

# Your Guide To Fundraising Success



Glasgow North and  
North Lanarkshire



# Thank you for choosing to support Home-Start Glasgow North and North Lanarkshire!

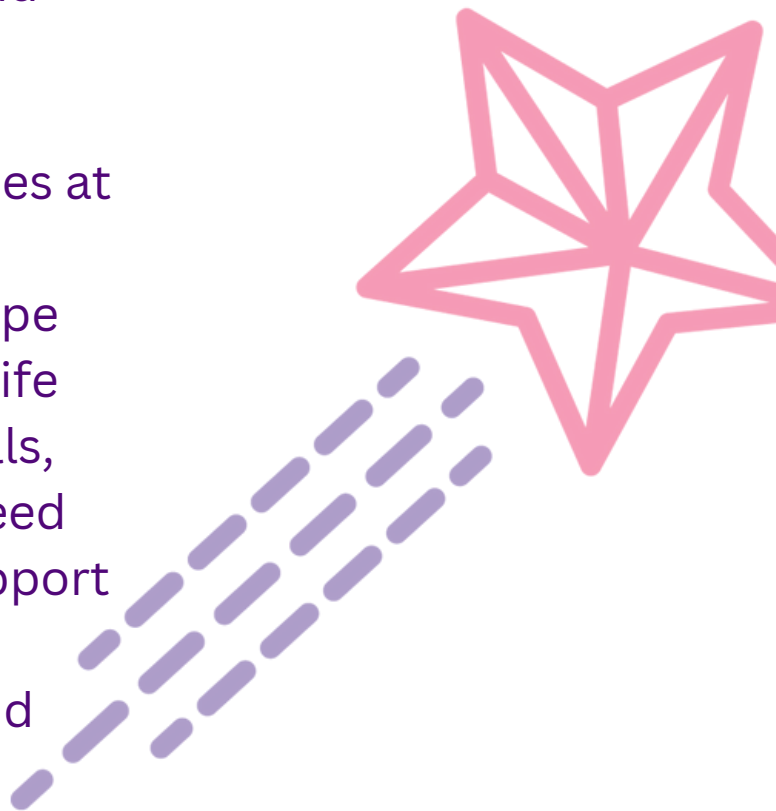
**Every penny you raise will go towards supporting local families and giving children the best possible start to life.**

As an organisation we are committed to OUR VISION Children and families are happy, thriving, confident and resilient.

Our staff and specially trained volunteers work alongside families at home, in the community, and in support groups, to help them cope with the stresses and strains of life and make sure they have the skills, confidence and strength they need to nurture their children. We support parents experiencing loneliness, isolation, poor mental health, and parenting difficulties.

**Our work wouldn't be possible without the incredible support of fundraisers like you!**

Inside this guide, you'll find a range of ideas, tips, and guidance on how to kick-start you're fundraising. From how to set up your own JustGiving page to raising awareness, we've got you covered. We've also included some fundraising inspiration to spark your creativity.





# How can you support HSGNNL and raise vital funds?

- Choose a fundraising activity or use our ideas for inspiration
- Use JustGiving or a Facebook Fundraiser platform to kickstart your fundraising journey
- Gather your fundraising team and/or tell your family and friends about your fundraising activity. We can support you all the way!
- If you own or work for a business and would like more information about how your business/ company can support Home-Start GNNL, contact us!

• Body





# Fundraising Inspiration



**H**ost your own coffee morning/fundraising get together- ask people to donate while enjoying cake, and invite friends round for a catch up.

**O**rganise a sporting or challenge event.

**M**ention us to your workplace and consider nominating us for Charity of the Year to fundraise for Home-Start GNNL throughout the year.

**E**asy Fundraising is a great way to fundraise for us. Find out more here: <https://www.easyfundraising.org.uk/>

**S**ell cakes in a bake sale or sell unwanted clothes, shoes, toys through vinted or your local cash 4 clothes and donate the proceeds to us.

**T**ake part in a local car boot sale or community event.

**A**sk your friends or colleagues to get involved. Take on a challenge together or organise an event.

**R**each out to local clubs and organisations to suggest a fundraiser with their support.

**T**est your nerves by taking part in a thrilling challenge to tick off your bucket list! Skydive, abseil, or zip wire!

# Fundraising Inspiration

Raffle with donated prizes to raise as much as you can.



**H**our of pay donation, challenge your colleges to donate an hour of their pay.

**O**ffice Olympics- open the office to bin basketball, egg and spoon races and charge colleagues to compete.



**C**elebrate with friends and family and ask for donations in lieu of gifts if you have a birthday, anniversary or wedding coming up.



Quiz night gathering people together and testing their general or specific knowledge to raise funds.



**Download our Fundraising A-Z for even more ideas!**

# Fundraising Top Tips



## Let Us Know

You will have the full support of our team. Let us know your name, email, and telephone number so we can stay connected and we can share your good news.

Just tell us when, where, how and why you will be holding your fundraiser? And if you are happy for us to share this.



## Be Visual

We can provide downloadable posters and flyers for your event as well as branded T-shirts. We have fundraising collection cans which can be borrowed for your event. These will need to be collected and returned to our Head Office. Get in touch to see how you can use our logo on your fundraising materials.



## Social Media

Facebook, Instagram, Twitter, LinkedIn are all great ways to spread the word and boost your social media presence. You can tag us or hashtag us at #homestartgnnl to really generate excitement around your cause.



## Gift Aid It

For every £1 donated UK taxpayers can claim a further 25p to boost the amount raised.

Simply tick the gift aid box at no extra cost to you.

# How do I set up a Fundraising Page?

1. Log in/Register for a JustGiving account and click 'start fundraising.'
2. When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'.
3. Search for Home-Start Glasgow North and North Lanarkshire.
4. Let us know whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing.
5. If you can't see your event listed, select 'Add your own' at the bottom of the page and tell us a bit more about your activity.
6. Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.
7. Tick 'Yes' if you're running a bake sale, or selling tickets to an event, raffle, or auction. Donations to your Page won't be eligible for Gift Aid.
8. Click 'Create your page'.

**Job done! Your Fundraising Page is now set up and ready to accept donations. JustGiving will send the money that you raise to Home-Start GNNL on a weekly basis.**



# Keep it Legal



We are here to provide support and guidance on the following:

- ✓ **Publicity**
- ✓ **Insurance and Risk Assessment**
- ✓ **Collections**
- ✓ **Raffles and Lotteries**
- ✓ **Food Hygiene**
- ✓ **Photo Consent**
- ✓ **Data Protection**
- ✓ **Anything Else**

If you need any support,  
please get in touch  
[info@homestartgnnl.org.uk](mailto:info@homestartgnnl.org.uk)



# Our Impact

## Vongayi's Story...



Vongayi's life, over a very short time, changed beyond belief. Still new to the country, tragedy struck when one of her twin baby boys died from a heart attack when he was just 19 days old. Struggling with debilitating grief and the pressures of having a newborn, Vongayi was referred to Home-Start Glasgow North and North Lanarkshire(HSGNNL), who became a lifeline.

*"It felt impossible to process the death of my child at the same time as having a newborn baby.*

*With each walk, each cup of coffee, each chat, I felt more and more at peace. Even my GP and Health Visitor noticed it. My mental health was slowly improving.*

*I know my grief will never go away. But through the love and support I got from Home-Start they've helped me to find a way to live. Home-Start helped me to have a life beyond my struggles and heartache. To have someone see you and say 'let's take a walk' really does go a long way. I'm so grateful."*

# Contact Information



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