

A young girl with light brown hair in two braids stands outdoors, wearing a grey and black zip-up hoodie with 'THE NORTH FACE' logo. She is positioned next to a large, colorful geometric graphic composed of overlapping triangles in shades of yellow, green, blue, and purple. The background is a blurred outdoor setting.

YMCA

Fundraising Pack

YMCA NEWCASTLE

Thank you for choosing YMCA Newcastle

Thank you for considering supporting the work that YMCA Newcastle does in our communities. This pack gives you a brief overview of the work we do, some fun fundraising ideas you may like to consider and all the info you'll need for setting up and managing a fundraising page.

What do we do?

YMCA Newcastle is an independent charity that has been working to provide unconditional support to the young people of Newcastle upon Tyne for over 168 years. We currently operate from four bases across the city and last year we supported over 2,583 young people.

Why do we do it?

We believe every young person should be able to achieve their full potential; which is why we are dedicated to providing young people with the opportunity, resource and support to allow them to do so.



YMCA Newcastle in numbers



1132 young people took part in health and fitness sessions.

65% of young people that attended our training and education sessions went onto education, employment or training.



We supported 42 young people to find accomodation.

42



THE DUKE OF EDINBURGH'S AWARD

28 young people took part in the DoE Award scheme.

28

79

4 YMCA Newcastle operates from 4 bases across the city. Our Walker Project and Walker Park community centre and cafe in the east end, and SPACE2... youth centre and Urban Mushrooms social enterprise in the city centre.

4

2585



2583 young people accessed our services last year.



55

young people used our youth sexual health services and C-card scheme at our Walker Project.

222 young people took part in creative arts projects across our projects.

222



79 young people organised their own youth games in partnership with Northumbria University.





Your fundraising toolkit

Planning your event

- A good place to start is to set a target! Decide how much money you would like to raise so you know how much to work towards.
- Think of a fun fundraising activity that you will enjoy doing. (Look at our A-Z of fundraising ideas to help you decide).
- Select a date. Check that everyone involved is free that day and that the venue is available.
- Make a plan for how you'd like the day to go. What would you like to happen? When is it supposed to happen? Who is responsible?
- Create a fundraising page on our website, this way you can keep an accurate account of any money raised. It's a good idea to share your fundraising page on social media and with your friends, family and co-workers to help you meet your target. (To create your fundraising page go to www.ymcanewcastle.com/appeals/post)

The venue

- Think about whether you need to hire a venue for your fundraising event.
- If so, is the venue available on that date? Is there a charge to hire the venue? (some venues offer a discount for charity events so be sure to check) Does the venue have the right facilities for your event?
- YMCA Newcastle has spaces available, contact us to see if any of our spaces are suitable for your event and are available on your date.



Equipment

- Use the fundraising page you created on our website to log any funds that are raised.
- Will you be using collection tins or buckets? (We have collection buckets that you can borrow).
- Keep a float of small change on the day of the event if you are selling anything. (Keep the float in a safe place)
- If you are hiring a venue, check if you're covered by the venues liability insurance.
- If you are struggling to find any equipment you may need for your fundraising event, feel free to contact us and we may be able to help you source the equipment.

After the event

- We ask that any money raised is submitted within a month of you completing your event. If submitting cash please don't send through the post, there are several ways to get money to us. (See 'paying us the money section of pack)
- Remember to say 'thank you' to everyone who has helped and supported you!

Your event checklist

Have you selected a target amount? ☐

Do you know what you want to do? ☐

Is the date suitable? ☐

Have you got a plan for the event? ☐

Is the venue booked? ☐

Have you created your fundraising page on our website? ☐

Are you covered by public liability? ☐





**How to
promote your
event**

Promoting your event and appeal

Posters and leaflets

Once you've created your fundraising page on our website you can start asking for donations. Feel free to contact us for branded materials, we can edit them to be specific to your event. You can put the posters and leaflets up in local shops, schools and businesses and post digital copies on your social media.

Local papers and radio

Local newspapers and radio stations love to hear about local human interest stories so give them a call or send your story to their news desk. Feel free to contact us for a quote or press release template.

Word of mouth

Spread the word to all your friends and family, neighbours and co-workers! Word of mouth is free and people love to hear a good news story, especially if your fundraising event is a wacky one.

Templates

Contact us if you would like to make use of our press release, poster or leaflet templates.



Promoting your event and appeal on social media

Whenever you post on social media remember to include a link to your online fundraising page.

Facebook

- Like 'YMCA Newcastle' on Facebook.
- Post statuses about your appeal and fundraising event.
- Share your online fundraising page on Facebook and ask your friends to sponsor you.
- Ask your friends to share your online fundraising page and status' about your appeal and event.

Twitter

- Follow 'YMCANewcastle' on Twitter.
- Tweet frequent updates about your fundraising.
- Tag us in your tweets and we'll retweet them to our followers.

YouTube

- Create a YouTube account, or use your existing account and make a video introducing your fundraising appeal and event.
- Post update videos about your fundraising.
- Share your videos on your social media, and let us know when you upload your videos and we'll share them on our social media accounts.

Blog

- Create a blog to keep your friends, family and co-workers updated about your fundraising, share your blog on social media, and we'll share it on ours.
- Include pictures and videos so people can see how it's going.



**Getting
sponsored**



Online fundraising page

It's easy to set up an online fundraising page on our website and only takes a couple of minutes. You can set a target on your fundraising page that you can work towards, and you can add any funds made offline to the target counter so you can see how you're doing.

Head over to www.ymcanewcastle.com/appeals/post, select which appeal you'd like your funds to support from the dropdown menu, or select 'independent fundraising' if you don't want to fund a specific appeal, enter your details, set your target and add a picture to make your appeal more personal.

Once your page is set up share it with your friends, family and co-workers and ask them to sponsor you. Your online fundraising page is a secure way to fundraise and all money is transferred to us directly.

JustGiving text codes

We have a JustGiving account which allows you to receive donations via a special text code. Share your code with your friends, family and co-workers and ask them to send the code, followed by their desired donation amount (in pounds) to a number which will be given to you. (E.g.- you would ask someone to text XMPL01 £10 to 12345)

JustGiving text codes are a secure way to collect donations, and all money is transferred directly to us. A payment of £15 is required to activate a text code.

Offline sponsorship

If you would like to collect donations offline, we have sponsorship forms and collection tins and buckets available, contact us if you would like to make use of any of these.

Legal and safe

When you are fundraising for YMCA Newcastle you are acting 'in aid of' YMCA Newcastle rather than 'on behalf of' or 'representing' YMCA Newcastle. This means you are acting independently of YMCA Newcastle and what you do does not fall under the control of the charity. YMCA Newcastle must be notified prior to any events or activities that require licences or insurance. Any branded material must include the line 'In aid of YMCA Newcastle, registered charity no. 1070578'.

First aid cover

Larger events may require first aid cover, and the amount required is dependant on the event. Contact your local council for advice on this.

Temporary events licenses

If your event includes alcohol or live music you will need to apply for a temporary event licence. Some venues will also have a licence to do so, so check with your venue.

Collections

It is illegal to carry out a house to house or public collection without an appropriate licence. If you want to collect on private property e.g. a train station or supermarket you will need to get permission from the relevant manager. We will need to see proof that you have permission to collect.

Raffles and lotteries

If you are holding a raffle and have a single prize greater than £200, or are selling tickets prior to an event you may need a licence, contact your local council for advice on this.



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Thank you!

Thank you for considering fundraising for YMCA Newcastle. We rely on our volunteers and fundraisers to help us support the young people of Newcastle.