

# Fundraising Guide

Thank you for raising money for Home-Start UK!

Inside is everything you need to know to raise vital funds to support families across the UK.



**HOME  
START**  
North West Kent

## Your challenge starts now...

Thank you so much for signing up to take on our **Share the Load** challenge! In this pack you'll find tips and tricks, plus some amazing stories to share how your fundraising makes a huge difference.

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Home-Start is a family support charity reaching over 76,000 children and 58,000 families in the UK. Our local community network of trained volunteers and expert support helps families with young children through their challenging times.

Home-Start helps families with young children deal with whatever life throws at them. We provide one-to-one support for parents and children. Our volunteers visit the family in their home every week and support parents as they learn to cope, improve their confidence and build better lives for their children.



## Because childhood can't wait

Those precious early years of a child's life lay the foundations of virtually every aspect of human development - affecting how healthy and happy we are, our life chances and even how long we live.

The emotional, physical and psychological cost for children experiencing tragedy, hardship and neglect is immense and can last a lifetime. That's why for the last 53 years Home-Start has supported parents so that they can give their children the best possible start, despite their challenging circumstances.

Home-Start volunteers are helping to transform the lives of children. Whether they're experiencing financial insecurity, loneliness, domestic violence, mental health issues or disability, our trained volunteers are delivering targeted support the family needs.

Starting in the home, our approach is as individual as the people we are helping. No judgement, it is just compassionate, confidential help and expert support.

By raising much needed funds for Home-Start's vital work, you will help us to continue our vital work supporting families and their children across the UK, giving the children the best possible start in life.

## THIS IS WHY WHAT YOU'RE ABOUT TO DO IS SO IMPORTANT



**95%**

of parents said that  
Home-Start listened  
to them



### Happy's Story

Ocean was born at 29 weeks after a difficult pregnancy. At 5 months old, I was told to sign a DNR as there was no hope for her to recover or be a normal child.

She stayed in the hospital for five months. I was determined to give her the chance of life. My baby grabbed that chance with both hands. Every day she got stronger and stronger. Eventually, she was transferred to a children's hospital. And then, a week after that, we were on our way home.

While we were delighted to be home, we'd both gone through a horrible ordeal. And while she was no longer at risk of dying, it was a terrifying time. I was alone with a very poorly baby. Depression and anxiety set in. My baby was so fragile, and it became impossible to find the strength and courage to walk out my front door.

I was put in touch with Home-Start Horizons, who told me about their weekly family group. They knew I struggled to leave the house, so Helen, the family coordinator, would come to my home and help me find the strength to step outside.

Helen quickly felt like family. Without fail, every Tuesday, she was there to help get us to the group. With each trip, my confidence grew. Attending the group was more effective for me than the therapy I've had in the past. Looking back, I now realize I needed two things – confidence and community – and with Home-Start, I got both.

When my daughter started school, I knew I wanted to pay back the help and support I received from Home-Start. So, I decided to become a Home-Start volunteer. It's been an amazing experience.

# LET'S GET STARTED

91%

of parents believe that Home-Start has made a positive difference to family life

The sooner you start planning the less you'll have to worry about nearer the event. Here are our suggestions of things to consider when organising your own fundraising event!

“Mums carry so much, often silently. A little support and understanding can make a big difference.”



## 1. PICK YOUR WEIGHT

Grab something from home — a backpack with books, a bag of rice, a few tins of beans.

Use our guide to choose a symbolic weight:



## 2. CHOOSE YOUR CHALLENGE

Carry your load in a way that works for you:

- Walk a set distance
- Team up for a relay
- Wear the weight during your normal day

## 3. SET UP YOUR FUNDRAISING PAGE

Share why you're taking part and what your chosen weight represents.



## 4. COMPLETE YOUR CHALLENGE

Do your Share the Load activity, snap a photo or video, and share it to inspire donations.

## 5. NOMINATE SOMEONE ELSE

Pass the challenge on and keep the movement growing.

**Extra Idea:** For every £20 raised, remove a little weight (a tin of beans, a book, etc.) to show how your support helps lighten the load for families.



## SPREAD THE WORD

We are so grateful that you are raising vital funds for struggling families, so don't be shy in telling people!



**BE SOCIAL** Make the most of your social media network by posting on multiple channels like Facebook, TikTok and Instagram



Create an event on Facebook and invite all your friends. Post information about your event on your Facebook page.



Post updates - make sure to let people know why you're supporting Home-Start UK and how their support and donations will help make a difference.

### PROMOTION

If you set up an online fundraising page, you can easily share it on your social media. Put notices in your staff room, social group, or sports club newsletter. Put posters on community news boards and contact your local newspapers if you want even more people to join you.

Email, phone and text the details of your event to your contacts telling them why you're fundraising for Home-Start UK and ask for their support.



**TAG US** We love to see and hear what you've been up to so please tag us.

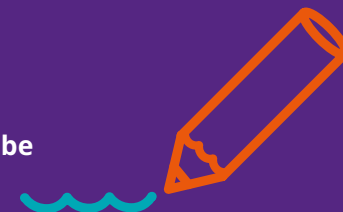
Facebook: Home-Start North west kent

instagram: homestartnwkent

**MAKE THE NEWS** Tell the world about your brilliant fundraising – a mention from your local paper or radio station is a great way to raise awareness and promote what you are doing.

## KEEP IT SAFE AND LEGAL

It's important that your event is safe and that you're aware of any legal issues. You will then be able to relax on the day and enjoy yourself.



### RISK ASSESSMENTS

When organising your own event, carrying out a risk assessment is the best way to make sure your event is safe and secure. It doesn't have to be complicated – it just means checking practical, common-sense things. You will need to check the venue/location and make yourself aware of any potential hazards and put things in place to minimize any risk.

