



**MAKE THIS
THE MOMENT
YOU TRANSFORM
YOUNG LIVES
FOREVER**

**Your YHA
Fundraising Pack**





WITH YOUR HELP WE COULD CHANGE YOUNG LIVES



Your support means that we can continue to transform young lives through travel and adventure.

We want to give you the best chance of making your fundraising a success. So we've put together this pack with everything you'll need for your fundraising journey.

We've included ideas for what you could do to raise money, advice on how to gain support and donations, posters and social posts to share your journey and legal information to avoid any hiccups or headaches.



**WE ARE
YHA**

At YHA we believe in creating moments that matter in young lives. Whether it's exploring the great outdoors, discovering new passions, or experiencing new places. But not everyone is given these opportunities. That's where we come in.

Helping to give young people life-changing experiences

We create opportunities for travel and real adventure for all young people including those coping with poverty, disability, bereavement, long-term illness and other challenges. What they face in life means that many of these young people simply don't get the opportunities they deserve.

We give young people much needed adventures. Because where you go changes who you become.

**WHY WE DO
WHAT WE DO**

Right now in the UK there are:



4.1 MILLION

children living in poverty

800,000

children living with a disability

40,000

children bereaved of a parent every year

YHA exists so that young people who face some of the worst things in life, don't have to miss out on the best.

YOU HELP MAKE SUCH A DIFFERENCE TO YOUNG LIVES

Thanks to your commitment and generosity, we can create moments that matter for the young people and families who need them most. These people wouldn't have the opportunity without us. And we couldn't do it without you.

At 15 Lewis was dealing with challenges far greater than his years.

His mother has experienced mental health problems since Lewis was five. He's acted as her carer, emotionally and practically supporting her throughout his childhood.

With the help of our supporters, Lewis was able to have a much-needed break from his responsibilities. We were able to give him a chance to focus on having fun, making friends and developing new talents and passions.



What can you achieve for young people?

£40

could give a child a priceless opportunity to go to new places, learn new skills, gain confidence and improve their outlook on life.

£160

means a family coping with bereavement or a life-changing diagnosis could get the break they need to spend time together and begin to heal.

£400

could send 10 young carers on an unforgettable trip that would allow them the chance to make friends, have a break from responsibilities, and realise they aren't alone.

We're so grateful for the time and effort you're putting into raising life-changing funds. This pack will give you ideas and top tips on how to make your fundraising a success.

HOW TO GET INVOLVED



THERE ARE SO MANY WAYS TO GET FUNDRAISING.

Cynthia, for example, celebrated her 70th birthday by walking along the wings of an airborne plane! Instead of birthday gifts from friends and family she asked people to donate and raised an amazing £782.50.



Cynthia Howe



Lucy Duszcak

DON'T FEEL LIKE WALKING ON THE WINGS OF A PLANE MID AIR?

Lucy ran 10km across tough Yorkshire countryside, overcoming obstacles such as hills, bogs, river crossings, lake crossings, slides, barbed wire, electric fencing, and much, much more, raising over £350 in the process!

HOW YOU CAN FUNDRAISE..

You can fundraise in any way that you want. Here are some great examples to get you started:



BUTTERFLY CAKE SALE

Whether in the office, at home or at school, a bake sale is a fun way to fundraise. So grab your mixing bowl and get the butterfly theme going with butterfly buns, icing and butterfly shaped sprinkles. If you want to dial up the theme consider bunting, napkins and a banner.

By fundraising with us you're helping to transform young lives and nothing says transformation better than a butterfly. Plus, who doesn't love cake?

DRESS LIKE YOU AS A CHILD TO WORK

Invite your colleagues to dress up like their favourite childhood photo for the day. Ask them to bring the photo they're replicating and pay a set amount to participate. It's fun seeing how much all your colleagues have changed since being kids, and in the process you'll help to positively change the lives of young people.



THE BIG STEP

We know how getting out and about makes a difference - both physically and mentally. Now it can make a difference to other people too.

Set yourself a daily step target, and encourage people to sponsor you to reach it. "This week, I'll take 20,000 steps a day for YHA".

Get others to join in - organise lunchtime walks with your colleagues. Pay to take part, and hit a step target. There are loads of ways to make this work, and you'll be helping change young people's lives with every step. Make yours count.

CHOOSING WHAT TO DO



Start by asking yourself:

What do you enjoy doing? What are you good at?

Do you have any hobbies or are you involved in any groups or teams? These can be great starting points for deciding what kind of sponsored activity or fundraising event you want to do.

Bear in mind, if you choose to hold an event you might need to find a particular type of space or specific facilities to accommodate you.



SOME HELPFUL FUNDRAISING HINTS AND TOP TIPS



Have you settled on what you're doing to fundraise for YHA? That's fantastic news! Your efforts will help us to continue creating moments that matter for young people.

Now that you know what you're doing, how do you kick it all off?

You may want to hold your event at home, at your workplace or at a venue in your community. Think about the space you'll need - indoor or outdoor, big or small and what facilities you need.

