

Ten Tips for Fundraising from JustGiving



1. Ready for your close up?

Fundraisers with pictures on their page raise 14% more per photo. A legitimate excuse for a #selfie.

2. Tell your story

People will give more if they know why you care. Add your story to your page.

3. Smash your target

Pages with a target raise 46% more. Be brave and tell the world what you're aiming for.



4. Add a summary

Give your supporters a quick snapshot of what you're doing and why. It could raise an additional 9%.

5. Don't do it alone

There's strength in numbers – people that are part of a team raise 10% more.

6. Find your company

Impress your boss by linking to your company's Profile on JustGiving. It could boost donations by 20%.



7. Update your friends

Been out training or have some news about your fundraising? Post an update to keep your friends interested.

8. Get creative

Give people an extra reason to donate. "If I raise half my target in a week I'll dye my hair blue."

9. Share your page

Once your page is looking perfect, share it on social media. Every share is worth about £5 in donations.

10. It's all over... or is it?

Twenty percent of donation come in after the event. You never know who might still be feeling generous...

YMCA
NORTH TYNESIDE

YMCA



Thank You for all of your support!

YMCA North Tyneside is a charity that has been dedicated to strengthening people in our local community since 1879.

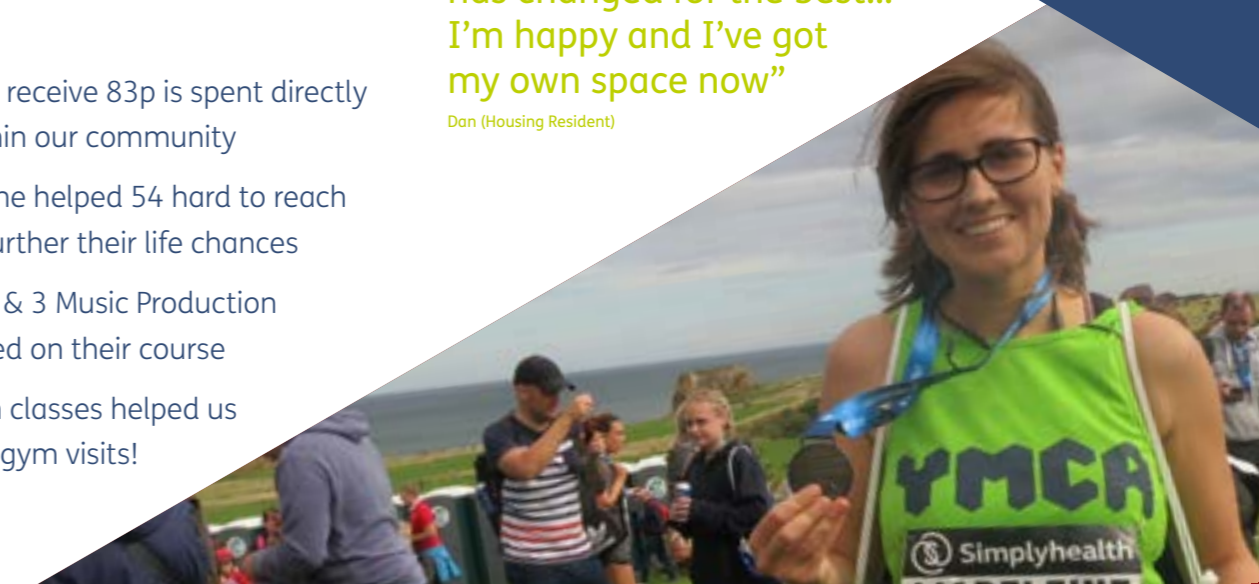
We house 36 young people in our supported accommodation, Sir James Knott House and Community House. With your support, we will continue to expand our accommodation options and offer safe, secure and appropriate housing for young people aged 16-25 in North Tyneside.

We have accomplished great things thanks to the support we have from people like YOU!

- For every £1 we receive 83p is spent directly on services within our community
- Our learning zone helped 54 hard to reach young people further their life chances
- 14 BTEC Level 2 & 3 Music Production students excelled on their course
- Over 2,250 gym classes helped us achieve 45,451 gym visits!

"Since moving into YMCA, I would say my life has changed for the best... I'm happy and I've got my own space now"

Dan (Housing Resident)



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YMCA

YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

SUPPORT & ADVICE

ACCOMMODATION

FAMILY WORK

HEALTH & WELLBEING

TRAINING & EDUCATION

“YMCA is very good and without it I don’t know where I would be, or what path I would have taken.”

Nick’s Case Study

Just over a year ago, Nick was referred to YMCA by North Tyneside Council’s Housing Advice Team.

Nick needed both practical and emotional support to give him the confidence to teach him how to live independently. He worked with our housing support staff who helped him to budget and manage his money, how to prepare and cook healthy meals, how to keep his flat clean and tidy and ways to make and build healthy relationships.

