



Here for young people
Here for communities
Here for you

Fundraising Handbook

YMCA ROBIN HOOD GROUP

Hello

Thank you for choosing to fundraise for YMCA Robin Hood Group

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 Robin Hood Group, 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 Robin Hood Group.

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Background Information

We believe in empowering young people to discover who they are and what they can become.

To this end we provide training, mentoring, social interaction, and experiential learning, along with other, direct forms of support such as housing.

On average each year we support and house over 1,000 children and young people that aren't able to live with their own families, many with complex needs that draw from a number of our services. Our skilled teams provide a range of bespoke residential and therapeutic services that support individuals who may have suffered severe neglect, emotional or physical harm.

With services that span across Nottingham, Newark, Mansfield, Worksop, and Goole, our support and programmes see people find their own voice, seize the development opportunities offered, and gain a sense of belonging.

Our custom-built YMCA Community & Activity Village in Newark is a resource that provides an abundance of health and wellbeing, sports, education, and hospitality resources for the community, as well as a broad array of experiential learning opportunities designed to positively impact the lives of young people. The 5,000sqm building was completed in 2022 with many more facilities planned for the 8.95 hectare site.



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 at the YMCA Village in Newark 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 still 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 Robin Hood Group



- ▼ 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

- ▼ Play the Robin Hood Group Community Lottery and nominate YMCA Robin Hood Group as your chosen charity to benefit.



<https://www.robinhoodlottery.co.uk/support/nottinghamshire-ymca>

From every £1 ticket you buy, 60p will go to local From every £1 ticket you buy, 60p will go to local good causes in Mansfield


- ▼ **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 in Newark.
<https://ymcanewarksherwood.org/walkway>

- ▼ Alternatively become a volunteer and help us at one of our events. You can do this by contacting becky.dobb@ymcarhg.org



Independent Fundraising

Organise your own event - quiz night, disco, barn dance, race night, afternoon tea

- ▼ Charge an entrance / attendance 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, 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](https://www.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 Robin Hood Group social media channels, and at the YMCA Robin Hood Group Community and Activity Village in Newark
- ▼ 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**
- ▼ 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 Robin Hood Group align and agree with the Code of Fundraising. For a copy please email **fundraising@ymcarhg.org**

JustGiving for YMCA Robin Hood Group

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 and Twitter.

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

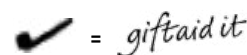


There is an automatic thank you message, but you are welcome to change it, so it feels more personal.

Sponsorship Form



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..... is raising funds for

Sponsorship and Gift Aid Declaration Form

Title	First Name	Surname	House Name or Number (Not your work address, this is essential for Gift Aid)	Postcode	Amount sponsored	Gift Aid (tick)	Date given	Paid
Mr	John	Smith	123	AB1 2CD	£10.00	<input checked="" type="checkbox"/>	01/01/23	

If you are a UK taxpayer your gift can be increased by 25p for every £1 donated at no extra cost to you providing you complete this form fully. If I have ticked the box headed 'Gift Aid? ✓', 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 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.
Remember: You must provide your full name, home address, postcode & ✓ Gift Aid for the charity to claim tax back on your donation.

Registered Charity 243044 | VAT 117 2061 10 | RSL H3286 | Company Limited by Guarantee, Registered in England & Wales, 310342 | Registered Office: YMCA Robin Hood Group, 16 St. James's Street, Nottingham, Nottinghamshire NG1 6FG

Office Use Only

Donation Record Details

Date

Ref

Amount

Sponsor Form Details

Total Amount

Gift Aid Amount

Gift Aid Claimed on

Don't forget to encourage your sponsors to tick Gift Aid

If they are a UK taxpayer your gift can be increased by 25p for every £1 donated at no extra cost.

To do this you must ensure:

- The form must be completed fully
- If the box headed 'Gift Aid? ✓', is ticked and they have confirmed that they are a UK Income or Capital Gains taxpayer
- Have read this statement and want the charity named to reclaim tax on the donation

detailed, on the date shown.

- They understand that if they pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all their donations it is their responsibility to pay any difference
- They understand the charity will reclaim 25p of tax on every £1 that they have given

Remember: They must provide your full name, home address, postcode & '✓' Gift Aid for the charity to claim tax back on their donation.

[Download your form here.](#)

Paying Your Sponsorship Money

Gift Aid

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.

Where to send donations

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 Robin Hood Group

Send to:

YMCA Robin Hood Group
16 St. James's Street, Nottingham
NG1 6FG

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
0746 781 8595
becky.dobb@ymcarhg.org



Registered Charity: 243044

Registered Office: 16 St James's Street, Nottingham, NG1 6FG



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