



# How to start a fundraiser





## Why choose Youth First?

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Youth First is Lewisham's not-for-profit youth service owned and run by youth workers and young people.

We run 10 youth clubs and adventure playgrounds for children aged 8-19 (up to 25 SEND) across Lewisham. We also commission personal safety training in schools, music, arts and theatre projects in other places with over 1,700 young people post-covid.

Like every charitable organisation, fundraising is increasingly competitive. The money we raise comes from contracts, trusts and foundations, income from sales, donations and community fundraising. But it's not enough. Money raised by supporters like you is vital to keeping our youth services free for Lewisham's children and young people.

### How can I help?

Raise money to support young people. Fundraising is a brilliant way to get everyone in your school, work or friendship group working together to make a difference.

### What will I get out of it?

- Meet new people
- Learn something new
- Have fun
- Feel proud knowing I've made a difference

Whether you support us all year round or through one event, the most important thing is to have fun doing it. This supporters kit gives you everything you need to get started.

## Lewisham's young people need your help



The young people who come to our adventure playgrounds and youth clubs are some of the most creative and inspiring you'll ever meet. But too often they are fighting against life situations that hold them back.

- One in 10 of the young people we work with is classed by Lewisham Council as vulnerable
- Our centres are based in some of the most deprived neighbourhoods in England

We know, from the work we do and the relationships we build, what a difference positive activities supported by trusted youth workers can have on young people's confidence and future success.

## Jamel's story

Jamel was part of the Youth First Uncover Theatre project. At the beginning, he struggled to focus, follow instructions and contribute in group sessions. He was very sensitive and easily upset by misunderstandings with others in the group. With one-to-one support and encouragement from expert youth workers, over time Jamel became a more active and accepted member of the group. Jamel's personal confidence grew. He was able to express his creativity and show initiative, leading in creating the props for a scene. Late in the project he agreed to perform a very difficult piece, memorising it for the end of term show. Youth First helped Jamel to find his voice, build his confidence and achieve success.

Your support could help more young people like Jamel have a better future.



# What difference will the money I raise make?

Youth First gives young people access to safe, educational and fun activities to help them become successful adults.

In 2019 we are raising money for our 5 priorities:

1. To develop street-based teams
2. Create a one-to-one-service for young people needing the most support
3. Renew our adventure playgrounds and Riverside Youth Club
4. Support our free-to-youth curriculum (e.g. holiday activities, food projects)
5. Support the universal school safety programme across Lewisham schools

Every donation and gift, however large or small, will help young people in our clubs and across Lewisham.

**£5** could provide a meal for a young person coming to one of our clubs every day for a week.

**£28** could help pay for a holiday activity led by an experienced youth worker.

**£56** could help pay for 2 hours of street-based work with young people at risk.

**£156** could help fund 6 personal safety training sessions in schools

# Raise money and have fun at the same time!



## Bake sale with a difference!

Bake some treats and leave them by the work kettle with a donations tin. Organise a bake-off (or introduce Chocolate Fridays) at work or school, for a fee Ask your school to adopt Youth First as their charity of choice for their next cake day. Host a Harry Potter feast with Cauldron Cakes or Pumpkin Pasties.

## Sponsored... cycle/walk/knit/hop/dance

Get your friends, family or work colleagues to sponsor you for a challenge. Was your New Year's resolution to get fit? Why not enter a 5k and ask your friends to sponsor you? Set yourself a goal and ask your friends to sponsor you – e.g. they could pledge £2 for every inch of scarf you knit, or the number of steps you walk in a week.

## Open mic night, pub quiz or karaoke

Why not host an open mic night or quiz? Charge a small entry fee and ask people to donate prizes. Lots of venues like pubs and community halls let you run charity events for free, as this attracts new customers. Or ask if you can hold it at one of our youth clubs.

## Get your friends over!

Host a barbeque, games night, picnic or pamper session to raise money.

Do you need leaflets or materials to support your event? Email us at [info@youthfirst.org.uk](mailto:info@youthfirst.org.uk) for help. Or visit our website [youthfirst.org.uk](http://youthfirst.org.uk) for more ideas.



## Collecting money

### Create a JustGiving page

The easiest way to collect money for Youth First is to set up a JustGiving page.  
[justgiving.com/youthfirstlondon](https://www.justgiving.com/youthfirstlondon)

Visit [justgiving.com/youthfirstlondon](https://www.justgiving.com/youthfirstlondon) and click 'Fundraise for us' to get started.

Friends and family can donate straight to your page. If they give you cheques or cash, you can transfer it from your own account into your JustGiving page using a credit/ debit card.

## Use a sponsorship form

We also have a paper-based form and other resources that can be downloaded at [youthfirst.org.uk/fundraise](https://www.youthfirst.org.uk/fundraise)

## Use our text giving number

Youth First has a service-wide text giving number. To make a donation, text 'YOUTHFIRST 5' to 70085 to donate £5. This costs £5 plus a standard rate message. Alternatively, you can opt to give any whole amount up to £20, just change the message, for example 'YOUTHFIRST 20' to 70085.

## Other ways to pay in your donations:

- Cheques should be made out to Youth First. Send your cheques to Youth First, 185 Brookehouse Road, London, SE6 3TT. Remember to include your details and what you did so we know who to thank!
- Phone us on 020 8314 9543 if you want to transfer money straight to our bank account.

## Gift Aid your donation!

Make your donation go further by allowing us to claim back the tax on your donation, worth an extra 25p in every £1 you give. If you fundraise through JustGiving.com, your supporters can easily add GiftAid to their donations. If your donations are by cheque or cash, they can still claim it. Simply download a GiftAid form from our website and ask your supporters to tick the GiftAid box.



2020 likes  
YouthFirstLDN supporting & empowering YP  
through activities, opportunities & events.  
Wisham #8-19 #fun #adventureplay  
youthclubs #come&takepart!

## Spread the word



## Use your social media

Promote on Facebook, Twitter and Instagram to share your fundraising message. Include a link to your JustGiving page. Send updates of your training or baking progress to get your friends and others excited!

## Make posters or leaflets to promote your event

Put up posters in school, at work, in local shops and our centres. See our website for lots of handy downloadable templates including posters at:

[youthfirst.org.uk/fundraise](https://www.youthfirst.org.uk/fundraise)

## Tell us all about it

We want to hear what you're doing – before your event so we can help promote it, and afterwards so we can thank you and celebrate your achievement. Get in touch with stories and photos. Ask us for help at any time. Tweet us @youthfirstldn, like us at facebook.com/YouthFirstLondon and tag us in photos on Instagram @youthfirstldn



# Thank you!

## Keep in touch

Now you're part of our fundraising community, why not sign up to be a Friend of Youth First? Become a friend today at [youthfirst.org.uk/friend](https://youthfirst.org.uk/friend)

## Keep it safe and legal for everyone

Remember that it's your responsibility to keep your fundraising activity safe and legal. We want you and young people to have a great time fundraising, so we've come up with some FAQs to help. Check out the guide on our website at: [youthfirst.org.uk/fundraising-safe](https://youthfirst.org.uk/fundraising-safe)




**Youth First**

185 Brookehouse Road  
London, SE6 3TT

[info@youthfirst.org.uk](mailto:info@youthfirst.org.uk)

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  @youthfirstldn

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