Nick gaining control of his finances was a huge boost in confidence for him. It meant he was then able to focus on identifying his interests and planning some goals with the support of our housing team.

“YMCA has given me new skills like being able to budget my money and manage a healthy lifestyle”

One of Nick’s key goals was to improve his health and fitness. He became actively involved in health based sessions and events with YMCA. Health and fitness were fast becoming a huge passion for him. Nick took full advantage of our state of the art gym facilities by becoming a member, for free, as part of the services available to all of our residents.

“My short term goal was to get fit, and learn. Being a member of YMCA gym always helped me to feel better when I was down.”

During his time here Nick has taken part in as many of our trips and activities as possible. He has played a key role in groups, forums and discussion events on subjects like substance misuse and homelessness.

He was chosen to represent YMCA as part of an international Erasmus Exchange to Greece and Slovakia. He spent time with young people from both countries talking about the impact of homelessness and learning about the experience of refugees and asylum seekers.

The progress Nick has made during his time with YMCA has been nothing short of fantastic. He has embraced all of the opportunities that he has been afforded, and his hard work has really paid off. He wanted to find a job that would combine his passion for health and fitness while keeping his mind active and enable him to support himself financially.

Nick participated in a number of employability training events and worked with a volunteer teacher. He has recently been successful in his

application for a sports traineeship at The Parks Leisure Centre, which guarantees him an interview for an Apprenticeship at the end. He said,

“I am helping people smile and enjoy themselves, people who otherwise might be sitting on their own in the house - that makes me feel great.”

Nick has made the final transition into one of our ‘Penthouse’ flats, which are only open to residents who are consistently meeting expectations and making excellent progress under our strength and development framework. This is the final step before independent living. We are so thrilled for Nick and all he has achieved.

“I have all the support from YMCA housing and Gym staff and I’m finally heading in the right direction. I now have a much healthier relationship with my family. My long term goal is to be a personal trainer and a bodybuilder and have my own house with my girlfriend.”



A few of our achievements in 2018-19



Where Your Money Goes

In 2016 we raised over £13000 fundraising with our annual Sleep Easy event and the Great North Run – the money contributed massively to us being able to create three emergency bedsits in our main building. The bedsits are temporary accommodation for young people who, for safeguarding purposes, are in need of immediate housing. Whether at 2pm or 2am, we are there.

The bedsits are safe, secure and warm with 24/7 welcoming staff. We support young and vulnerable people in getting them settled in to a new environment and work with them to move them to more appropriate, longer term accommodation within YMCA North Tyneside. This year we would really like to raise more in the hope of it contributing towards the new accommodation we have planned for our main building and in the local area.

- Did you know?**
- Over 1000 young people contact North Tyneside Housing Advice team each year
 - 400 young people (ages 16-25) are referred to North Tyneside Council for housing and support needs each year

Dean our CEO said:

“Housing is a big area of concern for us and it’s an issue we really need to tackle. We’re seeing a rise in demand for our support services and shared housing is fast-becoming the only affordable housing option for many young people...”

Further information on our Supported Accommodation projects can be found on our website:



“I recognise that I have a very privileged life and I can’t imagine how it would feel to not have a roof over my head at this age. No-one deserves to be living on the streets and especially those who are younger and arguably more vulnerable. It is a satisfying thought that our sponsorship could go some way to help preventing homelessness in my local area.”

- Dan Wallace, Team YMCA.



“It was my first time running the Great North Run and after relocating back to Newcastle, what better way to fill up the Geordie juices than running with thousands of people over that bridge! It was a totally amazing experience, you just can’t beat the Geordie crowds, the atmosphere was electric. I’m so proud to be from the North East. The sense of accomplishment is unbelievable when you reach the beautiful coastline and cross that finish line. Total elation”



Jane Walker, Team YMCA



Team member Alan Hunter told us about what inspired him to run this year...

“After my sisters completed Mt Kilimanjaro for charity, it really inspired me to take on a challenge. I started with a 10km run, which led me to take on the 13.1 mile beast of the North East.

What a fantastic day it was! The weather was stunning and the atmosphere was totally electric. My eldest sister, Kelly, ran alongside me to give me support. She has run it 3 times before, I am truly grateful for her being there as I really needed the extra push after mile 10 when my hips, feet and back began to ache. Huge thanks to my sister for all her support!”

Sign up to run for team YMCA:
<http://bit.ly/YMCAGNR>

Create your JustGiving fundraising page here:
<http://bit.ly/GNR-JustGiving>

Another of our runners, David Jensen said;



“It was my first run and an amazing experience, and I thoroughly enjoyed the wonderful atmosphere. I achieved my goal of running the whole distance without stopping.”