SET YOURSELF A TARGET

Choose a target that feels achievable based on the activity or event you're doing to raise money.

Having a target and showing your progress can inspire people to donate more. You can break it into smaller milestones to celebrate along the way. If you visit our website, we've included a totaliser poster to download to help show your supporters your progress. If you surprise yourself and reach your target quickly you can always go higher.



SET UP A FUNDRAISING PAGE

An online fundraising page, like JustGiving, is quick and simple to create and a secure way of collecting sponsorship. Your JustGiving page is easy to share on social media and it tracks your progress so your supporters can see how you're doing. Even if you're doing a one-off event where you'll be collecting cash in person, by having an online fundraising page you'll also reach people who can't attend on the day. Plus it means avoiding the hassle of the chequebook.

Visit [justgiving.com/yha](https://www.justgiving.com/yha) to set up your page



GET FRIENDS AND FAMILY INVOLVED

JustGiving makes it easy to set up a team and link your fundraising pages together. If you need help with this just let us know.

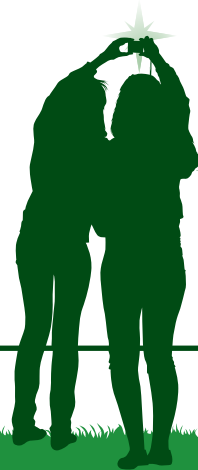
TELL YOUR STORY

Tell people what you're doing and why. Tell them what it means to you and how their donations will impact young people and their families.

You can do this online and with posters. Remember, you're speaking to friends and family, so explain how YHA's mission feels personal to you and you'll inspire them to donate.

INSPIRE PEOPLE WITH PHOTOS

It might sound obvious, but photos of your fundraising activity really help people to connect with your cause. Ultimately it'll help you raise more money.



SHOUT ABOUT IT

You're doing something impressive so don't be afraid to shout about it. Once you're all set up, get sharing on social media. You can ask people to attend your event, donate, or just help out by sharing your posts. Visit our website for a few printable posters and some Facebook and Twitter posts to share.

Not everyone's on social media so be sure to send a few emails to friends, family and work colleagues too. Send an email around at work, add a post to your LinkedIn page and include us in a tweet so we can share it. If you're feeling up to it you can even write a blog, or make some YouTube videos about your fundraising journey.

Why not let your local news know what you're doing? Sending donation details to your local paper, TV station or radio station can work wonders for your fundraising if they choose to run your story.

If you're holding a fundraising event, give people plenty of notice and lots of reminders before the big day.

If you're doing an ongoing sponsored activity, keep people updated on the progress you're making towards your goal.



DON'T FORGET ABOUT GIFT AID

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Gift Aid is a brilliant way to boost your fundraising. If your supporters choose to add Gift Aid when donating, a quarter of however much they give will be added on top by the government. That's an extra 25p for every pound donated at no extra cost to them!

All you need to do is encourage supporters who are UK taxpayers to tick the Gift Aid box on your sponsorship form, and to opt in for Gift Aid on your JustGiving page.

We have a dedicated page to gift aid.
Visit: yha.org.uk/give/gift-aid



READY YOURSELF FOR THE BIG DAY

In addition to some posters and social posts to help you inspire people to donate, you can download an official sponsorship form from our website. Give us a call if you want a few suggestions for how to make your event look even more brilliant.



KEEP THAT MONEY SAFE

Donations given through JustGiving and Gift Aid will come directly to us. If you are also collecting money in person, pay cash into your bank and send us a cheque for the total amount. Simply pop a cheque made payable to YHA (England & Wales) with your sponsorship forms, if you use them, into an envelope and send it to YHA Communities, YHA (England & Wales), Trevelyan House, Matlock DE4 3YH. If you'd prefer you can pay the donations over the phone by calling 01629 592 700.

Don't forget to keep cash donations safe:

There are simple, common sense things you can do to keep your donations safe such as using a lockable cash box or sealed collection bucket, counting up away from crowds, and getting your collection to the bank as soon as possible after the event.

Don't forget to get clued up on some legal stuff

When it comes to raising money, there are a few legal bits and bobs you'll need to know. It sounds daunting but don't worry we can help. Just go to yha.org.uk/give/fundraise/legal to get all the information that you'll need.

WE HAVE LOTS OF EYE-CATCHING MATERIAL FOR YOU TO DOWNLOAD

Just visit

yha.org.uk/give/fundraise

**You can choose from our range of templates
to help you advertise your event and raise money.**



**We hope that you're feeling inspired
and excited to start your fundraising journey.**

Don't hesitate to email us or give us a call. We're always happy to talk to you about your fundraising efforts. If you don't need any help or advice, still get in contact with us because we'd love to share your fundraising story, help you rally more support and give you some well-earned praise!

Email us at **supportercare@yha.org.uk**
Call us on 01629 592 700



We are YHA.
We transform young lives forever through travel and real adventure.
Because where you go changes who you become.



Registered with
**FUNDRAISING
REGULATOR**

Registered charity number 306122
Company number 282555

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