

# YMCA

Here for young people  
Here for communities  
Here for you



YMCA  
NORTH TYNESIDE

# Fundraising Pack



# Meet our Fundraising Team



## Cat Morton Fundraising Coordinator

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I'm the one who pulls together fundraising plans and events to entice you lovely lot into getting involved with our charity.

✉ [catherine.morton@ymcanorthtyneside.org](mailto:catherine.morton@ymcanorthtyneside.org)  
☎ 0191 257 5434 ext. 210

## Summer Thompson Marketing & Digital Content Creator

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I create things like packs, posters and all social media content so you always know what's happening and how to get involved.

✉ [summer.thompson@ymcanorthtyneside.org](mailto:summer.thompson@ymcanorthtyneside.org)  
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## Connor Fenton Volunteer Coordinator

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I'm lucky enough to recruit, train and give support to our volunteers, helping them give back to their local community.

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Please don't hesitate to contact us if you need any support.



# Top Tips for Fundraising on Just Giving



## 1. Snap a selfie

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 say what you're aiming for.



## 4. Add a summary

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

## 5. You don't need to do it alone

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

## 6. Link your company

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

## 7. Update your friends

Have news about your progress? Post an update!

## 8. Get creative

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

## 9. Share your page

Once your page is looking perfect, share it! Every share is worth about **£5** in donations.

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

Over **20%** of donations come in after the event. You never know who'll still be feeling generous!



# Put your Social Media to good use!

1

## Share regularly

Hit a training milestone? Share. Reached 50% of your target? Share. Received a lovely donation message? Share. And when you do share, **always** include a link to your fundraising page.

2

## Use photos AND videos

You want your posts to pop on people's social media feeds, so always include a photo OR a video when you post to make sure it's visible. It can be as simple as a training selfie or short clip!

3

## Banners and bios

Adding your fundraising link to your bios makes it easier for people to support your fundraising. And give your banner image a fundraising makeover, showcasing what you're doing.

4

## Use hashtags

If you're doing an organised event, find the official hastags to use in your posts. Or if you're doing your own thing, try coming up with your own! #Jakes24hrgameathon #StephsEpicHike

5

## Jungle drums

You want your fundraising efforts to reach as many people as you can so get those jungle drums going and ask your friends and followers to share your fundraising page.

5

## Thank supporters

Express gratitude. Remember that saying thank you goes a long way.

Curious where  
your money  
goes?

176



Between April 2021 and March 2022, 176 qualifications were earned by the young people we support.

# Uninspired? Check out our Fundraising Ideas.

## Silly sock day

Socks are commonly requested by those forced to sleep rough. Put the fun into fundraising by charging everyone £1 to wear truly outlandish socks to work. Then stage a socktastic fashion show at lunchtime!

## Bake off

Bring out your inner Mary Berry and bake away to raise money for families who need support. Sell your wares at work or hold a coffee morning and invite lucky guests to tuck in for a donation.

## A night in the wild

Organise a sponsored night under the stars and get a gang of friends to camp al fresco in the great outdoors. Or take them on a night hike, walking through the small hours into the dawn.

## Knit bobble hats

Know any knitters? Whip up some woolly wonders to keep heads cosy and sell them for a few quid. You could also take knitting commissions, or hold a knit-off to find out who can make the most show-stopping headwear?

## Community day

You don't need a royal wedding to get all the locals together. Why not hold a day for the community to enjoy? Set up stalls along your street and invite locals to donate prizes, bake cakes or sell their wares in aid of us. And to keep the little ones entertained, set up some activities or facepainting!



**912**

hot meals  
provided to  
older people.



**15**

young people  
into sustainable  
employment.

## Sports day

Why not hold your own old school version of a sports day? Run it over an extended lunch hour at work, competing against other teams and departments. Or get together with friends and let the games begin at your local park. Charge everyone an entry fee and ask your company or local businesses to donate prizes for the winning team.

## Give it up

Could you go for a month without sugar or, worse, social media? Maybe cheese, chocolate or beer is the thing you'd miss the most? Whatever it is, take a rain check on this pesky pleasure in exchange for sponsorship from pals, and then watch the pennies pile up.

## Skill showcase

Have you got skills or talents you want to show off? Maybe you are great at portraits, or like to get crafty with card making. Set up a little stall at your workplace and get selling, and showing off, your talents! Your coworkers are bound to support you, so get crafty.

## Sponsored silence

Ever wanted a bit of peace and quiet to get on with your to-do list? Why not suggest hosting a sponsored silence day at your workplace and don't forget to charge penalty fees for slip ups by the office chatterboxes!



8495

nights of accommodation provided.



322

hours of mentor support for young girls.



719

young people reached across the year.

# Legal & Safety Advice

Now for the serious stuff. For your fabulous fundraising event to run smoothly, please follow our important tips.

## Money

When handling cash, keep records and be safe. Two people who aren't related should always be present to count money. Think about how to transport it to be cashed too.

## Food

If you only handle, prepare, store and serve food on a small scale, you don't need to register as a food business. However, you do need to prepare the food hygienically and it's best practice to have the allergen info on hand in case it is requested.

## Risk assessment

Carry out a simple risk assessment to show evidence that you've considered possible hazards and taken steps to mitigate risks. Do a check before your event starts and record any additional action taken around safety. While this is all common sense, having a record means everyone is clear on what they need to do and you can show it has been considered.

## Insurance

If you are inviting members of the public to an event and don't have public liability insurance through your workplace, it is recommended to get this for the occasion.

## Raffles

You can only sell raffle tickets on one single day without an appropriate licence. If you want to sell tickets over multiple days, you'll need to apply for a society lottery licence from your local authority. Remember that for any type of raffle every entry must be charged at the same rate, so you do not offer a discount for buying multiple tickets.

## First aid

Think about what first aid provision you need for your event. If it's a large event you may want to engage a supplier such as St John's Ambulance.

# Get in touch with us!

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**Here for young people**  
**Here for communities**  
**Here for you**

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.

FAMILY & YOUTH WORK

HEALTH & WELLBEING

HOUSING

TRAINING & EDUCATION

SUPPORT & ADVICE