of raising your profile. You never know; you might get a cheery 'good luck' or two when you're pounding the local pavements



# YMCA Support

In support of your fundraising, the YMCA can provide the following:

- ▼ Sponsor forms and JustGiving links
- ▼ Generic posters, buckets / collection pots
- ▼ Promotional assets – advertising on YMCA Newark and Sherwood social media channels, and at the YMCA Newark and Sherwood Community and Activity Village
- ▼ Volunteers where available to support events
- ▼ Help and advice on where to seek local business support



# Important Information

Please remember, any fundraising activity you undertake must be legal and safe for you and your supporters. Here are some pointers.

- ▼ It is illegal to collect money door to door. If you are **carrying out a collection in public** you will need a licence from your local authority and collectors must be aged 16 or over. Please contact us first to gain further guidance and authorisation
- ▼ Contact us before taking part in any fundraising with **collection tins**
- ▼ **Raffles and lotteries** have complex regulations, some requiring licences. For further advice, take a look at the Gambling Commission's guidelines at: [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)
- ▼ If you plan to sell **alcohol**, you need to have a liquor licence, you can get this from your local authority
- ▼ There are many regulations governing **food and drink**, which you must comply with. We recommend that you contact the Environmental Health Services department at your local council to discuss your plans as they can provide specific advice on the relevant food safety legislation. For example, everyone involved in the preparation and serving of food to the public must have a basic understanding of food hygiene
- ▼ If you are planning to have some form of **entertainment** (this means two or more people performing or dancing) you will need to obtain a public entertainment license from your local authority, unless the venue already has one
- ▼ YMCA Newark & Sherwood as part of YMCA Robin Hood Group align and agree with the Code of Fundraising. For a copy please email [fundraising@ymcarhg.org](mailto:fundraising@ymcarhg.org)

# JustGiving for YMCA Newark & Sherwood

## Add a photo


According to JustGiving, people with pictures on their page typically raise more money than those who don't. post some pictures of you preparing, training, during and after your fundraiser.

## Tell your Story

People will want to know what you're doing and why you're doing it. You might include things like:

- ▼ Whether or not this is your first fundraiser
- ▼ How tough you think it will be/what your fears are
- ▼ Why you are raising money for YMCA e.g. I care about this cause because...

## State the fundraiser target

According to JustGiving, pages with a target typically raise 46% more than those without a target. 

## Share your site on social media

Tag us via Facebook, Instagram, Twitter...  
FB + Insta: @ymcanewarksherwood  
Twitter: @ymcanewark

## Send an email

Email your contacts with a brief note of what you're doing – and include a link to your JustGiving page. We can send you an email signature, which you can easily add to the footer of all your emails to provide a constant gentle reminder.

## Update regularly

Provide updates and remind others what you're up to.

You could also try other tactics such as updating people whenever you achieve a funding milestone and inviting them to match what you have done.

## Keep on going — even after you cross the finishing line

According to JustGiving, 20% of donations come in after the fundraiser has finished, so be sure to update your page and share news of how you got on.

## Don't forget to say thank you

There is an automatic thank you message, but you are welcome to change it, so it feels more personal.







# Paying Your Sponsorship Money

## Gift Aid

### Remember:

If you have the chance, please ask any sponsors who are UK taxpayers to tick the Gift Aid box on the sponsorship form or JustGiving page.

The Gift Aid scheme allows YMCA to reclaim the tax on some donations at no extra cost to the sponsor. So, for every £1 donated we can receive an extra 25 pence from the Inland Revenue. While this cannot be counted in your £2,000 fundraising total, it could make your sponsorship money worth 25% more.

Please don't forget to send us your sponsorship forms, so we can claim Gift Aid on your behalf.

If you raise money by organising an event and / or by using your sponsorship forms, please pay the money into your own account and send us a cheque or bank transfer for the same amount.

Cheques should be made payable to:

### YMCA Newark and Sherwood

Send to:

**YMCA Newark & Sherwood  
Community & Activity Village, Lord  
Hawke Way, Newark, NG24 4FH**

## We can't wait to hear from you!

For more information about fundraising for the YMCA or any questions, please contact:

### Becky Dobb

Community Fundraising Manager

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**Registered Charity: 1177774**

**YMCA Newark & Sherwood Community & Activity Village,  
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