

# YMCA

Here for young people  
Here for communities  
Here for you



YMCA  
NORTH TYNESIDE

# Fundraising Pack



# Meet our Fundraising Team



**Cameron Galloway**  
**Fundraising Coordinator**

I plan our events and fundraising campaigns, rally support and connect with our amazing donors to help us reach our goals.

✉ [cameron.galloway@ymcanorthtyneside.org](mailto:cameron.galloway@ymcanorthtyneside.org)

**Summer Thompson**  
**Marketing Coordinator**

I craft eye-catching designs and engaging marketing campaigns to make sure news of our vital work reaches our supporters.

✉ [summer.thompson@ymcanorthtyneside.org](mailto:summer.thompson@ymcanorthtyneside.org)



**Connor Fenton**  
**Volunteering Coordinator**

I recruit and train passionate volunteers across our localities, ensuring that everyone knows their role and feels valued.

✉ [connor.fenton@ymcanorthtyneside.org](mailto:connor.fenton@ymcanorthtyneside.org)



**Laura Beeforth**  
**Marketing Assistant**

I create a buzz online by sharing content across social media and websites, engaging with our community and spreading the word.

✉ [laura.beeforth@ymcanorthtyneside.org](mailto:laura.beeforth@ymcanorthtyneside.org)



# 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 hashtags 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?

1,539



Between April 2023  
and March 2024, we  
provided services for  
1,539 children and  
young people to  
engage with.

# Our A-Z of Fundraising Ideas.

## **A: Alcohol-free**

Swap pints for £s by going sober for a night, a week or a month.

## **B: Be brave**

Face your fears, do something brave for charity and rake in the sponsorships.

## **C: Coffee morning**

Gather your friends or colleagues for a morning of coffee and cake.

## **D: Donate your birthday**

Instead of pressies, for your birthday as for donations to YMCA.

## **E: eBay your stuff**

Need a clear out? Sell unwanted stuff online and donate your profits.

## **F: Festivals**

Love music festivals? Host your own and ask attendees for a donation.

## **H: Helping hand**

Offer to help family or a friend out in return for a donation to YMCA.

## **I: Indoor games**

Have a Nintendo Switch, Xbox or PlayStation? Host a tournament with friends or family.

## **J: JustGiving**

Already have a fundraising idea? Head to JustGiving and create an account.

## **K: Karaoke night**

Get your friends around and test those vocals - apologies to the neighbours!

## **L: Learn a new skill**

Get sponsored to learn the skill you always promised to master.

## **M: Movie night**

Host a movie night, provide the popcorn and charge for it.

## **N: Name the bear**

Make a list of 100 names, charge £1 to pick a name, the winner gets the bear!

## **O: Old skool games**

Host a retro games night. Ask for a donation to play - no Monopoly money though!

## **P: Pimms O'Clock**

Test your mixology skills and host a cocktail night or donations.



**1,254**

hot meals were provided to our local community.



**551**

volunteers gave their time, skills and knowledge.

## Q: Quids in

Get your school or club to cover the length of a sports hall using £1 coins.

## R: Retail therapy

Sacrifice 3 luxury items from your weekly shop and donate the money saved.

## S: Social media

Social media is an excellent way to spread the word about your fundraising.

## T: Triathlon

Why choose between cycling, swimming and running when you can do all three?

## U: Ugly jumpers

Ask your pupils or colleagues to don their most tragic jumpers and to bring in £1.

## W: Wine and cheese night

Hosting a wine and cheese evening is so easy and a cracker way to raise cash!

## X: Xmas pressies

Instead of monetary donations, collect Christmas gifts for our young people.

## Y: Your event

None of the above tickle your fancy? Raise money your way with your own event.

## Z: Zumbathon

Encourage your Zumba group to take part. Bust a move and donations will pile in!



# 14,065

nights of accommodation provided.



# 130

children have been supported and cared for this year.



# 5,864

people regularly engaged with our services.



# 76%

of our residents had a positive move-on towards independence.

# 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!**

YMCA North Tyneside  
Church Way  
North Shields  
Tyne and Wear  
NE29 0AB

T: 0191 257 5434

E: [enquiries@ymcanorthtyneside.org](mailto:enquiries@ymcanorthtyneside.org)

W: [ymcanorthtyneside.org](http://ymcanorthtyneside.org)