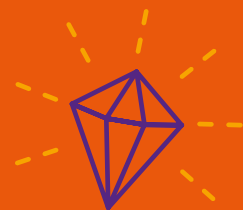
60%

of supported parents in England reported a challenge with their mental health



# TURN YOUR MONEY INTO... MORE MONEY!

There are some great ways to make your money go even further.



**75%**  
of parents said  
support from  
Home-Start made  
them feel less alone



**MATCHED GIVING** Lots of companies operate matched giving schemes that can double the amount of money you raise. It is always worth checking with your employer to see if they have a matched giving scheme. If they do, then please let us know and we will confirm the amount you have raised by completing a form or letter to your employer.



**GET ONLINE** It's simple to set up an online fundraising page. You can customise your page with photos, updates and Home-Start UK's YouTube videos. It's easy for your friends, family and colleagues to use too. What's more, people tend to give more online than they do in person.

Post your fundraising target on your page so your friends and family can see how well you're doing. You can also email a link to your online fundraising page to friends and family and share it on your social media to expand your reach.

## **GIFT AID**

Increase your donation at no additional cost! Under the Government's Gift Aid scheme, qualifying donations made by UK tax payers can be worth an extra 25%. This means for every £1 donated, Home-Start UK will receive an additional 25p, and a £100 donation would be worth £125 to support our work with no extra expense to you or your sponsors.

**GIVE AS YOU EARN** If your employer or personal pension provider runs a Payroll Giving scheme you can make regular donations straight from your salary. It's one of the most tax-effective ways of giving because your donation comes out of your gross pay (before tax) which means not only do we receive your donation, but we also get the amount that you'd normally pay in tax! So if you donate £20 Home-Start UK actually receives £25. You can check to see if your employer is in this scheme by visiting Charities Aid Foundation [website](#). If they are not signed up, please nominate your employer on the website and it will contact them.

## **PAYING-IN YOUR FUNDS Online**

**fundraising** If you set up an online fundraising page, money pledged there will automatically go to Home-Start UK or to which ever Home-Start you have chosen.

## **Offline/traditional fundraising**

When you have finished collecting the funds raised from your event,

we suggest you bank the money and then send a cheque or postal order for the total amount made payable to Home-Start UK to the address below. Please also consider Gift Aid (please read Gift Aid section) as this could add approximately 25% to the value of your donation. Unfortunately we can't accept cash by post.

Once you have raised your money for Home-Start UK, you can get it to us by:

**Post:** Send a Cheque or Postal Order to

Home-Start North West Kent  
2 Temple Hill Square  
Dartford  
Kent DA1 5HZ

**Bank Transfer:** If you would like to arrange this please e-mail [\*\*Office@homestartnwKent.org.uk\*\*](mailto:Office@homestartnwKent.org.uk) so that we can provide you with all the information you need.

**Phone:** Call us on **01322 225100**

for more information regarding this event  
**Email:** [\*\*Heidi@homestartnwKent.org.uk\*\*](mailto:Heidi@homestartnwKent.org.uk)

## SUPPORTING LOCAL COMMUNITIES ACROSS THE UK

Home-Start is made up of Home-Start UK being the national body of the charity and a network of 180 local Home-Starts. Each local Home-Start is an independent Home-Start charity; rooted in the communities they serve, working to help disadvantaged children and their parents through difficult times. They are managed locally and supported by the national organisation, Home-Start UK.

Each local Home-Start raises money independently to continue supporting local families facing crisis.

You need to decide where you want your money to be used: by Home-Start UK (national – right across the UK) or only in the area of your local chosen Home-Start. See below for details on how to choose and send any money in.

### IF YOU WOULD LIKE TO RAISE FUNDS TO HELP HOME-START UK...

Thank you. By raising funds for Home-Start UK you'll be helping us to support struggling children and their families across the UK.

### IF YOU WOULD LIKE TO RAISE FUNDS TO SUPPORT A LOCAL HOME-START...

Thank you. By raising money for your local Home-Start you'll be helping them train volunteers and run services to support struggling children and their families within their area only.

[Find the details of your local Home-Start.](#)



# A BIG THANK YOU!

Thank you so much for all your hand work and generosity. We wouldn't be able to support and help struggling families without people like you.

Home-Start UK transforms the lives of thousands of children who are facing tragedy and hardship. Our positive impact makes a real difference to the lives of children and families in communities across the UK.



**75%**

reported isolation as the biggest challenge, with parents feeling cut off from family and friends



“My wife and I are ex-military, and we have moved around a lot. We have very little, in terms of support, in our local area.

“When we had baby Dylan, my wife went back to work, and I was on paternity leave. During this time, I have suffered from paternal postnatal depression. I have felt very isolated, and it has been an emotional rollercoaster.

“I have always struggled to share my thoughts and emotions with others. But having the support from Home-Start and their Dad Matters programme has been amazing. I now feel able to share my feelings more openly than ever before.

“This support has not only helped me immeasurably, it has helped my marriage and my family as a whole. I’d urge other dads to seek support when they need it. I can’t thank Home-Start and Dad Matters enough”.

Craig, dad supported by Dad Matters



**could help fund our volunteer recruitment and training programme so that all families can get the support they need in the home.**

**could fund our school readiness pack to help a child start school ready to learn.**



**could fund perinatal and infant mental health training to volunteers, to set the foundation for babies emotional and physical wellbeing**



**could fund one hour of  
volunteer training to  
support families in crisis.**



**could fund five hours of targeted support for families who are most at risk of family breakdown and social services intervention.**





**HOME  
START**

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and in Scotland (SCO39172) and a company limited by guarantee,  
registered in England & Wales (5382181)